



SACRED HEART COLLEGE (AUTONOMOUS)

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Programme: B Com

S No	Title of the Paper	Course Code	Course Objectives	Course Outcomes	Relevance
1	PRINCIPLES OF MARKETING	C326	<ul style="list-style-type: none"> To provide basic knowledge of concepts, principles, tools and techniques of Marketing. To make the students to identify the process of developing new products and pricing them. To impart knowledge on different types of promotion and different distribution channels. To make them understand the importance of the concept of consumer behavior and apply it in marketing To make them understand the concepts of social marketing, green marketing, and rural marketing. 	<p>After the completion of this paper, the students will able to</p> <ul style="list-style-type: none"> Gain knowledge and understand the basic concepts of marketing. Familiar with developing of a new product and different pricing methods. Aware of various promotion and distribution strategies. Understand the various factors influencing consumer behavior. Gain knowledge on the recent developments in marketing. 	Regional
2	HUMAN RESOURCE MANAGEMENT	C649	<p>The students will be able to</p> <ul style="list-style-type: none"> To understand the various aspects of human resource management. To estimate human resource requirement and develop human 	<p>After studying this course, students would be able to</p> <ul style="list-style-type: none"> Describe the various aspects of human resource management. Determine human resource 	Regional

			<p>resource plan.</p> <ul style="list-style-type: none"> • To devise the recruitment and selection strategies. • To examine the various training and development methods. • To measure the employee performance by using appropriate appraisal methods. 	<p>requirements and prepare human resource plan.</p> <ul style="list-style-type: none"> • Formulate the recruitment and selection strategies. • Assess the various training and development methods. • Measure the employees' performance by employing appropriate appraisal methods. 	
3	COMPUTERIZED ACCOUNTING	C651A	<p>The students will be able to</p> <ul style="list-style-type: none"> • Get acquainted with the concept of accounting packages, TALLY ERP 9, etc. • Acquire about the information on creation, alteration and deletion of ledgers and accounting vouchers. • Develop skills in creation of inventory masters in TALLY ERP 9, like stock groups, stock categories, godowns, units of measure, etc. • Improve their knowledge on budgets, payroll system, and statutory features in TALLY. • Gain insights into analyse the reports on TALLY, extraction of ratios, cash flow statement and funds flow statement. 	<p>After studying this course, students would be able to</p> <ul style="list-style-type: none"> • Apply their knowledge on the concept of accounting packages, TALLY ERP 9, etc. • Understand about the information on creation, alteration and deletion of ledgers and accounting vouchers. • Analyse and integrate their skills in creation of inventory masters in TALLY ERP 9, like stock groups, stock categories, godowns, units of measure, etc. • Apply their awareness on budgets, payroll system, and statutory features in TALLY. • Expose their insights into analyse the reports on TALLY, extraction of ratios, cash flow statement and funds flow statement. 	Regional