

**Holy Cross College (Autonomous), Nagercoil**  
**Kanyakumari District, Tamil Nadu.**  
**Accredited with A<sup>+</sup> by NAAC - IV cycle – CGPA 3.35**

Affiliated to  
**Manonmaniam Sundaranar University, Tirunelveli**



**Semester I & II**

**POs, PSOs & COs**

**DEPARTMENT OF CORPORATE SECRETARYSHIP**



**2024-2027**

**(With effect from the academic year 2024-2025)**

### Programme Educational Objectives (PEOs)

PEOs	Upon completion of B. Com. degree programme, the graduates will be able to	Mission Addressed
PEO 1	apply appropriate theory and knowledge to participate in activities that support humanity and economic development nationally and globally, developing as leaders in their fields of expertise.	M1, M2 & M4
PEO 2	acquaint with the business world by imparting knowledge, skill and attitude thereby becoming employable in the job market	M1, M3, M4 & M5
PEO 3	pursue lifelong learning and continuous improvement of the knowledge and skills with the highest professional and ethical standards.	M4, M5 & M6

### Programme Outcomes (POs)

POs	Upon completion of B.Com Degree Programme, the graduates will be able to:	Mapping with PEOs
PO 1	obtain knowledge and skills to pursue higher studies in the relevant field of Commerce.	PEO 1
PO 2	develop various managerial and accounting skills for better professional opportunities in public and private sectors.	PEO 2
PO 3	strengthens their capacities of creativity in varied areas of commerce and industry ideas to enhance entrepreneurial skills for economic independence.	PEO 1 & PEO 2
PO 4	enhance leadership qualities, team spirit , communication skills and build confidence to face the challenges of the corporate world.	PEO 1 & PEO 2
PO 5	communicate effectively and collaborate successfully with peers to become competent professionals	PEO 2 & PEO 3
PO 6	absorb ethical, moral and social values in personal and social life leading to highly cultured and civilized personality	PEO 1, PEO 2 & PEO 3
PO 7	participate in learning activities throughout life, through self-paced and self-directed learning to develop knowledge and skills.	PEO 3

### Programme Specific Outcomes (PSOs) B.Com Corporate Secretaryship

PSOs	Upon completion of B.Com Corporate Secretaryship Degree Programme, the graduates will be able to	Mapping with POs
PSO1	a concrete exposure to the concepts of Accounting, General Laws, Finance, Governance, CSR and Management.	PO 1, PO 2

<b>PSO2</b>	imparting specific knowledge on Company law and secretarial practice.	<b>PO2 &amp;PO4</b>
<b>PSO3</b>	motivate to become an entrepreneur and nurture the entrepreneurial skills.	<b>PO 2 &amp; PO 7</b>
<b>PSO4</b>	hands on training in GST and Income tax returns filing, Accounting Software, Corporate Correspondence, venture creation and industrial training.	<b>PO 6 &amp;PO7</b>
<b>PSO5</b>	train to develop managerial skills individually and collectively for better corporate management at local and global level.	<b>PO5&amp; PO7</b>

### Mapping

<b>POs</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>PO 1</b>	S	S	S	M	S
<b>PO 2</b>	S	M	M	S	S
<b>PO 3</b>	M	M	S	M	M
<b>PO4</b>	S	S	M	S	S
<b>PO5</b>	M	S	S	S	S
<b>PO6</b>	M	S	S	M	M

## COURSE OUTCOMES

### SEMESTER I

#### CORE COURSE I: FINANCIAL ACCOUNTING

Course Code: JU241CC1

<b>On the successful completion of the course, students will be able to:</b>		
1.	recall and explain the fundamentals of accounting and the preparation of financial statements	<b>K1</b>
2.	explain and preparation of income and expenditure account and balance sheet for non-trading organisations.	<b>K2</b>
3.	accounting under single entry system	<b>K2</b>
4.	knowledge of average due date and account current	<b>K2, K3</b>
5.	classify, apply and compute the different methods of depreciation	<b>K3</b>

**K1** - Remember; **K2** - Understand; **K3** – Apply

### SEMESTER I

#### CORE COURSE II: CORPORATE CORRESPONDENCE

Course Code: JU241CC2

<b>On the successful completion of the course, students will be able to:</b>		
1.	inherit the knowledge on introduction to communication.	<b>K1</b>
2.	identify & analyses the different types of communication.	<b>K2</b>

3.	develop and demonstrate the knowledge communication in business environment.	<b>K2,K3</b>
4.	learn the basic understanding of drafting of legal deeds and documents.	<b>K3</b>
5.	enlighten the methods of drafting response and replies.	<b>K3</b>

**K1 - Remember; K2 - Understand; K3 – Apply**

### **SEMESTER I**

#### **ELECTIVE COURSE I: CORPORATE E-MANAGEMENT**

**Course Code: JU241EC1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	define computer, its classification and uses in business.	<b>K1, K2</b>
2.	discuss and explain the operating system, hardware and software and computer networks.	<b>K2,</b>
3.	demonstrate a basic use of internet, email in current scenario and be aware of it.	<b>K2, K3</b>
4.	identify the basic concepts and elements of multimedia and their uses in both education and entertainment.	<b>K3</b>
5.	to communicate the legal framework of e-commerce and assess the various modes of electronic payment system.	<b>K3</b>

**1 - Remember; K2 - Understand; K3 – Apply**

### **SEMESTER I**

#### **NON-MAJOR ELECTIVE I: BASICS OF PERSONAL FINANCE AND INVESTMENT PLANNING**

**Course Code: JU241NM1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understand and exhibit the skill to plan personal finance	<b>K1</b>
2.	learn the time value of money and power of compounding	<b>K2</b>
3.	choosing the investment options with required knowledge	<b>K2, K3</b>
4.	identify the various investment options	<b>K3</b>
5.	analyze the investment opportunities and selecting the best among them for diversified portfolio	<b>K3</b>

**1 - Remember; K2 - Understand; K3 – Apply**

**SEMESTER I**

**FOUNDATION COURSE FC: FUNDAMENTAL CONCEPTS OF ACCOUNTING**

**Course Code: JU241FC1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understand and apply the principles of accounting	<b>K1, K2</b>
2.	demonstrate an overview of understanding of commerce and allied fields	<b>K3</b>
3.	to make the students aware about various types of business communication	<b>K2</b>
4.	to know the nature and objectives of Mercantile law	<b>K3</b>
5.	to understand the basic management concepts and functions	<b>K3</b>

**K1 - Remember; K2 - Understand; K3 – Apply**

**SEMESTER I**

**SPECIFIC VALUE-ADDED COURSE: SOCIAL ETIQUETTE**

**Course Code: JU241V01**

<b>On the successful completion of the course, students will be able to:</b>		
1.	analyse formation of images	<b>K1</b>
2.	examine etiquette norms for setting tables during business meetings	<b>K1</b>
3.	develop grooming techniques	<b>K2</b>
4.	create appropriate dressing techniques for appealing visual presentation	<b>K3</b>
5.	formulate methods of using etiquette in social and business gatherings and event	<b>K2, K3</b>

**K1 - Remember; K2 - Understand; K3 – Apply**

**SEMESTER I**

**SPECIFIC VALUE-ADDED COURSE**

**MOBILE MARKETING - THE NEXT GENERATION OF MARKETING**

**Course Code: JU231V02**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understand the fundamentals of mobile marketing	<b>K1</b>

2.	analyze the mobile consumer behavior and journey	<b>K1</b>
3.	measure and optimize mobile marketing campaigns	<b>K2</b>
4.	utilize mobile marketing tools and technologies	<b>K3</b>
5.	analysing the effect of mobile marketing strategies	<b>K3</b>

**K1-Remembering, K2-Understanding, K3-Applying**

### **SEMESTER I**

#### **SPECIFIC VALUE-ADDED COURSE**

#### **SOFT SKILL**

**Course Code: JU231V03**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understand the fundamentals of soft skill	<b>K1</b>
2.	analyze the process of self-discovery	<b>K2</b>
3.	developing positive attitude	<b>K2</b>
4.	overcoming the negative attitude	<b>K3</b>
5.	developing interpersonal relationship	<b>K3</b>

**K1-Remembering, K2-Understanding, K3-Applying**

### **SEMESTER II**

#### **CORE COURSE III: ADVANCED FINANCIAL ACCOUNTING**

**Course Code: JU242CC1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	recall and interpret the fundamentals of partnership and learn the treatment of accounts during various stages.	<b>K1</b>
2.	examine the process involved during dissolution of a partnership.	<b>K2</b>
3.	discuss the concepts of branch accounts and the system involved.	<b>K3</b>
4.	explain and apply the concepts and workings of Departmental Accounts	<b>K2, K3</b>
5.	relate and apply the provisions of hire purchase system concept.	<b>K3</b>

**K1 - Remember; K2 - Understand; K3 – Apply**

**SEMESTER II**

**CORE COURSE IV: CORPORATE MANAGEMENT**

**Course Code: JU242CC2**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understand the basic concepts of management	<b>K1</b>
2.	comprehend the significant of management in today's world.	<b>K2</b>
3.	discuss the practice to apply management concepts in corporate environment.	<b>K2, K3</b>
4.	understand the basics of HRM.	<b>K2</b>
5.	apply the concepts of corporate management and the factors for effective governance.	<b>K3</b>

**K1 - Remember; K2 - Understand; K3 – Apply**

**SEMESTER II**

**ELECTIVE COURSE II: SECURITIES LAW & REGULATION OF FINANCIAL MARKETS**

**Course Code: JU242EC1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understand the basic knowledge of SEBI guidelines for new issue market and investor protection on it.	<b>K1, K2</b>
2.	explain the role of stock market and the various role played by its intermediaries	<b>K2</b>
3.	demonstrate the functions of stock exchange, mechanics, types and also listing of securities, demat etc.	<b>K3</b>
4.	exhibit the difference between various financial instruments	<b>K3</b>
5.	explain and demonstrate the procedure followed by credit rating agencies & interpret the same.	<b>K2, K3</b>

**K1 - Remember; K2 - Understand; K3 – Apply**

**SEMESTER II**

**NON-MAJOR ELECTIVE II: EVERY DAY BANKING**

**Course Code: JU242NM1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	exhibit the skill to perform basic banking operations and distinguish between basic documents	<b>K1</b>
2.	execute online, mobile banking and related transactions	<b>K2</b>
3.	handling financial transactions	<b>K2, K3</b>
4.	managing bank accounts	<b>K2, K3</b>
5.	identifying and preventing banking fraud	<b>K3</b>

**K1** - Remember; **K2** - Understand; **K3** – Apply

**SEMESTER II**

**SKILL ENHANCEMENT COURSE: FUNDAMENTALS OF AUDITING**

**Course Code: JU242SE1**

<b>On the successful completion of the course, students will be able to:</b>		
1.	understanding and remembering the basic process of auditing	<b>K1</b>
2.	differentiate three main types of audits.	<b>K1</b>
3.	design audit programs	<b>K2</b>
4.	identify the difference between vouching, verification, valuation and have clear knowledge about the auditor's role.	<b>K3</b>
5.	explain auditor's responsibilities	<b>K2, K3</b>

**K1** - Remember; **K2** - Understand; **K3** – Apply

**SEMESTER I & II**

**LIFE SKILL TRAINING I: CATECHISM**

**Course Code: UG242LC1**

<b>Upon completion of this course the students will be able to</b>		
<b>1</b>	understand the aim and significance of value education	<b>K1,K2</b>
<b>2</b>	develop individual skills and act confidently in the society	<b>K3</b>
<b>3</b>	learn how to live lovingly through family values	<b>K3</b>
<b>4</b>	enhance spiritual values through strong faith in God	<b>K6</b>
<b>5</b>	learn good behaviours through social values	<b>K6</b>

**K1** - Remember **K2**-Understand; **K3**-Apply; **K6**- Create



**SEMESTER I & II**  
**LIFE SKILL TRAINING I: MORAL**

**Course Code: UG242LM1**

<b>Upon completion of this course the students will be able to:</b>		
<b>1</b>	understand the aim and significance of value education	<b>K1,K2</b>
<b>2</b>	develop individual skills and act confidently in the society	<b>K3</b>
<b>3</b>	learn how to live lovingly through family values	<b>K3</b>
<b>4</b>	enhance spiritual values through strong faith in God	<b>K6</b>
<b>5</b>	learn good behaviours through social values	<b>K6</b>

**K1 - Remember K2-Understand; K3-Apply; K6- Create**