



MES COLLEGE ERUMELY

PO, PSO & CO



**B. Com Marketing &
Office Management**

MES COLLEGE ERUMELY

DEPARTMENT OF MARKETING AND OFFICE MANAGEMENT

B.Com

Programme outcome

1. This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.
2. After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.
3. Capability of the students to make decisions at personal & professional level will increase after completion of this course.
4. Students can independently start up their own Business.
5. Students can get thorough knowledge of finance and commerce.
6. The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.

B.Com OM & Marketing

Programme Specific outcome

1. The students can get the knowledge, skills and attitudes during the end of the B.com degree course.
2. By goodness of the preparation they can turn into a Manager, Accountant , Management Accountant, cost Accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock Agents, Government employments and so on.,
3. The students will acquire the knowledge, skill in different areas of communication, decision making, innovations and problem solving in day to day business activities.
4. Students will be able to do their higher education and can make research in the field of finance and commerce.
5. Students will learn relevant Advanced accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
6. Students will gain thorough systematic and subject skills within various disciplines of finance, accounting, management, communication, and computer.

Course outcome 2020-2021

First semester

Programme: B.Com Marketing and Office Management

Course : CORPORATE REGULATIONS AND ADMINISTRATION

Credits :3

co	Co Statement
CO1	Understand the concept of Companies Act 2013
CO2	Understand the procedure for formation of a joint stock company
CO3	Familiarise the various types of share capital and its issue
CO4	Understand the process of acquiring membership in a company
CO5	Explain the modes of winding up in a company
co6	Explain the various duties of liquidators

DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

CO	CO Statements
CO1	<i>Understand components of business Environment</i>
CO2	<i>Evaluate different stages and development of business in India</i>
CO3	<i>Familiarise Technology integration in business</i>
CO4	<i>Understand Business Ethics and CSR</i>
CO5	<i>Introduce the importance and fundamentals of business research</i>

Course Outcome

Financial Accounting 1

Credit: 4

CO	CO Statement
CO1	Understand the basic accounting concepts and principles.
CO2	Prepare final Account of sole trader

CO3	Calculate the profit or losses from incomplete records
CO4	Prepare Royalty Accounts
CO5	Prepare Farm Accounts
CO6	Prepare Account for Consignment

Course Outcome

Banking and Insurance

Course Credit:3

CO	CO Statements
CO1	Understand the origin and evolution of banks and various functions of commercial banks
CO2	Made aware of various banking innovations and reforms .
CO3	Understand the relationship between banker and customer
CO4	Understand the concept of risk and importance of insurance
CO5	Understand the various types of insurance policies.

Course : BUSINESS COMMUNICATION & MIS (OM)

CO1: To be familiar with effective organisational Communication

CO2 : Understand work place communication and ability to draft effective correspondence with brevity and clarity

CO3 : Understand basic ideas of legal deeds and Documents

CO4 : Create awareness on impact of IT on Communication

CO5 : Understand the role of MIS in business communication

Second semester**Programme: B.com Marketing and Office Management****Course : Business Management****Credits :3**

co	Co Statement
CO1	Understand the concepts and principles of management
CO2	Understand the principles of planning
CO3	Analyze MBO techniques
CO4	Analyze the principles of organisation
CO5	Understand the principles of direction
CO6	Understand the theories of motivation and leadership
CO7	Understand the process of control
CO8	Understand the management techniques

Programme : B.com**Course : Financial Accounting II****Credits : 4**

co	Co Statement
CO1	Understand the concept of Hire Purchase and sale
CO2	Understand the calculation of installment, interest and recording of transaction
CO3	Understand the concept of branch accounting
CO4	Understand the concept and procedure of departmental accounting
CO5	Understand the concept of dissolution of partnership firm
CO6	Understand the basic concept and application of Garner vs Murray case
CO7	Understand basic accounting standards
CO8	Understand the concept of Insolvency of partners

Programme : B.com**Course : Business Regulatory Framework****Credits : 3**

co	Co Statement
CO1	Understand the concept of Indian contract Act
CO2	Describe the various elements of contract
CO3	Understanding the concept of breach of contract and its consequences
CO4	Familiarise the rights and duties of bailor, bailee, pawnee and surety
CO5	Acquire knowledge about the provisions of agency and termination of agency
CO6	Analyse the legal provisions of Sale of goods Act
CO7	Analysing the legal provisions of Law relating to business

Program : B.com Marketing and Office Management

Course : Principles of Business Decisions

Credits :3

co	Co Statement
CO1	Understand decision making and application of economic theories in decision making
CO2	Acquire knowledge with concept of demand, demand theory, demand forecasting
CO3	Make an idea about production function and analysis
CO4	Analyse cost analysis theories
CO5	Analyse pricing in different market

Programme : B.com Marketing and Office Management

Course : English

Credits : 3

CO	Co Statement
CO1	Understand the social, political and cultural contexts of contemporary issues
CO2	Understand the psychological burden caused by war and its aftermath.
CO3	Conceive the challenges of survival encountered by minorities.
CO4	Evaluate the ecological issues raised by vulnerability and fragility of the natural resources.

CO5	Respond rationally and positively to the issues raised.
CO6	Understand the values imparted through the excerpts.
CO7	Formulate clear and accurate opinions on the issues that are relevant.
CO8	Articulate these values in error free English.

COURSE : BUSINESS ENVIRONMENT

CO1: Understand the concept,significance and changing dimensions of Business Environment

CO2 : Gain insights on role of economic systems,economic planning,government policies,public sector and development banks,economic reforms,liberalization and its impact on business

CO3: Learn about emerging dimensions in socio cultural environment and its relevance for a business firm

CO4 : Understand the importance and impact of politics and changing laws and regulations on a business

CO5 : Gain insights on patent laws, policy on research and development and new technological developments in business environment

THIRD SEMESTER

COURSE OUTCOME

Department of Commerce

Programme: B.com

Course : QUANTITATIVE TECHNIQUES FOR BUSINESS I

Credits :4

co	Co Statement
CO1	Understand the features and methods of statistics
CO2	Apply the appropriate sampling survey method and collect data
CO3	Calculate an appropriate measure of central tendency
CO4	Calculate an appropriate measure of dispersion
CO5	Interpolate and extrapolate a value from a series and use it for forecasting

Course : Corporate Accounting I

Credits :4

co	Co Statement
CO1	Understand the concept of issue and redemption of share capital
CO2	Understand the provisions of underwriting shares and debentures

CO3	Familiarise with the preparation of final accounts of Joint Stock companies
CO4	Familiarise the with the preparation of Investment Accounts
CO5	Equip with the problem solving skill in insurance accounts and settlement of claims.

COURSE : BUSINESS ETHICS & CSR (B Com OM)

- CO1 1. Understanding the basic concepts of ethics and its role in business**
- CO2 2. Familiarise the ethical issues involved in business and understands how to take ethical decision.**
- CO3 3. Understand the importance of ethics and social responsibilities of Business**
- CO4 4. Understand the role of HRM in an ethical organisation**
- CO5 5. Familiarise with the benefits of CSR in the context of globalized economic and social relations.**

COURSE : CUSTOMER RELATIONSHIP MANAGEMENT (B Com Marketing)

- CO1 : Describe the strategic framework for CRM**
- CO2 : Explain the concept, origin,role,components and process of CRM**
- CO3 : Understand key principles of CRM**
- CO4 : Understand the growth of CRM market in India**
- CO5 : Explain CRM strategy development , value creation and performance Evaluation process.**
- CO6 : Understand the use of technology in CRM and CRM technology tools and implementation**
- CO7 : Identify the reasons for failure of CRM**

Programme: B.com

Course : Financial Markets and Operations

Credits :3

co	Co Statement
CO1	Familiarize the students with recent financial market operations in India.
CO2	Understand the role of RBI in money market.
CO3	Understand the instruments and operations of primary and secondary markets
CO4	Understand the trading mechanism of mutual funds.
CO5	Familiarize the students with derivatives and its types.

Course : CO3CRT10 - MARKETING MANAGEMENT

Credits :3

co	Co Statement
CO1	Understand the concept of marketing management
CO2	Understand the functions of market segmentation
CO3	Understand Product mix and its functions
CO4	Understand the concept of branding and packaging -
CO5	Understand the methods and strategy of pricing
CO6	Understand the concept of logistic and supply chain management
CO7	Understand the merits and demerits of Direct marketing.

CO8	Understand recent trends in marketing .

Fourth semester

Course Outcome
Quantitative Techniques for Business II
Credit: 4

CO	CO Statement
CO1	Understand the various methods of correlation.
CO2	Understand algebraic methods of regression.
CO3	Understand the uses and types of index numbers.
CO4	Familiarise the components of time series
CO5	Understand the theorems of probability.

Corporate Accounting II

Course Outcome

C01-Familiarise the students with the preparation of financial statements of insurance companies.

C02-Familiarise the students with the preparation of financial statements of banking companies.

C03-Understand the accounting procedure for internal reconstruction.

C04-Equip the students with the accounting procedure for amalgamation, absorption and external reconstruction.

C05-Equip the students with the accounting procedure for liquidation of companies.

Programme: B.Com Office Management

Complementary Course -6

Instructional hours : 54

Credit : 3

Logistics and Supply Chain Management

- 1. Understand the logistics, Supply Chain operation channels of distribution into various businesses.**
- 2. Understand the foundational role of logistics as it relates to inventory control, transportation and warehousing**
- 3. Understand fundamental supply chain management concepts.**
- 4. Understand and improve supply chain process and role of a manager in supply chain process.**
- 5. Understand the current trends in logistics.**

Fifth semester

Course : Cost Accounting 1

Credits :4

co	Co Statement
CO1	Understand the concepts and functions of cost accounting
CO2	Understand the elements of cost
CO3	Analyze EOQ
CO4	Differentiate cost accounting and financial accounting
CO5	Understand material losses and pricing of material
CO6	Understand the systems of wage payment
CO7	Understand the allocation and apportionment of overheads
CO8	Understand the preparation of cost sheet

Programme: B.com Office Management

Course : Office Management and Administration

Credits :3

co	Co Statement
CO1	Understand the meaning and functions of office
CO2	Understand the role of office manager and office organization principles
CO3	Understand office accommodation facilities
CO4	Familiarize records management in an office
CO5	Understand the methods of filing and indexing
CO6	Understand the system of office

CO7	Understand the recent trends in office practice

Course : E Commerce

CO1 : Recognizes the impact of information and communication technologies, over E Commerce

CO2 : Acquire knowledge in identifying the main business and the applicable Domains and services of E Commerce

CO3 : Understanding Electronic payment System and its environment

CO4 : Make ethical decisions related to E commerce based on laws,privacy, And security

CO5 : Analyze the steps,tools and security Considerations needed to build an E commerce website.

SIXTH SEMESTER

Department of Commerce

Programme: B.com Marketing and Office Management

Course : Advertisement and sales management

Credits :3

co	Co Statement
CO1	Understand the concept of advertising.
CO2	Understand the advertisement appeal,copywriting,copy testing and media planning.
CO3	Understand the need for advertisement research.
CO4	Understand the scope and methods of sales promotion.
CO5	Understand the sales promotion mix and develop sales promotion campaigns.
CO6	Understand the sales promotion budget and its preparation.
CO7	Understand the importance and process of personal selling.
CO8	Understand the sales force management.

Programme : B.com Marketing

Course : International Marketing

Credits :5

co	Co Statement
CO1	Understand the meaning and concept of international marketing
CO2	Understand the importance of international marketing research
CO3	Understand the international marketing entry and operating strategies
CO4	Understand international marketing environment
CO5	Understand Globalization and its impact on international marketing
CO6	Understand the functions of foreign trade strategy of India
CO7	Understand the concept of international marketing mix

Programme : B.Com Office Management

OPTIONAL CORE 2 : SECRETARIAL PRACTICE

Instructional Hours: 90

Credit : 4

Course outcome

- 1. Understand the qualifications and functions of the company secretary.**
- 2. Understand about the concepts of secretarial practice and it's decisions.**
- 3. Understand the effective transfer and transmission of shares, dividend and it's interest.**
- 4. Familiarize the work performed by company secretary and company meetings.**

Programme: B Com Marketing

Course : Marketing Research

CO1 : understand the basis of research and marketing research

CO2 : Understanding the different types of research design and

Variables

CO3 : Understanding the concept of sampling and different

sampling designs

CO4 : Understanding the different types of data and methods for

Data collection

CO5 : Understanding about analysis of data and hypothesis testing

& parametric and non parametric tests

CO6 : Understanding the preparation of research report &

Different types of report

Core Course : COST ACCOUNTING- II

co	Co Statement
CO1	Understand specific Costing Methods
CO2	Compute transportation, canteen and Hospital costing
CO3	Understand Process Costing Methods
CO4	Understand the application of Marginal costing
CO5	Equip the students with the preparation of Cash Budget and Flexible Budget.

Course Outcome- Mgt Accounting

co	Co Statement
CO1	Differentiate Management accounting with other branches of accounting.
CO2	Understand various types of financial statement analysis.
CO3	Analyse the financial statement by using ratio
CO4	Acquire the ability to prepare fund flow statements
CO5	Acquire the ability to prepare cash flow statements