

Programme- B.Com

Programme Outcomes

- PO1 After completing three years for Bachelors in Commerce (B.Com) programme, students would gain Knowledge in the fundamentals of Commerce, Management and all allied subjects
- PO2 The commerce focused curriculum offers a number of specializations which would equip the student to face the modern-day challenges in commerce and business and they will be prepared to accept responsibilities in the business world
- PO3 Empowerment of learners through access to commerce education and enabling them to develop as intellectually active, socially responsible citizens always ready for continuous personal and professional growth to fit into the challenging business environment
- PO4 Inculcate the element of research amongst the learners, to develop their overall personality

COURSE OBJECTIVES AND OUTCOMES

COMMERCE I (Introduction to Business)

Course Outcomes :

1. Better understanding of Business concepts
2. Understanding impact of Environment on Business
3. Understanding concept of Project planning
4. Awareness of Entrepreneurship as Career option

COMMERCE II (Service Sector)

Course Outcomes :

1. Understanding the service sector
2. Better Knowledge about banking and retailing sector
3. Understanding various aspects of E-Commerce
4. Awareness about New trends in Banking sector

COMMERCE III

- **Course Outcomes:**

- 1) Understanding about conceptual knowledge and evolution of management.
- 2) Awareness about the functions of management.
- 3) Develop clarity and knowledge of planning and decision making.
- 4) Better understanding about various aspect of organizing.
- 5) Developing the skills of controlling.

COMMERCE IV

- **Course Outcomes:**

- 1) Understanding about conceptual knowledge of production and Finance.
- 2) Awareness about the production management and Inventory management.
- 3) Better knowledge of Quality management.
- 4) Better understanding about various aspect of Financial System.
- 5) To update the learners with the recent trends in Finance.

Advertising I

- **Course Outcomes:**

- 1) Understanding of evaluation and classification of advertising.
- 2) Developed skills required for career in advertising.
- 3) Understanding economic & social aspects of advertising.
- 4) Understanding of Brand building & Special purpose advertising & trends in advertising.

Advertising II

- **Course Outcomes:**

- 1) Better understanding of media in advertising.
- 2) To develop understanding of advertising budget & planning in advertising.
- 3) Understanding the importance of creativity aspects of advertising.
- 4) Measuring the effectiveness of advertising.

Business Law I

- **Course Outcomes:**

- 1) Better understanding of Contract act 1872.
- 2) To be aware of the legal impact of contracts in business.
- 3) Understanding the concept of special contract.
- 4) Better understanding of sale of goods act, Negotiable Instruments act and Information Technology act.

Business Law II

- **Course Outcomes:**

- 1) Awareness about the various companies rules and regulations.
- 2) Understanding of Formation, dissolution & working of partnership firm and provisions of act.
- 3) Understanding the concept of consumer rights and Consumer protection act.
- 4) Better understanding of intellectual property rights.

Commerce-V (Marketing)

- **Course Outcomes:**

- 1) Enable the student to comprehend the concepts of marketing
- 2) Be familiar with the basic elements of marketing mix
- 3) Evaluate the key marketing dimensions for decision making
- 4) Prepare the skill sets required for a career in marketing
- 5) Understanding the importance of ethics in marketing

Marketing Research Paper – I

- **Course Outcomes:**

- 1) Comprehend the concepts of marketing research
- 2) Enable the student to undertake marketing research
- 3) Evaluate the various sources of data collection
- 4) Familiar with data processing, analysis and reporting
- 5) Integrating the use of technology in data collection and analysis

Export Marketing Paper -I

- **Course Outcomes:**

1. Understand importance of Export Marketing.
2. Understand various Economic Grouping of the world, and trade barriers.
3. Understand New Foreign trade Policy 2015-20 and benefits to status holder.
4. Understand financial incentives available to Indian Exporter.

Commerce-VI (Human Resource Management)

- **Course Outcomes:**

- 1) Develop the understanding of the concepts of Human Resource Management
- 2) Be familiar with the various aspects of Human Resource Development
- 3) Develop an understanding of the importance of Human relations
- 4) Evaluate and understand the various aspects of leadership, motivation, employee morale, employee grievance and their effective management in organizations
- 5) To integrate the knowledge of the concepts of Human Resource Management to take correct business decisions.

Marketing Research Paper – II

- **Course Outcomes:**

- 1) Understand the concepts of application of marketing research
- 2) Enable the student to gain knowledge about various aspects of application of marketing research
- 3) Evaluate the in house and professional marketing research agencies
- 4) Familiar with prominent marketing research agencies
- 5) Developing the skill to undertake small projects of marketing research

Export Marketing Paper -II

1. Understand factors determining export price .Need for labelling and export marketing.
2. Understand factors influencing distribution channels, components of logistics and sales [promotion techniques.
3. Understand methods of payment in export marketing. Role of commercial bank, EXIM, SIDBI in financing exporters, ECGC.
4. Understand registration with different authorities, shipping and custom stage formalities

Programme Outcomes

M.Com

1. After completing two years for Masters in Commerce (M.Com) Programme, students would gain knowledge in conventional as well as contemporary areas in the discipline of Commerce.
2. The Commerce focused curriculum offers specialization in various areas which would equip the student to face the modern-day challenges in commerce and business and they will be prepared to accept responsibilities in the business world
3. Learners will be able to prove proficiency in pursuing higher and professional studies and advance research in various disciplines of commerce
4. Inculcate the element of research amongst the learners to develop their overall personality

Programme- MCOM

COURSE OUTCOMES

Strategic Management

Course Outcomes:

- 1 1. Understanding concepts of Strategic Management and their use in business
- 2 2. Understanding strategy formulation ,implementation and evaluation
- 3 3. Better knowledge about global strategies and emerging strategic trends

Business Ethics and Corporate Social Responsibility :

Course Outcomes:

1. Understanding concepts of Business ethics and ethical business practices
2. Understanding various areas of Corporate Social Responsibility and CSR Policy
3. Awareness about concept and applicability of corporate Governance
4. Understanding about application of ethics in all aspects of business
5. Awareness about global recognition of CSR
6. Application of Corporate social Responsibility in Business World

Research Methodology

Course Outcomes:

- 1 1. Understanding basics of Research Methodology
- 2 2. Developing the fundamental skills in formulating research problems
- 3 3. Knowledge of the basic statistical tools and techniques applicable for research
- 4 4. Developing the skill of research reporting

E-Commerce

Course Outcomes:

1. Understand the emerging world of e-commerce and current challenges and issues in e-commerce
2. Understanding World wide web and E-enterprise and Electronic payment system
3. Understanding Legal and Regulatory Environment and Security issues of E-commerce
4. Awareness about current challenges and issues in e-commerce
5. Understanding of the learners towards various business models
6. Knowledge of electronic Payment Mechanism

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|---|--|
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Certificate Courses

Certificate Course in Retail Management

Course Outcomes:

- 1) Learner understand the basic of Foundation.
- 2) To understand the retail operation.
- 3) To provide the need of technology in retailing.
- 4) To understand the career options in retailing

Certificate Course in Event Management

- 1) Better understand of Event Management.
- 2) To be Aware of Event design.
- 3) Understanding of event marketing.
- 4) To understand the career options in event management