

| Program Name | Program Outcome |
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| Master of Commerce in Business Management (M.COM.-BM) | PO1: To give in-depth insight into subjects' likes Marketing, Supply Chain management, Entrepreneurial management Retail management etc. PO2: Develop overall team building and leadership qualities to achieve desired organisation objectives. PO3: Holistic development to create responsible citizenry leading to social and economic value for the nation. PO4: Managerial skill of the students are developed by adopting practical approaches such as case study, business games, assignment writing and application of digital technology. |



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| Program Name and Semester | Master of Commerce in Business Management (M.COM. -BM) Semester -I |
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| Course Name | Course Outcome |
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| Strategic Management | <p>CO1: Familiarization with the strategic management process.</p> <p>CO2: Understanding about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization.</p> <p>CO3: Understanding about the importance of strategy formulation and strategy implementation.</p> <p>CO4: Clarity about the strategies followed by different companies in the corporate world.</p> |
| Economics for Business Decisions | <p>CO1: Equip the students with basic tools of economic theory and its practical applications.</p> <p>CO2: To familiarize the students with the understanding of the economic aspects of current affairs and to analyse the market behaviour.</p> <p>CO3: Providing an insight into application of economic principles in business decisions.</p> <p>CO4: Discussion of some cases involving the use of concepts of business economics.</p> |
| Cost & Management Accounting | <p>CO1: To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business.</p> <p>CO2: To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates.</p> <p>CO3: To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates.</p> |
| Business Ethics & Corporate Social Responsibility | <p>CO1: To familiarize the learners with the concept and relevance of Business Ethics in the modern era.</p> <p>CO2: To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.</p> |



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| Program Name and Semester | Master of Commerce in Business Management (M.COM. -BM) Semester -II |
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| Research Methodology for Business | <p>CO1: To enhance the abilities of learners to undertake research in business & social sciences.</p> <p>CO2: To enable the learners to understand, develop and apply the fundamental skills in formulating research problems.</p> <p>CO3: To enable the learners in understanding and developing the most appropriate methodology for their research.</p> <p>CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research.</p> |
| Macro Economics concepts and Applications | <p>CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level.</p> <p>CO2: The learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies.</p> <p>CO3: To regularly read suggested current readings and related articles in the dailies and journals are analysed in class rooms.</p> |
| Corporate Finance | <p>CO1: To enhance the abilities of learners to develop the objectives of Financial Management.</p> <p>CO2: To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates.</p> <p>CO3: To enhance the abilities of learners to analyse the financial statements.</p> |
| E-Commerce | <p>CO1: To provide an analytical framework to understand the emerging world of e- commerce.</p> <p>CO2: To make the learners familiar with current challenges and issues in e- commerce.</p> <p>CO3: To develop the understanding of the learners towards various business models.</p> <p>CO4: To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business.</p> <p>CO5: To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.</p> |



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| Program Name and Semester | Master of Commerce in Business Management (M.COM. -BM) Semester -III |
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| Marketing Strategies and Practices | <p>CO1: Students acquire the knowledge of Marketing Strategies, Designing Marketing Plans and types.</p> <p>CO2: Students understand concepts like Marketing Mix, SBU, SWOT and defensive Marketing strategies.</p> <p>CO3: Students learn about environmental analysis and customer value.</p> <p>CO4: Students become aware about recent trends in marketing strategies.</p> |
| Human Resource Management | <p>CO1: Students get the knowledge about the basics of Human resource management, HRP and Recruitment and selection procedure.</p> <p>CO2: Students relate information about Human Resource Development through the knowledge of the training techniques and performance appraisal of the organizations.</p> <p>CO3: Students get to know the laws related to human resources through the information about the various acts and labour legislation.</p> <p>CO4: Students classify the knowledge about the emerging trends like welfare of the employees in various areas. Students get understanding of the facilities given to the employees and their welfare.</p> |
| Entrepreneurship Management | <p>CO1: Students understand entrepreneurial culture and various theories of entrepreneurship.</p> <p>CO2: Students relate SWOC analysis and importance of social entrepreneurship.</p> <p>CO3: Students extract government schemes for women entrepreneurship in India.</p> <p>CO4: Students analyze business idea, formulation of project and feasibility analysis.</p> |
| Project Report and Viva Voce | <p>CO1: To widened theoretical knowledge with the help of practical knowledge.</p> <p>CO2: To develop practical and analytical thinking skill.</p> <p>CO3: To develop problem solving skill.</p> <p>CO4: To identify the gap analysis between theory and practical aspects.</p> |



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| Program Name and Semester | Master of Commerce in Business Management (M.COM. -BM) Semester -IV |
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| Advertising and Sales Management | <p>CO1: Students understand the basics of the advertising with the help of behavioural models, advertising agencies and media.</p> <p>CO2: Students access the information about Creativity, Social and Regulatory Framework of Advertising.</p> <p>CO3: Students relate the knowledge of the basics of the sales management sales force management and sales organizations.</p> <p>CO4: Students learn about the Sales Planning, Controlling and recent trends which are available in the sales management.</p> |
| Retail Management | <p>CO1: Acquaintance with the Introduction to Retailing Strategies.</p> <p>CO2: Familiarity with Retailing Strategies & Plans.</p> <p>CO3: Knowledge of Retail Market Environmental Trends & Building Customer Value.</p> <p>CO4: Describe the Recent Trends in Retail Marketing Strategies.</p> |
| Supply Chain Management | <p>CO1: Students can apply knowledge to assess and manage an effective supply chain operation.</p> <p>CO2: Become familiar with current supply chain theories, practices and concepts to solve the real life problems and provide solution to it.</p> <p>CO3: Students to enable to measure and analyse the value and efficiency of Global Supply Chain Networks.</p> <p>CO4: Strengthen integrative management analytical and problem-solving skills.</p> |
| Project Report and Viva Voce | <p>CO1: To widened theoretical knowledge with the help of practical knowledge.</p> <p>CO2: To develop practical and analytical thinking skill.</p> <p>CO3: To develop problem solving skill.</p> <p>CO4: To identify the gap analysis between theory and practical aspects.</p> |

