



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			
Core XII		Human Resource Management	
Code: 19PCOC32	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

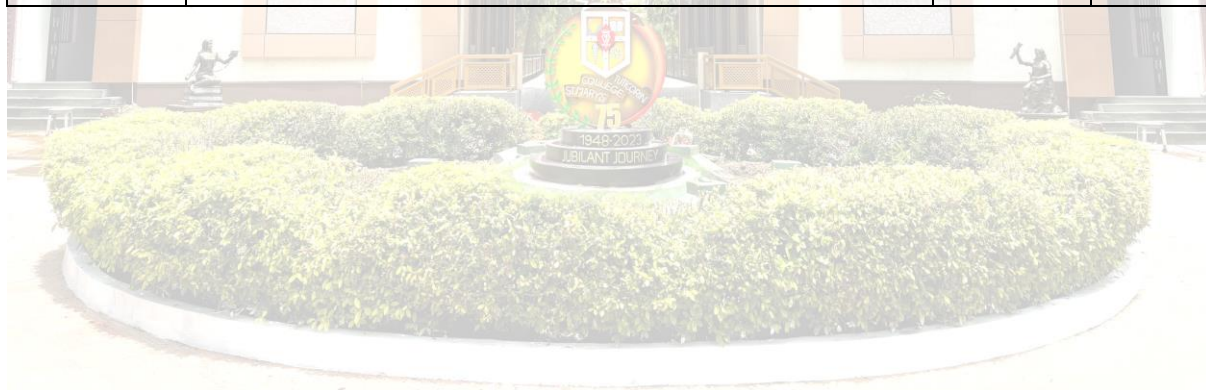
Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the significance of Human Resource Management.	1,3	Un
CO – 2	understand the process of recruitment, selection, placement and induction.	1,2,3	Un
CO – 3	know the various training methods, executive development programme.	1,7	Ev
CO – 4	understand the various Participative management techniques.	1,7	Ev
CO-5	understand the various compensation plans, reward system and quality of work life.	2,3, 8	Ap
CO – 6	understand the safety and welfare measures.	1,4,8	Ap
CO – 7	understand the procedure for performance appraisal.	1,4,8	Ap
CO – 8	understand and apply grievance handling procedures and machinery for settlement of disputes.	1,4,8	Ap

SEMESTER –II			
Elective I B		Green Marketing	
Course Code: 21PCOE21	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Course Outcome

Co.No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	discuss the concept of Green market and Green products.	1,3	Un
CO-2	assess Green Marketing and its impact	2,4	An
CO-3	identify the factors that affect purchase decision of consumers.	3,6	Un
CO-4	use Eco friendly products.	4,6	Ap
CO-5	initiate adoption of green initiatives.	5,7	Ap
CO-6	appraise the green environment policies.	1,7	An



SEMESTER –III			
Core XII		Human Resource Management	
Course Code: 21PCOC32	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO – 1	understand the significance of Human Resource Management.	1,3	Un
CO – 2	understand the process of recruitment, selection, placement and induction and training methods.	1,2,3	Un
CO – 3	understand the various Participative management techniques and executive development programmes.	1,7	Ev
CO – 4	understand the various compensation plans, reward system and quality of work life and apply in business	2,3, 8	Ap
CO-5	understand the safety and welfare measures and performance appraisal	1,4,8	Ap
CO – 6	understand and apply grievance handling procedures and machinery for settlement of disputes.	1,4,8	Ap

SEMESTER –III**Elective II A****Corporate Legal Framework****Course Code: 21PCOE31****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 provisions of various laws for companies.	1,3,6	Un
CO – 2	understand the various Negotiable Instruments	1,8	Un
CO - 3	familiarise with the rules and regulations of SEBI	4	Ap
CO-4	know about consumer rights and identify the problems of consumers and redress the grievance.	1,8	Ap
CO-5	understand the operations of grievance redressal forum.	1,3,8	Ap
CO - 6	familiarise with the Regulatory Environment for International Business.	1,8	Ap

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