

**Department of Commerce**  
**Manonmaniam Sundaranar University**  
**Tirunelveli – 627012**

**PROGRAM OBJECTIVES AND COURSE OUTCOMES**

**Name of the program: Master of Commerce (M.COM)**

<b>Program Objectives</b>	<p>To Provide Quality Education in the field of Commerce, especially for the Rural and the Unreached.</p> <p>To Imbibe Moral, Social and Ethical Values of Life in the Minds of Young Commerce Aspirants</p> <p>To Provide Quality Education in the field of Commerce, especially for the Rural and the Unreached.</p> <p>To Imbibe Moral, Social and Ethical Values of Life in the Minds of Young Commerce Aspirants</p>
<b>Program Outcomes</b>	<p>Students get employability</p> <p>Students will be able to develop a professional interest matching to their potential and thereby making their career whether as an employee or entrepreneur.</p>

**Course of the M.COM Program:**

S.No	Name of the course	Course Outcome
1.	<b>Financial Accounting and Analysis</b>	-----
2.	<b>International Finance</b>	<p>To get an insight of the International Monetary and Financial System.</p> <p>To understand the factors influencing the Foreign Exchange rate.</p>
3.	<b>Indian Financial System</b>	<p>To familiarize the students with regard to structure, organization and working of financial system in India.</p> <p>To provide the students, basic knowledge about the Finance concepts, markets and various services provided in financial markets.</p>

4	<b>Quantitative Techniques for Business Decisions</b>	To familiarize the students with important statistical techniques for managerial decision making. To acquaint the students with the use of quantitative models in decision making.
5	<b>Computer Applications in Business</b>	To gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.  To achieve hands-on experience with the application of software's to enhance business activities.
6.	<b>Computerized Accounting</b>	To demonstrate & to access navigation, and customization of computerized accounting software To examine basic accounting processes using computerized accounting software. To prepare financial statements by completing the accounting cycle using computerized accounting software.
7.	<b>Financial Management</b>	To familiarize the students with the financial environment of business. To imbibe knowledge about the decisions and decision variables involved in finance. To know about the various sources of finance.
8.	<b>Advanced financial accounting</b>	-----
9.	<b>Entrepreneurial Development (For the Students of other Departments)</b>	To develop and strengthen entrepreneurial quality and motivation among students and to impart basic entrepreneurial skills. To inculcate Entrepreneurial Competencies among students. To motivate the students towards entrepreneurship. To facilitate the students to start small enterprises
10.	<b>Research Methodology</b>	To get an insight of research. To enable the students acquire knowledge on research methods. To enable the students develop understanding of research design.

11.	<b>Investment Management</b>	To know about the Investment and Investment Avenue. To know about Securities Market in India and Structure of Securities Market. To know about Steps in Investment in Securities in India.
12.	<b>Practice in Auditing</b>	To understand audit theory and its application to the audit of financial statements. To emphasis the practical application of audit procedures on realistic financial audit To understand the use of internal auditing by Top Management and governing boards for controlling organizations.
13.	<b>Emerging issues in accounting</b>	-----
14.	<b>Financial Services Marketing</b>	To develop a solid foundation of knowledge and skills in marketing and managing banking and financial services. To become a more perceptive and effective executive and consumer through understanding the complexities of service design, delivery, communications, and value creation.
15.	<b>Management of Small Enterprises (For the Students of other Departments)</b>	To provide an understanding of the advantages of owning/operating a small business. To provide the student with the necessary tools to develop a business plan. To provide an insight about procuring cost effective business equipments and supplies. To impart knowledge of the ethical and legal framework of small business.
16.	<b>Cost Systems and Cost Control</b>	To gain knowledge of different methods of costing To acquire the students of the relevance of cost account in framing managerial decisions. To familiarize of integrated Accounts.
17.	<b>E-Commerce</b>	To understanding of basic concepts, theories, and business models underlying e-commerce. To apply e-commerce theory and concepts to what e-marketers are doing in the real world.

		<p>To improve familiarity with current challenges and issues in e-commerce.</p> <p>To understand current threats facing organizations that conduct business online and how to mitigate these challenges.</p>
18.	<b>Export finance</b>	-----
19.	<b>Soft Skills and Career Actualization</b>	<p>To impart communication skill to the students.</p> <p>To prepare the students to face interview.</p> <p>To give exercise on Group Discussions.</p> <p>To enable students to know about effective written &amp; oral presentations</p>