



Sree Narayana Mangalam College Maliankara

(Affiliated to Mahatma Gandhi University, Kottayam)

PROGRAMME OUTCOME

PROGRAMME SPECIFIC OUTCOME, COURSE OUTCOME

B.COM OFFICE MANAGEMENT & SECRETARIAL PRACTICE

Sree Narayana Mangalam College
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At the end of the Under Graduate Program at S.N.M College, Malankara, a student will have developed:

UNDER GRADUATE PROGRAMME OUTCOMES

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| PO1: | Knowledge of Office Procedures: Students will gain a thorough understanding of office procedures, protocols, and best practices. They will learn about document management, record keeping, filing systems, scheduling, and other essential office processes |
| PO2: | Organization and Efficiency: Students will learn how to organize and manage office resources efficiently. This includes skills in resource allocation, workflow optimization, task delegation, and maintaining an orderly office environment. |
| PO3: | Proficiency in Office Administration: Students should be able to efficiently handle administrative tasks, including record-keeping, filing, correspondence management, and scheduling |
| PO4: | Secretarial Skills: Graduates should have a strong foundation in secretarial skills such as shorthand, typing, transcription, and proofreading. They should be able to provide administrative support to executives and efficiently manage office operations |

PROGRAMME SPECIFIC OUTCOMES

At the end of B.Com OM &SP at S.N.M College, Malankara, a student will have developed:

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| PSO1 | Students should have a solid understanding of core business principles and concepts, including finance, accounting, economics, marketing, management, and business law |
| PSO2 | Students will develop adaptability skills to work in a rapidly changing business environment. |
| PSO3: | Students should be proficient in using technology tools and platforms relevant to the business environment, such as spreadsheets, presentation software, and enterprise resource planning systems. |
| PSO4: | Students should be able to work effectively as part of a team, demonstrating interpersonal skills, leadership abilities, and the ability to contribute positively to group dynamics and achieve common goals. |
| PSO5: | Students will learn how to provide excellent customer service and build positive relationships with internal and external stakeholders. |
| PSO6: | Students will get deep knowledge in word processing, desktop publishing, excel, presentation package, webpage development, social informatics, network and communication, and internet. |

COURSE OUTCOMES

CO1CRT01 - DIMENSIONS & METHODOLOGY OF BUSINESS STUDIES

At the end of this course, a student will have developed ability to:

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| CO1: | Understand the key dimensions and aspects of business studies. |
| CO2: | Apply appropriate research methodologies to conduct business studies. |
| CO3: | Analyze and evaluate business models and strategies. |
| CO4: | Demonstrate knowledge of key theories and concepts in business studies. |
| CO5: | Create conceptual Database Models. |
| CO6: | Analyse Management systems. |

CO1CRT02- FINANCIAL ACCOUNTING I

At the end of this course, a student will have developed ability to:

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| CO1: | Understand financial statements. |
| CO2: | Record and report transactions accurately. |
| CO3: | Apply accounting standards and principles. |
| CO4: | Recognize and address ethical considerations in financial reporting. |
| CO5: | Analyze and interpret financial data. |
| CO6: | Adjustment of different financial entries. |

CO1CRT03-CORPORATE REGULATIONS & ADMINISTRATION

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| CO1: | Understand the legal framework and regulations governing corporate operations. |
| CO2: | Demonstrate knowledge of corporate governance principles and best practices. |
| CO3: | Analyze the impact of corporate regulations on organizational decision-making. |
| CO4: | Apply administrative procedures and practices in corporate settings. |
| CO5: | Identify and address ethical and compliance issues in corporate operations. |
| CO6: | Identify Memorandum& articles contents. |

CO1CMT01 –BANKING AND INSURANCE

At the end of this course, a student will have developed ability to:

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| CO1: | Understand the fundamentals of banking and insurance operations. |
| CO2: | Analyze and evaluate various banking products and services. |
| CO3: | Apply risk management principles in banking and insurance contexts. |
| CO4: | Demonstrate knowledge of regulatory frameworks governing the banking and insurance sectors. |
| CO5: | Identify and address ethical considerations in banking and insurance practices. |

EN1CCT01- FINE TUNE YOUR ENGLISH

At the end of this course, a student will have developed ability to:

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| CO1: | Improve written and oral communication skills in English. |
| CO2: | Develop effective reading and comprehension skills in English. |
| CO3: | Enhance grammar and vocabulary proficiency in English. |
| CO4: | Apply critical thinking and analytical skills to analyze English texts. |
| CO5: | Demonstrate cultural awareness and sensitivity in English language communication. |

CO1CMT03-BUSINESS COMMUNICATION & MANAGEMENT INFORMATION SYSTEM

At the end of this course, a student will have developed ability to:

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| CO1: | Develop effective communication skills for business settings. |
| CO2: | Demonstrate proficiency in using MIS tools and technologies to gather, analyze, and present business data. |
| CO3: | Utilize various communication channels and technologies in business contexts. |
| CO4: | Apply principles of effective communication to convey information clearly and persuasively. |
| CO5: | Understand and utilize management information systems (MIS) to support business operations. |

CO2CRT05 - BUSINESS REGULATORY FRAMEWORK

At the end of this course, a student will have developed ability to:

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| CO1: | Students will gain knowledge and comprehension of fundamental legal principles that govern business activities, such as contracts, torts, intellectual property, and regulatory compliance. |
| CO2: | Students will be able to apply regulatory frameworks and legal concepts to real-world business scenarios, analyzing the implications of various laws and regulations on business operations. |
| CO3: | The course will foster an understanding of ethical considerations in business regulatory frameworks, enabling students to make informed ethical decisions within legal boundaries. |
| CO4: | The course will equip students with strategies and techniques for ensuring compliance with applicable laws and regulations, including the development of internal policies and procedures, monitoring systems, and employee training programs. |
| CO5: | Identify contract laws. |

CO2CRT04 - FINANCIAL ACCOUNTING II

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop a comprehensive understanding of financial reporting principles, including the preparation, presentation, and analysis of financial statements in accordance with relevant accounting standards. |
| CO2: | Students to apply accounting concepts and principles to record business transactions. |
| CO3: | Students will gain the ability to analyze financial statements and evaluate a company's financial performance. |
| CO4: | To interpret financial data and communicate the implications of financial information to various stakeholders, such as investors, creditors, and managers. |
| CO5: | Emphasize the importance of ethical conduct and professional responsibility in financial accounting. |

CO2CMT02- PRINCIPLES OF BUSINESS DECISIONS

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop a solid understanding of different decision-making models. |
| CO2: | Students will be able to apply quantitative methods. |
| CO3: | The course will enhance students' critical thinking abilities. |
| CO4: | Students will learn how to identify, assess, and manage risks associated with business decisions. |
| CO5: | The course will emphasize the importance of ethical considerations in business decision-making. |

CO2CRT06 –BUSINESS MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1: | Develop a solid understanding of fundamental management principles and theories. |
| CO2: | Analyze complex business problems, evaluate alternative solutions. |
| CO3: | Learn and practice effective communication techniques. |
| CO4: | Gain knowledge and skills in strategic management. |
| CO5: | The importance of ethical decision-making and socially responsible practices in business management. |

CO2CMT04- BUSINESS ENVIRONMENT

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop a comprehensive understanding of the internal and external factors that influence business operations, including economic, social, political, technological, and legal aspects. |
| CO2: | The course will enable students to assess and analyze the opportunities and threats present in the business environment, helping them identify potential avenues for growth and potential challenges to business sustainability. |
| CO3: | Students will gain insights into the global business environment, including the impact of globalization, international trade, and cross-cultural differences, preparing them to navigate the complexities of the global marketplace. |
| CO4: | The course will emphasize the importance of business ethics and regulatory compliance, equipping students with an understanding of legal and ethical frameworks within which businesses operate. |
| CO5: | Students will develop skills to adapt to changing business environments and think strategically about how businesses can respond to emerging trends and disruptions, fostering an entrepreneurial mindset and innovation. |

EN2CCT03- ISSUES THAT MATTER

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop the ability to critically analyze and evaluate complex social, economic, and environmental issues that are relevant and impactful in today's world. |
| CO2: | Encourage students to consider a range of perspectives on important issues, promoting a more comprehensive understanding of complex problems. |
| CO3: | Students will enhance their ability to articulate their thoughts and ideas effectively |
| CO4: | The course will emphasize the importance of ethical considerations in addressing societal challenges, equipping students with a framework for making responsible decisions and promoting social responsibility. |
| CO5: | Students will develop a sense of civic responsibility |

CO3CRT07- CORPORATE ACCOUNTS I

At the end of this course, a student will have developed ability to:

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|-------------|--|
| CO1: | Understand the fundamental principles and concepts of corporate accounting, including the preparation and presentation of financial statements. |
| CO2: | Apply accounting standards and regulations to record and report financial transactions accurately in accordance with applicable laws and regulations. |
| CO3: | Analyze and interpret financial statements to assess the financial performance and position of a corporation, including the calculation and evaluation of key financial ratios. |
| CO4: | Understand and apply various methods of accounting for corporate income taxes, including the calculation of deferred tax assets and liabilities. |
| CO5: | Demonstrate the ability to apply accounting principles and techniques to make informed financial decisions, including the evaluation of investment opportunities, financial risk management, and strategic planning. |

CO3CRT08-QUANTITATIVE TECHNIQUES I

At the end of this course, a student will have developed ability to:

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| CO1: | Solid understanding of statistical concepts for business analysis. |
| CO2: | Proficiency in data collection, organization, and analysis using quantitative techniques. |
| CO3: | Ability to forecast future trends and support decision-making through quantitative models. |
| CO4: | Skill in optimization techniques to solve business problems and allocate resources efficiently |
| CO5: | Application of quantitative techniques in business analytics for data-driven decision-making. |

CO3CRT09- FINANCIALMARKETS & OPERATIONS

At the end of this course, a student will have developed ability to:

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| CO1: | Understanding of financial market structure and functions. |
| CO2: | Knowledge of various financial instruments and their characteristics. |
| CO3: | Ability to analyze and evaluate investment strategies in financial markets. |
| CO4: | Familiarity with risk management techniques and their application in financial markets. |
| CO5: | Understanding of financial operations in the context of financial institutions and markets. |

CO3CRT10- MARKETING MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1: | Understand the Marketing strategies. |
| CO2: | Analyze and evaluate the techniques of marketing. |
| CO3: | Apply different types of brand techniques. |
| CO4: | Demonstrate knowledge of branding. |
| CO5: | Identify marketing ideas. |

CO3CMT05- BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

At the end of this course, a student will have developed ability to:

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|-------------|---|
| CO1: | Understanding of financial market structure and functions. |
| CO2: | Knowledge of various financial instruments and their characteristics. |
| CO3: | Ability to analyze and evaluate investment strategies in financial markets. |
| CO4: | Familiarity with risk management techniques and their application in financial markets. |
| CO5: | Understanding of financial operations in the context of financial institutions and markets. |

CO3OCT02- IT FOR BUSINESS

At the end of this course, a student will have developed ability to:

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| CO1: | Understand fundamental concepts of information technology. |
| CO2: | Students will develop practical skills in programming and software development |
| CO3: | Students will learn to manage and maintain IT infrastructure, including hardware, operating systems, networks, and servers |
| CO4: | Students will gain knowledge of cyber security principles and practices. |
| CO5: | Students will develop skills in data analysis and interpretation |

CO4CRT11- CORPORATE ACCOUNTS II

At the end of this course, a student will have developed ability to:

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| CO1: | Understand the fundamental principles and concepts of corporate accounting. |
| CO2: | Students will learn how to apply accounting standards and regulations, such as Generally Accepted Accounting Principles (GAAP) or International Financial Reporting Standards (IFRS), to prepare financial statements and reports in accordance with the applicable guidelines. |
| CO3: | Analyze and interpret financial statements. |
| CO4: | Students will learn how to calculate and interpret various financial ratios to assess a company's financial health and performance. They will be able to analyze liquidity ratios, profitability ratios, activity ratios, and leverage ratios to make informed business decisions. |
| CO5: | Prepare and present financial reports. |

CO4CRT12- QUANTITATIVE TECHNIQUES II

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop the ability to apply advanced statistical techniques, such as regression analysis, time series analysis, and hypothesis testing, to analyze and interpret complex data sets. |
| CO2: | Solve optimization problems. |
| CO3: | Use decision analysis tools. |
| CO4: | Students will gain knowledge of various forecasting methods. |
| CO5: | Students will acquire practical skills in using statistical software |

CO4CMT06- LOGISTICS& SUPPLY CHAIN MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1: | Understand key concepts in logistics and supply chain management. |
| CO2: | Students will learn how to analyze and design efficient supply chain networks. |
| CO3: | Students will acquire the skills to effectively manage inventory and demand planning. |
| CO4: | Students will gain knowledge of various logistics strategies and technologies. |
| CO5: | Students will explore the importance of sustainability and ethics in supply chain management. |

CO4OCT02- IT FOR OFFICE

At the end of this course, a student will have developed ability to:

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| CO1: | Understand fundamental concepts of information technology. |
| CO2: | Students will develop practical skills in programming and software development. |
| CO3: | Students will learn to manage and maintain IT infrastructure. |
| CO4: | Students will gain knowledge of cyber security principles and practices. |
| CO5: | Students will develop skills in data analysis and interpretation. |

CO4CRT13- ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop an entrepreneurial mindset, which includes critical thinking, creativity, problem-solving, and risk-taking. |
| CO2: | Students will acquire the skills to create and evaluate comprehensive business plans. |
| CO3: | Students will gain a solid understanding of project management principles and techniques. |
| CO4: | Apply leadership and teamwork skills. |
| CO5: | Identify funding and financing options. |

CO5CRT14- COST ACCOUNTING I

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop a solid understanding of various cost concepts. |
| CO2: | Students will learn different methods and techniques for measuring costs. |
| CO3: | Students will understand the importance of budgeting in managing costs. |
| CO4: | Students will be able to analyze and interpret cost data to make informed decisions. |
| CO5: | Students will develop the skills to apply cost accounting techniques in decision-making. |

CO5CRT15- ENVIRONMENT MANAGEMENT & HUMAN RIGHTS

At the end of this course, a student will have developed ability to:

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| CO1: | Gain knowledge about the concepts, principles, and theories related to environment management and human rights. |
| CO2: | Analyze case studies and real-world examples to explore the complex interactions between environmental challenges and human rights violations |
| CO3: | Knowledge of Environmental Laws and Regulations |
| CO4: | Awareness of Human Rights and Environmental Justice |
| CO5: | Explore strategies and approaches for sustainable development that integrate environmental protection and human rights. |

CO5CMT07- E COMMERCE

At the end of this course, a student will have developed ability to:

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| CO1: | Students should be able to gain a comprehensive understanding of the key concepts, theories, and models related to e-commerce. |
| CO2: | Students should be able to analyze and evaluate different e-commerce business strategies, including marketing, sales, customer service, and supply chain management. |
| CO3: | Students should be able to analyse consumer behaviour in e-commerce. |
| CO4: | Students should be familiar with various e-commerce platforms and technologies |
| CO5: | Students should be able to gain knowledge of the legal and ethical considerations in e-commerce. |

CO5OCT07- OFFICE MANAGEMENT & ADMINISTRATION

At the end of this course, a student will have developed ability to:

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| CO1: | Understand the principles and concepts of office management. |
| CO2: | Develop effective communication skills. |
| CO3: | Acquire administrative skills. |
| CO4: | Implement effective records management documents |
| CO5: | Understand the importance of confidentiality, data protection. |

EC5OPT01 - FUNDAMENTALS OF ECONOMICS

At the end of this course, a student will have developed ability to:

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| CO1: | Students get a solid understanding about economic concepts. |
| CO2: | Students should be able to apply economic analysis to real-world situations and problems. |
| CO3: | Students should gain knowledge about different economic systems, such as capitalism, socialism, and mixed economies. |
| CO4: | Students should develop critical thinking skills to analyze and evaluate economic issues and arguments from multiple perspectives. |
| CO5: | Students should be able to evaluate various economic policies and their impacts on individuals, businesses, and society as a whole. |

CO6CRT17- COST ACCOUNTING II

At the end of this course, a student will have developed ability to:

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| CO1: | Students will develop a solid understanding of various cost concepts |
| CO2: | Students will develop the skills to apply cost accounting techniques in decision-making processes. |
| CO3: | Students will learn different methods and techniques for measuring costs. |
| CO4: | Students will be able to analyze and interpret cost data to make informed decisions. |
| CO5: | Students will understand the importance of budgeting in managing costs. |

CO6CRT18-ADVERTISEMENT & SALES MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1: | Students will learn how to develop effective advertising strategies by analyzing market trends, consumer behavior, and competitive landscapes. |
| CO2: | Students will learn to measure and evaluate the effectiveness of advertising campaigns using appropriate metrics and analytical tools. |
| CO3: | Students will learn to measure and evaluate the effectiveness of advertising campaigns using appropriate metrics and analytical tools. |
| CO4: | Students will learn the principles and techniques of sales management, including sales planning, forecasting, recruitment, training, and motivation of sales teams. |
| CO5: | Students will gain knowledge of the fundamental concepts. |

CO6CRT20-MANAGEMENT ACCOUNTING

At the end of this course, a student will have developed ability to:

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| CO1: | Understand the role and importance of management accounting in business decision-making. |
| CO2: | Students should be able to analyze and interpret financial statements. |
| CO3: | Students become aware to use forecasting techniques. |
| CO4: | Students can utilize performance measurement and analysis techniques for decision making. |
| CO5: | Students are able analyse performance using different ratios through ratio analysis. |

CO6CMT12-CONSUMER BEHAVIOUR

At the end of this course, a student will have developed ability to:

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| CO1: | Evaluate the impact of technology and digital media on consumer behavior. |
| CO2: | Critically analyse ethical issues in consumer behaviour. |
| CO3: | Analyse consumer behaviour in different contexts. |
| CO4: | Apply consumer behaviour knowledge to marketing strategies. |
| CO5: | Understand the foundational theories and concepts of consumer behaviour. |

07- SECRETARIAL PRACTICE

At the end of this course, a student will have developed ability to:

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| CO1: | Develop administrative skills. |
| CO2: | It focus on improving communication skills, including written and verbal communication. |
| CO3: | To ensure efficient workflow and effective organization within an office setting. |
| CO4: | Acquire computer skills. |
| CO5: | Understand office procedures and ethics. |

CO6PR01- PROJECT& VIVA

At the end of this course, a student will have developed ability to:

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| CO1: | It helps for improving research methodologies. |
| CO2: | Ensure different methodologies for selecting topics. |
| CO3: | Improve different communication skills. |
| CO4: | Helps to analysis of data. |
| CO5: | Analyses data with the help of various technologies. |