

PROGRAM OUTCOMES

Bachelor of Commerce

The Programme aims to make the Student employable and self-employment oriented. Overall the Course aims to work on the enrolled Students to make them more Productive, Self-reliant and Constructive for self and Society's benefit

- ★ Empower Students to take up higher education to become Researchers, Consultants, Teachers with Core Competencies.
- ★ Gain Knowledge of various discipline of Commerce, business, accounting, finance, auditing & marketing.
- ★ Develop Successful accounting & financial executives with creative and innovative skill, ethical & more values.
- ★ Student will be ready for employment in functional area like Accounting, Taxation & Banking etc.
- ★ Enables Students to apply the knowledge of business & Commerce in finding solution to complex organizational problems.
- ★ Student will learn relevant Advanced accounting career skills, applying both quantitative and qualitative knowledge to their future career.
- ★ Develop Human Resources to act as think tank for Business Development related issues.

PROGRAM SPECIFIC OUTCOMES

- ★ Student Acquire Skills to work as tax Consultant, Audit assistant and other financial Supporting Service.
- ★ Able to Play roles of businessmen, entrepreneurs managers, Consultants who will help learners to possess knowledge and other soft skill.
- ★ Student have choices to pursue Professional Courses such as CA, M. Com., MBA, CPA, ICWA, CS etc.
- ★ Advances a through understanding of Accounts & financial function of an organization
- ★ Exhibit leadership qualities in individual as well as group dynamics.
- ★ Student will acquire the skills like effective communication, decision making, Problem Solving in day to day business affairs.
- ★ To make the graduating student proficient in the Courses Covered under the Programme.
- ★ Develop the knowledge in the field of banking.
- ★ Students will acquire the skill like effective communication, decision making, Problem solving day

SEM Ist Business Economics

1. To understand the basic problem of an economy working of price mechanism and Concept of elasticity of demand.
- Co 2. To understand the Concept of Cost, nature of production & its relationship to business operation
- Co 3. To understand the Concept of Consumer behaviour and indifference curve analysis and its implication
- Co 4. To Analyse the cause and Consequence of different market Conditions
- Co 5. To integrate the Concept of price and output decision of firm under various market structure.

SEM Ist Basic Marketing & Marketing Communications

1. To Understand the student Concept of marketing and scope and Importance, integrated marketing value chain
- Co 2. To enable the student to dealing Market analysis and selection. Market segmentation and targeting
- Co 3. To help the student to analysis business Market, Organizational Buying, purchasing and procurement process.
- Co 4. To help the student to understand Communication and Its application in Marketing process, Method of Marketing Communication
- Co 5. Demonstrate knowledge of advertising, personal selling, public relation, sales promotions and methods of achievement.

SEM 1st Business Management

1. To introduce student with concept of business.
- Co 2: To understand the student with concept of management & its process
- Co 3. To develop the function of management like planning concept, organising concept.
- Co 4. Help student to understand corporate planning & strategic formulation.
- Co 5. Understand the concept of structure of organising & significance of it.

SEM 1st & 2nd Financial Accounting

- Co. 1: To understand the meaning & objective of Accounting. Generally accepted accounting principal and journalizing, posting and preparation of trial balance.
- Co. 2. Student get knowledge of Capital & Revenue items, Reserve and provision, depreciation and Method of Computation of depreciation final account Companies.
- Co. 3 Student get how error - occurs, its rectification. How final A/c of Non-profit Organisation are prepared.
- Co. 4 To provide knowledge of different system. Hire purchase system, Consignment A/c, Branch A/c & departmental A/c, Joint Venture A/c Royalty A/c
- Co. 5. To provide knowledge of partnership firm and dissolution of partnership firm. Insolvency of partners (Craner v/s Money rule)

SEM - I & II nd Basic of computer

- CO1: To understand the student with the Introduction of Computer, components, Characteristics History & Generation of Computer.
- CO2: To understand the student about Input devices, output devices, Chain printers, laser printers.
- CO3: To develop the concept of Ms-Word, Ms-Excel
- CO4: To develop the concept of Memory & Mass Storage devices.
- CO5: To develop the concept of software concept, operating System, concept & CUI & GUI.

SEM IInd : Business Mathematics

- Co1: To understand the concept of sets theory, union, intersection, complement & difference of sets, venn diagram, application of set theory.
- Co2: To develop the students concept of Permutation and combination.
- Co3: To help the student AP & G.P, sequence & Series & Matrix and determinants.
- Co4: To understand the concept of differentiation & its application
- Co5: To develop the concept of compound Interest & Annuities, Ratio, proportion & Percentage.

SEM IInd : Business Environment

- C01: To develop the concept of Business Environment its components & importance, SWOT Analysis.
- C02: To help the students to understand economic trends, Trade & balance of Payments.
- C03: To familiarize the students to concept of problems of growth, unemployment, Parallel economy.
- C04: To develop the concept of Role of govt. in Indian economy, monetary & fiscal Policy.
- C05: To develop the concept of Industrial policy Privatization.

Sem (IInd sem) DBMS

- CO 1 To understand concept of Data handling, Database Approach & characteristics, Component of DBMS
- CO 2 To understand the Database system three level Architecture for any organisation development and handling.
- CO 3 To understand the Data Models for Conceptual Modeling.
- CO 4 To understand ERP for Entity detail for ER diagrams in Entry of records.
- CO 4. To understand the Relational Data model & Network Data model.
- CO 5 Student get knowledge of SQL for online Table entry and updation

B.Com (Course Outcome)

Semester (III)

Banking & Banking law

- C01: To familiar the students with the fundamentals of banking and thorough knowledge of Banker & Customer Relationship.
- C02: To give knowledge about regulating provisions of collecting banker.
- C03- Provide knowledge about Negotiable Instruments.
- C04- To know thorough knowledge regarding commercial bank's Lending Policies and Practices.
- C05:- To enlighten the students' knowledge on Banking innovations.

Semester III (Human Resource Management)

- 1: The major objective of this is to familiarize the students about the importance, functions, scope, Qualities, Evolution and Growth of Human Resource Management
- CO2: Students come to know about Recruitment, Selection and Training.
- CO3: Students also come to know about Wages and Wage Incentives.
- CO4: The subject also give knowledge about Industrial Relations and Industrial Unrest.

Semester-III (Fundamental of Insurance)

- CO1: To Understand about History, Development, Meaning, importance, Nature, principles of Insurance.
- CO2: The subject also give knowledge about Life Insurance, important life insurance policies, Annuities, premium determination under life Insurance
- CO3: Students come to know about General Insurance, Marine Insurance & Agriculture Insurance.
- CO4: To Understand about Fire Insurance & its elements.

Semester - IV (Marketing Management)

- Co1: To enlighten the students about Nature, scope, importance, concepts and segments of Marketing.
- Co2: To understand about Consumer Behaviour, Product Planning and development and Product life cycle.
- Co3: The Subject also give Knowledge about the Branding and Trademark and Pricing Strategies.
- Co4: To Understand about Advertising and Sales Promotion.

Semester - IV (Banking and Banking Law)

- Co1: To Understand about Definition of Bank, Commercial Banks and its functions.
- Co2: To Understand about Regional Rural Banks, Reserve bank of India and Cooperative Banking in India.
- Co3: The Subject also give Knowledge about determination and Regulation of Interest Rates in India, Relationship between banker and customer.
- Co4: To Understand about Negotiable Instruments, rights and Liabilities of parties and Endorsement.

B.Com. (Course Outcomes)

Semester (III & IV) Business Statistics

- CO1 To understand the origin & scope of statistics, Diagrammatic Presentation of Data
- CO2 To calculate the Central Value of Data.
To study How to Calculate Index Number and absolute & relative measures
- CO3 To measure the Skewness of the Data
To understand the Relation Between the Data through Correlation & Regression.
- CO4. To understand on Brief Analysis of Time series & Index Number
- CO5 To study the theory of Probability on which study on Brief, Binomial, Poisson and Normal Distributions.

B.Com. (Course outcome)
Semester III & IV Vocational

- C01 To familiarize the students about Advertising and Sales.
- C02 To give Brief knowledge about the Consumer behaviour.
- C03 To give knowledge about the Retailing Process and various types of Retailing. To discuss Indian scenario of Retailing.
- C04 To give Brief knowledge about the media management and also discuss about the various types of media.
- C05 Major Discussion about the Public Relations & Press Relations.

B.Com (Course Outcome)

Semester (III & IV)

(Business Regulatory & Framework)

- C01: Understanding the importance of law in business
- C02: To understand the importance of contract in business.
- C03: To Understanding about Negotiable Instruments.
- C04: To Understanding about Agreements and Breach of contracts
- C05: To Understanding about Consumer Protection Act and Sales of goods Act.

B. Lern (Course Outcome)

Semester III & IV
Corporate Law

- C01: To Understand about the Company and types of Company.
- C02: To know the important terms related to company and understand them in practical problems.
- C03: Understand the procedure of Formation and Incorporation of a Company.
- C04: Importance of Memorandum & Articles of Association in respect of Company.
- C05: Understand about Shares, Company meetings, Meetings' Procedure and Winding up of the Company.

B.Com (Course outcome)

Semester IV

Marketing Management

C01: Understanding the importance of Marketing

C02: Understanding about Consumer Behaviour.

C03: To Understand the importance of Branding, Product Pricing.

C04: Importance of Advertising in our life

C05: How we promote our Product in market area with the Use of Sales Promotion tools.

B.Com (Course outcome)

Semester - V (Entrepreneurship and Small Scale Business)

Co1: Helps students to understand the conceptual framework of management and to know about the entrepreneurial culture and industrial growth to manage today's organization.

Co2: Makes students perceive the dynamic nature of business and entrepreneurship and also create awareness on various schemes on Indian government to help cope up entrepreneurship.

Semester - V (Accounting for management)

Co1: Understand the analysis and interpretation of financial statements with a view to prepare management reports for decision making.

Co2: Examine the marginal costing techniques and analyze cost-volume profit techniques to determine optimal managerial decisions.

Co3: Apply and analyze different standard and budgetary control tools and technique.

Co4: Evaluate the cash position of the firm by applying cash flow.

CO5: Students can calculate various ratios to assess the solvency, liquidity, efficiency and profitability position of the company. Apply ratio analysis in decision making process of the management.

Semester - V (Sales force management - I & E-Commerce)

CO1 To Intimate the student concept of Sales force Management, & Ethical aspect of Sales force Management, its recruitment & selection, Training & development & its Motivation & Compensation

CO2: Develop Concept of Analysis of Sales force, Organisation of Sales department, size of sales force on geographic Product & Market basis

CO4: Develop Concept of E-commerce, History, Type B2B Model, B2C Models, Application

To familiarize the student with the fundamentals of Retail Sector, the elements of E-commerce

CO5: Aims to enlighten the student on Customer Relationship Management CRM, CRM's Goal, E-CRM application, CRM in Indian Banking Technology used in CRM:

Financial Market operation (Vth)

- Co 1:- Student get knowledge of Indian money Market, its Composition & Structure. Recent trade & get Capital Market.
- Co 2:- Student will get the knowledge of SEBI, Power of SEBI, Objectives & Functions.
- Co 3:- Student get who is Brokers, Sub Brokers Market Makers, Jobbers, Portfolio Consultants, Institutional Investors & Depository.
- Co 4:- Merchant Banking:- functions & Role, SEBI Guidelines, Credit Rating concept.
- Co 5:- Student get knowledge of different-different financial Institution & Product & Service of this financial Institution like IFCI, IDBI, ITBI, SIDBI, IDFC, EXIM, NABARD & ICICI.

B.Com (IIIrd) year.

Course Outcomes

SEM (Vth and VIth) : Taxation Law

- Co1: Student will become aware of Income Tax Law of India and familiarized with the concept of tax & history of taxation in India.
- Co2: Student will develop analytical skill through understanding Residential status, taxable, Income, Agriculture Income, Exempted Income.
- Co3: Student gain knowledge & awareness on Basic Rules governing Salaries for taxable purpose, House Property for taxable purpose, Capital gain, Business Income & other sources.
- Co4: To familiarize with the meaning & provision for set off & carry forward of loss & deduction implication from 80C to 80U.
- Co5: To familiarize with the computation of total Income & tax liability of an Individual Assessee.

B.Com (Course Outcome)

Semester IV & VI

(Essentials of E-Commerce & Information Technology in Business)

- Co1 To Develop the Concept of E-Commerce, History Type, B2B Model, B2C Model, Applications, Elements of E-Commerce.
- Co2 To familiar the student with the fundamental of Retail Sector, the elements of e-Commerce. & Customer Relationship Management, CRM, CRM's Goal, E-CRM application. CRM Use.
- Co3 To Develop the student with the Basis of information Technology (IT), Concept of Internet, W.W.W, E-mail, ~~etc.~~ Internet, Smart Card etc.
- Co4 To Understand the Concept of Computer in business and Industry, MIS, New Technology
- Co5 To understand the meaning of Modern data base mgt. System, Multimedia System, Virtual Reality.
- Co6 To Introduce student with Hypermedia, Artificial Intelligence and business Intelligence, OLAP, SCM, CRM, SCM, GIS.

B.com (Course Outcome)

Semester - IV & VI (Computer Aided Drafting
& Advanced Topics in Computers
I & II)

- CO 1: To understand the fundamentals of CAD, Process, application, Workstations, Graphics terminal etc.
- CO 2: To familiarize with the CAD/CAM, Product Cycle, automation, Computer programming languages, Computer Graphics software and Data Base and Data Warehousing components.
- CO 3: Students gain knowledge about Hardware & Software requirements of Auto CAD, Data Encryption, Data networks etc.
- CO 4: To understand about the Element of AI, Machine Vision system, Neural Networks, Applications of Computer Graphics etc.

Students will recognize the objectives and importance of verification and valuation of Assets and Liabilities.

Semester - VI (Sales force management
II & marketing Information
System and International
marketing)

- CO1: To enable the students to know about market analysis and Sales forecasting.
- CO2: Understand the concept of Sales Territory and its consideration.
- CO3: Students can know about Sales Budget and Sales Quota.
- CO4: To familiarize with the market Information System.
- CO5: To provide framework for designing Market Information System.
- CO6: Students come to know about the International marketing and International distribution.

B.Com Course Outcome

Semester-VI (Financial Management)

- Co1: Demonstrate the applicability of the concept of Financial Management to understand the managerial Decision in determining the objectives of financial Management and financial planning.
- Co2: Demonstrate the importance of working Capital management and the tools to manage it.
- Co3: Apply the leverage and EBIT EPS Analysis associate with Financial Data.
- Co4: Demonstrate knowledge of the value of money over time and its uses by using various techniques.
- Co5: Understanding various types of dividend and types of dividend policy in India.

Semester-VI (Auditing)

- Co1: Students will be proficient in the fundamental conceptions of Auditing and its process.
- Co2: Students will attain the knowledge of principles and practices of internal auditing.
- Co3: Students will understand the classification and Techniques in Vouching.

B.Com. IIIrd year
Course Outcomes

Sem (Vth + VIth) :- Cost Accounting

- CO1: To understand the concept of costing & Related terms, Material cost, Labour cost & Overhead Cost
- CO2: To identify situation where the application of job costing or batch costing is appropriate & estimate job cost from information.
- CO3:- understand the meaning of a contract & Contract costing, compute Profit of incomplete contract, cost of contract & work certified.
- CO4: Analysis data & Prepare Process costing A/c. Tools and Techniques used in Service costing.
- CO5: Apply & Analyze different types of Activity Based on Management tool & Make to Prepare Reconciliation Statement.

Sem VIth :- Goods & services tax

- Co 1:- Student will get knowledge of tax, types of tax & equipped with Principles & Provision of Goods and services tax which is implemented from 2017 with the notion of one Nation one tax, one market.
- Co 2:- Student will ascertain the Rate of tax & tax Liability.
- Co 3:- Student get How to claim Input tax under GST.
- Co 4:- Student get knowledge of IGST, CGST, SGST & How they are applied
- Co 5:- Insights on the procedures & formalities to be adhered, with regards to tax matters.