Department of Commerce

Programme Outcomes for B.Com:

On Completion of three years degree programme in Commerce Students:

1) Will be able to demonstrate a basic understanding of business management and also learn about various techniques and application of a variety of business software in making business decisions.

2) Will understand how to face market challenges by acquainting with business changes in global scenario and will get an ideas about the modern business strategies and its application into the business. Students will also get an insight about entrepreneurial world.

3) Will get familiar with the concepts and processes in services marketing and understand new approach in the service industry.

4) Will understand the basic concepts of production, quality and inventory management and different financial institutional arrangements, thereby will get acquaint with the financial concepts that can be applied to business and industry.

5) Will be able to understand and use business related legal terminologies and demonstrate an understanding of the legal environment of business by applying basic legal knowledge to business transactions.

6) Will be able to understand advertising and marketing communication objectives by applying principles of marketing and communications. Will also will be able to identify and understand the various advertising strategies, budgets, media and agency.

7) Will be able to identify concepts relevant to consumer behaviour and marketing mix and critically analyse the recent trends in marketing.

8) Will be able to learn the qualities of human resource manager and analyse the importance of different training methods, workers participation and industrial relation in business and this would enable the students to tackle key and vital issues of HRM in a dynamic environment.

F.Y. B.Com : Commerce I

TITLE OF THE MODULE	COURSE OUTCOME
MODULE – I **BUSINESS :** • **Introduction**: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business • **Objectives of Business** : Steps in setting business objectives, classification of business objectives • **New Trends in Business** : Impact of Liberalization, Privatization and Globalization • Strategy alternatives in the changing scenario.	**Upon completion of this course the students will be able to :** • Familiarize with basic concepts of business. • Develop knowledge and understanding of business. • Become aware of current trends in business.
MODULE – II **BUSINESS ENVIRONMENT :** • **Introduction:** Concept and Importance of business environment. • Interrelationship between Business and Environment. • **Constituents of Business Environment:** Internal and External Environment. • Educational Environment and its impact. • **International environment :** Current Trends in the World • **International Trading Environment:** WTO and Trading Blocs and their impact or Indian Business.	**Upon completion of this course the students will be able to :** • Identify the external and internal forces that mould the business environment. • Identify and evaluate the complexities of business environment and their impact on business. • Become aware of current trends in world economy. • Describe global trade agreements and economic organisations that regulate and promote global trade.
MODULE - III	**Upon completion of this course the**

PROJECT PLANNING : • **Introduction:** Business Planning Process; Concept and importance of Project Planning • Project Report, feasibility Study types and its importance. • **Business Unit Promotion:** Concept and Stages of Business Unit Promotion. Location - Factors determining location, Role of Government in Promotion. • **Statutory Requirements in Promoting Business Unit:** Licensing and Registration procedure.	**students will be able to :** • List and describe various project reports and feasibility study along with its importance. • Understand the set-up of a business and role played by government in promotion of such set ups • Learn about the legal procedures and formalities to abide by in promoting business units.
MODULE – IV **ENTREPRENEURSHIP:** • **Introduction:** Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship • **Distinguish:** Entrepreneur and Manager, Entrepreneur and Intrapreneur. • **The Entrepreneurs :** Types of Entrepreneurs, Competencies of an Entrepreneur • Entrepreneurship Training and Development centres in India. Incentives to Entrepreneurs in India. • **Women Entrepreneurs:** Problems and Promotion.	**Upon completion of this course the students will be able to :** • Identify the common traits of successful entrepreneurs. • Discuss the importance of entrepreneurship. • Identify the various types of entrepreneur. • List and describe the various entrepreneurship training and development centres. • Become aware of entrepreneurship opportunities available. • Acquaint students with the challenges faced by entrepreneurs.

F.Y. B.Com: Commerce II

TITLE OF THE MODULE	COURSE OUTCOME
Module - I **Concept of Services** • **Introduction:** Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context. • **Marketing Mix for Services:** Consumer Expectations, Services Mix, Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people. • **Service Strategies:** Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.	**Upon completion of this course the students will be able to :** • To develop an idea about marketing mix and its functions. • Familiarize themselves about services and its classifications. • Understand various service strategies.
Module – II **Retailing** • **Introduction :** Concept of organized and unorganized retailing • **Trends in retailing**: growth of organized retailing in India, Survival strategies for unorganized Retailers. • **Retail Format:** Store format, Non–Store format, Store Planning, design and layout. • **Retail Scenario:** Retail Scenario in India and Global context – Prospects and Challenges in India. **Mall Management:** Retail Franchising. FDI in Retailing, Careers in Retailing.	**Upon completion of this course the students will be able to :** • Understand the role that retailing plays in the distribution component of the marketing mix. • Aware of the economic dilemmas that face the retailing industry in today's business environment. • To view the globalization of the retail industry. • Gain guidance through the various careers in retailing
Module – III **Recent Trends in Service Sector** • **Ites Sector:** Concept and Scope of BPO, KPO, LPO and ERP.	**Upon completion of this course the students will be able to :** • Enlighten with nature and scope of services

Banking and Insurance Sector: ATM, Debit & Credit Cards • **Internet Banking** • FDI and its impact on Banking and Insurance Sector in India. • **Logistics:** Networking- Importance, Challenges.	• Familiarize the students about various internet banking techniques and tools. • Gain awareness about modern banking services like e-banking, and internet banking • Understand Logistics Management and its concepts
Module – IV **E-commerce** • **Introduction:** Meaning, Features, Functions and Scope of E-Commerce – • Importance and Limitations of E-Commerce. • **Types of E-Commerce:** Basic ideas and Major activities of B2C, B2B, C2C. • Present Status of E-Commerce in India • Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates • On-line Marketing Research.	**Upon completion of this course the students will be able to :** • Gain knowledge about electronic commerce and also understand its relevance in the current scenario. • Familiarize about various models of e-commerce business. • Understand the concept of E-commerce and describe the opportunities and challenges offered by E-Commerce. • Handle electronic payment technology and requirements for internet based payments.

S.Y. B.Com: Commerce III

TITLE OF THE MODULE	COURSE OUTCOME
MODULE - I **Introduction to Management:** **Management:** Concept, Nature, Functions, Managerial Skills & Competencies **Evolution of Management Thoughts** **Classical Approach:** Scientific Management – F.W.Taylor's Contribution **Classical Organisation Theory:** Henri Fayol's Principles	**Upon completion of this course the students will be able to :** • Understand fundamental concepts of management • Understand principles of management including the basic functions, skills and competencies of a manager. • Understand the application of management concepts

Neo Classical : Human Relations Approach – Elton Mayo's Hawthorne experiments **Modern Management Approach**: Peter Drucker's Dimensions of Management. Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.	
MODULE – II • **Planning & Decision Making:** **Planning:** Steps, Importance, Components • **Coordination:** Importance **M.B.O**: Process, Advantages, Management by Exception-Advantage. • **Management Information System**: Concept, Components **Decision Making**: Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making	**Upon completion of this course the students will be able to :** • Equip themselves with importance and challenges involved in decision making. • learn relevant application of various management techniques
MODULE – III • **Organising:** **Organising** - Steps, Organisation Structures - Features of Line & Staff Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation **Departmentation** - Meaning - Bases, Span of Management - Factors Influencing Span of Management, Tall and Flat Organisation • **Delegation of Authority** - Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation : Factors Influencing Decentralisation, Centralization	**Upon completion of this course the students will be able to :** • Gain a thorough grounding in the fundamentals of organising and various departmentation. • To recognise features and roles of delegation of authority

v/s Decentralisation	
MODULE – IV **Directing And Controlling:** • Motivation - Concept, Importance, Influencing factors. • Importance of Communication, Barriers to effective Communication • Leadership - Concept, Functions, Styles, Qualities of a good leader. • Controlling - Concept, Steps, Essentials of good control system • Techniques of Controlling - PERT, CPM, Budgetary Control, Management Audit.	**Upon completion of this course the students will be able to :** • Develop motivation to enhance managerial competency • Understand communication process and barriers to communication • Develop skills for verbal and non-verbal communication • Identify and compare different types, roles, styles of leaders across organisation • Controlling techniques and its importance for smooth conduct of business

S.Y. B.Com: Advertising

Course outcomes

Title of the Module	Course outcomes
Module I Introduction to Advertising: Integrated Marketing communication, Advertising, Classification of Advertising.	Co1-Students can demonstrate how the communication component plays a vital role in the conceptualization development and ultimate success of marketing campaign. Co2-Students will able to analyse the concept of advertising features and evolution.
Module II Advertising Agency: Ad Agency, Agency and client, Careers in Advertising	Co1- After Studying the module Student understands how advertising agency operates. Co2-Student will learn about the various career options in advertising. Co3- Students understood the importance of relationship between Ad Agency and client.
Module III –Economic and Social Aspects of	C01-Students will able to classify the types

advertising: Economic Aspects, Social Aspects, Pro bono and Social advertising.	of social criticisms of advertising.
	Co2-Students can employ an economic model to discuss advertising affect on society.
	C03- Student understands how different self regulatory bodies regulate advertising in India.
Module IV-Brand Building and special purpose advertising : Brand Building, Special purpose advertising, Trends in Advertising.	Co1-Students can identify and establish brand positioning and values, how to implement brand marketing programs. Co2-Student understands the importance of Various special purpose advertising in today's advertising world.

S.Y. B.Com: Advertising I

Course outcomes

Title of the Module	Course outcomes
Module I Media in Advertising: Traditional Media, New age media , Media research	Co1-Students can Identify and understand the various advertising media. Co2-Students will able to able understand the importance of Media Research for successful Advertising. Co3- Students will learn about the Contemporary Advertising.
Module II –Planning advertising campaigns : Advertising campaign, Advertising Budgets, Media planning.	Co1- After Studying the chapter of Media planning students can evaluate the theories and principles underlying media planning strategy and tactics. Co2-Students will learn about the various methods for advertising budget. Co3- In future if the student will join

Title of the Module	Course outcomes
	Advertising industry he will apply relevant theories and models that includes media planning and tactics.
Module III – Fundamentals of creativity in Advertising: Creativity, Creative aspects, Creativity through Endorsements.	C01-Studnts can acquire the fundamental knowledge and skills to solve marketing challenges with clear relevant creative effective advertising. Co2-Students understand the relationship between strategy, media , message and creative execution.
Module IV-Execution and evaluation of Advertising: Preparing Print Ads, creating broadcast ads, Evaluation.	Co1-Students can gain a basic knowledge of how to prepare print advertising. C02- Student will learn fundamentals of creating Broadcast ads. Co3-After studying chapter of Evaluation Students understood about the Pre-testing and Post-testing methods and their importance for successful advertising campaigns.

Subject: Business law I   **Course outcomes**

Title of the Module	Course outcomes
Module I Indian contract act,1872 Part –I Contract, Offer and acceptance, capacity to contract, consideration.	C01-Student can define and distinguish the basic concepts and terminology of contract.
Module II Indian contract act,1872 Part-II Consent, Void agreements, Contingent contract, Modes of Discharge of contract.	CO 1-Student understands the various processes involved in contract formation. CO 2- Students can identify the fundamental legal principles behind the contractual agreement.
Module III Special contracts: Law of Indemnity &Guarantee, Law of	CO 1-After studying the module students can Know the context and rationale of specific contracts of indemnity& Guarantee, Bailment

Bailment, Law of pledge, Law of agency.	and Agency.
	CO2-Students can identify the principles and doctrine that guides such contract.
	CO3- Students can determine what rights and duties parties acquire under such contracts.
Module IV-The sales of Goods Act-1930 Contract of sale, Conditions and Warranties, Property ,Unpaid Seller	CO1- Students can demonstrate recognition of transactions involving the Sales of goods Act.
Module V- The Negotiable instruments Act,2018	CO1-Students are able to understand the various forms of negotiable instrument. CO2-Studennts will come to know about the criminal penalties in case of dishonour of cheque.

Subject: Business law II

Course outcomes

Title of the Module	Course outcome
Module I- Indian companies Act, 2013 Part I Company, Classification of Companies, Memorandum of Association and Article of Associations, Prospectus.	Co1-Sucessful students will able to list down the types of companies. CO2-Student understands the principle of corporate personality.
Module II Indian companies Act,2013 Part II Member of a company, Director ,Meetings	CO 1-Student understands about the management of companies, Directors and their rights and Duties. CO 2- The student will able to understand the different types of meetings and their execution.
Module III Indian partnership Act,1932 Partnership, Dissolution of partnership, Limited Liability partnership , extent of Limited Liability partnership, winding up of	CO 1-After studying the module students can understand the different kinds of partnership and how it is different from various kinds of business organizations. CO2-Students will able to understand the

Limited liability partnership.	concept of Limited liability partnership. CO3- Students will be able to understand the merits and demerits of Limited liability partnership.
Module IV-The Consumer protection Act,1986- Consumer protection Act Concept, Consumer protection act councils, Competition act 2002, Abuse of dominant position.	CO1- Students will have comprehensive understanding about the existing consumer protection act in India. CO2- Students will be aware of the basic procedures for handling consumer disputes. C03-Students will able to understand the importance of competition in market and will learn about the competition commission.
Module V- Intellectual property rights: Concept of Intellectual property rights Intellectual property rights in patents, Intellectual property rights relating to copyrights, Intellectual property rights relating to Trademarks.	CO1-Students will able to understand the concept of Intellectual property rights. CO2-Studennts will have a skill to pursue professionals programs in company secretary ship, Law, Business (MBA) ,International affairs ,Public administration and other fields.

Commerce V: Marketing

TITLE OF THE MODULE	COURSE OUTCOME

Module - I
 	
Introduction to Marketing (12 Lec.)
 	
l Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s. Traditional Marketing
 	
l Marketing Research - Concept, Features, Process
 	
  Marketing Information System - Concept, Components
 	
  Data Mining - Concept, Importance
 	
l Consumer Behaviour - Concept, Factors
	On completion of this Module the students will be able to :
	
	• Get an insight of Marketing and its functions.
	
	• Familiarize themselves about the concept of Marketing Research & MIS.
	
	• Understand the process of Market Segmentation and Market

Influencing Consumer Behaviour Market Segmentation - Concept, Benefits, Bases of Market Segmentation Customer Relationship Management - Concept, Techniques Market Targeting - Concept, Five Patterns of Target Market Selection	Targeting.
Module – II **Marketing Decisions - I (11 Lec.)** l Marketing Mix - Concept Product - Product Decision Areas Product Life Cycle - Concept, Managing Stages of PLC Branding - Concept, Components Brand Equity - Concept, Factors Influencing Brand Equity l Packaging - Concept, Essentials of a Good Package Product Positioning - Concept, Strategies of Product Positioning Service Positioning - Importance and Challenges l Pricing - Concept, Objectives, Factors Influencing Pricing, Pricing Strategies	**On completion of this Module the students will be able to :** • Understand the Process of Decisions making in respect of Product and Pricing. • Gain the knowledge regarding the concept of Branding & Packaging
Module – III **Marketing Decisions - II (11 Lec.)** ☐ Physical Distribution - Concept, Factors Influencing Physical Distribution, Marketing Channels (Traditional and Contemporary Channels) Supply Chain Management - Concept, Components of SCM ☐ Promotion - Concept, Importance, Elements of Promotion Mix Integrated Marketing Communication (IMC) - Concept, Scope, Importance ☐ Sales Management - Concept, Components,	**On completion of this Module the students will be able to :** • Understand the Process of Decisions making in respect of Physical Distribution and Promotion. • Gain the knowledge regarding the concept of Supply Chain Management and Integrated Marketing Communication (IMC).

Emerging Trends in Selling	
Personal Selling - Concept, Process of Personal Selling, Skill sets required for Effective Selling	
Module – IV	**On completion of this Module the students will be able to :**
Key Marketing Dimensions (11 Lec.)	
☐ Marketing Ethics - Concept, Unethical Practices in Marketing, General Role of Consumer Organisations	• Gain knowledge about Key Marketing dimensions in and its relevance in the current scenario.
Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics	• Gain the knowledge regarding the concept of Rural Marketing, Digital Marketing and Green Marketing.
☐ Rural Marketing - Concept, Features of Indian Rural Market, Strategies For Effective Rural Marketing	
Digital Marketing - Concept, Trends in Digital Marketing	• Familiarize themselves with the challenges faced by Marketing Manager in Changing Business Environment.
Green Marketing - Concept, Importance	
☐ Challenges Faced by Marketing Managers in 21st Century	
Careers in Marketing - Skill sets required for Effective Marketing	
Factors contributing to Success of Brands in India with Suitable Examples	
Reasons for Failure of Brands in India with Suitable Examples.	

Commerce VI: Human Resource Management

Course Outcomes

TITLE OF THE MODULE	COURSE OUTCOME
Module - I	**On completion of this Module the students will be able to :**
. Human Resource Management (12 Lec.)	
l Human Resource Management - Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management	• Get an insight of Human Resource management and its functions.
l Human Resource Planning - Concept, Steps in Human Resource Planning	• Familiarize themselves about the concept of HRP.

Job Analysis - Concept, Components Job Design - Concept, Techniques l Recruitment - Concept, Sources of Recruitment Selection - Concept, Process, Techniques of E-Selection •	• Understand the process of manpower acquisition in the organisation set up.
Module – II **Human Resource Development (11 Lec.)** l Human Resource Development - Concept, Functions Training - Concept, Process of Identifying Training and Development Needs, Methods of Training and Development (Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In Basket Management Games) Evaluating Training Effectiveness - Concept, Methods l Performance Appraisal - Concept, Benefits, Limitations, Methods Potential Appraisal - Concept, Importance l Carrer Planning - Concept, Importance Succession Planning - Concept, Need Mentoring - Concept, Importance Counselling - Concept, Techniques	**On completion of this Module the students will be able to :** • Understand the Process of HRD and the methods of Training and developments. • Gain the knowledge regarding systematic efforts of professional firms in developing its manpower.
Module – III **Human Relations (11 Lec.)** l Human Relations - Concept, Significance Leadership - Concept, Transactional and Transformational Leadership Motivation - Concept, Theories of Motivation (Maslow's Need Hierarchy Theory, Vroom's Expectancy Model, McGregor's Theory X and Theory Y, Pink's Theory of Motivation)	**On completion of this Module the students will be able to :** • Understand the students about the various factors affecting human relations in the organization. • Understand the importance of having healthy relations among the

l Employees Morale - Concept, Factors Affecting Morale, Measurement of Employee Morale Emotional Quotient and Spiritual Quotient - Concept, Factors Affecting EQ and SQ l Employee Grievance - Causes, Procedure for Grievance Redressal Employee Welfare Measures and Healthy and Safety Measures	manpower and between manpower and the management.
Module – IV **Trends in Human Resource Management** (**11 Lec.)** Changing Environment : Competencies : Concept, Classification Learning Organisation - Concept, Creating an Innovative Organisation Innovation Culture - Concept, Need, Managerial Role l Trends in Human Resource Management : Employee Engagement - Concept, Types Human Resource Information System (HRIS) - Concept, Importance Changing Pattern of Employment l Challenges in Human Resource Management : Employee Empowerment, Workforce Diversity, Attrition, Downsizing, Employee Absenteeism, Work Life Balance, Sexual Harassment at Work Place, Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping	**On completion of this Module the students will be able to :** - Gain knowledge about new trends in HRM and its relevance in the current scenario. - Familiarize themselves with the challenges faced by HR Manager in Changing Business Environment.