

Department of Commerce

Course Outcome

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| 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 | |

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| 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 | |
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| 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 | |

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| 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 | |

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| 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. | |

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| 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. |

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| Class B.Com-Ist Semester | | Semester : odd |
| Subject: Computer Fundamentals and Logical Organization – I | | Paper : UG |
| S. No. | Course Outcomes | |
| 1 | They will be familiarized with the basics of Computers, Fundamentals of Computer, input-output devices, and memory. | |
| 2 | They will gain the knowledge of operating system and its functions, different operating systems for tabs, mobiles and desktop. Also the students will get to know about open source software like Linux, Ubuntu | |
| 3 | They will learn the concept of binary numbers, different binary codes, Boolean algebra and design of combinational circuits, memory organization and input output organization | |
| 4 | They will be acquainted with different application software like spreadsheets, and word processors. They will also come to know about the Introduction to computer network and its topologies. | |
| 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 | |

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| 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 enhance their knowledge by learning concepts of records and files, various types of file organizations. |
| 4 | They will increase their practical skills and increase their knowledge by learning to work in latest version of MS Word or Libra Office Writer and MS Excel or Libra Office Calc and will also learn the basic concepts of RDBMS. |

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| 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 |
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| 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. | |

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| 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 | |

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| 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 | |

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| 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. | |

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| 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. |

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| Class B.Com II Semester | | Semester-Even |
| Subject- Computer Fundamentals and Logical Organization – I | | Paper-UG |
| S. No. | Course Outcomes | |
| 1 | They will learn the basics of C language. | |
| 2 | They will know about all the operators and their hierarchy to work with expressions. | |
| 3 | They will get the knowledge of writing simple, control and loop statements | |
| 4 | They will learn the basics of the advance concepts of Arrays, Pointers and Functions, Structures and Unions, File structure. They will get the practical knowledge by developing simple programs | |

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| 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 Presentation Software and its features. They will grasp the ideas of working with objects; designing, running and controlling electronic slide shows. | |
| 2 | They will learn about the concepts of Desktop Publishing and its features of different DTP software packages. | |
| 3 | They will grasp the ideas of working on statistical data and data analysis by learning the basics of SPSS | |
| 4 | They will learn the basics of Mobile Applications | |