AJK COLLEGE OF ARTS AND SCIENCE
An Eco-friendly College

STARS RISE HERE...
An ISO Certified Institution - 21001 : 2018
An Institution Accredited by NAAC

Affiliated to Bharathiar University, Coimbatore. Approved by Govt. of Tamilnadu.
Recognized by UGC, New Delhi under section 2(f) and 12(B).

14 YEARS OF ACHIEVING EXCELLENCE

PROGRAMME NAME: B.Com Computer Applications

Program Code: 2AC

Graduate attributes:

GA1	Domain Knowledge	**Knowledge**
GA2	Domain Analysis	
GA3	Design and Development of Solutions	
GA4	Communication Skills	**Skills**
GA5	Innovative and Entrepreneurial Skills	
GA6	Leadership and Management Skills	
GA7	Individual and Team Work	**Attitude**
GA8	Ethical and Social Responsibility	
GA9	Life-long Learning	

PROGRAMME EDUCATIONAL OBJECTIVES (PEO's)

The **B.Com (Computer Applications)** program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To Provide students with specific knowledge and skills relevant to their disciplines and careers.
PEO2	To make the students acquainted with technical and practical concepts for understanding the real business problems using different programming languages.
PEO3	To train the students on practical business applications using high level programming languages in real world.
PEO4	To make the students aware about the useful applications of different computer languages that solve real world problems.
PEO5	To enhance the knowledge on visual based programming language and object-oriented language in different business applications using various design principles portraying the concepts of computer applications in business activities.

PROGRAMME SPECIFIC OUTCOME (PSO's)

Program Specific Outcomes (PSOs)	
After the successful completion of **B.Com (Computer Applications)** program, the studentsare expected to	
PSO1	Know and apply the various business management and computer applicationsconcepts to solve the real-world problems.
PSO2	Acquire the knowledge on object-based computer applications in various business fields.
PSO3	Solve the business applications related issues of using oracle and object oriented programming languages
PSO4	Analyze the real e-business problems by using the different applications of procedure-oriented language programs
PSO5	Enrich the practical knowledge on applications of accounting and programminglanguages in business ventures.

PROGRAMME OUTCOME(PO's)

	After the successful completion of **B.Com (Computer Applications)** program, the studentsare expected to
PO1	Develop the accounting, finance, banking, Insurance, marketing as well as the computer application knowledge to the students.
PO2	Create awareness of the students about Business law, Tax Law and legislationsrelated to business and computer applications
PO3	Get the training to learn how to develop successful computer programs to solve thebusiness problems for increasing the productivity of the e-business.
PO4	Obtain the practical application exposure on ms-office and oracle software.
PO5	Apply object oriented or non-object oriented techniques to solve business computing problems which make students a good programmer.

COURSE OUTCOME(CO's)

Course Name: PRINCIPLES OF ACCOUNTANCY

#	Course Outcome	
CO1	Recall the fundamental concepts of accounting and book keeping.	K1
CO2	Solve the errors in book keeping and identify the effect of BRS in anenterprise	K2
CO3	Aware of Bills of exchange and its transaction including Accommodation bills	K2
CO4	To gain knowledge about the preparation of final Accounts	K3
CO5	Understand the Account current statement and procedure for calculation ofAverage due date methods	K2

Course Name: INTRODUCTION TO INFORMATIONTECHNOLOGY

#	Course Outcome	
CO1	Understand the basic concepts about hardware and software componentsand data retrieval from various areas of business.	K1
CO2	Recall and remember the different types of computers available in business industries.	K1
CO3	Aware of different programming and machine level languages and stepsto develop computer programmes.	K2
CO4	To gain knowledge about e-commerce, internet and extranet understandthe uses of world wide web applications.	K2
CO5	Create the applications of computer information system in variousbusiness fields.	K2

Course Name: MATHEMATICS FOR BUSINESS

#	Course Outcome	
CO1	Understand the basic concepts of arithmetic and geometric series and different effective rates of interest for sinking fund, annuity and presentvalue.	K2
CO2	Know the basic concepts of addition and multiplication analysis andinput and output analysis.	K1
CO3	Aware of variables, constants and functions and evaluate the first andsecond order derivatives.	K2
CO4	To gain knowledge on integral calculus and determining definite andindefinite functions.	K2
CO5	Analyze the linear programming problem by using graphical solutionand simple method.	K4

Course Name: COMPUTER APPLICATIONS: MS OFFICE -PRACTICAL-I

#	Course Outcome	
CO1	Understand the basic concepts computer applications using MS-Officeapplications for the business transactions.	K2
CO2	Create customers list using mail merge for sending letters to the respondents at a time.	K3
CO3	Aware and apply various statistical tools available in Ms-excel for thebusiness enterprise transactions.	K3
CO4	To gain knowledge making effective presentation for the businessmeeting using power point presentation.	K2
CO5	Understand and evaluate the database using MS-Word and excel.	K3

SEMESTER - II

Course Name: ADVANCED ACCOUNTING

#	Course Outcome	
CO1	Understand the different methods of depreciation.	K2
CO2	Solve the problems of branch accounts, hire purchase and installment system.	K2
CO3	Know the single entry system and statement of affairs method usingconversion method	K2
CO4	To gain knowledge on Partnership Accounts, Division of Profits, Fixed andFluctuating Capital, Admission and Retirement of partners.	K3
CO5	Understand Dissolution of Partnership and Insolvency of Partners	K3

Course Name: COMPUTER APPLICATIONS: MS OFFICE -PRACTICAL-I

#	Course Outcome	
CO1	Understand the basic concepts computer applications using MS-Accessfor maintaining the database.	K2
CO2	Create different databases using access application for developing thebusiness transactions	K4
CO3	Apply the accounting principles and rules in tally software packages forupdating the accounting transactions.	K3
CO4	To gain knowledge on creating e-mail in tally package.	K3
CO5	Gain the knowledge on visiting a business enterprise website and collectthe data.	K2

Course Name: STATISTICS FOR BUSINESS

#	Course Outcome	
CO1	Understand the basic concepts of arithmetic and geometric mean anddifferent types of data collection.	K2
CO2	Know measures of dispersion.	K1
CO3	Gain the knowledge on correlation and regression analysis.	K5
CO4	Understand the different types of moving averages.	K2
CO5	Know and analyze interpolation and probability	K2

SEMESTER - III

Course Name: PRINCIPLES OF MARKETING

#	Course Outcome	
CO1	Understand the different types of marketing and career opportunities inmarketing.	K2
CO2	Know about the marketing function for achieving marketing goals.	K1
CO3	Aware of consumer behaviour and market segmentation and customerrelations marketing.	K2
CO4	Analyze the marketing mix, product mix and know about the greenmarketing.	K2
CO5	Gain the knowledge on different bureau of Indian standards andconsumer protection rights.	K2

Course Name: DATABASE MANAGEMENT SYSTEM

#	Course Outcome	
CO1	Understand the basic concepts of data system, operational data and storagestructures of the data	K2
CO2	Understand the relation approach and its key relation algebra.	K1
CO3	Aware about embedded SQL.	K2
CO4	To gain knowledge on hierarchical approach for knowing the detaileddescription of the data.	K2
CO5	Aware about embedded SQL.	K3

Course Name: COST ACCOUNTING

#	Course Outcome	
CO1	Understand the different concepts and classification of costs and createcost sheet for the firms.	K2
CO2	Gain the knowledge on different types of material controls.	K3
CO3	Know the system of labour wage payment, labour turnover and classification of overhead.	K2
CO4	Gain the knowledge on different types of process costing.	K2
CO5	Understand Operating Costing, Contract costing, and Reconciliation ofCost and Financial accounts	K3

Course Name: MANAGERIAL ECONOMICS

#	Course Outcome	
CO1	Familiarize the students with the basic concept of managerial economics	K2
CO2	Make student understand the demand and supply analysis in businessapplications	K2
CO3	Apply marginal analysis to the firm under different market conditions.	K3
CO4	Analyze the causes and consequences of different market conditions.	K4
CO5	Familiarize the students with the basic concept of managerial economics	K2

Course Name: Computer Applications: Oracle -Practical-II

#	Course Outcome	
CO1	Understand the basic concepts computer applications using Oracle formaintaining the database.	K2
CO2	Create different databases using access application for developing thebusiness transactions	K5
CO3	Gain the knowledge on creating database using oracle.	K2
CO4	Gain knowledge on application of oracle statements to extract then particular database.	K3
CO5	Gain the knowledge on developing employees and salary databasesusing oracle.	K2

Course Name: MANAGEMENT ACCOUNTING

#	Course Outcome	
CO1	Recall the objectives and scope of management and know the relationshipbetween other managerial accounting.	K1
CO2	Analyze the performance of the company using different ratios	K4
CO3	Understand the working capital requirements of the company using the format.	K3
CO4	To gain knowledge about marginal costing and BEP analysis.	K2
CO5	Understand about budgeting and budgetary control	K3

Course Name: OBJECT ORIENTED PROGRAMME WITH C++

#	Course Outcome	
CO1	Compare the different types of languages and find the importance ofobject-oriented programming language	K2
CO2	Know and understand the C++ statements and motivate the students tomake use of the statements	K3
CO3	Identify the class structure and develop the program.	K2
CO4	Develop the program by applying the concept of OOPs	K3
CO5	Apply the data file operation technique and evaluate the program in apractical manner	K3

Course Name: EXECUTIVE BUSINESS COMMUNICATION

#	Course Outcome	
CO1	Understand the effectiveness of business communication	K2
CO2	To gain the knowledge on creating various forms of letters	K3
CO3	Understand the concept on banking and insurance correspondence	K2
CO4	To gain knowledge on report writing	K2
CO5	To create a resume	K3

Course Name: COMPUTER APPLICATIONS : ORACLE & C++PRACTICAL-II

#	Course Outcome	
CO1	Create programs by applying class and member functions concept	K3
CO2	Develop the programs using member function definition	K3
CO3	Apply the concepts of oracle to solve the problems of business enterprises.	K3
CO4	Develop the students to use the reusability concepts.	K2
CO5	Acquire the knowledge on the application of c++ and to solve theproblems.	K2

Course Name: BANKING THEORY

#	Course Outcome	
CO1	Discuss the Basic concepts, functions and Classification of BankingSystem	K1
CO2	Describe the Recent Trends in Banking.	K2
CO3	Explain about the Organization structure of Banks and Credit controlmeasures.	K2
CO4	Enumerate the Indian Money Market.	K2
CO5	Get an insight knowledge on StateBank of India and Commercial Banks.	K2

Course Name: PRINCIPLES OF MANAGEMENT

#	Course Outcome	
CO1	Conceptualize the nature and scope of Management process	K1
CO2	Understand the Planning and decision-making process.	K2
CO3	Enlighten about the organization and organization structure.	K1
CO4	Enumerate Theories of motivation and incentives.	K2
CO5	Make the students to understand the Co-ordination and control process.	K2

Course Name: COMPANY LAW

#	Course Outcome	
CO1	Discuss the characteristics of Company and its Formation	K2
CO2	Understand about Memorandum and Articles of Association.	K2
CO3	Get a detailed knowledge on Prospectus and Kinds of shares andDebentures.	K2
CO4	Acquire the knowledge on powers and duties of Director and Secretary	K2
CO5	Understand about kinds of meetings .	K2

Course Name: PRINCIPLES OF AUDITING

#	Course Outcome	
CO1	Understand about the fundamental concepts Auditing.	K1
CO2	Get a detailed knowledge on internal control in auditing.	K2
CO3	Acquire a detailed knowledge on verification of assets and liabilities.	K3
CO4	Gain knowledge about Joint stock companies.	K2
CO5	Understand about investigation.	K3

Course Name: CORPORATE ACCOUNTING

#	Course Outcome	
CO1	Understand about the issue of shares of the companies.	K2
CO2	Get a detailed knowledge on redemption of preference shares.	K2
CO3	Acquire a detailed knowledge on preparation of final accounts.	K2
CO4	Apply the conceptual knowledge on valuation of goodwill and shares.	K3
CO5	Understand about liquidation of companies.	K2

Course Name: E-COMMERCE TECHNOLOGY

#	Course Outcome	
CO1	Understand the basic concept of E- Commerce and its applications	K1
CO2	To gain the knowledge on EDI	K2
CO3	Understand security and the web	K2
CO4	To gain knowledge on consumer aspects in E-Commerce	K2
CO5	To know and apply various digital payment methods	K3

Course Name: SOFTWARE DEVELOPMENT WITH VISUAL BASIC

#	Course Outcome	
CO1	Understand the concept on client and server	K1
CO2	To gain the knowledge on IDE	K3
CO3	Understand the concept on user defined data types	K3
CO4	To gain knowledge on working with controls in VB	K2
CO5	Understand on data controls	K2

Course Name: COMPUTER APPLICATIONS : VISUALBASIC - PRACTICAL-III

#	Course Outcome	
CO1	Understand the basic concepts computer applications using Oracle formaintaining the database.	K2
CO2	Create different databases using access application for developing thebusiness transactions	K4
CO3	Gain the knowledge on creating database using oracle.	K2
CO4	Gain knowledge on application of oracle statements to extract the particular data base.	K4
CO5	Gain the knowledge on developing employees and salary databasesusing oracle.	K2

Course Name: BANKING AND INSURANCE LAW

#	Course Outcome	
CO1	Understand the Concepts, functions of banking and relationship betweenBanker and Customer	K2
CO2	Gain knowledge on Negotiable Instruments Act and its kinds	K2
CO3	To gain knowledge on functions and principles of Insurance	K1
CO4	Gain knowledge on Insurance System and Acts pertaining to it.	K2
CO5	Understand the IRDA functioning	K2

SEMESTER - VI

Course Name: MANAGEMENT INFORMATION SYSTEM

#	Course Outcome	
CO1	Acquire knowledge on basic knowledge on MIS.	K1
CO2	Know the different types of concepts.	K1
CO3	Understand about Information Systems in Business.	K2
CO4	Acquire the knowledge on DBMS.	K2
CO5	Conceptualize the Functional Management Information System.	K2

Course Name: INTERNET AND WEB DESIGNING

#	Course Outcome	
CO1	Learn the functions and uses of internet.	K2
CO2	Give the knowledge on how to search the web.	K2
CO3	Learn to know the uses and applications of HTML.	K3
CO4	Make the students to know how to create link the web.	K2
CO5	Get a knowledge on how to download and upload the videos.	K3

Course Name: COMPUTER APPLICATIONS : VISUAL BASIC & WEB DESIGNING PRACTICAL-III

#	Course Outcome	
CO1	Create different databases using vb application for developing thebusiness transactions	K3
CO2	Gain the knowledge on creating programs using vb.	K2
CO3	Gain knowledge on application of vb in business enterprises.	K3
CO4	To gain knowledge on working with web page	K2
CO5	To apply the frames in web page	K3

Course Name: CYBER LAW

#	Course Outcome	
CO1	Discuss the concepts of Cyber law and Cyber Space	K1
CO2	Describe Cyber Security technical aspects.	K2
CO3	Explain the Evidence Aspects.	K1
CO4	Understand the Electronic Data Interchange Scenario in India.	K2
CO5	To gain knowledge on Information Technology Act.	K1

ELECTIVES

Course Name: Elective I A - INCOME TAX LAW & PRACTICE

#	Course Outcome	
CO1	Recall the fundamental concepts of income tax	K1
CO2	Analyze the income sources on salaries and house property	K3
CO3	Aware on income from other sources	K4
CO4	To gain knowledge about capital gains	K2
CO5	Understand on assessment of individuals and tax liability	K2

Course Name: Elective I B - ENTREPRENEURIAL DEVELOPMENT

#	Course Outcome	
CO1	Conceptualize the Entrepreneurship.	K1
CO2	Make the students to aware the start up process.	K2
CO3	Know the institutional service to entrepreneur.	K2
CO4	Gain the knowledge on institutional finance to the entrepreneur.	K2
CO5	Know about the incentives and subsidies.	K2

Course Name: Elective I C - MICRO FINANCE

#	Course Outcome	
CO1	Enable the students to conceptualize the microfinance terms.	K1
CO2	Make the students to know about the development of the microfinance.	K2
CO3	Understand the credit delivery of the micro finance amount.	K2
CO4	Make the students to understand the pricing of the micro finance products.	K2
CO5	Understand about the commercial micro finance	K3

Course Name: Elective II A - BUSINESS FINANCE

#	Course Outcome	
CO1	Introduce the concepts of business finance.	K1
CO2	Understand about the financial plans.	K2
CO3	Know about the capitalization of the financial sources.	K2
CO4	Understand about the capital structure.	K2
CO5	Know about the different sources of finance.	K2

Course Name: Elective II B - BRAND MANAGEMENT

#	Course Outcome	
CO1	Recall various terms and concepts relating to branding	K1
CO2	Understand on brand vision and image building	K2
CO3	Evaluate the dimensions of branding impact	K5
CO4	Differentiate specific components of branding and co-branding	K4
CO5	Explain the emerging trends in designing branding	K2

Course Name: Elective II C - SUPPLY CHAIN MANAGEMENT

#	Course Outcome	
CO1	Recall various terms and concepts relating to supply chain	K1
CO2	Understand various forms of supply and demand in supply chain	K2
CO3	Evaluate the applications to e-business	K5
CO4	Differentiate specific network design in certain and uncertain situations	K4
CO5	Explain the emerging trends in supply chain and the regulatory mechanisms	K2

Course Name: Elective III A - INDIRECT TAXES

#	Course Outcome	
CO1	Recall the fundamental concepts of indirect taxes.	K1
CO2	Know about the GST concepts.	K2
CO3	Know about the filing of returns.	K3
CO4	Gain knowledge about levy and collection of tax.	K2
CO5	Understand about customs law.	K2

Course Name: Elective III B - FINANCIAL MARKETS

#	Course Outcome	
CO1	Recall the fundamental concepts of financial markets	K1
CO2	Know about the markets for corporate securities.	K2
CO3	Know about secondary markets.	K2
CO4	Gain knowledge about banks as financial intermediaries.	K2
CO5	Understand about new methods of financing.	K2