

PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES & COURSE OUTCOMES

2018-19

Program: B.COM

Programme Code: UGCOM01

Mechanism of Communication:

The College has clearly stated learning outcomes of the Programs and Courses. The institution, to enhance the learning outcomes to the students, frames the following mechanisms.

- Hard Copy of syllabi and Learning Outcomes are available in the departments for ready reference to the teachers and students
- Learning Outcomes of the Programs and Courses are displayed on the walls outside each department
- Soft Copy of Curriculum and Learning Outcomes of Programs and Courses are also uploaded to the Institution website for reference
- The importance of the learning outcomes has been communicated to the teachers in every IQAC Meeting and College Committee Meeting. The students are also made aware of the same through Tutorial Meetings.

Department of Commerce

Course: B. Com

Programme Outcome:

This program could provide well-trained professionals for the Industries, Banking Sectors, insurance Companies, Financing companies, Transport Agencies, Warehousing etc., to meet the well-trained manpower requirements. The graduates will get hands on experience in various aspects acquiring skills for Marketing Manager, Selling Manager, over all Administration abilities of the Company.

Programme Specific Outcome:

The students should possess the knowledge, skills and attitudes during the end of the B.com degree course. By virtue of the training they can become an Manager, Accountant , Management Accountant, cost Accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock Agents, Government jobs etc.,

Course Outcomes:

The following are the list of courses offered by our institution for the B.Com program and brief outcome of the various courses is described below:

Sl. No	Course	Course Outcome
1.	Financial Accounting-I	To enable the students to learn the basic concepts of accounting and allied aspects of accounting such as branch accounting, partnership accounting etc. After the successful completion of the course the student should have a thorough knowledge on the accounting practice prevailing in partnership firms and other allied aspects.
2.	Business Economics	The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management
3.	Business Environment	On successful completion of this subject the students should have Knowledge on the meaning conveyed by the word 'Business', understand the various forms of business, types of business and impact of various aspects on business environment
4.	Secretarial Practice	To enlighten the students' knowledge on Companies Act and Secretarial practices
5.	Marketing Management	Enable the student to understand the Principles of marketing management, market segmentation Product life cycle, pricing, branding etc.
6.	Accounting Theory	To enable the students to learn principles, concepts and conventions of Accountancy.
7.	Principles of entrepreneurship development	On successful completion of this course, the student should be well versed in Concept relating to entrepreneur, Knowledge in the finance institution, project report incentives and subsidies
8.	Corporate Accounting-I	This course aims to enlighten the students on the accounting procedures followed by the Companies while preparing company final accounts, valuation of goodwill, shares, liquidation of companies, as well as banking company final accounts.
9.	Corporate Accounting-II	To enable the students to be aware in Corporate Accounting in conformity with the provision of the Companies Act. Accounting treatments in case of Amalgamation, absorption and reconstruction of companies.
10.	Banking Law & Practice	After the successful completion of the course the student will be able to know the functions of banks, classification of banks, Major reforms, as well as awareness about Banking Regulation Act.
11.	Industrial Economics	The objective of this paper is to make the student to understand

		how the business organizations work by applying economic principles in their business management.
12.	Financial Management	On successful completion of this course, the student should be well versed in the concept of Business Finance and the Application of Finance to Business
13.	Business Statistics-I/Commercial Arithmetic	To inculcate knowledge on demonstrate understanding of basic concepts of probability and statistics embedded in their course. /On successful completion of this course, the student should be well versed in basic provisions regarding legal frame work governing the business world.
14.	Business Communication	To enable the students to understand business correspondence skills, methods & techniques.
15.	Modern Business Law	To inculcate knowledge on various laws relating to business such as law of contract, law of sale of goods, law of agency, Negotiable Instruments Act etc.
16.	International Business Economics	The students acquires the knowledge about the Foreign trade, Foreign exchange, etc
17.	Management Accounting	To develop the understanding of accounting tools and information and their uses in Decision making
18.	Modern Auditing & Practices	To familiarize the students with the Principles of Auditing. Familiarizing with auditing & assurance sector
19.	Income Tax –I	This course aims to provide an in-depth knowledge on the provisions of Income Tax. To familiarize the students with recent amendments in Income-tax. Computation of Incomes under various heads.
20.	Income Tax-II	This course helps to give knowledge about assessment of an Individual and partnership firm.
21.	Elements of Costing-I	To develop the understanding of accounting tools and information and their uses in Decision making
22.	Costing methods & techniques	To keep the students conversant with the ever – enlarging frontiers of Cost Accounting knowledge.
23.	Indian Economics	To inculcate knowledge on various laws relating to business such as law of contract, law of sale of goods, law of agency, Negotiable Instruments Act etc.
24.	Indian Financial Markets-I	To acquaint knowledge about the financial system prevailing in India. Imparting about financial markets
25.	Indian Financial Services	To give knowledge about the financial services prevailing in India. Imparting information about modern financial services.
26.	Small Business & Economic Development	To know more about the economic development, impact of small and medium scale enterprises on economic development.
27.	Goods & Services Tax-I	To provide knowledge about new taxation system, Indirect taxes, basic concepts of Goods and services tax.

28.	Goods & Services Tax-II	To know about various provisions of goods and services tax such as input tax credit and many such other provisions.
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Program: BBA

Program Code: UGBBA02

Programme Outcome

The B.B.A course is three year under graduate course which spread over six semesters. The overall objective of the course is to impart the business and management skills to students and prepare them for the corporate world. Hence, the aspirants should cultivate soft skills and management skills. This course is ideal for the students who want to build their career in business world and those who wants to become entrepreneurs irrespective of PUC background.

This is most popular among aspirants in many fields of the corporate. The program aims at exploring basic & management skills in students. It equips the students with the latest business knowledge and prepares students in developing operational & analytical skills to tackle business problems in different sectors.

Programme Specific Outcome

This program provides knowledge and skills among students to organize curricular and co-curricular activities like seminars, presentations through PPT, workshops and develop leadership skills, creativity and entrepreneurship. They can pursue the higher studies after B.B.A for the courses like M.B.A, C.A, ICWAI, CS & MCA etc. They can go for jobs in government and private sectors. Apart from they can apply for civil service exams (Banks, LIC, KPSC, UPSC etc).

Course Outcome

Sl. No	Subject	Course Outcome
1.1	Basics of Accountancy	It helps students in getting well versed with accounting. They will come to know how to prepare cashbook and financial statements in accordance with Generally Accepted Accounting Principles. It helps them to recognize commonly used financial statements, their components and how information from business transactions flow into these statements
1.2	Principles of Marketing	It enables the students to get the various theories, principles and functions of marketing as the study different marketing concepts, marketing environment and marketing mix elements in detail which helps them develop marketing skills
1.3	Managerial Economics	Students will be skilled in critical thinking& decision- making, supported by economic principles& best practices in business. They cultivate the ability to use data to inform Economic & Business making

1.4	Management Concepts	It provides basic and practical knowledge required to work efficiently as it includes functions and principles of.
1.5	Indian Constitution	As a citizen of Indian students must know about constitution of their country. It will help students to know about the history of our constitution, basic rights and duties, composition of government, state government and recent trends in Indian Constitution.
1.6	Languages	It helps to know about the importance of the language they opt for and helps to develop interest in literature of the language they choose.
2.1	Business Statistics	It helps the students to get basic knowledge of statistics. The terms like central Tendency, tables, graphs and charts and statistical tools that make them understand the application & usage of statistics in different areas/fields
2.2	Business communication	It helps the student in gaining self confidence in students by fluent speaking skills as communication is the basic requirement of corporate sector. Students are acknowledged with basic manners of writing business letters. It improves communication skills which lead to self motivation and satisfaction.
2.3	Indian business environment	Students learn about tools used for getting market survey of a product/service & types of researches, data collection method, sampling techniques, etc. that helps the students to techniques of analyzing the data and write research report.
2.4	Financial Accounting	Students are in better position to understand various types of final accounts and develop and understand the nature and purpose of final statements in relationship to decision making Develop the ability to use the fundamental accounting.

2.5	Human Resources Management	Students learn many things in regard with Human Resource since it plays vital role in success of company. Students will have the practical knowledge of writing Resume and CV for their interviews.
2.6	Languages	It helps to know about the importance of the language they opt for and helps to develop interest in literature of the language they choose.
3.1	Quantitative Techniques	It provides students to the knowledge about the basic concept of Quantitative Techniques that helps them for its application in business. They learn hypothesis and probabilities theories from this subject.
3.2	Personality Development and Life Skills	The students learn basics about Personality, its determinants and the process that results in building strong personality. It also helps in Self-improvement by the way of grooming, good

		etiquettes and willpower improvement.
3.3	Entrepreneurship Development	It provides budding entrepreneurs to develop entrepreneurial skills and gain knowledge about business ideas and develop business ideas, creativity and innovation and helps in come up with own ventures.
3.4	Fundamentals of Cost Accounting	The students will get acquainted with cost and cost accounting techniques. They will be able to define and apply cost accounting concepts. It also helps to analyze inventory costing and capacity
3.5	Corporate Accounting – I	Students will have an understanding of the regulatory environment in which the companies are formed and operate in India. A solid foundation in accounting and reporting requirements of the Corporations Act and relevant Australian Accounting Standards Board (AASB) accounting standards will help them to understanding of the advanced issues in accounting for assets, liabilities and owner’s equity.
3.6	Languages	It helps to know about the importance f the language they opt for and helps to develop interest in literature of the language they choose.
3.7	Computer	Students will get basic knowledge about computer and the devices of computer system. In addition, they learn programming languages like C, which would help how technologies will change in the future and how they will be applied for our day to day life.
4.1	Organizational Behavior	It helps in understanding complex behavior of human beings, self-development of individuals. It also helps in basic behavior patterns as per current corporate expectations, which enhance self-development.
4.2	Financial Management	It helps the students in understanding of the overall role and importance of the finance function. Demonstrate basic finance management knowledge. Communicate effectively using standard business terminology.
4.3	Marketing Management	The consumer buying behavior is most important factor in successful marketing of any company. This subject gives in depth knowledge about customer Relationship Management, Rural market and urban market and different strategies for enter these markets
4.4	Operation Research	We can train the students in the area of applying mathematical & statistical tools that enables them in future to solve complex problems under uncertainty in business and decision-making.
4.5	Corporate Accounting -II	It helps students to develop the ability to account for a range of advanced financial accounting issues. The ability to prepare consolidated accounts for a corporate group. An understanding of the principles of accounting for investments in associates.

4.6	Languages	It helps to know about the importance of the language they opt for and helps to develop interest in literature of the language they choose.
4.7	Computer Application in business	It helps in understanding the importance of Database Management, which would make them aware about Internet Technologies used in business. They learn how to use data efficiently and effectively.
5.1	Business Taxation	Students will be benefitted with the knowledge about basic concepts of Direct & Indirect tax that familiarize the students with heads of income and difference between direct and indirect taxes.
5.2	Event Management – Spl-I	It helps in organizing events on their own. Guides in expert planning of events. In addition, gives rise to new ideas, creativity and encourages team building.
5.3	Market Research	It helps the students to know about the basics of research, types of researches, data collection method, sampling techniques, tools used for getting market survey of a product/service, which in turn helps them to understand what consumers want and how to develop products that those consumers will use.
5.4	Production & Operations Management	It helps students in future to solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches. In addition, application of knowledge of business concepts and functions in an integrated manner.
5.5	Working Capital Management – Spl-II (Fin. Spl)	Students will get acquainted student to the basic concepts of Working Capital Management. They will be able to prepare cash budget and will come to know how operating cycle is computed and inventory management tools and techniques.
5.6	Advertising & Brand Management – Spl- II (Marketing Specialization)	In this subject students give knowledge about the Role of advertising in success of product & the importance of Brand Management in current scenario in influencing the consumers.
6.1	Service Management	It gives them knowledge about the service industry, makes them understand the difference between goods and services. It helps in getting knowledge for students about prevailing service sectors that contribute highest to GDP. It provides practical exposure as students are given with mini projects/ assignments on service sectors.
6.2	Company Law and Secretarial Practice	It helps in updating the students with present legal laws of companies. Students come to know registration procedure and documents required for start of company and various forms of

		ownership of business.
6.3	International Business Management	The subject gives in depth knowledge regarding International Business. Procedure of entering into International Business and Documents and procedure for export and import. The promotion councils, government assistance and importance of agencies in export and import & Global marketing strategies.
6.4	Tourism and Hospitality Management	The students will have the knowledge & skills essential to know about Tourism and contribution of nation to this industry. Students will learn all types of cultures and gain the overview about Hospitality industry.
6.5	Investment Decisions & Project Management – Spl-IV- (Fin. Spl)	Students will gain the knowledge about importance & difficulties in relation to Capital investment. It helps students to know about facts of project analysis and gives knowledge how to maximize the value of the firm.
6.6	Sales & Retail Management – Spl-IV- (Mktg. Spl)	It helps students gaining knowlwdge about Retailing concept which is economic as social process as well as dynamics of sales management.

Post Graduate Program: M.COM

Programme Code: PGC0M03

Programme Outcome

The M.Com Course is largely about numbers, graphs and calculations; hence, it is essential for an aspirant to have sharp analytical skills. It is a post graduate level course ideal for candidates who wish to make a career in banking financial services & insurance as well as accounting and commerce sectors.

M.Com is most popular among aspiring teachers/lecturers & researchers. UGC – NET/JRF and Ph.D are among popular options for M.Com degree holders. It covers a wide area for study & research & has an important specialization “Finance & Accounting”. This programme could provide well trained professionals for the industries, banking sectors, insurance companies, financing companies, logistics, distribution channel management, application of information technologies in business. Investment management techniques etc to meet the well trained manpower requirement.

Programme Specific outcome

This programme provides knowledge, skills and attitude among students to conduct so many curricular and co-curricular activities like Guest lecturer, workshop and seminars as well as conferences. By virtue of the training and curriculum they can become a Manager, Accountant, Management Accountant, Cost Accountant, Bank Manager, Auditor, Company Secretary, teacher, Professor, Stock Agent, Government Jobs etc.,. It also provides the opportunities to undertake research activity in their interested areas i.e., to complete M.phil/ Ph.D

Course outcome

Sl. No	Name of the course	Course Outcome
1.	Strategic Management	The students can get basic inputs in making and implementing corporate strategic decisions and will be familiar with the issues and practices involved
2.	Marketing Management	Students are capable to understand changing dimensions of marketing management and equipping them to the needs of consumer society
3.	Financial Management	Students are aware to acquaint with the basic analytical techniques and methods of financial management of business firms
4.	Economics for Managerial Decision	Students can get the basic concepts of Micro Economic Theory and their use in business decision making
5.	Organizational Behaviour	It unable the students to understand, predict and develop the behaviour of the employees in business organization
6.	Quantitative Techniques	Students are acquaint with the use of quantitative models in decision making
7.	Corporate Restructuring	Students are aware of basic issues and techniques of corporate restructuring
8.	Business Ethics & Corporate Governance	Students are familiar with the knowledge of ethics, emerging trends in good governance practices and corporate social responsibilities in the Indian context
9.	Human Resource Development	It gives the knowledge of basic concepts, techniques and practices of human resources development. It also intends to help the students in understanding the applicability of principles and techniques of HRD in an organization
10.	Managerial Accounting	It helps to familiarize and acquaint the students with application of advanced managerial accounting techniques
11.	Business Environment	It gives the knowledge to acquaint the students with the concepts of micro and macro environment in which a business organization operates
12.	Open Elective Course	It helps the students to get knowledge of other department subject, which leads to get opportunities in different fields.
13.	Business Research Methods	It helps the students to conduct research activities and to apply statistical techniques for interpreting and drawing conclusions for business problems.
14.	Financial Management	Students are exposed to various aspects of foreign exchange market and different aspects of international financial management.

15.	Financial Markets & Institutions	It provides the students knowledge of structure and working of financial institutions and markets in India.
16.	Corporate Accounting	Students become aware of accounting practices relating to various issues of Corporate Accounting and survive in the competitive world.
17.	Accounting for Specialized Institutions	Students will be benefitted with knowledge of different aspects of specialized Accounting Practices
18.	Open Elective Course	It helps the students to get knowledge of other department subject which leads to get opportunities in different fields.
19.	E- Commerce	It allows the students to develop e-business plans and interact with various IT professionals who may be developing e-commerce applications.
20.	International Business	It helps the students to expose to the different dimensions of international business and its environment.
21.	Security Analysis & Portfolio Management	It helps to establish a conceptual framework for the study of security analysis and portfolio management.
22.	Project Report	Helps the students to undertake the research activity
23.	Innovations in Accounting	It enables the students to equip with the unresolved issues in Accounting.
24.	Mutual Funds	Students will be familiar with the mutual funds.