

B.Com 2013 Syllabus

Program outcomes (PO)

PO1-To develop basics and fundamentals of commerce, management and industry.

PO2-To develop curiosity and knowledge in various functional areas of business like marketing, finance, production, human resource, sales and technology.

PO3-To bridge the gap between theory and practice by undertaking wide surveys, minute observations and interacting with industry personnel and other organization.

PO4-To develop creative and analytical ability for problem solving.

PO5-To inculcate human, social, moral, spiritual and professional ethics and values.

PO6-To create awareness about environment protection and its sustainability.

PO7-To sensitize the students with the significance of gender just society.

PO8-To promote managerial leadership and social qualities.

PO9-To make better individuals and responsible citizens with value system.

Program Specific outcome (PSO)

The Institution offers subject of specialization especially at SYBCom and TYBCom. The specialization in the subject Marketing Management, Business Administration, Cost and Works Accounting are made available for more elective choices.

PSO-To impart knowledge with respect to basics and fundamentals of marketing.

PSO2-To brief marketing strategies, market research, market segmentation, marketing mix, relationship marketing and meta marketing .

PSO3-To understand and analyze latest marketing scenario and its impact on the functioning of business.

PSO4-To focus on the basic terminologies of administration, management and organization.

PSO5-To understand the financial aspects of business and to develop innovative methods, tools and techniques to overcome financial crises and crunches.

PSO6-To suggest and recommend new recruitment and selection methods.

PSO7-To ignite creative burners to have effective human resource management and ultimately human resource development for sustainability.

PSO8-To create professional managers, executives and officers to meet the dynamics of changing industries.

Course Outcomes

201 Business Communication

1. To understand the concept, process and importance of communication.
2. To develop awareness regarding new trends in business communication.
3. To provide knowledge of various media of communication.
4. To develop business communication skills through the application and exercises.

202 Corporate Accounting

- 1.To enable the students to develop awareness about Corporate Accounting in conformity with the provisions of Companies Act and Accounting as per Indian Accounting Standards.
- 2 To make aware the students about the conceptual aspect of corporate accounting
3. To enable the students to develop skills for Computerized Accounting
- 4.To enable the students to develop skills about accounting standards

203 Business Economics (Macro)

1. The objective of the course is to familiarize the students the basic concept of Macro Economics and application.
2. To Study the behaviour of the economy as a whole.
3. To Study the relationship among broad aggregates.
4. To apply economic reasoning to problems of the economy.

204 Business Management

1. To provide basic knowledge & understanding about business management concept.

2. To provide an understanding about various functions of management.

205 Elements of Company Law.

1. To impart students with the knowledge of fundamentals of Company Law.
2. To update the knowledge of provisions of the Companies Act of 2013.
3. To apprise the students of new concepts involving in company law regime.
4. To acquaint the students with the duties and responsibilities of Key Managerial Personnel.
5. To impart students the provisions and procedures under company law.

206 Business Administration

1. To provide basic knowledge about various forms of business organizations
2. To acquaint the students about business environment and its implications thereon.
3. To aware them with the recent trends in business

206 –I Cost and Works Accounting.

To Impart The Knowledge Of:

1. Basic Cost concepts.
2. Elements of cost.
3. Ascertainment of Material and Labour Cost.

206– H Marketing Management.

1. To orient the students recent trends in marketing management
2. To create awareness about marketing of eco-friendly products in the society through students
3. To inculcate knowledge of various aspects of marketing management through practical approach
4. To acquaint the students with the use of E-Commerce in competitive environment
5. To help the students understand the influences of marketing management on consumer behaviour

301. Business Regulatory Framework (Mercantile Law)

Objectives:-

1. To acquaint students with the basic concepts, terms & provisions of Mercantile and Business Laws.
2. To develop the awareness among the students regarding these laws affecting business, trade and commerce.

302 Advanced Accounting

Objectives:-

1. To impart the knowledge of various accounting concepts to instil the knowledge about accounting procedures, methods and techniques.
2. To acquaint them with practical approach to accounts writing by using software package.

303 (A) **Indian & Global Economic Development**

Objectives:

- 1) To expose students to a new approach to the study of the Indian Economy.
- 2) To help the students in analysing the present status of the Indian Economy.
- 3) To enable students to understand the process of integration of the Indian Economy with other economics of the world.
- 4) To acquaint students with the emerging issues in policies of India's foreign trade.

303 (B) **International Economics**

Objectives :

- 1) To study the theories of International Trade.
- 2) To highlight the trends and challenges faced by nations in a challenging global environment.

304 **Auditing & Taxation**

Objectives -: The Study of Various Components of this course will enable the students:

1. To acquaint themselves about the concept and principles of Auditing, Audit process, Assurance Standards, Tax Audit, and Audit of computerized Systems.
2. To get knowledge about preparation of Audit report.
3. To understand the basic concepts and to acquire knowledge about Computation of Income, Submission of Income Tax Return, Advance Tax, and Tax deducted at Source, Tax Collection Authorities under the Income Tax Act, 1961.

305 – a. **Business Administration -II**

Objective -: To acquaint the students with basic concepts & functions of HRD and nature of Marketing functions of a business enterprise.

305 – e. **Cost and Works Accounting. -II**

Objectives -:

1. To provide Knowledge about the concepts and principles application of Overheads
2. To provide also understanding various methods of costing and their applications.

Course Code -: 305 – h. **Marketing Management.-II**

Objectives of the Paper

1. To understand the concept and functioning of marketing planning and sales management
2. To know marketing strategies and organization
3. To inform various facets of marketing with regulatory aspects
4. To understand marketing in globalize scenario

306 – a. Business Administration -III

Objective -: To acquaint the students with the basic concepts in finance and production functions of a business enterprise.

306 – e. Cost and Works Accounting.-III

Objectives -:

- 1 To impart knowledge regarding costing techniques.
- 2 To provide training as regards concepts, procedures and legal Provisions of cost audit

306 – h. Marketing Management.-III

Objectives of the Paper

1. To know detailing of Marketing Research
2. To understand the role Brand and Distribution Management in marketing
3. To inform about Marketing and Economic Development
4. To Know of the importance of control on marketing activities