



St. Mary's College (Autonomous)
Reaccredited with 'A+' Grade by NAAC (Cycle IV)
Thoothukudi



Criterion: I – Curricular Aspects
1.1 – Curriculum Design and Development
Year: 2018-2023

Programme: M. Com

SEMESTER –I			
Core IV Entrepreneurial Development			
Code:19PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Course Outcome:

Co. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the significance of entrepreneurial skills.	1,4	Un
CO-2	understand the export potential of small entrepreneurs.	2,4	Ap
CO-3	know the financial assistance available to small entrepreneurs	3,4,5	Ev
CO-4	know the scope for rural industries.	1,4	Un
CO-5	know the institutional support provided to small entrepreneurs	1,4,8	Ap
CO-6	understand the procedure for setting up for MSME'S.	1,6	Un
CO-7	understand the process of preparation of project report for industries.	3,4	Ap
CO-8	study the impact of Women Entrepreneur in socio economic development	2,6,8	Ev

SEMESTER –II			
Core VIII		Business Environment	
Code: 19PCOC23	Hrs/Week: 5	Hrs/Sem: 75	Credits: 4

Course Outcome:

CO No.	On completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the framework and techniques of business environment.	1,4	Un
CO – 2	assess the various policies and economic reforms.	1,2	An
CO – 3	know the various roles of development banks in Industrial Development.	3,5	Un
CO – 4	know the various political and technological environment of business.	3,5	Un
CO- 5	discuss the socio-cultural environment and consumerism.	1,7	Ev
CO-6	understand the International Environment and growth of FDI.	1,8	Un
CO – 7	understand the International Environment and growth of World Bank.	1,8	Un
CO – 8	understand the International Environment and growth of IMF.	1,8	Un



SEMESTER – III			
Elective II B		Tourism Management	
Code: 19PCOE31	Hrs/Week: 4	Hrs/Sem: 60	Credits: 3

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the importance of tourism.	1,3,6	Un
CO – 2	analyse the planning process of tourism.	1,8	An
CO - 3	understand staffing in tourism organization.	1,4	Un
CO-4	evaluate the leadership and communication in tourism organization.	1,8	Ev
CO-5	understand the functions of national tourist organization.	1,3,8	Un
CO - 6	evaluate the accommodation management.	1,8	Ev
CO – 7	understand the setting up of travel agency.	1,8	Un
CO – 8	know about the tour operators in India.	1,8	Un

SEMESTER –I			
Core IV Entrepreneurial Training and Development			
Course Code: 21PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

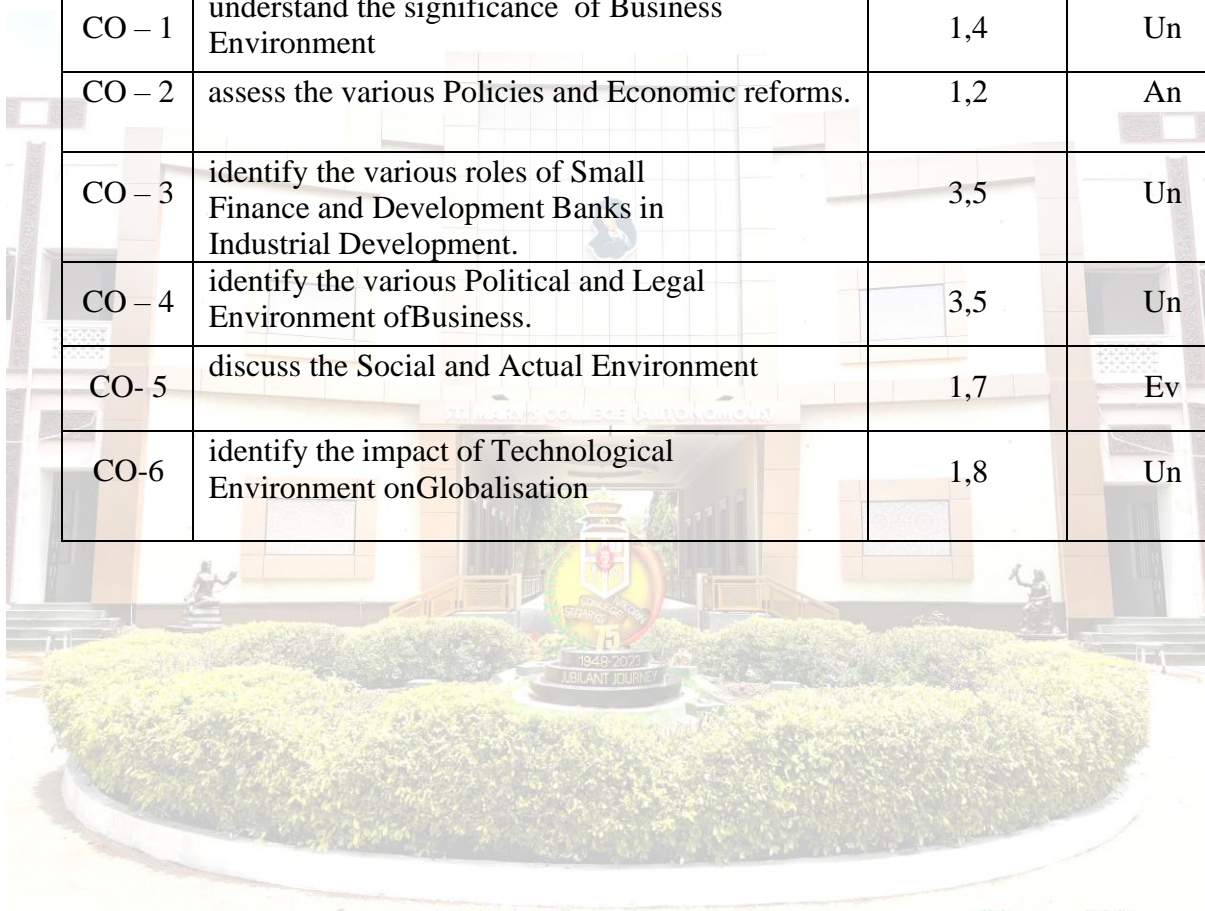
Course Outcomes:

Co. No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	understand the significance of entrepreneurial skills.	1,4	Un
CO-2	know the scope for Rural Entrepreneurship	2,4	Ap
CO-3	study the concept of Women Entrepreneur	3,4,5	Ev
CO-4	know the procedure for setting up of MSME'S.	1,4	Un
CO-5	describe Project Appraisal and prepare project report	1,6,8	Ap
CO-6	identify the institutional support provided to Entrepreneurs	2,6,8	Ev

SEMESTER –II			
Core VIII		Business Environment	
Course Code: 21PCOC23	Hrs/Week: 5	Hrs/Sem: 75	Credits: 4

Course Outcomes:

CO No.	On completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the significance of Business Environment	1,4	Un
CO – 2	assess the various Policies and Economic reforms.	1,2	An
CO – 3	identify the various roles of Small Finance and Development Banks in Industrial Development.	3,5	Un
CO – 4	identify the various Political and Legal Environment of Business.	3,5	Un
CO- 5	discuss the Social and Actual Environment	1,7	Ev
CO-6	identify the impact of Technological Environment on Globalisation	1,8	Un



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