

Department of Commerce

Course Outcome

| | | |
|--|--|---------------------|
| Class-B.Com 1st semester | | Semester-odd |
| Subject –Financial Accounting I | | Paper-UG |
| Sr No | COURSE OUTCOMES | |
| CO1 | Students will be able to get knowledge about the concept of accounting and to know the difference between accountancy, accounting and bookkeeping | |
| CO2 | To get information about different accounting principles i.e. basic concepts, basic principles, modifying principles and their applications | |
| CO3 | Knowledge about different accounting standards such as international accounting standards and accounting standards issued by ICAI | |
| CO4 | Revision and understanding of accounting equation | |
| CO5 | Comprehension of recording business transactions which include Journalizing , recording, trial balance and to get knowledge about accounting error. | |
| CO6 | Understanding the items of capital nature and of revenue nature | |
| CO7 | Preparation of final accounts including trading account, profit and loss account and balance sheet and explanations of adjustment entries. | |
| CO8 | Students can get knowledge about accounting errors and their rectifications | |
| CO9 | Complete knowledge about the term and depreciation and about various methods of providing depreciation and to know difference between provision and reserve. | |
| CO10 | Students will get knowledge about the final accounts of Non Profit organization and their preparation | |
| CO11 | Understanding of consignment business and difference between consignment and sale and to get knowledge about accounting procedure related to consignment | |

| | | |
|--|---|-----------------------|
| Class B.Com 1st semester | | Semester : Odd |
| Subject : Principals Of Business Management | | Paper : UG |
| S.NO | Course Outcome | |
| CO1. | Study about the concept of commerce, importance and evolution of commerce. | |
| CO2. | Interpreting the process of management approaches and nature | |
| CO3 | To know about planning , process , importance and objectives | |
| CO4 | Gain knowledge about organization structure- matrix etc | |
| C05 | Studying the delegation of authority, decentralization and centralization | |
| CO6 | Understanding the process, objectives of staffing , directing and controlling | |
| CO7 | Basic knowledge about leadership , its style , approaches and functions | |
| CO8 | Studying the concept of controlling and its techniques in organisation | |
| | | |

| | | |
|---|--|-----------------------|
| Class : B.Com-Ist Semester | | Semester : Odd |
| Subject: Marketing Communication-1 | | Paper: UG |
| Sr. No. | Course Outcome | |
| CO1 | To have an understanding about the meaning, nature of marketing communication | |
| CO2 | To explain the importance and types of the marketing communication | |
| CO3 | Knowledge about the fundamental aspects of marketing communication | |
| CO4 | To explain the marketing communication process | |
| CO5 | Understanding about the application of communication process in developing effective marketing communication | |
| CO6 | Gaining overview of the emerging trends in marketing communication | |
| CO7 | To acquire knowledge of social, ethical, legal and economical aspects of marketing communication | |

| | | |
|---|---|-----------------------|
| Class B.Com-Ist Semester | | Semester : Odd |
| Subject: Fundamentals of Advertising | | Paper : UG |
| S.NO | Course Outcome | |
| CO1 | Understanding the importance of advertising in modern marketing | |
| CO2 | Explain the role of advertising in national economy | |
| CO3 | Discuss the different types of advertising | |
| CO4 | Discuss the objectives of advertising budget | |
| CO5 | Describe DAGMAR approach | |
| CO6 | How the advertising budget is set | |
| CO7 | Describe the factors affecting the advertising budget | |

| | | |
|--|--|-----------------------|
| Class B.Com-Ist Semester | | Semester : odd |
| Subject: Business communication | | Paper : UG |
| S.NO | Course Outcome | |
| CO1 | After study the course the students will be able to understand the Basic Concept and different Models of Business Communication. | |
| CO2 | They will get to understand the Theories of Communication. | |
| CO3 | In this course we have discussed about Audience Analysis. | |
| CO4 | They will be able to get the knowledge about Corporate Communication. | |

| | |
|-------------|--|
| CO5 | They will be come to know about the impact of Miss Communication. |
| CO6 | They will be able to understand the Importance of Effective Presentation Skills. |
| CO7 | Understanding of practices in Business Communication. |
| CO8 | Knowledge about Self Development and Communication. |
| CO9 | To know about Non-Verbal aspect of Communication. |
| CO10 | Importance of Effective Listening. |
| CO11 | Relevance of Interviewing Skills. |
| CO12 | They will be able to understand about writing Business Letters. |
| CO13 | Knowledge about different type of Electronic Communication. |

| | | |
|--|---|-----------------------|
| Class B.Com-Ist Semester | | Semester : odd |
| Subject: Computer Fundamentals and Logical Organization – I | | Paper : UG |
| S. No. | Course Outcomes | |
| 1 | They will familiarize with the basics of Computers, Fundamentals of Computer. | |
| 2 | They will gain the knowledge of operating system and its functions. | |
| 3 | They will learn the concept of DOS, Structure of DOS, internal and external commands of DOS. | |
| 4 | They will acquainted with the notion of Number systems, binary arithmetic operations, Simple I/O devices. | |
| 5 | They will also come to know about the Introduction to computer network, Basic concept of simulation. | |
| Class B.Com-Ist Semester | | Semester : odd |
| Subject: Business data processing and PC software-I | | Paper : UG |
| S. No. | Course Outcomes | |
| | Students will kindle their knowledge with the concepts Data processing, various business | |

| | |
|---|--|
| 1 | functions, use of computers in data processing. |
| 2 | They will grasp the information about the concepts of data and information, characteristics of information, economics of business data processing. |
| 3 | They will exacerbate their knowledge by learning concepts of records and files, various types of file organizations. |

| | | |
|---|--|----------------------|
| Class-B.Com IInd semester | | Semester-even |
| Subject –Financial Accounting II | | Paper-UG |
| Sr No | COURSE OUTCOMES | |
| CO1 | Students will be able to understand about different types of Branch and different methods of preparing Branch accounts | |
| CO2 | To get knowledge about Hire purchase system and installment payment system and difference between the two and comprehension of different terms used in these systems | |
| CO3 | Elaborations of Partnership Accounts. Understanding of different types of capital ,methods of Joint life policy , distribution of profits | |
| CO4 | Understanding of partnership accounts at the time of admission of partner. Knowledge about the calculations of goodwill and its treatment | |
| CO5 | Understanding of partnership at the time of retirement of partner and determination of amount due to deceased partner | |
| CO6 | Knowledge about Amalgamation of firms | |
| CO7 | To provide knowledge about Dissolution of partnership firms ,difference between Realisation Account and Revaluation Account. | |

| Class- B.Com IInd semester | | Semester-Even |
|--|--|------------------------|
| Subject-Fundamentals Of Marketing | | Paper-UG |
| SR.NO | Course Outcomes | |
| C01 | Studying the concept, principles and management in marketing | |
| C02 | Understanding the concept of marketing and its application in real corporate world | |
| C03 | Analysis of environment affecting business ie, internal and external | |
| C04 | Knowledge about how products created and how the market is segmented | |
| C05 | Understanding the behaviour of customer, need and motive of purchase of products | |
| C06 | Basic knowledge about recent trends and latest models to study consumer behaviour in marketing | |
| C07 | Interpretation of new product development process | |
| C08 | Understanding how product is promoted and knowledge about price fixation and pricing strategies | |
| C09 | Studying various distribution channels through which the product is delivered to ultimate consumers | |
| Class B.Com II Semester | | Semester : Even |
| Subject: E-commerce | | Paper : UG |
| S.NO | Course Outcome | |
| CO1 | To inculcate the knowledge of internet among the students. | |
| CO2 | Students will be able to know about Wi-Fi, IP address and URL Address etc. | |
| CO3 | To understand the knowledge of different internet services. | |
| CO4 | To know about different types of information systems. | |
| CO5 | To know about E-Commerce and the application services provided by E-Commerce. | |
| CO6 | To understand about different E-Commerce models. | |
| CO7 | Students will be able to know about security issues in E-Commerce and essential security requirements for safe electronic payments . | |
| CO8 | Students will be able to know about M-Commerce and E-Government. | |

| | | |
|--|---|------------------------|
| Class : B.Com II Semester | | Semester – Even |
| Subject: Marketing Communication-II | | Paper: UG |
| Sr. No. | Course Outcome | |
| CO1 | To understand the concept of marketing communication | |
| CO2 | Knowledge about the different methods of marketing communication | |
| CO3 | To understand the meaning of advertising | |
| CO4 | To know about the characteristics of the advertising | |
| CO5 | Knowledge about the methods of advertising | |
| CO6 | To understand the meaning and characteristics of personal selling | |
| CO7 | Knowledge about the methods of personal selling | |
| CO8 | To understand the meaning and characteristics of Public Relations | |
| CO9 | Knowledge about the methods of Public Relations | |
| CO10 | To understand the meaning and characteristics of Sales Promotion | |
| CO11 | Knowledge about the methods of Sales Promotion | |
| CO12 | To gain the overview of target policies, strategies and methods of achievements | |
| CO13 | To have an understanding of meaning and importance of integrated communication in marketing | |
| CO14 | To explain the process of integrated communication in marketing | |
| CO15 | Overview of tools of integrated communication in marketing | |

| | | |
|---|---|------------------------|
| Class B.Com II Semester | | Semester – Even |
| Subject: Creativity in Advertising | | Paper: UG |
| Sr. No. | Course Outcome | |
| CO1 | To develop understanding about the concept of understanding | |
| CO2 | To know about the importance of advertising | |
| CO3 | Defining advertising messages | |
| CO4 | Knowledge about preparing and effective advertising copies | |
| CO5 | To understand about how to prepare an advertising appeal | |
| CO6 | Understanding about the elements of an print copy; headlines; illustration; body; slogan; logo etc. | |
| CO7 | Understanding about the elements of a broad cast copy | |
| CO8 | Have knowledge about copy for direct mail in flight advertising | |
| CO9 | Defining transit advertising | |

| | | |
|--|--|----------------------|
| Class B.Com II Semester | | Semester-Even |
| Subject-Business Environment of Haryana | | Paper-UG |
| S.NO. | COURSE OUTCOME | |
| Co1 | Understand The Meaning Of Haryana Economy,Its Nature,Characterstics,Problems And Concept Of Economic Development | |
| CO2 | After Studying The Meaning Of Haryana Economy They Will Be Able To Understand The State Of Haryana Economy Since Inception:Income,Population,Health&Nutrition And Declining Sex Ratio. | |

| | |
|-----|---|
| C03 | They Can Understand The Haryana Agriculture Nature, Cropping Pattern and The Role Of Agriculture In Haryana Economy |
| C04 | They Know That What Are The Measures For Development In Agriculture Crops Insurance. |
| C05 | Understand The Meaning Of Agriculture Credit,Agriculture Finance And Types Of Agriculture Finance. |
| C06 | Understand The Credit Needs Of Farmers: Sources Of Credit Institutional And Non Institutional Sources;NABARD; |
| C07 | They Are Able To Know About The Rural Indebtnes, Causes, Consequences And Debt Relief Measures. |
| C08 | Students Are Able To Understand About Meaning, Role, Performance And Challenges Of Micro,Small And Medium Enterprise In Haryana |
| C09 | They Can Understand About Sez And Growth Of MNCs In Haryana. |
| C10 | Know about the role of HSIIDC,HFC,HAFED,HKVIB. |
| C11 | Student will able to study about the Haryana budget its objective,policies and sources of revenues and its industrlisation. |

| | | |
|--|---|----------------------|
| Class B.Com II Semester | | Semester-Even |
| Subject- Computer Fundamentals and Logical Organization – I | | Paper-UG |
| S. No. | Course Outcomes | |
| 1 | They will familiarize with the Logical organization of Computer. | |
| 2 | They come to know about Combinational logic, Sequential logic. | |
| 3 | They enlightened their knowledge by learning the notion of Memory organization semiconductor RAMs and ROMs, Concept of micro-programming. | |
| 4 | They will exacerbate their knowledge about I/O interface, I/O transfer, direct memory access. | |

Class B.Com-Ist Semester

Semester : odd

Subject: Business data processing and PC software -II

Paper : UG

| S. No. | Course Outcomes |
|---------------|--|
| 1 | Students will gain the knowledge of Word-processor and its features. |
| 2 | They will learn about the concepts of Spreadsheet and its features. |
| 3 | They will grasp the ideas of the conceptions of Presentation Software , working with objects; designing, running and controlling electronic slide shows. |