

## **Programme Outcome (PO)**

### **B.Com**

- The main aim of the programme is to make the students industry ready. Students will be able to understand the role of businessmen entrepreneurs, managers, administrators and consultants in the areas of organization and decision making
- The programme seeks to provide knowledge regarding various subjects such as accounting, taxation, costing, company and labour laws, economics etc.
- The programme seeks to empower students with a wide range of skills which will help them operate effectively in areas of finance, accounting, taxation and marketing.
- The programme seeks to provide a career foundation and help in further studies such as M.Com., MBA, CA, CS etc.
- The programme also aims to develop students as individuals with strong ethics, professional behavior, having concern towards society and environment.

## **Programme Outcome(PO)**

### **M.Com**

- The thrust areas of programme is achieving indepth knowledge of subjects such as Accounting, Taxation, Management, Information technology, Statistics, Economics, Marketing etc.
- The programme seeks to develop communication and inter-personal skills required to meet the rigours of commercial world.
- The programme recognizes the fact that the requirement of highly qualified & trained professionals is growing day by day There are lots of job opportunities for M.Com Graduates in Private & Public sector. M.com graduates can work as teacher/lecturer in different colleges & universities

after clearing NET in Commerce. The programme seeks to train and equip the PG students to meet the challenges of Business world.

- This programme serves as a basis for higher studies & research in the field like M.Phil& Ph.D degree in Commerce.
- The programme also seeks to develop logical thinking, personality development, ethical behavior and respect for community and environment.

### **Programme Specific Outcome (PSO)**

#### **B.Com (Insurance and Risk Management)**

- Its aim is to help the students to familiarize with concepts of Marine Insurance and Fire Insurance, role of insurance in economic development, risk covers, Life Insurance Corporation etc.
- The scope of Insurance and Risk Management is tremendous in business world. This specialization will help the students to get a competitive edge in terms of job opportunities in other organizations as well as sphere of being self employed.

#### **B.Com (Company Law and Industrial Law)**

- It aims to familiarize and provide in depth knowledge to students with regards to concepts of Memorandum of Association, Articles of Association, Prospectus, Statutory meetings, winding up of company etc.
- It also seeks to familiarize the students with provisions relating to Factories Act, Industrial Disputes Act, Trade Union Act, Employee State Insurance Act, Employee Compensation Act, Payment of Wages Act etc.
- To provide job opportunities and equip the students with skills to deal with HR related issues in organizations .

## M.Com (Marketing)

- B.Com programme with marketing specialisation will help the students to improve their skills of managing the marketing function & build specialists with in depth knowledge of their elected area.
- Students will be trained such that they will be able to carry out the marketing activities of a company or organisation.
- The main areas covered under this specialised programme are the four P's of Marketing,- product, place, price and promotion and various issues related to the same such as branding packaging , product life cycle, pricing strategies, advertising, personal selling, sales promotion, consumer behavior, marketing channels , International marketing and emerging trends in marketing.

### Course Outcome (B.Com)

S.No.	Course Code	Course Name	Course outcome
1.	BCOM-101	Business Communication	The objective of the course is to build effective business communication skills among the students.
2.	BCOM-102	Financial Accounting	The objective of the course is to impart basic accounting knowledge as applicable
3.	BCOM-103	Business Regulatory Framework	The objective of the course is to impart a brief idea about the framework of Indian Business laws.
4.	BCOM-104	Business Statistics	The purpose of the paper is to inculcate tabulative and analytical ability among the students
5.	BCOM-105	Business Economics	This course is meant to acquaint the students with the principles of business economics as are applicable in business
6.	BCOM-106	Indian Economy	This course is meant to acquaint the students with the structure and features of Indian

			economy, its problems, plans and future prospects.
7.	<b>BCOM-201</b>	Business Finance	The objective of this course is to help the students understand the conceptual framework of business finance
8.	<b>BCOM-202</b>	Cost Accounting	This course exposes the students to the basic concepts and tools used in cost accounting.
9.	<b>BCOM-203</b>	Business Organization and Management	This course familiarizes the students with the basics and principles of management
10.	<b>BCOM-204</b>	Income Tax Law and Account	It enables the students to know the basics of Income tax Act and its implications
11.	<b>BCOM-205</b>	Money and Financial System	This course exposes the students to the workings of money and financial system prevailing in India
12.	<b>BCOM-206</b>	Business Environment	This course aims at acquainting the students with the emerging issues in business at national and international level in the light of policies of globalization and liberalization
13.	<b>BCOM-301</b>	Auditing	This course aims at imparting the knowledge of the principles and methods of auditing and their applications
14.	<b>BCOM-302</b>	Corporate accounts	This course enables the students to develop awareness about corporate accounting in conformity with the provisions of companies Act
15.	<b>BCOM-303</b>	Human Resource Management	It aims to acquaint the students with various aspects of management of human Resource and its applications

<b>16.</b>	<b>BCOM-304</b>	Marketing Management	The objective of this course is to help the students to understand the concept of marketing and its applications
<b>17.</b>	<b>BCOM-305</b>	Principles and Practice of life and property insurance	To enable the students to acquire knowledge about basics of Insurance. To familiarize the students with the modern trends in Insurance.
<b>18.</b>	<b>BCOM-306</b>	Insurance law, Salesmanship and risk management	To familiarize the students with certain statutes concerning insurance and management of risk
<b>19.</b>	<b>BCOM-309</b>	Company Law and Secretarial Practice	To familiarize the students with corporate law and to make them aware of the Importance of corporate governance in the management of organizations.
<b>20.</b>	<b>BCOM-310</b>	Industrial and Labour law	To enable the students to acquire knowledge about industrial and labour laws.

### Course Outcome (M.Com)

<b>S.No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Course outcome</b>
<b>1.</b>	<b>MCOM-101</b>	Accounting for Managerial Decisions	The objective of this course is to acquaint the students with the accounting concepts, tools and techniques of managerial decisions
<b>2.</b>	<b>MCOM-102</b>	Advanced Business Economics	The objective of this course is to develop ability to apply the concepts tools and techniques of economics in analyzing and interpreting business decisions
<b>3.</b>	<b>MCOM-103</b>	Business Management	The objective is to impart a basic understanding of management its functions and

			processes as applicable to business organizations
<b>4.</b>	<b>MCOM-104</b>	Economic Environment	The objective is to provide a basic awareness of the various economic issues and challenges faced by India in a globalized economy
<b>5.</b>	<b>MCOM-201</b>	Statistical Analysis	The objective of this paper is to acquaint the students with the principles of business statistics so that they should be able to use various statistical tools for analysis of business and economic data
<b>6.</b>	<b>MCOM-202</b>	Marketing Management	To provide basic knowledge about the concepts, principles, tools and techniques of marketing and to expose the students to the latest trends in marketing.
<b>7.</b>	<b>MCOM-203</b>	Finance Management	The objective of the course is to help the students to understand the conceptual framework of financial management and its application under various environmental constraints.
<b>8.</b>	<b>MCOM-204</b>	Human Resource Management	The objective of the course is to develop a sound knowledge and understanding of different aspects of managing people and offer insight into recent trends in the field to the students so as to enable them to effectively manage human resource in organizations.
<b>9.</b>	<b>MCOM-301</b>	Entrepreneurship and small business	It provides exposure to the students to the entrepreneurial culture and industrial growth so as to prepare them to set up and

			manage their own small units.
<b>10.</b>	<b>MCOM-302</b>	Organizational Behaviour	Enable students with basic knowledge of an Organisation and its Behaviour and to impart knowledge regarding Personality and group dynamics.
<b>11.</b>	<b>MCOM-303</b>	Corporate Management	To equip the students with the skills for decision making at top level of management.
<b>12.</b>	<b>MCOM-304</b>	Strategic Management	To familiarise students with basic concepts of Strategy and Strategic Management and to enable students to apply SWOT analysis in appropriate decision situations.
<b>13.</b>	<b>MCOM-401</b>	Research Methodology	To equip the students with the basic understanding of managerial communication and research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making
<b>14.</b>	<b>MCOM- 402</b>	Management Information system	To acquaint the students with the basics of information technology and related aspects
<b>15.</b>	<b>MCOM-403</b>	Advertising Management	The objective of the course is to acquaint the students with the theory and practice of advertising and media planning in order to enable them to take up the challenges in the world of advertising and media
<b>16.</b>	<b>MCOM-404</b>	Sales Management	The objective of the course is to provide a conceptual understanding of the subject and familiarize the students

			with the process of management of sales
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