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Every Good Work

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: M Com

S No	Title of the Paper	Course Code	Course Objectives	Course Outcomes	Relevance
1	ADVANCED BUSINESS STATISTICS	C725	<ul style="list-style-type: none">To Make the students to understand the correlation between variables.To Acquire knowledge in theory of probabilityTo Educate the students to learn procedure for selecting sample and to importing knowledge on the testing of hypothesis.To test the goodness of fit and testing homogeneity of variables.To Enhance practical applications of testing equality of population variances	<ul style="list-style-type: none">Understand the basic concepts in Research in Social Sciences and business enquiry.Retrieving the theory of probability in Binominal and Poison Distribution.Analyze and develop the skills for scientific collection of data and determining the sample size for research.It creates awareness among students with regard to the various statistical tools and test of significance that are applied in social and business researchExperimenting the one way and two way Analysis of Variance (ANOVA) for the applications of testing equality of population variance	Global

2	RESEARCH METHODOLOGY	C825	<ul style="list-style-type: none"> • To develop an idea about various research designs and techniques • To understand sampling techniques of research and its applications • To emphasis the learners in the usage of appropriate tools of data collection in research • To make the learners to understand the applications of SPSS • To lay foundation to become familiar in style of preparing research report 	<ul style="list-style-type: none"> • Explain the basic concepts in Research in Social Sciences and business enquiry • Develop the skills for scientific collection of data and determining the sample size for research. • Able to understand the application of appropriate tool for data collection and to test the validity and reliability of research tools • Creates awareness among students with regard to the various statistical tools and test of significance that are applied in social and business research • Write a research report and dissertation 	Global developmental needs
3	COMMERCE AND COMPUTERISED ACCOUNTING	C827C	<ul style="list-style-type: none"> • To establish the knowledge on E-Commerce and E-Business along with its process, potentials, driving forces and regulatory aspects. • To exhibit specialised knowledge on Electronic Data Interchange and Internet Trading Relationships for the betterment of Supply Chain Management. • To develop expertise in the field special features required for the Electronic Payment System and different forms of e-payment. • To make the students to appreciate the differences between Manual Accounting vs. Computerised Accounting. 	<ul style="list-style-type: none"> • Enhance their knowledge on E-Commerce along with its re-engineering process, potential benefits, driving forces and regulatory aspects. • Improve the knowledge on the benefits and drawbacks of Electronic Data Interchange (EDI) system and Internet Trading Relationship business. • Understand the mechanism followed in the Electronic Payment System and also they will learn E-cash, E-Cheque and currency servers. • Acquaint their knowledge on the computerised accounting through the process of creating company, grouping of accounts, creation of ledger, etc. • Develop their knowledge on the 	Global developmental needs

			<ul style="list-style-type: none"> To enable the students to prepare the statements of accounting and cash flow statements in the computerised format. 	preparation of computerised statements like Day Book, Trial Balance, Cash Flow statements, etc.	
4	STUDY PAPER I SERVICES MARKETING	C829SP1	<ul style="list-style-type: none"> To understand the conceptual framework of service marketing. To examine the concept of physical evidence and capacity planning. To analyse and identify the various factors affecting the pricing decision. To reflect and enumerate the dimensions of quality To enhance the marketing skills of students on various services. 	<ul style="list-style-type: none"> Understand the basics of service marketing and service marketing mix Comprehend the guidelines for physical evidence and manage the capacity and match demand Apply the pricing strategy and determine the appropriate price for the service Evaluate the dimensions of quality and causes of Gaps. Integrate the service marketing skills on various service sectors. 	National and global developmental needs
5	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	C930A	<ul style="list-style-type: none"> To enable the students to understand the importance and aims of logistics and its current trends. To make aware of the various stages of planning and strategies involved in the logistics process. To evaluate the methods of measuring various activities of logistics adopted in the organisations. To appreciate the concepts of supply chain management and application of IT on the same. To analyse the techniques involved in e-financial supply chain management in the bank's perspective. 	<ul style="list-style-type: none"> Understand the importance and aims of logistics in current trends Bring out the stages of planning and strategies of various activities in logistics. Evaluate the various activities of logistics adopted in the organisations. Analysing various modern financial supply chain management. Applying the concepts of supply chain management with help if IT in supply chain management 	Global developmental needs

6	LEGAL ASPECTS OF BUSINESS	C1023	<ul style="list-style-type: none"> • To help the students to get acquainted with IT, Intellectual Property Rights, Patent Act and Copyrights Act. • To help to understand FEMA Act and various provisions of the Act. • To analyse various problems of environment and taking prevention and controlling measures of environment • To Illustrate various rights and provision of Consumer Protection Act • To determine various provisions of Competition Act 	<ul style="list-style-type: none"> • Understanding the IT act, Intellectual Property Rights, Patent Act, Copyrights Act. • Inculcating various provisions of FEMA act. • Analysing various problems of environment and taking prevention and controlling measures of environment. • Applying any one rights of Consumer Protection Act. • Evaluating the competitions between the companies by examples. 	Global
7	INTERNATIONAL BUSINESS	C1025	<ul style="list-style-type: none"> • To demonstrate the classifications of international business and the important factors influencing the international business. • To exhibit the specialised knowledge on the export and import documentation methods and procedures along with the policies of India. • To develop expertise in the field of international trading organisations (like IMF, WTO, UNCTAD, etc) and its roles and functions on international trade. • To prepare themselves in understanding the concept, strategies and technologies of Multi-National 	<ul style="list-style-type: none"> • Enhance their knowledge on the classifications and the most important factors influencing the international business. • Construct the ideas relevant to export and import documentation methods and procedures along with the policies of India. • Enumerate the different international trading organisations (like IMF, WTO, UNCTAD, etc) and its roles and functions on international trade. • Understand the concept, strategies and the technologies of Multi-National Companies and its management in international marketing. • Inculcate the knowledge on the 	Global

			<p>Companies and its management in international marketing.</p> <ul style="list-style-type: none"> To inculcate the knowledge on the association between foreign collaborations (including joint ventures) and international trade. 	<p>association between foreign collaborations (including joint ventures) and international trade.</p>	
8	INTERNATIONAL MARKETING	C1026A	<ul style="list-style-type: none"> To study and gain the knowledge on international marketing To make the students to understand the international marketing environment To develop International marketing strategies To evaluate the various international marketing channels and physical distribution management To acquire knowledge on branding, pricing policies and their promotion in the international markets. 	<ul style="list-style-type: none"> Enhance their knowledge on International marketing concepts Evaluate International marketing environment on the basis of policies, legal, technology, business factors Create International marketing strategies for exporting product Appraise International marketing channels strategies and physical distribution management Assess International pricing and promotional policy assistance and incentives 	Global developmental needs

9	EXPORT AND IMPORT MANAGEMENT	C1028SP3	<ul style="list-style-type: none"> • To understand the basic concepts of international trade environment. • To acquire knowledge on export - import procedures and transactions. • To Learn the Day-to-Day Accounting for exports and imports • To understand the needs EXIM policy and EXIM Bank. • To import knowledge on Special Economic Zone. 	<ul style="list-style-type: none"> • Acquire the knowledge international trade environment and GATT agreement • Analyse export - import procedures and transactions. • Evaluate day to day Accounting for exports and imports for income tax applicability on exporting firms / companies. • Understand the needs EXIM policy and EXIM Bank. • Develop the knowledge on Export oriented Units and Special Economic Zones 	Global developmental needs
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