



**MEENAKSHI CHANDRASEKARAN  
COLLEGE OF ARTS AND SCIENCE**  
( Affiliated to Bharathidasan University, Tiruchirappalli )  
( UGC Recognized 2(f) & 12(B) Institution )

**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**ACADEMIC YEAR:2019-2020**

**M.COM (COMMERCE)**

**Programme Outcome**

PO1	Impart the knowledge and skills on various advance concepts and its applications in the filed of
PO2	Enable a studentsto procure national as well as international trends in Commerce.
PO3	Enable the students to manage Business, Accounting, Corporate and Financial Sectors.
PO4	Communicate the major concepts in Accounting, Marketing, Finance, Information Techonology and
PO5	Impart the necessary skills and aptitude for successful Entrepreneurship.

**COURSE - SERVICES MARKETING**

**SUBJECT CODE : P16MC12**

**COURSE OUTCOME**

CO1	Services marketing, Definition,importance, charateristics types.
CO2	Concept of service marketing, Buyer behaviour factors infulencing buyer behaviour decision making
CO3	Services marketing mix, Product Strategies, Product life cycle, Product planning, Product
CO4	Bank marketing insurance marketing transport marketing.
CO5	Tourism and hotel marketing Educational marketing communication service Health service.

PO→ CO↓	PO1	PO2	PO3	PO4	PO5
CO1	2	1	0	2	1
CO2	1	1	1	2	1
CO3	1	1	1	1	1
CO4	2	1	1	1	1
CO5	1	1	1	1	1
<b>Average</b>	<b>1.4</b>	<b>1</b>	<b>0.8</b>	<b>1.4</b>	<b>1</b>

**Internal Examination Mark Distribution for each Course outcome**

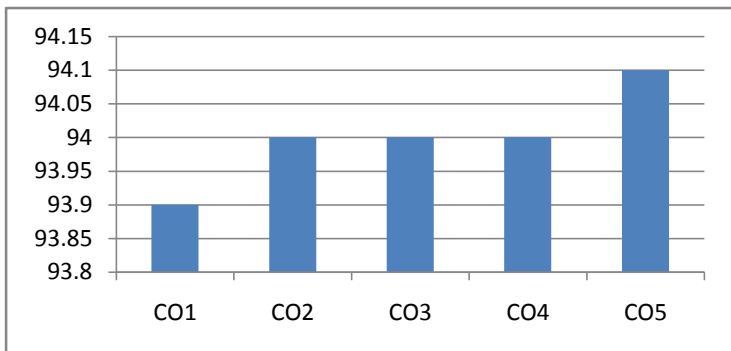
CO	Internal (Unit Test 15)	Assignment (5)	Seminar (5)
CO1	3	1	1
CO2	3	1	1
CO3	3	1	1
CO4	3	1	1
CO5	3	1	1
<b>Total</b>	<b>15</b>	<b>5</b>	<b>5</b>

Name	Reg.number	CO1	CO2	CO3	CO4	CO5	Total	Percentage
PRICY.A	P 18110966	5	5	5	5	5	25	100
SARANYA.S	P 18110967	5	4	5	5	5	25	100
UDHAYAKALA.U	P 18110968	4	4	4	4	5	21	84
VEDHAMBIGA.B	P 18110969	5	5	5	5	5	25	100
<b>Average</b>		4.75	4.5	4.75	4.75	5		

**Expected Attainment in each CO - 85%**

CO	Int. Exam + Assignment	End Sem	Total	%
CO1	4.75	75	79.75	93.8
CO2	4.5	75	79.5	93.5
CO3	4.75	75	79.75	93.8
CO4	4.75	75	79.75	93.8
CO5	5	75	80	94.1

CO1	CO2	CO3	CO4	CO5
93.9	94	94	94	94.1



**COURSE ATTAINMENT FOR M.COM**

SUBJECT NAME : SERVICES MARKETING

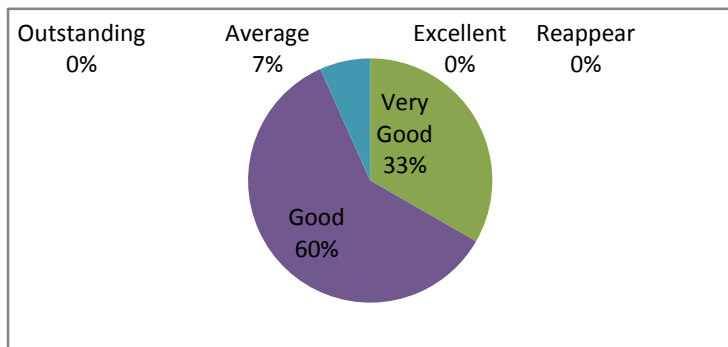
SUBJECT CODE : P16MC12

NO.OF.STUDENTS : 04

COURSE OUTCOME ASSESSMENT		
CATEGORY (MARKS)	NO.OF. STUDENTS	STATUS
90-100	0	Outstanding
80-89	0	Excellent
70-79	5	Very Good
60-69	9	Good
50-59	1	Average
Below 50	0	Reappear

COURSE OUTCOME ASSESSMENT					
Outstanding	Excellent	Very Good	Good	Average	Reappear
0	0	33.3	60	6.7	0

**COURSE OUTCOME ASSESSMENT**



**ACADEMIC YEAR:2018-2019**

**M.COM (COMMERCE)**

**Programme Outcome**

PO1	Impart the knowledge and skills on various advance concepts and its applications in the filed of
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**COURSE - CORPORATE LAW**

SUBJECT CODE : P16MC13

**COURSE OUTCOME**

CO1	Provision of companies Act 1956 relating to company administration Board of Directors,
CO2	Industry development and Regulation Act 1951. Effect of Central Government Order
CO3	Foreign exchange management Act1999, Regulations and management of foreign exchange.
CO4	Essentials commodities Act1955, definition power effect control,Consumer protection Act
CO5	Water prevention and control of pollution Act 1974- Air prvention and control Act 1981.

PO→ CO↓	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	1
CO2	3	2	3	1	1
CO3	3	2	3	1	1
CO4	3	2	1	1	1
CO5	3	2	1	1	1
Average	3	2	2	1	1

**Internal Examination Mark Distribution for each Course outcome**

CO	Internal (Unit Test 15)	Assignment (5)	Seminar (5)
CO1	3	1	1
CO2	3	1	1
CO3	3	1	1
CO4	3	1	1
CO5	3	1	1
Total	15	5	5

Name	Reg.number	CO1	CO2	CO3	CO4	CO5	Total	Percentage
PRICY.A	P 18110966	5	5	4	4	5	24	96
SARANYA.S	P 18110967	5	5	4	5	5	25	100
UDHAYAKALA.U	P 18110968	4	4	4	4	4	20	80
VEDHAMBIGA.B	P 18110969	5	5	5	5	5	25	100
Average		4.75	4.75	4.25	4.46	4.73		

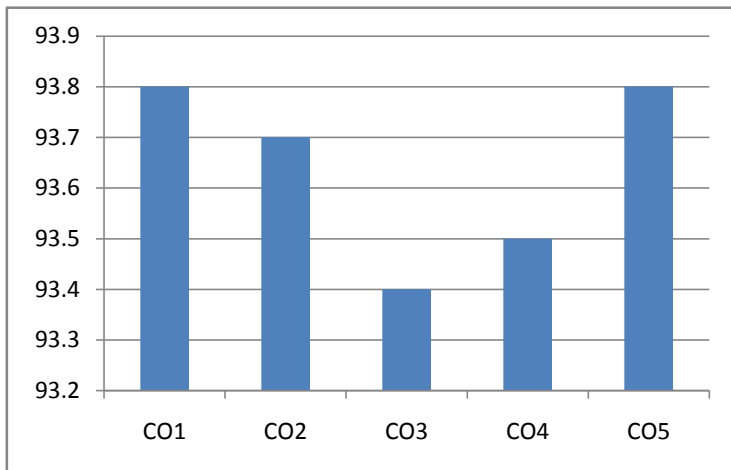
**Expected Attainment in each CO - 85%**

CO	Int. Exam + Assignment	End Sem	Total	%
CO1	4.75	75	79.75	93.8
CO2	4.75	75	79.75	93.8

CO3	4.25	75	79.25	93.2
CO4	4.46	75	79.46	93.5
CO5	4.73	75	79.73	93.8

**Expected Attainment in each CO - 85%**

CO1	CO2	CO3	CO4	CO5
93.8	93.7	93.4	93.5	93.8



**COURSE ATTAINMENT FOR M.COM**

SUBJECT NAME : CORPORATE LAW

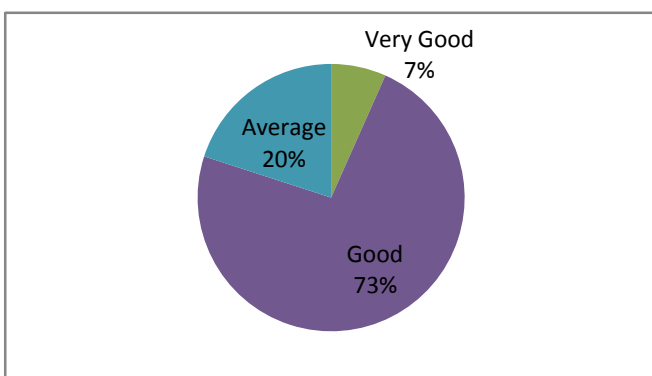
SUBJECT CODE : P16MC13

NO.OF.STUDENTS :04

COURSE OUTCOME ASSESSMENT		
CATEGORY (MARKS)	NO.OF. STUDENTS	STATUS
90-100	0	Outstanding
80-89	0	Excellent
70-79	1	Very Good
60-69	11	Good
50-59	3	Average
Below 50	0	Reappear

Outstanding	Excellent	Very Good	Good	Average	Reappear
		6.66	73.33	20	

**COURSE OUTCOME ASSESSMENT**



## ACADEMIC YEAR:2018-2019

**M.COM (COMMERCE)**

**Programme Outcome**

<b>PO1</b>	Impart the knowledge and skills on various advance concepts and its applications in
<b>PO2</b>	Enable a studentsto procure national as well as international trends in Commerce.
<b>PO3</b>	Enable the students to manage Business, Accounting, Corporate and Financial Sectors.
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### **COURSE - INSURANCE MANAGEMENT**

**M.COM (COMMERCE)**

**COURSE OUTCOME**

<b>CO1</b>	Retail concept traditional and non traditional retail- Information Techonology in retail
<b>CO2</b>	Indian retail industry, macro and micro environmental influences Rural retailing.
<b>CO3</b>	Retail formates types, Choice of location, store image, HRM Information systemes.
<b>CO4</b>	Merchantise management service and product retailing, Mall management.
<b>CO5</b>	Shopping process personality and life style in retail CRM in retailing.

<b>PO→ CO↓</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>P05</b>
<b>CO1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>CO2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>CO3</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>CO4</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>
<b>CO5</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>1</b>	<b>1</b>	<b>0.4</b>	<b>1.2</b>	<b>1</b>

**Internal Examination Mark Distribution for each Course outcome**

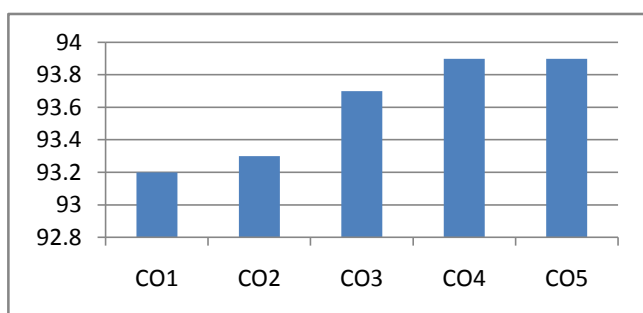
<b>CO</b>	<b>Internal (Unit Test 15)</b>	<b>Assignment (5)</b>	<b>Seminar (5)</b>
<b>CO1</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>CO2</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>CO3</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>CO4</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>CO5</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>15</b>	<b>5</b>	<b>5</b>

<b>Name</b>	<b>Reg.number</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>	<b>Total</b>	<b>Percentage</b>
PRICY.A	P 18110966	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>23</b>	<b>92</b>
SARANYA.S	P 18110967	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>24</b>	<b>96</b>
UDHAYAKALA.U	P 18110968	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>20</b>	<b>80</b>
VEDHAMBIGA.B	P 18110969	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>25</b>	<b>100</b>
<b>Average</b>		<b>4.5</b>	<b>4.5</b>	<b>4.75</b>	<b>4.75</b>	<b>4.5</b>		

**Expected Attainment in each CO - 85%**

CO	Int. Exam + Assignment	End Sem	Total	%
CO1	4.5	75	79.5	93.5
CO2	4.5	75	79.5	93.5
CO3	4.75	75	79.75	93.8
CO4	4.75	75	79.75	93.8
CO5	4.5	75	79.5	93.5

CO1	CO2	CO3	CO4	CO5
93.2	93.3	93.7	93.9	93.9



**COURSE ATTAINMENT FOR M.COM**

**SUBJECT NAME : INSURANCE MANAGEMENT**

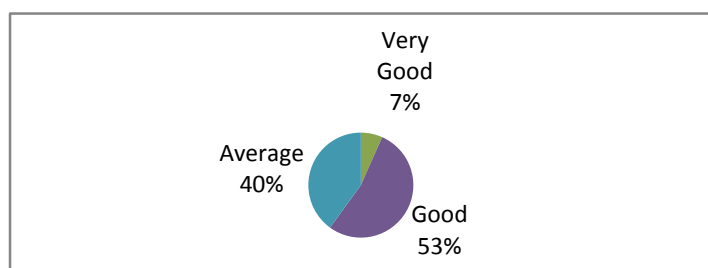
**SUBJECT COE : P16MCE1A**

**NO.OF.STUDENTS :04**

COURSE OUTCOME ASSESSMENT		
CATEGORY (MARKS)	NO.OF. STUDENTS	STATUS
90-100	0	Outstanding
80-89	0	Excellent
70-79	1	Very Good
60-69	8	Good
50-59	6	Average
Below 50	0	Reappear

COURSE OUTCOME ASSESSMENT					
Outstanding	Excellent	Very Good	Good	Average	Reappear
		6.66	53.33	40	

**COURSE OUTCOME ASSESSMENT**



*S. S. S.*  
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