



G.VENKATASWAMY NAIDU COLLEGE (Autonomous), KOVILPATTI.

Affiliated to Manonmaniam Sundaranar University – Tirunelveli.

(Re-Accredited with 'A' Grade by NAAC)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli).

(Under the Management of The Kuppasamy Naidu Charity Trust for Education and Medical Relief, Coimbatore-37)

Programme Outcomes - Department of Commerce (Business Analytics)

GPO No.	Programme Outcomes
PO1	enrich the students with thorough knowledge on accounting and commerce.
PO2	train the students on the modern tools and techniques of business data analytics.
PO3	develop the effective communication skills of the students.
PO4	furnish the students with entrepreneurship spirit and abilities needed to face the contemporary challenges in commerce.
PO5	improve the technical knowledge on business analytics that can be applied in solving the complex business problems.
PO6	prepare the students in understanding the concepts of triple bottom line and its importance in the business operations and moving towards sustainability.
PO7	educate the principles of professional and business ethics that are transforming the students as socially responsible citizens.

Programme Specific Outcomes - Department of Commerce (Business Analytics)

PSO No.	Intended Programme Specific Outcomes
PSO1	develop the business data analytical skills that are upgrading the personal and career development of the students.
PSO2	predict the future business problems with the use of modern business data analytics tools and techniques.
PSO3	apply the data analytics knowledge in managerial decision making.



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Course Outcome - Department of Commerce Business Analytics

B. Com. (BA)

First Semester

Core – 1

Financial Accounting – I (U21BA101)

CO No.	Course Outcome
CO1	describe the fundamental concepts of financial accounting.
CO2	classify the methods of depreciation and single entry system of accounting.
CO3	prepare the financial statements of final accounts, bank reconciliation statement, depreciation, bill of exchange and single entry system.
CO4	compare and contrast book keeping and accounting, cash book and passbook, double entry system and single entry system, statement of affairs and balance sheet.
CO5	evaluate the financial position of the business.

Core -2

Business Statistics and Mathematics (U21BA102)

CO No.	Course Outcome
CO1	explain the basic concepts and applications of statistics in business.
CO2	illustrate the laws of differentiation and solve the commercial arithmetic problems.
CO3	solve the complex business problems with line and are equations using the several types of matrices finance problems over time and return to amend mistakes..
CO4	calculate the measures of central tendency, dispersion, coefficients of correlation and regression.
CO5	conclude the relationship between two variables.



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Elective Generic-1 Fundamentals of Business Analytics and Data Science (U21BA1A1)

CO No.	Course Outcome
CO1	describe the fundamentals of business analytics and data science.
CO2	explain the application of business analytics to make data-driven business decisions.
CO3	apply the concepts of data mining in transforming the raw data into useful information that are helpful in developing the business strategies and apply the machine learning systems in finding the patterns in the data..
CO4	Illustrate the data science project lifecycle used to extract information and make predictions from data in order to achieve a commercial goal.
CO5	create predictions based on those complicated patterns in order to detect and analyze the business trends.

Elective Generic Lab-1 Business Analytics with Excel – Lab (U21BA1AP)

CO No.	Course Outcome
CO1	understand the mathematical and logical functions in MS-Excel.
CO2	illustrate the chart wizard in MS-Excel.
CO3	apply the financial functions in MS-Excel.
CO4	illustrate the regression analysis in MS-Excel.
CO5	Explain aggregation functions and lookup functions in MS-Excel.



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Second Semester

Core – 4

Financial Accounting –II (U21CO204)

CO No.	Course Outcome
CO1	describe the fundamentals of financial accounting.
CO2	illustrate the calculation of average due date to avoid the business losses by way of interest payment.
CO3	prepare the financial statements of final accounts, self-balancing ledger and non-trading concerns.
CO4	calculate the net profit or loss on each consignment.
CO5	assessment of fire insurance claims to compensate for the loss consequent upon destruction by fire.

Core Lab - 1

Programming in C – Lab (U21BA2P1)

CO No.	Course Outcome
CO1	Recall the mathematical functions while creating a program
CO2	Understand the fundamental programming concepts
CO3	Apply the concepts to find solution for the problems
CO4	Illustrate the programming technique to analyze software problems
CO5	Design and develop the simple application.



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Core Elective –1

Business Research Methods (U21BA2E1A)

CO No.	Course Outcome
CO1	examine the fundamentals of business research methods and its process.
CO2	discover the solutions for the business problems through the survey method.
CO3	analyze and interpret the data collected using the tools of research.
CO4	compare and contrast the different business and management strategies useful in managerial decision-making.
CO5	summarize the findings and prepare the structured business research report.

Core -2

Business Organization and Environment (U21CO102)

CO No.	Course Outcome
CO1	state the nature and scope of business organization and business environment.
CO2	classify the different types of business organizations.
CO3	determine the factors affecting the business environment.
CO4	compare and contrast the features, merits and demerits of liberalization, privatization and globalization.
CO5	distinguish the features, advantages and disadvantages of different types of business organizations.