

PROGRAM NAME: BACHELOR OF COMMERCE (B.COM)

Vision

“To create an enriching learning experience that would pave way for a rewarding career”

Mission

- *To provide practical training in accounts*
 - *To train the students in soft skill*
 - *To expose them to the industrial environment*
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Program Outcomes (POs)

The Programme aims to make the students employable and self-employment oriented. Considering the importance of self-employment, the Programme aims to develop and inculcate entrepreneurial skills among the students. Overall the course aims to work on the enrolled students to make them more productive, self-reliant and constructive for self and society's benefit.

By the end of the BCOM Programme, graduating students will be

PO1	Develop entrepreneurs for various sectors of the economy
PO2	Empower students to take up higher education to become researchers, consultants, teachers with core competencies
PO3	Gain knowledge of various disciplines of Commerce, Business, Accounting, Finance, Taxation, Auditing And Marketing
PO4	Develops successful accounting and financial executives with creative and innovative skills, ethical and moral values
PO5	Imparts continuous learning through practical approach and development of professional skills relevant to commerce.
PO6	Develop human resource to act as think tank for Business Development related issues
PO7	Students will prove themselves in different professional examinations
PO8	Students will be ready for employment in functional areas like Accounting & Finance, Taxation, Banking, sector etc.,
PO9	To make the graduating students proficient in the courses covered under the Programme

Program Specific Outcomes (PSOs)

By the end of the programme, students will

PSO1	Students will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.
PSO2	Students will acquire the skills like effective communication, decision making, problem solving in day to day business concerns.
PSO3	To advance a thorough understanding of Accounts and financial functions of an organization
PSO4	Students will have choices to pursue professional courses like CA, M.Com, MBA, CMA, CPA, ICWA, CS etc
PSO5	To develop the knowledge in the field of banking
PSO6	Able to play roles of businessmen, entrepreneurs, managers, consultants who will help learners to possess knowledge and other soft skills and react aptly when confronted with critical decision making.
PSO7	To communicate and share their ideas with industry effectively and efficiently.
PSO8	Embolden the students to undertake higher studies and advance research in commerce and associated disciplines.
PSO9	Practical exposure to understand, learn and apply theoretical concepts and make them industry ready.
PSO10	To make the students aware of their own strengths and weaknesses, communicate effectively, maintain good interpersonal skills.
PSO11	Exhibit leadership qualities in individual as well as group dynamics.
PSO12	Students also acquire skills to work as tax consultant, Audit assistant and other financial supporting service

Course outcomes (CO's)

I SEMESTER	
Financial Accounting	<p>CO1: Understanding the conceptual of Accounting concepts, exposure to Accounting standards And Practical Approach of Accounting Equation to business transactions.</p> <p>CO2: Analyse and understand the single entry system and double entry system of accounting and its procedural pattern of conversion.</p> <p>CO3: Develop conceptual understanding and practical exposure of hire purchase accounting</p> <p>CO4: To understand the Scope and learn the treatment of departmental accounting</p> <p>CO5: Understand the Accounting treatment and procedure followed in branch of a business organization.</p>
Business Dynamics & Entrepreneurship	<p>CO1: Helps students to understand the conceptual framework of management and to know about the entrepreneurial culture and industrial growth to manage 21st century organizations.</p> <p>CO2: Makes students perceive the dynamic nature of business, HR, and entrepreneurship and also create awareness on various schemes on Indian government to help cope up entrepreneurship.</p>
Indian Financial Institutions & Markets	<p>CO1: Understanding the conceptual framework of Indian Financial Institutions and Markets and their operations.</p> <p>CO2: Aim to create awareness about the role and importance of Commercial Banks.</p> <p>CO3: To enable the students to know the Power and functioning of RBI and SEBI in Indian Financial Institutions and Financial Markets</p> <p>CO4: To develop the knowledge on various Non-Banking Financial Institutions.</p> <p>CO5: To develop profound knowledge on Financial Markets in India.</p>
Corporate Structure & Administration	<p>CO1: Understanding in detail the procedure to form a company.</p> <p>CO2: Analyzing & understanding the procedure to raise funds for organization growth.</p>

	<p>CO3: Developing a company hierarchy to commence business & run successfully in market.</p> <p>CO4: Framing co Strategies & understanding legal procedure for co to run business globally.</p> <p>CO5: Understanding various kinds of meeting conducted in the organization to achieve co objectives.</p>
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II SEMESTER

<p>Advanced Financial Accounting</p>	<p>CO1: To Understand the conceptual background of Fire insurance and to learn Accounting Treatment for the Loss of Stock</p> <p>CO2: To Understand consignment accounts theory and to learn Accounting Treatment in the books of Consignor & Consignee in the Consignment Business.</p> <p>CO3: To summarize the different types of Joint Venture and understand them in Practical problems.</p> <p>CO4: To know the important terms related to Royalty and learn different methods in the Accounting Treatment of Royalty.</p> <p>CO5: Understand the Accounting treatment and procedure followed during Sale of Partnership into a Joint stock Company</p>
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<p>Banking Operations & Innovations</p>	<p>CO1: To familiar the students with the fundamentals of banking and thorough knowledge of Banker & Customer Relationship.</p> <p>CO2: Aims to enlighten the students on the regulating provisions of Collecting Banker.</p> <p>CO3: Aims to enlighten the students on the regulating provisions of Paying Banker.</p> <p>CO4: To know thorough knowledge regarding commercial banks' lending policies and Practices.</p> <p>CO5: To enlighten the students' knowledge on Banking Innovations.</p>
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<p>Modern Marketing</p>	<p>CO1 : Develop concepts, dimensions and trends in modern marketing practices. Formulate a marketing plan that will meet the needs or goals of a individual business or organization. And develop strategies with clients, customers, and consumers and others to grow and maintain</p>
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	<p>relationships.</p> <p>CO2: Apply the principles of business ethics and corporate social responsibility to business decisions keeping in mind the other environmental factors that influence on the business growth, development and expansion. Develop an integrated marketing communications plan for a product, concept, good and/or service based on identified market need or target through market segmentation.</p> <p>CO3: Enable graduates to explain the differences between marketing, advertising, branding, and sales. Develop strategies for the efficient and effective placement/distribution of products, concepts, goods and services that respond to evolving markets. Plan, prepare and deliver a sales presentation that addresses the needs of the client. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.</p> <p>CO4: To enable the students to play vital role in the field of commerce with digitalization. They understand the integrate appropriate technologies in developing solutions to business opportunities and challenges.</p> <p>CO5: A specific learning on services marketing will enable the students to understand the role of marketing on service sectors, capable to recognize the opportunities and challenge facing the services marketing sectors. At the end the graduating students will able to find solutions to the real time problems in the business with the specialized area of service marketing.</p>
<p>Methods & Techniques for Business Data Analysis</p>	<p>CO1: The major objective of the subject is to provide the students with basic knowledge of mathematics and their application to commercial situations</p> <p>CO2: The subject enables the students to understand the arithmetic and algebraic structure of the figures and also</p>

	<p>helps the students to Acquaint knowledge with basic working of number system.</p> <p>CO3: The subject enables the students to understand the importance of mathematical equations to solve day to day problems and also to improve the answering ability on problems relating to Simple/ Linear and Simultaneous Equations.</p> <p>CO4: The subject also enables the students to understand important commercial arithmetic concepts like interest, annuities, percentages, ratios and proportions, bill discounting</p> <p>CO5: Improves the answering ability on problems relating to Arithmetic progression and geometric progression.</p>
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III SEMESTER

Corporate Accounting	<p>CO1: The major objective of this is to familiarize the students about the issues of shares and debentures, also to forfeiture and Re-issue of shares and applications when is fully payable.</p> <p>CO2: The subject also enables students to understand the underwriting of shares and debentures when it is partially or fully underwritten of shares with and without the firm underwriting.</p> <p>CO 3: To enlighten the students about the preparation of financial statements of companies according to the companies act of 2013 and schedule III.</p> <p>CO4: The subject also gives knowledge about the valuation of goodwill and shares according to various methods i.e average profit method, super profit, capitalisation method, annuity method and also provide thorough understanding about the intrinsic value method.</p> <p>CO5: It also enable the students to learn about managerial remuneration according to schedule V of companies act, also provide insights about the calculation of Net Profit for Managerial remuneration payable</p>
Financial Management	<p>CO1: Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions in determining the objectives of financial</p>

	<p>management and financial planning.</p> <p>CO2: Demonstrate knowledge of the value of money over time and its uses by using various techniques.</p> <p>CO3: Apply the Leverage and EBIT EPS Analysis associate with Financial Data. Understanding various types of dividend and types of dividend policy in India.</p> <p>CO4: Understand alternative sources of finance and investment opportunities and their suitability in particular circumstances based on different evaluation technique.</p> <p>CO5: Demonstrate the importance of working capital management and the tools to manage it.</p>
Business Regulations	<p>CO1: Understanding the importance of law in business.</p> <p>CO2: To understand the importance of contract in business.</p> <p>CO3: The understanding in detail in the importance of competition act & consumer right.</p> <p>CO4: Understanding the environmental act to run business in market.</p>
Business Data Analysis	<p>CO1: The main outcome of the subject is to familiarize the concepts of statistics. To define statistics, primary and secondary data, diagrammatic, graphical Presentation.</p> <p>CO2: students will able to independently calculate the basic statistical parameters. Analyze statistical data using measures of central Tendency, Dispersion and skewness.</p> <p>CO3: Calculate and interpret the correlation between two variables. Know the Principles and significance of regression.</p> <p>CO4: Understand the concept of Time Series with its components and able to calculate and estimate the trend values.</p> <p>CO5: To explain interpolation methods, Assumptions and Newton's Advancing Differences Method.</p>