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College: Pt. CLS Govt. College, Karnal

Program Name: B.Com (General)

Program Outcomes (Pos) of B.Com (General) :

PO1. Multi Specialization and Practical exposure: This Program offers a number of specialization and practical exposures which would equip the students to face modern day challenge in commerce and Business.

PO2. Understand the fundamentals of business: The all inclusive outlook of the program, students would gain a through grounding in the fundamental of trade, commerce and industry.

PO3. Availability of skilled manpower: Industries, Banking Sectors, Transport companies, Insurance companies, warehousing etc. will get well trained professionals to meet their requirements.

PO4. Start up of new venture: Learners can independently start up their own Business.

PO5. Decision Making Power: After completion of this program, decision making power of the students at personal level and Professional level will increase.

PO6. Ethics: Apply ethical practices and commit to professional ethics and responsibilities and norms of the business practices.

PO7. Life Long Learning: Recognize the need for and have the preparations and ability to engage in independent and lifelong learning in the broadcast context of technological changes.

PO8. Environment and Sustainability: Understand the significance of professional studies in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

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Program Specific Outcome of B.Com (General)

- PSO1. Knowledgeable:** Learner will get the knowledge, skills and attitudes after completing the B.Com Degree course.
- PSO2. Acquire many skills :** Students will acquire the knowledge and skills like effective communication, decision making, innovation and problem solving in day to day business affairs.
- PSO3. Learn career oriented skills:** Students will learn relevant financial accounting careers skills, applying both quantitative and qualitative knowledge to their future career in business.
- PSO4. Acquire knowledge related to tax:** Learners will be able to demonstrate progressive learning of various tax issue and tax forms related to individual and corporate sector.
- PSO5. Application of Computerized Accounting System and GST:** Students will be able to demonstrate knowledge in setting up computerized accounting system and GST.
- PSO6. Involvement in co-curricular activities:** Students will involve in various co-curricular activities to demonstrate relevancy of fundamental and theoretical knowledge of their academic major and to gain practical exposure.
- PSO7. Career oriented:** By Goodness of preparations, students can perform as a manager, Accountant, management accountant, cost accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock agents, Govt. employees and so on.
- PSO8. Helpful in various professional exams:** Students will prove themselves in different professional exams like CA, ICWA, CS, CMA etc.
- PSO9. Helpful in various Competitive Exams:** Students will be able to prove proficiency with the ability to engage in competitive exams like UPSC, HCS, SSC and other state competitive exams.
- PSO10. Base for higher education and research:** Students will be able to do their higher education and can make their research in the field of commerce, management and finance.

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Course Outcome of B.Com (General)
B.Com- First Year

Financial Accounting
Course Outcome

- CO1: Understand the concept of book keeping and Accounting & also can differentiate between them.
- CO2: Explain the general functions and purposes of accounting.
- CO3: Understand the main concepts of financial accounting i.e. assets, liabilities, capital, revenue, income, accounting principles etc.
- CO4: Understand various accounting concepts and conventions and their application.
- CO5: Learn to record, classify, summarize of various transactions and interpret the result.
- CO6: Maintain the financial statement of a business entity.
- CO7: Able to maintain joint ventures A/cs.
- CO8: Easily Examine the dissolution of partnership.
- CO9: Easily can prepare the journal entries under hire purchase method.

Micro Economics and Macro Economics
Course Outcome

- CO1: Student to understand the word all about economic activities
- CO2: It provides Knowledge about people family society market and governments
- CO3: By learning economics people can respond in a better way to get and opportunities that emerge when environment and things changes
- CO4: Study of Business Economics will promote problem solving and analytical skills
- CO5: It creates Entrepreneurial characteristics in students
- CO6: It enables students to be well words with financial adjustments.

Business Management
Course Outcome

- CO1: Business management will enable the students to understand how things can be done through others and with others
- CO2: Business management will broaden the mind horizons of students by making them understand the different concepts of planning Organizing staffing directing and controlling
- CO3: Study of business management will let the students to know about what principles they must follow in their business to get success
- CO4: Business management will also enable the students to comprehend how they could manage stress and their valuable time
- CO5: This will also enable the students to understand what type of work they can delegate to their subordinates and what type of work they should held with themselves only
- CO6: Business management will develop the sense among the students about how they can compare the work done by them with the actual plans that have been made by them and will enable them to find out any discrepancies, if prevails

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Computer Applications in Business and E-Commerce
Course Outcome

- CO1: Model components of computer and how it works understand the concept of input and output devices of computer in detail
- CO2: Understand application of computer computer in business
- CO3: Create and design word documents for general Office use
- CO4: students have working knowledge of paragraph Formatting, macros and mail merge in word
- CO5: Understand the concept, Structure, type & design of operating system.
- CO6: Understand evolution of internet its application and its basic services
- CO7: Understand the concept of E- Commerce, M- Commerce and E-Governance
- CO8: Understand the security issues in e-commerce

Business mathematics
Course Outcome

- CO1: helps to understand basics of integration and its uses in areas of mathematics
- CO2: helps in solving business problems
- CO3: to your ratios and proportions for business applications such as discounts and will help to differentiate with math methods should be used for solving different problems
- CO4: Business mathematics will help to use simple and compound interest to do business calculations such as value of money maturity value present value and will enable to differentiate with maths methods can be used for different problems
- CO5: it will enable to use business statistics for Central measurements frequency distributions graphs and measure of dispersion and be able to select which method should be used for solving different problems.

Business Communication Skills
Course Outcome

- CO1: To make effective and impressive communication
- CO2: To make communication in ethical manner
- CO3: Capable to make persuasive digital communication
- CO4: Understand the process of e-mail communication & minutes of meeting.
- CO5: To develop and improve various skills like communication, reading, listening, note making, persuasive learning, body language and gestures.
- CO6: Understand the concept and structure of report writing.

Business Environment of Haryana
Course Outcome

- CO1: understand the nature and characteristics and problems of Haryana economy
- CO2: Able to know about the state of Haryana economy since its Inception

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- CO3: Understand the concept of Agricultural finance and right of Agricultural finances.
CO4: Able to understand the rural indebtedness, causes, consequences and debt relief measures.
CO5: To understand The role of HSIIDC, HFC, HAFED, HKVIB.
CO6: To aware about Haryana budget objectives and policies.

Fundamental of Marketing

Course Outcome

- CO1: Students become aware about the various marketing activities.
CO2: also get knowledge about various job prospective in marketing field.
CO3: they come to know about the impact of Advertising and Marketing in their daily purchasing behaviour.
CO4: students will have the knowledge and skills to identify the major factors that influence the consumer behaviour.
CO5: students understand the different pricing Strategies and able to the distinct between cost and price and how the company charge the best price that the customer is willing to pay.

Corporate accounting

Course Outcome

- CO1: students will understand the regulatory environment in which the companies are formed and operate in India.
CO2: students will learn and understand the accounting and reporting requirements of the company act and relevant Indian accounting standards.
CO3: to understand the advanced issues in accounting for assets liabilities and owner's equity.
CO4: students will know how to prepare consolidated accounts for a corporate group.
CO5: to understand the accounting requirements for a corporate group and familiarity with the theory underlying the methods used to account for intercompany investment.
CO6: Student will learn the principles of accounting for investment in Companies.

Business Statistics

Course Outcomes

- CO1: Students will be able to understand the concepts of mean mode and median
CO2: Students will be able to understand the relationship between various variables that are operative in their practical life by studying the chapters of correlation and regression
CO3: Statistics will enable students to comprehend how probability works in different walks of life
CO4: Statistics will provide knowledge about primary data and secondary data to students & about how data can be collected from various sources
CO5: In statistics students also study time series which has much importance and economic and business field.

Business Laws

Course Outcome

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- CO1: Understand the nature and classification of law contract
- CO2: Understand the meaning of free consent, performance of contract
- CO3: Understand meaning of void and voidable contract
- CO4: Understand specifically contract like indemnity & guarantee
- CO5: Understand the sale of goods act 1930
- CO6: Understand consumer protection act 1986
- CO7: Define the free consent, capacity of parties to contract, consideration of contract
- CO8: Understand the contract of agency
- CO9: Understand the formation of contract of sale of goods and their classification
- CO10: Understand the function of consumer protection act 1986.

Company Law
Course Outcome

- CO1: Know about the concepts of company and shares.
- CO2: Know about the company law in the India.
- CO3: Understand the use of the memorandum of Association and Article of Association in a company.
- CO4: Use of prospectus in a company.
- CO5: Understand the relationship between company and debentures holders.
- CO6: To know and apply the skills related with stock market.
- CO7: To know about the rules regarding appointment of Directors, their remuneration and retirement etc.

Indian financial system
Course Outcome

- CO1: Understand the nature and role of financial system
- CO2: Understand the components of money markets and capital markets
- CO3: Understand debt markets participants like private and government securities markets
- CO4: Understand financial institutions who directly participate in credit creation and credit control
- CO5: Understand objectives and function of development bank in financial markets
- CO6: Define nature and role of financial system in economic development
- CO7: Understand the SEBI formation and its role of economic development
- CO8: Understand the function, structure and E- banking and NPAs in commercial banks
- CO9: Understand RBI management and function

Rural Marketing
Course Outcomes

The course content of rural marketing is designed in such a way that the student would be able to have the understanding of the following things

- CO1: Concept of rural marketing and its need and evolution
- CO2: challenges and opportunities of rural marketing in present scenario
- CO3: Factors affecting consumer behaviour in rural marketing
- CO4: marketing strategies such as segmentation, targeting and Positioning

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CO5: Product planning and distribution

CO6: Changing paradigm comes in rural marketing such as technological changes and innovations.

Computerized Accounting System Course Outcomes

This course will help the students to:

- 1) understand all about Tally
- 2) know how accounting vouchers are entered in Tally Software
- 3) learn about how various stocks records are maintained in electronic formats
- 4) learn how to make Journal entries, to make ledgers and final accounting in Tally
- 5) learn to maintain payroll records.

Advertising Course Outcome

- CO1: Demonstrate an understanding of the Overall role advertising plays in the business world.
- CO2: Demonstrate and understanding advertising strategies and budget.
- CO3: Identify and understand the various advertising media.
- CO4: Create an advertising campaign.
- CO5: Identify and players in advertising industry.
- CO6: Demonstrate an understanding of how an advertising agency operates.

Cost Accounting Course Outcome

- CO1: student will be able to collect, organize, internal and financial information for evaluating critical analysis and regulating past and present financial performance forecasting.
- CO2: They will be monitor cost of raw material, labour, transportation, administrative cost, overheads etc. in an industry
- CO3: Students will learn to monitor performance and efficiency to locate and report on problems and also learn to prepare regular cost reports.

Management Accounting Course Outcome

- With the help of this paper students learn: CO1. how to use the concept and methods of Ratio Analysis for making decisions.
- CO2. Students will also learn the methods of Cash Flow and Fund Flow Statement which assist them to understand inflow and outflow of different sources and their applications.
 - CO3. Students will able to learn and understand most important techniques of Marginal Costing and Budgetary Control which assist them (at workplace company/business....) for making effective managerial decisions.
 - CO4. Students will also understand the concept of Responsibility Accounting and with help of it they will able to fix the responsibilities of them and others

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Financial management
Course Outcome

- CO1) students will be able to know all about management of finances and about the concepts of risk and return
- CO2) Students will be able to acquire and manage the business funds efficiently
- CO3) Students will be able to know about the ideal capital structure
- CO4) Students will be able to know how the dividend policy of a business firm affects the market value of its share price
- CO5) Study of financial management will enable the student to forecast the financial requirements of a business
- CO6) Financial management will enable the students to minimize the cost of capital of business and to maximize the returns for business

Fundamental of insurance
Course outcomes

- CO1: Understand the insurance concept provisions principle and its implications on economic development
- CO2: Student learned the characteristics, the terms and conditions and various benefit to fire insurance
- CO3: Students will learn how the Marine insurance market is organized in different types of contracts and what is covered under this contract
- CO4: understand the need and benefits of motor insurance.

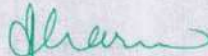
Goods and Service tax
Course Outcome

- CO1: Understand the meaning of tax and its basic structure in India
- CO2: To learn levy and collection of GST
- CO3: To understand the time and place of supply of goods and services
- CO4: Capable to computation of input tax credit and transfer of input tax credit
- CO5: To understand various returns to be filed under GST
- CO6: To understand payment of tax including TDS, interest provision on delayed payment
- CO7: Explain the difference between direct and indirect tax
- CO8: Understand place of supply, value of taxable supply
- CO9: Students will be able to make tax invoice, credit and debit notes
- CO10: Students will be able to make payments of tax

Income Tax
Course Outcome

- CO1: To utilize the definitions of the various components of various tax law.
- CO2: To be able to calculate the correct amount of income tax
- CO3: To be able to fill income tax return.

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- CO4: To analyze simple fact situations and recognize income tax ramifications.
CO5: To apply basic tax concepts to simple fact situations and communicate potential income tax ramifications in writing and orally.
CO6: Research Basic & Questions of Income Tax Law
CO7: Apply an understanding of the different ways a case can progress from audit to court.
CO8: Apply an understanding of the common penalties in income tax cases.

**Human Resource Management
Course Outcome**

- CO1:- Understand Meaning, nature, history and scope, objectives, functions and importance of HRM.
CO2:- Meaning importance, objectives, process and factor affecting human resource planning it helps students to understand the importance and effect of training and development.
CO3:- While doing HRM course students will be taught how to handle conflicts in the workplace and how to solve it.
CO4:- HRM student they will know how to hire the right people for company from very start.

**Business Environment
Course Outcome**

- CO1: Understand the concept, significance and elements of Business Environment.
CO2: Discuss Various Economic Policies and its impact on Indian Economy.
CO3: Understand the function of International economic institutions and their role in developing Indian business.
CO4: Discuss Indian constitutional provisions on business.
CO5: Explain the social responsibilities of business.

**Supply chain management
Course Outcome**

- CO1: Able to understand the concept of SCM
CO2: Able to understand the relationship between supply chain management & Marketing mix
CO3: Understand SCM strategy and its implementation and Management
CO4: Understand the elements of supply chain management as transportation customer service distribution channel
CO5: able to understand information system in supply chain management
CO6: able to know about recent developments in supply chain management
CO7: able to understand relationship between ERP & SCM

**Retail Management
Course Outcome**

- CO1: Students will be able to understand the Concept, characteristics, importance, theory and strategic planning in retailing.
CO2: To know the organisational structure in retail institution.
CO3: Understand the application of information technology in retailing.

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CO4: Able to understand the Trends and FDI in retailing in India.
CO5: Will be able to elaborate the concept of store management.

Auditing

Course Outcome

- CO1: Understand the Concept of Introduction, objects, importance and limitations of Auditing.
CO2: To understand Types of Audit, Audit Programme and Audit Process.
CO3: To understand Internal Control, Internal Audit and Internal Checks, routine checking and vouching.
CO4: To understand Verification of Assets and Liabilities.
CO5: To understand appointment, Powers, duties and liabilities of an Auditor.
CO6: To know about audit report, investigation, auditing of E-Commerce transactions, professional conduct and ethics.

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Commerce

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COMMERCE DEPARTMENT
Program Outcome of M.COM.
(Postgraduate Program)

- PO.1 M.com program offers research in diverse areas of commerce discipline and has large base of research contribution.
- PO. 2 To acquaint a student with conventional as well as contemporary areas in the discipline of commerce.
- PO.3 This program offers a number of specialization and practical exposures which would equip the students to face modern-day challenges in commerce and business.
- PO. 4 Industries, Banking sector, Transport companies, Insurance companies warehousing etc. will get well trained professionals to meet their requirements.
- PO.5 Learners can independently start up their own business.
- PO. 6 After completion of this program caliber of the students to make decisions at personal level and professional level will increase.
- PO.7 Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practices.
- PO. 8 To recognize the need for and have the preparation and ability to engage in Independent and lifelong learning in the broadest context of technological change.
- PO. 9 To understand the significance of Professional Studies in societal and environmental context and demonstrate the knowledge of and need for sustainable development.

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Programme Specific Outcomes of M.COM.

- PSO.1 Students will involve in various cocurricular activities to demonstrate relevance of fundamental and theoretical knowledge of their academic major and to gain practical exposure.
- PSO. 2 Students will be able to demonstrate knowledge in Computer Application, IT and E_commerce .
- PSO. 3 Students will acquire the Knowledge and skills like effective communication ,decision making, Innovation and problem solving in day to day business affairs.
- PSO. 4 By goodness of preparations students can perform as a Manager, accountant, Management accountant, Cost accountant, Bank manager, Auditor , Company secretary, Teacher, Professor, Stock agent, Government employee and so on.
- PSO. 5 Students will be able to do their higher education and can make research in the field of Commerce, Management and Finance.
- PSO. 6 Students will prove themselves in different professional exams like CA, CS, ICWA , CMA etc.
- PSO. 7 Students will be able to prove proficiency with the ability to engage in competitive exams like UGC, UPSC, HCS, SSC and other state competitive exams.

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Course Outcomes M.Com Sem-I

Subject: Organisational Behaviour

Subject Code: MC-101

- CO.1 Describe the methods of enhancing creativity and innovation.
- CO.2 Ability to execute managerial tasks of planning, organizing and controlling.
- CO.3 Understand various theories of Motivation, Perception and Personality.
- CO.4 Understanding different styles of leadership and its impact on decision making process.
- CO.5 Ability to analyze challenges and opportunities in the field of organization behavior.
- CO.6 Analyse the Ethical Behaviour and Ethical dilemmas.

Subject: Business environment

Subject Code: MC-102

- CO.1 Understand the concept, significance and elements of Business environment.
- CO.2 Discuss various Economic policies and its impact on Indian economy.
- CO.3 Understand the function of International economic institutions and their role in developing Indian business.
- CO.4 Discuss Indian constitutional provisions on business.
- CO.5 Explain the social responsibilities of business.

Subject: Managerial Economics

Subject Code: MC-103

- CO.1 Ability to forecast demand in light of changing circumstances and to formulate business plans.

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- CO.2 Ability to chalk out Business Policies.
- CO.3 Knowledge about Profit Planning and control.
- CO.4 Skill to analyze effects of Government Policies.
- CO.5 Knowledge about Business cycle and its theories.
- CO.4 Skill to analyze effects of Inflation on Economy Growth.

Subject: Company Law

Subject Code: MC-104

- CO.1. Know about the concept of company and shares.
- CO.2. know about the company law in the India
- CO.3 Understand the use of the Memorandum of Association and Article of Association in a company.
- CO.4 Use of Prospectus in a company.
- CO.5 Understand the relationship between company and debenture holders.
- CO.6 To Know and apply the skills related with stock market.
- CO.7 Discuss the provisions regarding Amalgamation, Mergers and Take overs.
- CO.8 To Know about the rules regarding Directors appointment, their remuneration and retirement etc.

Subject: Accounting For Managerial Decisions

Subject Code: MC-105

- CO.1 Understand the scope, objectives, tools and techniques of management accounting.
- CO.2 Analyse the elements of Management Accounting and Financial accounting.

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CO.3 Analyse the financial Reports and financial information to improve business practices.

CO.4 To utilize the corporate resources in an effective way.

CO.5 Evaluate the profitability of the organisation using fund flow and cash flow statement.

Subject: Marketing Management

Subject Code: MC-106

CO.1 Understand the conceptual framework of Marketing and its application in decision making under various environmental constraints.

CO.2 Learn the importance of Buyer behavior and consumer decision making process.

CO.3 Gain knowledge on ethics in marketing and grasp the unethical practices in marketing.

CO.4 Understand schemes of Market Segmentation

CO.5 Identify the pricing Strategies and Pricing process

CO.6 Identify the components of Web marketing.

Course Outcomes M.Com Sem-II

Subject: Human Resource Management

Subject Code: MC-201

CO.1 Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

CO.2 Develop, implement, and evaluate employee orientation, training, and development programs.

CO.3 Research and support the development and communication of the organization's total compensation plan.

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CO.4 Collaborate with others in the development, implementation, and evaluation of organizational health and safety policies and practices

CO.5 Conduct research, produce reports, and recommend changes in human resources practices.

Subject: International Business Environment

Subject Code: MC-202

CO.1 Understand and apply appropriate frameworks to analyse the International Business Environment

CO.2 Recognise and use relevant analytical tools to address issues of importance to International business practice.

CO.3 Critically evaluate relevant international business literature.

CO.4 Determine how the International business environment influences business practice.

Subject: Strategic Marketing

Subject Code: MC-203

CO.1 Compare and contrast the key principles of strategic marketing.

CO.2 Explain marketing and strategy concepts and ideas in their own words

CO.3 Think strategically about marketing issues and provide recommendations

CO.4 Successfully work as a team

CO.5 Deliver an oral presentation in a professional engaging manner

CO.6 Prepare a professional, logical and coherent report in the form of a marketing plan.

Subject: Financial Management & Policy

Subject Code: MC-204

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CO.1 Understand about the importance of Financial Management for a business.

CO.2 Understand the various modes and techniques of managing the financial resources of an organization.

CO.3 Knowledge about the various factors to be considered while planning for financial policies.

CO.4 Students are able to take various types of decisions as a financial manager in current competitive environment.

CO.5 Students will be able to select an investment project out of alternative investment proposals.

Subject: Corporate Accounting

Subject Code: MC-205

CO.1 Students will be able to give a broad view of the provisions to be followed for the preparation of final accounts of companies as per Companies Act .

CO.2 Students will be able to give a detailed view of legal provisions regarding calculation of managerial remuneration

CO.3 Students will be able to give a comprehensive view of legal provisions regarding lease accounting and Human Resource Accounting.

CO.4 Students will be able to explain the concept of divisible profits and its implications in various accounting procedures leading to preparation of Final Accounts.

Subject: Business Statistics

Subject Code: MC-206

CO.1 Understand the meaning and importance of correlation and regression analysis including both simple and multiple correlation and regression.

CO.2 Develop an understanding of the theory of probability, rules of probability and probability distributions.

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CO.3 Student will able to apply discrete and continuous probability distributions to various business problems

CO.4 understanding about index numbers and apply the knowledge in stock exchange markets.

CO.5 Understanding about time series analysis for applying in GDP, NI etc.

Course Outcomes M.Com Sem-III

Subject: Computer application in business

Subject Code: MC-301

CO.1: Understand the basic model and components of computer and how it works.

CO.2: Understand the concept of Operating System, word processor and spreadsheets.

CO. 3: How to create database for a business and apply different queries on it.

CO. 4: how to use various Networks (Local & Wide area) and topologies in business.

CO. 5: Understand the concept of internet, intranet, extranet and fuzzy logic.

CO. 6: Understand how to plan and design a web page.

Subject: Advanced Financial Management

Subject Code: MC-302

CO.1 Students will be able to evaluate the impact of of financial decisions on the strategic direction of the organization.

CO.2 Students will be able to Identify and evaluate the exposure of a company to financial risk and the techniques required to manage this risk.

CO. 3 Explain alternative sources of finance and investment opportunities and their suitability in particular circumstance

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CO. 4 Evaluate Complex investment appraisal situations and appreciate the importance of the cost of capital to the organisation and how the capital structure chosen will impact upon this.

CO.5 Analyse the key Strategic financial issues that must be considered in an acquisition or merger including valuation of the target company.

CO.6 Analyse a company's performance and make appropriate recommendations

Subject: Marketing Research

Subject Code: MC-308

CO.1 Understand the process of marketing research and its different processes.

CO.2 Identify sources of information.

CO. 3 Understand different research methods.

CO. 4 Apply selected research methods.

CO.5 Analyse and interpret both qualitative and quantitative data .

CO.6 Conduct and analyse Focus Group Discussion.

CO.7 Build a simple questionnaire from a web-based survey administration side.

Subject: Advertising Management

Subject Code: MC-309

CO.1 Demonstrate an understanding of the overall role advertising plays in the business world.

CO.2 Demonstrate and understanding of advertising Strategies and budgets.

CO. 3 Identify and understand the various advertising media.

CO. 4 Demonstrate an understanding of how an advertising agency operates.

CO.5 Create an advertising campaign

CO.6 Identify key players in advertising industry.

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CO.7 Identify and make decisions regarding the most feasible advertising appeal and media mix.

CO.8 Conduct the pre testing, post testing and concurrent testing of ads to determine their effectiveness.

CO.9 Recognize the economic & societal impact of advertising and the need for ethical practices.

Subject: Entrepreneurship Development

Subject Code: MC-314

CO.1 Understand the various dimensions of entrepreneurship and its role towards economic development .

CO.2 Discuss the problems faced by the small entrepreneur.

CO. 3 Identify the qualities of a successful entrepreneur.

CO. 4 Describe the key elements of good business plan.

CO.5 List the Institutions and schemes supporting entrepreneurs.

CO.6 Analyse opportunities available to the entrepreneur in various sectors

CO.7 Understand how to prepare project report.

CO.8 understand various environmental considerations like air water and noise pollution

CO.9 Understand personal protection equipment safety wizards.

Subject: Human Resource Development

Subject Code: MC-316

CO.1 Students learn to develop a strategic approach to training, recruiting and developing the company's most important assets, its people .

CO.2 In HRD students will be taught how to handle conflict in the workplace and how to resolve it

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CO. 3 In HRD students will learn how to setup surveys, focus groups and interview strategies to help you determine whether employees are competent or not.

CO. 4 In HRD students will learn to recognise merit and contribution of employee.

Course Outcomes M.Com Sem-IV

Subject: IT and E-Commerce

Subject Code: MC-401

CO 1: Understand basic concept of E-Commerce and how it different from traditional commerce.

CO 2: Importance of various models in E-Commerce e.g. e-shops, e-procurement, e-auctions, information brokerage, telecommunication etc.

CO 3: Understand the functioning of electronic payment system e.g. RTGC, ATM etc.

CO 4: Understand concept of web based advertising and how search engine & social media can be used as an advertising media for marketing.

CO 5: Study CRM and information technology and various tools used to conduct online research.

CO 6: Study basic concept of Cloud Computing and how it used in businesses.

CO 7: Study various type of security issues in e-Commerce e.g. online fraud, privacy issues etc.

Subject: Stock Market Operation

Subject Code: MC-407

CO.1 Understand the trade-off between risk and reward in investing.

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- CO.2 It proposes to introduce to the process of finding and analysing companies for planning as per the investment goals.
- CO. 3 To provide an introduction to the financial markets and to analyse the role of financial markets for the broader macro level.
- CO. 4 The course will help them in building career in stock market.
- CO.5 To help them to understand the practical aspects of primary and secondary market operations.
- CO.6 Aims to equip the participants with the necessary stock market theoretical and practical know how so that they can apply the same in researching share markets.
- CO.7 Identify and define the three major financial asset classes.
- CO.8 Explain what factors cause financial market fluctuations and crisis.
- CO.9 Explain why governments and companies have issued bonds historically and today.
- CO.10 Describe what drove the history of the delivery of information to investors.

Subject: Sales Management

Subject Code: MC-408

- CO.1 Knowledge of sales management and ability of decision-making and implementation of decision in sales management.
- CO.2 : Understand the process involved in personnel selling, its management and its implications for development.
- CO. 3 Explain the decisions involved in sales-force management and the related issues
- CO. 4 Understand key principles in managing sales quota and sales territory in today's business context.

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CO.5 Analyse current issues and apply best practices in Sale Forecasting and in preparation of sales budget.

CO.6 Gain key competencies in leading sales team to effectively manage key customer portfolios and seek new opportunities

Subject: Service Marketing

Subject Code: MC-409

CO.1 Explain the significance of service marketing in the the global economy and the deeper aspects of successful services marketing and also found challenges and opportunities in service marketing.

CO.2 Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.

CO.3 Understand the expectations of customers and know how to translate this knowledge into genuine value for customers.

CO.4 Understand current research trends in service marketing.

CO.5 Understand about the various pricing policies of services.

CO.6 Understand the various concepts like customer protection and ethics in services.

Subject: Corporate Governance

Subject Code: MC-414

CO.1 It ensure that students could get full understanding regarding the rights of shareholders and obligations of Board of Directors in public limited companies.

CO.2 The students know about rights of women and minorities and are able to demand these when they are shareholders.

CO. 3 If students get appointed in Board of Directors they can understand the obligations and requirements expected from them and are able to fulfill them.

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CO. 4 As an outcome of studying corporate governance students have full knowledge regarding disclosures which should be made by board of directors and can demand them.

CO.5 They have practical knowledge regarding how to avoid scams and financial frauds as shareholders as well as managers.

CO.6 They have career prospects in the field of Corporate experts, Observers on corporate houses and can become successful independent directors.

Subject: International Human Resource Management

Subject Code: MC-415

CO.1 Give students the knowledge, understanding and key skills required by HR professionals working in an international context with Multinational organizations. Students will be able to undertake qualitative and quantitative Research and applied this knowledge in the dissertation.

CO.2 Provides in-depth knowledge of specific IHRM related theories, skills and practices.

CO. 3 Students can appreciate the implications of increasing globalization for the management of Human Resource particularly in MNCs.

CO. 4 Better understanding of key -terms, theories/ concepts and practices with in the field of International Human Resource Management .

CO.5 Students can identify and analyse problems in the field of HRM and can provide innovation solutions for these.

CO.6 They can easily identify and evaluate Social, Cultural , Ethical issues and Environmental responsibilities in global context.

CO.7 They can work effectively with colleagues with diverse skills, experience levels and way of thinking

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Principal
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