



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
[Re-accredited with 'A' Grade by NAAC]  
Virudhunagar – 626 001.

## **PROGRAMME SPECIFIC OUTCOME**

### **BACHELOR OF COMMERCE**

**On the successful completion of B.Com. programme, students will**

<b>PSO1:</b>	Learn the basic understanding on the fundamentals of Commerce and Finance.
<b>PSO2:</b>	Specialize practical exposure in facing challenges of modern business and service organizations that use modern computerized systems including accounting packages.
<b>PSO3:</b>	Knowledge and skill for the effective performance of various commercial activities including Buying, Selling, Marketing, Advertising, Accounting, Record keeping, business correspondence, Office management, Company management, Store keeping, Transport, and the like.
<b>PSO4:</b>	Fundamental knowledge to undergo professional courses on Commerce related disciplines like Accounts, Audit, Cost Accounts, Corporate Secretary. Law, Banking, Insurance, Financial Markets, Income Tax, Statistics, and so on.
<b>PSO5</b>	Core knowledge and skill exposure for continuing higher studies on Commerce and other related novel areas of their choice like Accounting, Corporate Secretary, Entrepreneurship, Computer managed system and so on.

### **BACHELOR OF COMMERCE (C.A.)**

**On the successful completion of B.Com. (CA) programme, students will**

<b>PSO1:</b>	Learn the basic understanding and grounding on the fundamentals of Commerce and Finance.
<b>PSO2:</b>	Gain Practical exposure in facing challenges of modern business and service organizations that use modern computerized systems including accounting packages.
<b>PSO3:</b>	Be well verse with making desk top publishing, and multimedia using flash.
<b>PSO4:</b>	Understand the basic concepts and techniques of C programming.
<b>PSO5</b>	Understand and use the concepts of DBMS using data models, keys, SQL and PL/SQL.
<b>PSO6</b>	Specialize with ORACLE tables, query and DDL and DML commands.
<b>PSO7</b>	Develop VB application for small business problems.
<b>PSO8</b>	Know the fundamentals of JAVA programming and Applets.
<b>PSO9</b>	Core knowledge and skill exposure for continuing higher studies on Commerce and computer related areas of their choice like Accounting, Corporate Secretary, Entrepreneurship, Computer managed systems.



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### MASTER OF COMMERCE

**On the successful completion of M.Com. programme, students will**

<b>PSO1:</b>	Have advance knowledge and skill on specific areas of management like business management, financial management, investment management, channel management and logistics and so on.
<b>PSO2:</b>	Acquire practical knowledge on marketing of goods and services, maintenance of accounts of corporate and other organisations, cost accounts maintenance, project management, undertaking business and social science researches and overall business management.
<b>PSO3:</b>	Have higher knowledge on specialized areas of commerce like direct and indirect taxes, management information system, organizational behavior, accounting standards corporate reporting and banking technology.
<b>PSO4:</b>	Have expertise in recent commercial disciplines like Finance, financial markets and instruments, retail management, in conducting research, operations research, channel management and e-business.
<b>PSO5</b>	Focus on skill and knowledge on teaching and research on various subjects of commerce at higher education institutions.

### MASTER OF PHILOSOPHY IN COMMERCE

**On the successful completion of M.Phil. programme, students will**

<b>PSO1:</b>	Have professional understanding of commerce and teaching.
<b>PSO2:</b>	Extensive and thorough knowledge on research methodology in social science research with special reference to commerce.
<b>PSO3:</b>	Acquire advanced Knowledge and soft skills and to make critical decision making on financial management.
<b>PSO4:</b>	Comprehensive understanding and performance of activities involved in marketing management under electronic environment.
<b>PSO5</b>	Ability to provide higher education in commerce and related fields.