

SRI GVG VISALASKHI COLLEGE FOR WOMEN (Autonomous)

Affiliated to Bharathiar University

Accredited at A+ Grade by NAAC (4th Cycle)

An ISO 9001:2015 Certified Institution

Udumalpet - 642 128



DEPARTMENT OF COMMERCE E-COMMERCE

Programme Objectives:

PO1: To work competently in Virtual Environment.
PO2: To progress in e-Commerce Technology and Accounting Applications.
PO3: To plan and manage multidisciplinary activities in business.
PO4: To expose and develop technical, analytical and creative skills.
PO 5: To promote and uphold Self-Discipline, Leadership Qualities, Secular Outlook, National Integration and Civic Responsibility.
PO6: Augment the Acquisition of Micro and Macro Skills of Tamil, Malayalam, Hindi and French Language Usages.
PO7: Enhance Communicative Linguistic Competency and Employability Quotient
PO8: Exhibit consistent academic excellence and integrated personality towards lifelong Learning.

Programme Specific Outcomes:

PSO1: Demonstrate the fundamentals of commerce and e-commerce operations.
PSO2: Apply domain knowledge on e-commerce technology with social responsibility.
PSO3: Work coherently in the virtual environment with effective communication.

Course Outcomes:

Course Name	CO	Statement
Core I Financial Accounting I	CO1	Generate final accounts of a sole trader.
	CO2 a	Reconcile cash book with passbook.
	CO2 b	Rectify errors in accounting entry.
	CO3	Prepare final accounts under single entry system.
	CO4	Determine depreciation methods for various kinds of assets.
	CO5	Prepare final accounts for non-trading organisation.
Core II - Fundamentals of e-Commerce	CO1	Describe the basic concepts of Computer.
	CO2	Explain the types of networks and protocols.
	CO3	Describe the e-Commerce applications in business.
	CO4	Summarize the concept of e- Commerce framework and its elements.

	CO5	Discuss the concept of EDI and e-tailing in business.
Allied I - Business Economics	CO1	Explain the characteristics, scope and objectives of business economics, its relationship with other subjects, role and responsibilities of business economist.
	CO2	Discuss about demand, its features, importance, determinants, types of elasticity of demand, its importance and determinants.
	CO3	Describe the supply function, law of supply, price elasticity of supply, demand and supply equilibrium and its effects.
	CO4	Explore the factors of production, production function, its types, optimum factor, law of returns to scale, economies of scale.
	CO5	Examine the cost, kinds of cost, relationship between AC and MC curves, cost and output relationship, revenue and its types.
Core III- Financial Accounting II	CO1	Prepare hire purchase and instalment accounts.
	CO2	Compute the branch and departmental profit/loss.
	CO3	Discuss the fundamentals of partnership accounts.
	CO4	Prepare the accounts on admission of a partner.
	CO5	Prepare the accounts on retirement and death of partner.
Core IV – Oracle and MySQL – Practicals	CO1	Create a table using SQL commands such as add, delete, update, alter, drop and sorting.
	CO2	Execute PL/SQL operations by using variables and functions.
	CO3	Create database structure using PL/ SQL.
Allied II - Business Management	CO1	Explain the characteristics, objectives, importance of Business and Management.
	CO2	Describe the process of planning and decision making.
	CO3	Explain the functions and types of organisation.
	CO4	Discuss the functions of staffing and leadership.
	CO5	Implement the ethical and social issues in business.
Core V - Corporate Accounting	CO1	Know the accounting treatment for issue of shares and debentures and underwriting of shares.
	CO2a	Identify the procedure of redemption of shares and debentures.
	CO2b	Determine valuation procedure for goodwill and shares.
	CO3	Prepare final accounts of companies.
	CO4	Discuss accounting treatment for external reconstruction.
	CO5	Explain accounting treatment for internal reconstruction.
Core VI – Web Designing	CO1	Describe the basic concept of Internet and its protocols.
	CO2	Explain the fundamentals of HTML.
	CO3	Describe the concept of cascading style sheets and hyperlinks.
	CO4	Explain the fundamental concept of Java script.
	CO5	Enumerate Java script assisted style sheets.

Core VII – Applications in Webpage Designing -Practicals	CO1	Design a webpage using HTML and Java Script.
	CO2	Create a dynamic website for the given application.
Core VIII - Principles of Marketing	CO1	Describe the concepts of marketing.
	CO2	Discuss the functions of physical supply, warehousing, standardization and grading.
	CO3	Explain the concept of product life-cycle and pricing policies.
	CO4	Suggest promotional techniques in marketing.
	CO5	Identify the methods of channels of distribution.
Part IV Skill Enhancement Course I: Professional English for Commerce	CO1	Prepare curriculum vitae.
	CO2	Attend interviews effectively.
	CO3	Plan to conduct meeting efficiently and maintenance of records relating to meeting.
	CO4	Create and present organised and focused messages through speaking skills.
	CO5	Implement skills on usage of group communication.
Part IV -NME - Mobile Commerce	CO1	Discuss the basic concept of mobile commerce and its services.
	CO2	Explain the concept of mobile commerce applications and its technology.
	CO3	Enumerate the concept of mobile payments.
Core IX – Company Law	CO1	Explain formation of a company.
	CO2	Summarise the clauses of Memorandum of Association and Articles of Association.
	CO3	Characterise the prospectus of the company.
	CO4	Discuss provisions relating to administration and management of company.
	CO5	Explain the duties and liabilities of directors under the Indian Companies Act.
Core X – Cost Accounting	CO1	Discuss the basic concepts of costing and prepare cost sheet
	CO2	Determine the techniques of material control for stock valuation
	CO3	Compute labour cost and overhead accounting.
	CO4	Prepare process and contract costing.
	CO5	Compare cost and financial statements.
Core XI - Data Analysis Using Excel - Practical	CO1	Apply practical knowledge on application of excel and its function.
	CO2	Prepare pivot table for data manipulation
	CO3	Present numerical data as graphs and charts
Core XII - Mobile Commerce	CO1	Summarize the basic concept of mobile commerce and its framework.
	CO2	Discuss the mobile commerce services and its applications.
	CO3	Describe the various mobile commerce technologies.
	CO4	Explain the evolution of mobile communication system.
	CO5	Analyze the concept of mobile computing in business.
	CO1	Classify, tabulate and represent data diagrammatically

Allied IV – Statistics

	CO2	Calculate the measures of central tendency and dispersion
	CO3	find absolute and relative measures of Skewness, Kurtosis and index numbers using various methods
	CO4	Determine the relationship between the variables using correlation coefficients and estimate the values of the variables using regression equations.
	CO5	Estimate the components of time series and determine the value of the function corresponding to an intermediate value of the argument.
Skill Enhancement Course II –Image Editor – Practicals	CO1	Create embedded images in a document and perform tasks relating to images using GIMP.
	CO2	Develop skills in drawing and painting images with digital colour.
Skill Enhancement Course II - Management Information System	CO1	Comprehend the basic concepts and technologies used in MIS.
	CO2	Interpret how to use information technology to solve business problems.
	CO3	Utilise MIS tools to facilitate decision making.
	CO4	Examine the processes of developing and implementing information systems.
	CO5	Develop the skills necessary to design a secured system.
Part IV Advanced Learners Course I – Enterprise Resource Planning	CO1	Comprehend the basic concepts of ERP.
	CO2	Analyze the risk and benefits of ERP.
	CO3	Discuss the various technologies used in ERP.
	CO4	Analyze the different phases of ERP implementation.
	CO5	Explain the problems and issues of ERP implementation process.
Advanced Learners Course I - Industrial Training	CO1	Relate knowledge of theory in practical business environment.
	CO2	Explain the function of business activities.
	CO3	Awareness on the challenges in the dynamic business environment.
Core XIII – E-Accounting -Practicals	CO1	Apply knowledge on basics and importance of e-accounting in computerized environment.
	CO2	Apply knowledge of computerized accounting in creating account heads.
	CO3	Application of knowledge in preparing stock summary.
	CO4	Create cost centres and tax masters.
	CO5	Prepare payroll of a company.
Core XIV -Income Tax	CO1	Discuss the fundamental concepts of income tax.
	CO2	Determine the Salary income.
	CO3	Estimate income from house property and other sources.
	CO4	Assess business or professional income and Capital Gains
	CO5	Explain the deductions from GTI.
Core XV Business Finance	CO1	Discuss the concepts of Business Finance.
	CO2	Explain the significance of financial planning.
	CO3	Identify the sources of business finance.

	CO4	Identify the capital structure of a business.
	CO5	Find out the cost of capital.
Core XVI Business Communication	CO1	Explain the importance, media, types and principles of communication.
	CO2	Discuss the need, functions, layout and kinds of business letters.
	CO3	Prepare credit and status enquiry and adjustment letters.
	CO4	Describe the procedure for preparing collection, sales and circular letters.
	CO5	Preparation of reports of the meeting.
Elective I - Investment Management	CO1	Discuss the fundamentals of investment management.
	CO2	Determine risk and returns of investment avenues.
	CO3	Identify equity and fixed income securities.
	CO4	Explain the fundamental analysis.
	CO5	Interpret chart pattern of technical analysis.
Elective I – Retail Marketing	CO1	Describe the functions, characteristics and types of retailers.
	CO2	Explain retail location strategies and assessment techniques.
	CO3	Discuss the role of branding in retail trade and business ethics.
	CO4	Describe supply chain management, channel flows, retail logistics and travel.
	CO5	Discuss the role of information technology in retailing and explain the reasons for growth of e-tailing in India.
Elective I- E-Commerce Technology	CO1	Explain the concept of electronic commerce.
	CO2	Describe the usage of protocols in information distribution.
	CO3	Explain the usage of multimedia, broadband communication and EDI implementation.
	CO4	Summarise the concept of network security and firewalls.
	CO5	Describe the legal and ethical issues, e-Commerce laws and taxation issues of latest internet development.
SEC III – Rural Entrepreneurship Development	CO1	Explain the types and challenges of Rural Entrepreneurship.
	CO2	Describe the Rural Eco- System.
	CO3	Identify Micro and Small Enterprises.
	CO4	Discuss the Rural Enterprise Incubation.
	CO5	Identify the Entrepreneurial Opportunities.
Core XVII Management Accounting	CO1	Discuss the concepts of management accounting.
	CO2	Interpret the financial statements using ratio analysis.
	CO3	Prepare cash flow statement and estimate working capital.
	CO4	Compute marginal cost, break-even point for decision making.
	CO5	Prepare budgets for finance control.
Core XVIII – Visual Programming	CO1	Describe the major components of IDE and their functions
	CO2	Create forms and projects in Visual Basic.
	CO3	Use the basic and enhanced controls for mathematical calculation in visual basic.

	CO4	Design an application using chart control and graphics.
	CO5	Develop database application with DAO.
Core XIX – Applications in Visual Programming - Practicals	CO1	Design a program using arithmetic operations.
	CO2	Prepare Multiple Forms using MDI.
	CO3	Create and develop program using DAO.
Elective II Capital Markets	CO1	Discuss the financial system in India.
	CO2	Explain New Issue Market.
	CO3	Examine the role of Stock market.
	CO4	Summarise online share trading.
	CO5	Discuss the depository system in India and Role of SEBI.
Elective II -Services Marketing	CO1	Explain the characteristics, growth, career opportunities and service marketing mix.
	CO2	Examine the factors influencing consumer behaviour and market segmentation.
	CO3	Evaluate the steps in the development of a new service and pricing strategies.
	CO4	Discuss the channels for service distribution system and explain the framework for e-CRM.
	CO5	Explain the determinants of service quality, legal and administrative mechanisms for consumer protection in India.
Elective II- Logistics Management	CO1	Discuss the concepts of logistics and Supply Chain Management.
	CO2	Explain the role of transportation and various modes of transportation such as road transport, maritime transport and air transport.
	CO3	Describe the function of containerization and multimodal transportation in carrying various kinds of goods.
	CO4	Comprehend the role of warehouse and information relating to packaging and material handling.
	CO5	Summarize the problems encountered in Logistics and Supply Chain Management.
Elective III Financial Services	CO1	Describe the role of financial services.
	CO2	Discuss the services of merchant banker.
	CO3	Explain the venture capital, factoring and forfeiting.
	CO4	Examine the mutual fund schemes offered in India.
	CO5	Discuss the role of credit rating agencies.
Elective III – Digital Marketing	CO1	Explain the E-Marketing communication modes, online marketing domains and implications of digital changes.
	CO2	Discuss the marketing mix and segmentation for E-marketing.
	CO3	Describe digital ecosystem, online consumer behaviour and models of website visit.
	CO4	Discuss the social media models for digital marketing.
	CO5	Explain the web business models, web chain analysis and Price Effects in online Domain.
Elective III - Cyber Law	CO1	Explain laws governing cyberspace.
	CO2	Describe the issues related to electronic records.

	CO3	Discuss the concept of Cryptography, Digital signature and Intellectual Property Rights.
	CO4	Determine the laws related to cybercrime.
	CO5	Identify the patent and trade mark issues in digital medium.
Skill Enhancement Course IV - Fundamentals of Goods and Services Tax	CO1	Discuss the key elements of GST Act and explain the provisions relating to collection, place and time value of supply.
	CO2	Elaborate registration procedures.
	CO3	Explain the components of Tax invoice and enlighten returns, offences and penalty under GST Act.
Advanced Learners Course II – Auditing	CO1	Describe the fundamental concepts of auditing.
	CO2	Summarize the audit procedure.
	CO3	Examine audit evidence
	CO4	Explain verification and valuation of assets and liabilities.
	CO5	Discuss the powers, duties and liabilities of an auditor.
Advanced Learners Course II - MOOC	CO1	Utilise MOOC for self and lifelong learning.
	CO2	Enhance the domain knowledge in the area of interest by participating in MOOC.