

**NAME OF THE PROGRAMME: B.COM. (FYUGP)****Programme Outcomes (PO)**

After completing the Four Year Undergraduate Programme in Commerce, Students are expected to achieve the following Programme Outcomes:

PO1: Knowledge of Financial Principles and Practices

Students will gain a solid foundation in core financial concepts, including financial accounting, managerial accounting, corporate finance, investments, and financial markets. They will acquire an understanding of the regulatory environment and ethical standards governing the financial industry.

PO2: Quantitative and Analytical Skills

Students will be able to analyze financial data using various quantitative methods and statistical tools. They will gain proficiency in creating and interpreting financial models to support decision-making processes. They will also acquire skills in identifying, analyzing, and managing financial risks.

PO3: Critical Thinking and Problem-Solving

Students will be able to apply critical thinking and problem-solving skills to develop strategic financial decisions. Experience with case studies and practical applications that simulate real-world financial challenges.

PO4: Communication Skills

Students will be able to communicate financial information clearly and effectively to various stakeholders, both in writing and verbally. They will acquire skills in preparing detailed financial reports and presentations.

PO5: Global Perspective

Students will gain understanding of global financial markets and the impact of international financial events on domestic markets. They will build awareness of cultural differences and their implications for global financial practices.

PO7: Professional and Ethical Behaviour

Students will develop a commitment to ethical behaviour in all financial dealings and decision-making processes. They will also get hands on for preparation for professional certifications such as CFA, CPA, or CFP, and understanding the importance of lifelong learning and professional growth.

PO8: Teamwork and Leadership

Students will acquire collaborative skills and ability to work effectively in teams, demonstrating leadership when required. Also they will acquire skills in managing financial projects from inception to completion.

PO9: Career Readiness

Students will gain practical experience through internships and cooperative education programs, providing a bridge between academic theory and real-world practice. Understanding of the job market and readiness for careers in various sectors such as banking, investment, corporate finance, and financial planning will be easier for them.

PO10: Research Skills

Students will be able to conduct independent research in finance, including identifying research questions, reviewing literature, and applying appropriate methodologies.

Programme Specific Outcomes (PSO)

The programme specific outcomes of the Undergraduate Programme in Commerce are listed below. After completing the programme the students will be able to-

PSO1: Acquire conceptual knowledge of the financial accounting, corporate accounting and to learn the techniques of preparing the financial statements.

PSO2: Acquire skills for recording various types of business transactions.

PSO3: Get the basic knowledge of the important business laws along with relevant case laws.

PSO4: Understand the basic principles of economics expose the students towards micro economic theory.

PSO5: Gain the basic knowledge of the provisions of the Companies Act 2013, Income Tax Act 1961, GST, principles of insurance and their application and provisions.

PSO6: Gain knowledge of auditing principals, procedures and techniques in accordance with current legal equipment and professional standards.

PSO7: Gain an understanding of basic management and marketing concepts, principles and practices.

PSO8: Understand the basic statistical tools to summarize and analyse quantitative information for decision-making.

PSO9: Acquire computer skills and knowledge for commerce students and to enhance the student understanding of the usefulness of information technology tools for business operations and also gain knowledge about computer accounting and conceptual and practical knowledge about electronic filing of tax returns.

PSO10: Acquire the concept and practical knowledge regarding entrepreneurship and small business management.

Course Outcomes (CO)**B.Com. 1st Semester****Course Title : Business Organization & Management**

Course Code : C1

Nature of Course : Major

Total Credits : 4 credits

On completion of this course, the students will be able to:

CO1: Gain a basic understanding of the structure and forms of business organisations.

CO2: Develop skills of decision making process and learn how to initiate the plan and execute policy.

CO3: Develop their skills for management of business organisation.

Course Title : Marketing Management

Course Code : Minor 1

Nature of Course : Minor

Total Credits : 4 credits

After learning this course, students will be able to:

CO1: Understand the concept of marketing and its applications.

CO2: Apply marketing concept and behavioural aspects of the consumers.

CO3: Understand market segmentation strategies in practice and gain knowledge to evaluate new product or service ideas.

CO4: Apply conceptual knowledge and analytical tools to forecast market potential.

Course Title : Fundamentals of Accounting

Course Code: GEC 1A

Nature of the course: GEC

Total Credits: 04

The students, after completing the course, will be able to:

CO1: Acquire the basic concept of accounting terms.

CO2: Understand the objectives and importance of accounting.

CO3: Gain knowledge on different accounting standards.

CO4: Solve accounting problems and keep business record and business transaction in journals, ledgers and trial balance or in financial statement.

Course Title : Indian Banking System

Course Code : Minor 1

Nature of Course : Minor

Total Credits : 4 credits

On completion of this course, the students will be able to:

CO1: Gain reasonable knowledge of the banking system in India

CO2: Know the development of banking in India and the different types of banks and their functions.

CO3: Know the nature and functions of various types of banks.

Course Title : Marketing for Beginners

Course Code : GEC 1B

Nature of the Course : GEC

Total Credits : 04

After completing the course, the students will be able to:

CO1: Understand the fundamentals of marketing concept.

CO2: Understand the basics of marketing and also the application of marketing concepts in practical life.

CO3: Learn technological applications in marketing implication and promotion.

Course Title : Introduction to Banking

Course Code : GEC 1D

Nature of the Course: GEC

Total Credits : 04

The students, after completing the course, will be able to:

CO1: Understand the basic concept of banking as a financial intermediation service and bank as a financial institution.

CO2: Open bank account, grow saving practices and will motivate to make transactions with banks.

CO3: Acquire fundamental knowledge of banking as a service and bank as an institution.

Course Title : Tourism Management

Course Code : SEC 1B

Nature of the Course: SEC

Total Credits : 04

The students, after completing the course, will be able to

CO1: Understand some important concepts and practices and working of the tourism sector

CO2: Open new prospects and potentialities of tourism as a career and employment opportunity.

CO3: Choose a career path in this sector after careful consideration and further scrutiny of the various determining variables.

B.Com. 2nd Semester**Course Title : Financial Accounting**

Course Code :

Nature of the Course : Major

Total Credits : 04

After completion of this course, the learner will be able to:

CO1: Acquire conceptual and practical knowledge of Financial Accounting.

CO2: Learn skills for recording various kinds of business transactions.

CO3: Gain both conceptual and practical knowledge of Financial Accounting.

Title of the Course: Principles of Insurance

Course Code : MINECO2

Nature of the Course : Minor 2

Total Credits : 04

After the completion of this course, the learner will be able to:

CO1: Acquaint themselves with the stock trading mechanism functioning in India.

CO2: Gain knowledge about the regulatory framework and the institutions offering services or facilitating stock trading.

CO3: Learn the varieties of insurance products available in the market.

Course Title : Advertising Management

Course Code: Minor 2

Nature of Course Minor

Total Credits: 03

After the completion of this course, the learners will be able to:

CO1: Understand the role of planning as well as Decision Making for the selection of the target market, segmentation, media as well as the creative content.

CO2: The efforts to be made while developing an advertisement and the various decisions to be made while creating an advertisement.

CO3: Acquire knowledge of marketing decisions and learn marketing planning and strategy.

Course Title : Sales Management

Course Code : GEC 2B

Nature of Course GEC

Total Credits : 03

After the completion of this course, the learner will be able to:

CO1: Understand the process of Sales Management

CO2: Know the Marketing Policies, Sales Techniques and Strategies

CO3: Acquaint with the sales Sales Management Process.

Course Title : Career Panning and Development

Course Code : GEC 2C

Nature of Course GEC

Total Credits : 03

After the completion of this course, the learners will be able to:

CO1: See themselves as purposefully active in the career/life planning process.

CO2: Identify and evaluate personality factors that affect career decisions.

CO3: Understand the major career development theories and decision-making models.

CO4: Understand their behaviour traits and develop their careers in various fields.

Course Title : Career Panning and Development

Course Code : SEC 2

Nature of Course SEC

Total Credits : 03

After the completion of this course, the learners will be able to

CO1: Understand the various concepts and technical nitty-gritty of the event management industry.

CO2: Identify the various prospects and operational mechanics of the event management industry.

CO3: Conduct and manage events.

B.A. 3rd Semester**Course Title: Business Economics**

Course Code :

Nature of Course : Major

Total Credits : 4 credits

After completion of this course, students will be able to

CO1: Gain an understanding of the various economic concepts and theories that influence business operations and decisions and that determine the market forces and overall business environment.

CO2: Consider and interpret the primary economic factors that influence business operations.

CO3: Do more calculated business decisions.

Course Title : Entrepreneurship

Course Code :

Nature of Course : Major

Total Credits : 4 credits

At the end of this course, the students will be able to:

CO1: Understand some important concepts and practices of entrepreneurship

CO2: Undertake entrepreneurship as a career.

CO3: Understand the role of entrepreneurs for the development of the economy.

CO4: Understand the practical aspects of how to become an entrepreneur.

Course Title : Indian Banking Regulations

Course Code: MINECO3

Nature of Course: Minor 3

Total Credits: 4 credits

At the end of this course, the student will be able to:

CO1: Acquire an introductory knowledge of law and practice relating to Indian Banking

CO2: Understand the several acts and norms regulating the banking industry and the powers of the Government and the RBI to regulate the industry.

Course Title : Consumer Behavior 1

Course Code:

Nature of Course: Minor

Total Credits: 3 credits

At the end of this course, the student will be able to:

CO1: Perceive the principle factors influencing Consumer Behaviour and Consumer Market.

CO2: Acquaint with the concept, evolution, and classification in retailing.

CO3: Familiarize with the various strategies used for retail store location and layout

CO4: Familiarize with the different strategies used for retail product planning, pricing and promotion.

Course Title : Indian Banking Regulations

Course Code: MINECO3

Nature of Course: Minor 3

Total Credits: 4 credits

At the end of this course, the students will be able to:

CO1: Acquire an introductory knowledge of law and practice relating to Indian Banking

CO2: Understand the several acts and norms regulating the banking industry and the powers of the Government and the RBI to regulate the industry.

Course Title : Fianacial Market and Instruments

Course Code: GEC 3D

Nature of Course: GEC

Total Credits: 3 credits

At the end of this course, the students will be able to:

CO1: Understand the basics of Indian Financial Markets.

CO2: Understand the role of financial markets and different types of financial instruments.

CO3: Acquaint with forms of financial markets and the use of financial instruments.

CO4: Understand the role played by the financial markets and the instruments in the economic development of the country.

Course Title : Labour Welfare and Social Security

Course Code: GEC 3C

Nature of Course: GEC

Total Credits: 3 credits

At the end of this course, the students will be able to:

CO1: Understand the concept and significance of Labour welfare and Social Security in organisations.

CO2: Know about certain important legal provisions in this regard.

CO3: Acknowledge and implement the various provisions relating to Labour Welfare and Social Security in their workplaces.

Course Title : Retail Marketing

Course Code: GEC 3B

Nature of Course: GEC

Total Credits: 3 credits

At the end of this course, the students will be able to:

CO1: Acquaint themselves with the concept, evolution, and classification in retailing.

CO2: Familiarise with the various strategies used for retail store location and layout.

CO3: Familiarise with the different strategies used for retail product planning, pricing and promotion.

Course Title : Hospitality Management

Course Code: SEC 3C

Nature of Course: SEC

Total Credits: 3 credits

At the end of this course the student will be able to:

CO1: Understand the basic and significant aspects of the Hospitality Industry.

CO2: Understand the operational mechanism of the Hospitality industry

CO3: Get jobs directly related as accommodation manager, catering manager, Chef, conference centre manager etc.
