

# PROGRAM OUTCOMES

## PG & RESEARCH DEPARTMENT OF COMMERCE

### SEMESTER 1

Sl. No	Course Code	Course Title	Outcomes
1	BCM11	Financial Accounting-I	<ul style="list-style-type: none"> <li>• To gain knowledge of accounting in general and to understand the system of Financial Accounting.</li> <li>• Its main objective is to accurately prepare an organization's final accounts for a specific period.</li> <li>• To gain knowledge about the financial statement and how it can be produced.</li> </ul>
2	BCM12	Business Organization	<ul style="list-style-type: none"> <li>• To gain a knowledge of Business Organization and its importance.</li> <li>• To know about the types of business and how it can be started.</li> <li>• To gain knowledge about the business operations, various size of the firm, etc.,</li> </ul>
3	BAEC 15C	Indian Economy -I	<ul style="list-style-type: none"> <li>• To acquire sufficient knowledge about India's Economic features; occupational structure and the relative shares of the different sectors.</li> <li>• Students should know that India is an emerging economic power in the World market.</li> </ul>

### SEMESTER 2

4	BCM21	Financial Accounting - II	<ul style="list-style-type: none"> <li>• To gain knowledge of accounting in general and to understand the system of Financial Accounting.</li> </ul>
5	BCM22	Elements of Insurance	<ul style="list-style-type: none"> <li>• To gain knowledge of insurance and its importance.</li> <li>• To gain the knowledge about the principles of law as applied to fire insurance, functions of marine insurance, life assurance, etc.,</li> <li>• To gain the areas of knowledge in general principles of law as applied to non-marine insurance.</li> </ul>
6	BAEC25C	Indian Economy-II	<ul style="list-style-type: none"> <li>• To acquire sufficient knowledge about India's Economic features; occupational structure and the relative shares of the different sectors.</li> <li>• Students should know that India is an emerging economic power in the World market.</li> </ul>

### SEMESTER 3

7	BCM31	Corporate Accounting- I	<ul style="list-style-type: none"> <li>• To gain comprehensive understanding of all aspects relating to corporate accounting.</li> </ul>
8	BCM32	Business Law	<ul style="list-style-type: none"> <li>• To gain a comprehensive knowledge on all aspects of law as applied to business.</li> </ul>
9	BCM33	Banking theory, Law and Practice	<ul style="list-style-type: none"> <li>• To study in detail about the Central Bank and Commercial Banking System including the latest directives and decisions of Reserve Bank of India.</li> <li>• To study the recent developments in Indian Banking system.</li> <li>• To acquire the basic knowledge about the banking transactions.</li> </ul>
10	BCM34	Business statistics - I	<ul style="list-style-type: none"> <li>• To understand and apply statistical tools in business.</li> </ul>

11	BACM35	Business Economics - I	<ul style="list-style-type: none"> <li>To know about the business economics and its importance.</li> </ul>
12	BSCM36	E- Commerce & its applications	<ul style="list-style-type: none"> <li>To know about the E-commerce meaning, working and to know about the categories of E-commerce applications.</li> </ul>
13	BNBA37	Management Concepts	<ul style="list-style-type: none"> <li>To gain the knowledge about the growth of management concepts.</li> <li>To acquire the knowledge of management process.</li> <li>To gain the areas of knowledge in leadership, decision-making, etc.,</li> </ul>

#### SEMESTER 4

14	BCM41	Corporate Accounting - II	<ul style="list-style-type: none"> <li>To gain accounting knowledge in advanced corporate accounting.</li> </ul>
15	BCM42	Company Law	<ul style="list-style-type: none"> <li>To gain knowledge about the company law.</li> </ul>
16	BCM43	Business Communication	<ul style="list-style-type: none"> <li>To enable the students to know importance of communication in commerce and trade and to draft business letters.</li> </ul>
17	BCM44	Business Statistics – II	<ul style="list-style-type: none"> <li>To understand and apply statistical tools in business.</li> </ul>
18	BACM45	Business Economics- II	<ul style="list-style-type: none"> <li>To know about the business economics and its importance.</li> </ul>
19	BSCM46	Industrial Organization	<ul style="list-style-type: none"> <li>To gain knowledge of the basic industrial structure and its working.</li> </ul>

#### SEMESTER 5

20	BCM51	Cost Accounting - I	<ul style="list-style-type: none"> <li>To understand the basic concepts and methods of cost accounting.</li> </ul>
21	BCM52	Practical Auditing	<ul style="list-style-type: none"> <li>To gain knowledge of the principles and practice of auditing.</li> </ul>
22	BCM53	Business Management	<ul style="list-style-type: none"> <li>To understand the basic principles of Business Management.</li> </ul>
23	BCM54	Income Tax Law and Practice – I	<ul style="list-style-type: none"> <li>To enable the students to have a knowledge of law of practice of Income Tax.</li> </ul>
24	BECM55A	Entrepreneurial Development	<ul style="list-style-type: none"> <li>To encourage students to become entrepreneurs.</li> <li>To create awareness about availability of the Resources.</li> <li>To promote small cottage industries.</li> <li>To encourage self employment tendencies.</li> </ul>
25	BSCM56	Principles of Marketing	<ul style="list-style-type: none"> <li>To enable the students to understand the concept and importance of marketing and the developments that have taken place in the field of marketing in the global scenario.</li> </ul>

#### SEMESTER 6

26	BCM61	Cost Accounting- II	<ul style="list-style-type: none"> <li>To understand the basic concepts of cost accounting and the methods of cost accounting.</li> </ul>
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27	BCM62	Management Accounting	<ul style="list-style-type: none"> <li>To enable the students to gain knowledge in the application of accounting to management.</li> </ul>
28	BCM63	Income Tax Law & Practice -II	<ul style="list-style-type: none"> <li>To enable the students to have a knowledge of law of practice of Income tax.</li> </ul>
29	BECM64A	Financial Management	<ul style="list-style-type: none"> <li>To enable the students to have knowledge in the areas of proper mobilization of funds, efficiency, reducing the operating risks.</li> <li>To make the students to understand the planning, organizing, controlling, forecasting, etc.,</li> </ul>
30	BECM65A	Human Resource Management	<ul style="list-style-type: none"> <li>To enable the students to recognize that the Human beings are the important assets in the organization and to replace the term personnel by Human Resource Management.</li> <li>To make the students to acquire knowledge about the development of Human Resource Management this is crucial for quality productivity and growth.</li> </ul>
31	BSCM 66	Computer Application in Business	<ul style="list-style-type: none"> <li>To provide the basic knowledge of computer application in business.</li> </ul>

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**SEMESTER 1**

Sl. No	Course Code	Course Title	Outcomes
1	MCM11	Advanced Financial Management	<ul style="list-style-type: none"> <li>To know about the objectives of financial management ,functions, goals of financial management ,etc.,</li> <li>To gain knowledge about capital structure planning, working capital management, management of fixed asset and forecasting of working capital requirements.</li> </ul>
2	MCM12	Accounting for Managerial Decisions	<ul style="list-style-type: none"> <li>To know about accounting for decision making, financial and investment analysis, cost management, absorption, marginal costing and application and technique of cost volume profit analysis.</li> <li>To gain knowledge about cash flow and fund flow statement.</li> </ul>
3	MCM13	Global Marketing	<ul style="list-style-type: none"> <li>To bring countries closer for trading purpose.</li> <li>To encourage the large scale free trade among the countries.</li> <li>To provide knowledge to the students on global marketing, optimum utilization of resources.</li> </ul>
4	MCM 14	Advanced business statistics	<ul style="list-style-type: none"> <li>To apply statistical techniques for interpreting and drawing conclusion for business problems.</li> </ul>
5	MCM15A	Managerial economics	<ul style="list-style-type: none"> <li>Aims to provide a broader understanding of managerial economics and its managerial applications.</li> <li>To gain knowledge about demand analysis, forecasting for consumer goods and business indicators, types of elasticity.</li> </ul>

**SEMESTER 2**

6	MCM21	Corporate laws	<ul style="list-style-type: none"> <li>To provide the legal advice to the business in the legal fields.</li> <li>To enable the ideas about the laws, rules, regulations, and practices that governs the formation and operation of corporations.</li> </ul>
7	MCM22	Human Resource Management	<ul style="list-style-type: none"> <li>To define an organizational structure.</li> <li>To understand the effective co ordination and communication.</li> <li>To ensure the students with the knowledge in the availability of a competent an willing workforce, etc.,</li> </ul>
8	MCM23	Advanced Accounts	<ul style="list-style-type: none"> <li>The primary objective of this subject is to enlighten the students the theoretical aspects of different topics and special attention to chapters like inflation accounting, holding companies, bank and insurance company accounts.</li> </ul>
9	MCM24	Quantitative techniques for business decisions	<ul style="list-style-type: none"> <li>To gain the knowledge from the collection of data in the research.</li> <li>To ensure an approach to studying research problems.</li> <li>To understand where data is controlled and measured, to address the accumulation of facts, and to determine the causes of behavior.</li> </ul>
10	MHR20	Human Rights	<ul style="list-style-type: none"> <li>To enhance the knowledge and understanding of human rights.</li> <li>To ensure the foster attitudes of tolerance, respect, solidarity, and responsibility.</li> </ul>

			<ul style="list-style-type: none"> <li>To develop awareness of human rights can be translated into social and political reality.</li> </ul>
11	MCM25C	Bank management	<ul style="list-style-type: none"> <li>To know about the importance of bank management.</li> <li>To gain the knowledge from the areas of banking services, changing regulations of banks.</li> <li>To have an ideas in determining the factors of importance of bank management.</li> </ul>

### SEMESTER 3

12	MCM31	Basics of GST	<ul style="list-style-type: none"> <li>The aim is to provide information about the cascading effect of tax.</li> <li>To provide the basic information of improving the competitiveness of the original goods, services, etc.,</li> <li>To gain the knowledge of taxable event, LEVY territorial jurisdiction of GST, special transactions, valuation rules, dispute resolution mechanism, authority of advance ruling, settlement of cases, etc.,</li> </ul>
13	MCM32	Organizational Behavior	<ul style="list-style-type: none"> <li>Aims to provide organizational behavior and its concepts.</li> <li>To have the knowledge from the areas of motivational theory, contemporary theories.</li> <li>Provide basic information of group dynamics, group behavior, organizational structure and design, leadership, work stress, Organizational culture and climate, effectiveness, etc.,</li> </ul>
14	MCM33	Advanced Cost Accounting	<ul style="list-style-type: none"> <li>The aim of the cost accounting is to acquaint the students with various concepts, methods of costing and decision making.</li> </ul>
15	MCM34	Research Methodology	<ul style="list-style-type: none"> <li>It provides a way to systematically solve a research problem. Its aim is to clarifying why and there is a relationship between two or more aspects of a situation.</li> <li>Its aim is to help the students to make their project work easier in a systematic way and usage of some tools.</li> </ul>
16	MCM35C	Services Marketing	<ul style="list-style-type: none"> <li>To familiarize the students with the growth of service sector, marketing implications, essential elements of marketing mix.</li> <li>To gain knowledge in product support service, problems of service quality management.</li> <li>To acquire knowledge about CRM, Relationship marketing and managing service brands.</li> </ul>

### SEMESTER 4

17	MCM41	Direct taxes	<ul style="list-style-type: none"> <li>To have the knowledge about basic concepts, Assessment year, previous year, agriculture income etc.</li> <li>To enable the students in computation of total income, individual, firm, companies, TDS, etc.</li> </ul>
18	MCM42	Investment Management	<ul style="list-style-type: none"> <li>To gain knowledge about financial markets, investments, gambling, speculation and concept of risk and return</li> <li>To know about fundamental analysis, economic, industry, company and technical analysis and Efficient market hypothesis.</li> </ul>

19	MCM46C	Sales and advertising management	<ul style="list-style-type: none"><li>• To gain knowledge about sales management, sales policy, planning, quota selling, responsibilities of sales manager.</li><li>• To gather knowledge about recruitment, selection, training and qualities of good salesman.</li><li>• to gain knowledge from the areas of advertising, role of media, types of media and advertising budgets.</li></ul>
20	MCM45	Project Development	<ul style="list-style-type: none"><li>• For the successful development of project's procedures of initiation, planning, execution, regulation and closure as well as the guidance of the project teams operations towards achieving all the agreed upon goal within the set scope, time, quality and budget standards.</li></ul>