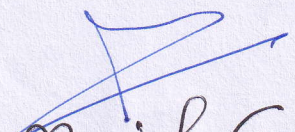


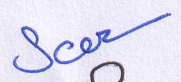


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UNIVERSITY

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PO, PEO, PSO and CO
of
(Commerce)


(Dr. Manish Gupta)

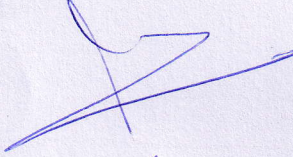

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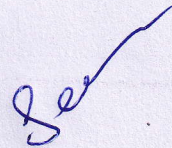


Sant Baba Bhag Singh University

POs, PSOs and Cos

Department of Commerce


Dr. Manish Gupta



Dr. Pooja Garg
(Dem)



SANT BABA BHAG SINGH UNIVERSITY, KHALA -1430030, JALANDHAR

Institute Name:	UICM	
Department Name:	Commerce	
Programme Name:	<u>M.Com</u>	
Number of Semesters	4	
Vision:	Committed to provide excellence and value education in commerce for having happy and successful life	
Mission:	1. To provide quality education by equipping students with information and skills in the Commerce stream.	
	2. To enable them to reach intellectual maturity to become inspired leaders and researchers globally.	
	3. To prepare the students to become successful entrepreneur.	
Details of Programme Educational Objectives, Program Outcomes, Program Specific Outcomes		
S.No.	Programme Educational Objective (PEO) (The Graduate/Undergraduate will be able to....)	
1	PEO1.	Develop successful entrepreneurs and professionals in the field of Banking, Insurance, industries etc.
	PEO2.	Develop the analytical skills and decision making capability among students.
	PEO3	Pursue capable of making positive contribution to society as ethical and responsible citizens.
	PEO4	Develop the capability of self employment and enable them to recognize the need for adapting to change.
Programme Outcomes (PO)(At the end of Programme/Degree mentioned above , the graduates will		
2	PO1.	Impart knowledge regarding the tools and techniques of Investment Analysis.
	PO2.	Gain knowlegde about national and international trends in the field of Commerce.
	PO3	Build entrepreneurial and leadership qualities among students.
	PO4	Re-introduce students with traditional as well as contemporary areas in the discipline of Commerce.
Programme Specific Outcomes (PSO)		
3	PSO1.	Students will get the knowlegde of international accounting and business which will enable them to deal in globalised economy .
	PSO2.	To create awareness in application oriented research through research for business decisions.
	PSO3	Students will learn various tax planning methods and ways to resolve the issues concerned with it.
	PSO4	Students will get indepth knowledge in security markets and ways to manage the risks involved in markets by use of Financial Derivatives.

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Dr. Suresh Chag
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Institute Name		UICM			
Department Name:		Commerce			
Programme Name:		M.Com			
Number of Semesters		4			
S. No	Semester	Course Name	Course Code	Course Outcomes	
1		Managerial Economics	COM501	The students will be able:	
				CO1	To analyze statistical data using measures of central tendency, dispersion and location and Derive the probability density function of transformation of random variables
				CO2	To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
				CO3	To solve a range of problems using the techniques covered.
2		Business Statistical Analysis	COM511	The students will be able:	
				CO1	To analyze statistical data using measures of central tendency, dispersion and location and Derive the probability density function of transformation of random variables
				CO2	To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
				CO3	To solve a range of problems using the techniques covered.
3		Organisation Behaviour	MGT503	The students will be able:	
				CO1	To familiarized with individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decisionmaking, and motivational theories.
				CO2	To demonstrating the applicability of the concept of organizational behavior to understand the behavior of people in the organization
				CO3	To demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people
4		Business Environment	COM507	The students will be able	
				CO1	The students will be able to explain the concept of the various constituents of environment and their impact on businesses.
				CO2	To get knowledge about the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business.
				CO3	To outline how an entity operates in a business environment.
5		Modern Accounting Theory & Reporting Practices	COM509	The students will be able	
				CO1	To understand and apply knowledge of human communication and language processes as they occur across various contexts
				CO2	To understand and evaluate key theoretical approaches used in the interdisciplinary field of communication
				CO3	To develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others
6		Workshop on IT applications in Commerce	CSA515	The students will be able	
				CO1	To get in-depth knowledge of IT and its importance for the area of their expertise
				CO2	To demonstrate the features and functions of major categories of applications software
				CO3	To impart basic understanding of computer hardware and software with their application in commerce
7		Advanced Communication skills	ENG507	The students will be able	
				CO1	To get in-depth knowledge of IT and its importance for the area of their expertise.
				CO2	To demonstrate the features and functions of major categories of applications software.
				CO3	To impart basic understanding of computer hardware and software with their application in commerce
8		Research methodology in Business	COM512	The students will be able	
				CO1	To get in-depth knowledge of IT and its importance for the area of their expertise.
				CO2	To imparts the knowledge about thesis writing, hypothesis testing and preparing research proposals
				CO3	To inculcate the qualities of a good researcher
9		Operation Research techniques	COM516	The students will be able:	
				CO1	To understand the applications of the operations research to business and industry and use them to grasp the significance of analytical approach to decision making.
				CO2	To solve the problem of transporting the products from origins to destinations with least transportation cost. Identify there sources required for a project and generate a plan and work schedule.
				CO3	To formulate and solve mathematical model (linear programming problem) for a physical situations like production, distribution of goods and economics.
10		Financial management	COM502	The students will be able:	
				CO1	To Inculcate the knowledge of management of finances.
				CO2	To understand concepts regarding formulation of financial policies and strategies.
				CO3	To familiarize overall importance of effective financial management for development of an organization.
		Corporate Legal Environment	COM504	The students will be able:	
				CO1	To impart knowledge about concept of corporate governance and the standards for good governance
				CO2	To inculcate the awareness of professional ethics and corporate social responsibility among students.

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11		Corporate Regime For Business and Ethical Practices	COM506	CO3	To familiarize with application so flega implications to business activities.
					The students will be able:
				CO1	To familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.
12				CO2	To orient students into the ethical orientation invarious functional areas of management decision making
				CO3	To enable the students to differentiate various ethical and unethical practices.
		Advanced Human Resource Management	COM508		The students will be able:
				CO1	To inculcate the qualities of career management and creating personal development plans among learners
13				CO2	The learners will get familiarized with the impact of unwanted behavior in the workplace
				CO3	To sharpening communication and inter-personal skills fortraining
		Workshop on Statistical E-Tool for Research	COM514		The students will be able:
				CO1	• To familiarize with analysis of data with software.
14				CO2	• To enhance proficiency of students in statistical analysis.
				CO3	To inculcate the qualities of a good researcher.
		StrategicCost Management	COM601		The students will be able:
				CO1	To Understand the concepts, characteristics, delivery models and benefits of cloud computing
15				CO2	To Understand the different characteristics of public, private and hybrid cloud deployment models.
				CO3	To Understand the key security and compliance challenges of cloud computing and the key technical and organizational challenges
		Management control Systems	COM607		The students will be able:
16				CO1	To acquaint the students with management control system in an organisation.
				CO2	To describe models and methods relating to reporting, communication, decision making and accountability in the management control area.
				CO3	To apply models and methods of management control in different areas.
		International Economic Organizations	COM609		The students will be able:
				CO1	To impart knowledge about economic integration and their impact on different countries.
17				CO2	To explain how the international policies made by the economic organization would effect the different countries economy.
				CO3	To defines the types of international economicintegration by understanding the purpose andsignificance of international organizations
		Financial markets, institutions & services	COM611		The students will be able:
				CO1	To gain knowledge about financial market conditions and their impact in the economy.
18				CO2	To effectively communicate the components of money with it's regulatory system.
				CO3	To familiarize learners with the importance of mutual funds, LIC, investment companies' and oher financial institution's activities and its affect on development process.
		Banking legislations	COM615		The students will be able:
				CO1	To acquire knowledge about the legal & regulatory framework of the banking system and the various laws and amendments.
19				CO2	To know the various legal functions performed by banks for their customers.
				CO3	To know about the contribution of banking sector including NBFCs in an economy.
		Accountingfor Insurance& Banking Companies	COM617		The students will be able:
				CO1	To study the accounting practices followed by insurance andbanking companies and to provide them the knowledge of regulatory framework guiding these companies
20				CO2	To understand the basic concepts and terms of insurance andbanking companies.
				CO3	To prepare the financial statements of insurance and bankingcompanies.
		Internet Marketing	COM619		The students will be able:
				CO1	To identify the current trends in Internet marketing and e- commerce
21				CO2	To explain how technology changes traditional marketing communication
				CO3	To understand online consumer behaviour, internet strategy (including business models), internet marketing communications, and analytics.
		Brand and Retail Management.	COM621		The students will be able:
				CO1	To apply basic branding concepts to make their ownbrand and starting their own business
22				CO2	To Understand how brands are developed, its pre-requisites and process
				CO3	To understand the concept of retail management and application of retail management principles and to know how retail management works
		Service Marketing	COM623		The students will be able:
				CO1	To know the concept of services, how services contributeto country's economic development

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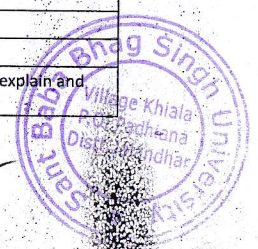


23			CO2	To familiarize themselves with the application of service quality models as a useful framework for service quality in an organisation.
			CO3	To know how to segment and target markets for services
	Corporate Tax Planning	COM602		The students will be able:
			CO1	To work in corporate sector relating to procedure.would be able to work in corporate sector relating to procedure.
24			CO2	It help students to keep them updated with Finance Act applicable for respective financial year.
			CO3	It help students to know about various provisions relating to Income Tax Act 1961
	Workshop on Commodity Derivatives & Risk Management	COM626		The students will be able:
			CO1	To familiarize the students with global commodity derivative markets.
25			CO2	Fundamental concepts such as value-at- risk based margin calculation, seasonality, minimum variance hedge ratio, basis risk, commodity index creation, pricing and valuation of derivatives contracts
			CO3	To enable the students to differentiate various ethical and unethical practices.
	Security Analysis & Portfolio Management	COM608		The students will be able:
			CO1	To learn about the analysis and appraisal of securities. It discusses the application of various theories of Portfolio management and stock selection for analysis of active and passive investment strategies, and measurement of portfolio performance.
26			CO2	To invest in securities in such a way so as to minimize risk and maximise return.
			CO3	To explain how technology changes traditional marketing communication
	Financial Risk management	COM610		The students will be able:
			CO1	To know the basic concepts of risk and various types of risk associated with financial sector.
27			CO2	To know various techniques of risk identification and taking corrective actions for minimizing risk.
			CO3	To facilitates the application of risk management process as well as principles of risk management.
	Financial Derivatives	COM612		The students will be able:
			CO1	To explain how technology changes traditional marketing communication
28			CO2	To familiarize the students with application of derivative in problem solving concerned with foreign exchange risk, portfolio risk and interest rate risk etc.
			CO3	To explain the uses of financial engineering and risk management approaches.
	Insurance & Risk Management	COM614		The students will be able:
			CO1	To know the fundamental principles of Insurance and the various types of Insurance.
29			CO2	To apply the theories of risk management in the field of Insurance Sector
			CO3	To demonstrate competency in assessing the types of risks faced by the financial institutions and individuals and recommending insurance policy coverage accordingly
	Principles & Practices of Insurance	COM616		The students will be able:
			CO1	To know the fundamental principles of Insurance and the various types of Insurance.
30			CO2	To understand what insurance is, why insurance works and how to determine insurance needs
			CO3	To familiarize themselves with major insurance products, such as life insurance, health insurance, property and liability insurance
	Merchant Banking & Financial Services	COM618		The students will be able:
			CO1	To understand online consumer behaviour, internet strategy (including business models), internet marketing communications, and analytics.
31			CO2	To understand the role of financial services in the development of the capital market and the economy of the country.
			CO3	To understand the role of financial services in the development of the capital market and the economy of the country.
	Marketing Research & Consumer Behaviour	COM620		The students will be able:
			CO1	To demonstrate how knowledge of consumer behaviour can be applied to marketing
32			CO2	To use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
			CO3	In designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour
	International Marketing	COM622		The students will be able:
			CO1	To develop skills in researching and analyzing trends in global markets and in modern marketing practice to define, explain and illustrate the marketing.

Dr. M. Vish Gupta

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33				CO2	To define, explain and illustrate the marketing principles that together constitute the field of study known as international marketing;
				CO3	To assess an organization's ability to enter and compete in international markets
		Supply Chain Management	COM624		The students will be able:
				CO1	To gain a sound foundation in the technical knowledge necessary in the field of supply chain management
				CO2	To become familiar with current supply chain management trends, understand and apply the current supply chain theories, practices and concepts, utilizing case problems and problem-based learning situations
34				CO3	To learn the uses and application of computer-based supply chain optimization tools including the use of selected state of the art supply chain software suites currently used in business
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Dr. Suresh Garg
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SANT BABA BHAG SINGH UNIVERSITY, KHALA -1430030, JALANDHAR

Institute Name:	UICM
Department Name:	Commerce
Programme Name:	<u>B.Com</u>
Number of Semesters	6
Vision:	Committed to provide excellence and value education in commerce for having happy and successful life
Mission:	<ol style="list-style-type: none"> 1. To provide quality education by equipping students with information and skills in the Commerce stream. 2. To enable them to reach intellectual maturity to become inspired leaders and researchers globally. 3. To prepare the students to become successful entrepreneur.

Details of Programme Educational Objectives, Program Outcomes, Program Specific Outcomes

S.No.	Programme Educational Objective (PEO) (The Graduate/Undergraduate will be able to....)	
1	PEO1.	To Provide basic indepth knowledge of accounting, taxation and laws.
	PEO2.	To pursue research in their chosen field of commerce.
	PEO3	To demonstrate team spirits,skills and values continue to learn and adapt to change throughout their professional career.
	PEO4	To collaborare industry with acadmia to have practical exposure.

Programme Outcomes (PO)(At the end of Programme/Degree mentioned above , the graduates will

2	PO1.	Design solutions for economic problems and design case study, processes to meet to meet the industry specifications.
	PO2.	Recognize the need for preparation and the ability to engage in life-long learning in the context of technological change.
	PO3	Develop and strengthen theoretical and applied aspects of commerce for preparing the students for higher education and research.
	PO4	Be able to learn independently by acquisition of business skills.

Programme Specific Outcomes (PSO)

3	PSO1.	The graduates will be exposed about entrepreneurship.
	PSO2.	The Course will integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
	PSO3	The course will inculcate ethical values , team work , leadership and managerial skills.
	PSO4	The students will be able to demonstrate knowledge and understanding of management principles and apply these to one's own work to manage multidisciplinary environments.

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Institute Name:		UICM			
Department Name:		Commerce			
Programme Name:		B.Com			
Number of Semesters		6			
S. No	Semester	Course Name	Course Code	Course Outcomes	
1	1	Business Organization and Management	COM101	The students will be able:	
				CO1	To know the concept of business & to understand the management and its application to the various sphere of corporate world.
				CO2	To apply management concepts and approaches including planning, organizing, and controlling organizational resources, preparing for and managing organizational change and managing people.
				CO3	To make the students able to describe the different ways in which organisations may be structured
2	1	Business Laws	COM103	The students will be able:	
				CO1	To know conceptual areas such as industry, human resources and production.
				CO2	Communicate effectively using standard business and legal terminology.
				CO3	To Identify the fundamental legal principles behind contractual agreements.
3	1	Financial Accounting	COM107	The students will be able:	
				CO1	To understand the basic fundamentals of the accounting and Accounting mechanism necessary for the preparation of the financial statements.
				CO2	To Develop the ability to use a basic accounting system to create, record, classify, and summarize the data in order to solve a variety of business problems.
				CO3	To use accounting information to solve a variety of business problems.
4	1	Communication Skills –I	ENG121	The students will be able:	
				CO1	To understand the art of fluent communication by enhancing their speaking, reading, listening as well as writing skills.
				CO2	To demonstrate knowledge of communication theory and its application.
				CO3	To understand the process of communication and its effect on giving and receiving information.
5	1	Environmental Sciences	EVS001	The students will be able:	
				CO1	To acquaint with their natural environment by providing them knowledge about what it constitutes and the problems faced by it in the current scenario.
				CO2	To understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
				CO3	To understand primary environmental problems (e.g., invasive species, climate change, small populations, water pollution) and the science behind those problems and potential solutions.
6	2	Functional Management	COM102	The students will be able:	
				CO1	To know the different aspects of functional departments in the organization.
				CO2	To communicate the major concepts in the functional areas of accounting, marketing, finance, IT and management
				CO3	To describe the legal, social, ethical and economic environments of business in global context.
7	2	Statistics for Business	COM104	The students will be able:	
				CO1	To know the statistical tools and techniques for its application in the business.
				CO2	To interpret statistical analysis tools commonly used in the workplace.
				CO3	To choose a statistical method for solving practical problems.

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8	2	Advanced Accounting	COM108		The students will be able:
				CO1	To understand the accounting practices followed under different business structures.
				CO2	To understand the basic concepts and principles of accounting.
				CO3	To learn about different types of Accounts in business.
9	2	Risk Managemnet	COM114		The students will be able:
				CO1	while starting a business, they would learn to accept risks associated with property, reputation and finance.
				CO2	Identify and categorise the various risks faced by an organization;
				CO3	Explain various risk control measures available
10	2	Communication Skills-II	ENG114		The students will be able:
				CO1	To master four skills namely listening, speaking, reading and writing.
				CO2	To understand the various types of opportunities in the field of communication.
				CO3	The students will be able to display competence in oral, written and visual communication
11	3	Cost Accounting	COM201		The students will be able:
				CO1	To develop students' knowledge of Cost Accountancy to help them understand the basics of the subject
				CO2	To help students to understand cost accounting knowledge, such as terminology and fundamentals
				CO3	To help them in solving problems and making decisions based on the results of the solutions
12	3	Corporate Laws	COM203		The students will be able:
				CO1	To impart understanding of Corporate Law
				CO2	To understand the applicability of Companies Act and its provisions under various sections
				CO3	To understand the various provisions related to appointment, power, liabilities and removal of directors of companies
13	3	Corporate Accounting	COM205		The students will be able:
				CO1	To acquire knowledge about basic corporate accounting with the relevant accounting standards.
				CO2	To make students familiar with corporate accounting procedures
				CO3	To provide in-depth knowledge of preparation of various accounts related to corporate field
14	3	Consumer Behaviour	COM207		The students will be able:
				CO1	To understand the psychology of consumers.
				CO2	Possess the qualities to become a good marketer.
				CO3	Become successful entrepreneur by learning consumer psychology in better way.
15	4	Management Accounting	COM202		The students will be able:
				CO1	To understand the importance of the subject through analysis and interpretation of financial statements, calculation of ratios and their analysis. and also of preparation of funds flow and cash flow statement with a view to prepare management reports for decision making.
				CO2	Students will learn relevant managerial accounting skills by applying both quantitative and qualitative knowledge to their future careers in business.
				CO3	To recognize the importance of application of management accounting concepts in managerial decision making process
		Banking and Insurance	COM204		The students will be able:
				CO1	To acquaint with Indian Banking Sector and Insurance industry.
				CO2	To acquaint the knowledge of banking, insurance and capital market law along with fundamental legal knowledge.

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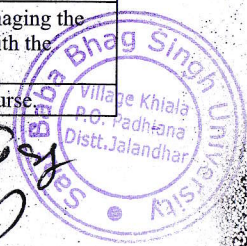
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16	4			CO3	To understand the various elements of regulation and control in the insurance and banking industry.
		Direct Tax Laws	COM206		The students will be able:
				CO1	To compute the taxable income under different heads
17	4			CO2	To demonstrate progressive learning of various taxation issues
				CO3	To acquire the ability to apply the knowledge of the provisions of the Direct Tax
		Business Economics-I	COM208		The students will be able:
				CO1	To Understand various Sectors of Economy
18	4			CO2	To understand the Economic environment for survival and growth of business
				CO3	Apply various theories while making business decisions
		Financial Management: Concepts and Techniques	COM301		The students will be able:
					To understand the overall role and importance of finance function.
19	5			CO2	To understand and Judge the merits of leasing over borrowing to purchase assets.
				CO3	Describe the common factors influencing dividend policy.
		Introduction to GST	COM302		The students will be able:
				CO1	To acquire the knowledge of Indirect Tax Laws prevailing in India.
20	6			CO2	To understand and make use of knowledge of GST rules in taking managerial decisions in various tax related matters
				CO3	To gain working knowledge on GST and application of the same in the organizations
		Workshop on Innovations, Business models and entrepreneurship	COM332		The students will be able:
21	6			CO1	To become first generation businessman and industrialists
				CO2	To know how to promote small cottage and local industries
				CO3	To encourage self employment tendencies and promote employment
		Emerging trends in Commerce	COM219		The students will be able:
				CO1	To attain fundamental knowledge of different issues faced in progress and prospects of commerce in India.
22	3			CO2	To be be aware about applications of theoretical concept of accounts to practice
				CO3	To acquaint with new trends, methods and procedures available for solving various business problems
		Computer Application in Business	COM216		The students will be able:
				CO1	This course will enable the student to familiarize with the concept of fundamental IT and its applications
23	4			CO2	Demonstrate the features and functions of major categories of applications software.
				CO3	Impart basic understanding of computer hardware and software with their application in commerce
		Tally Computer based Accounting Software	COM218		The students will be able:
				CO1	This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.
24	4			CO2	To make students aware about the use of accounting software named as Tally.ERP 9 in the accounting field
				CO3	To inculcate the required skills on students and make them employable as Tally data entry operator
		Business Marketing	COM317		The students will be able:
					The course aims at making the students understand concepts, processes and techniques of managing the marketing operations of a firm with a view to better understand the complexities associated with the marketing function.
				CO1	
				CO2	Students will be able to understand the dynamics of marketing in business by studying this course

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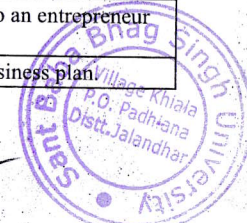


25	5			CO3	The students will be able to apply the theoretical marketing concepts to the practical situations
		Personnel Management	COM319		The students will be able:
				CO1	To familiarize students with the concepts of Human resources in the organization and their roles in the Business Concerns.
				CO2	To enable Students of HRM to possess the skill set required by today's HR professionals
26	5			CO3	This course enables the students to make an appropriate staffing decision which includes recruitment and selection
		E-Marketing	COM320		The students will be able:
				CO1	To understand the importance and uses of E- Marketing.
				CO2	Describe in detail the implementation of an e-marketing plan, including the management of necessary internal organisational change
27	6			CO3	Explain and illustrate the use of search engine marketing, online advertising and online marketing strategies.
		Contemporary Accounting	COM322		The students will be able:
				CO1	To analyse emerging and contemporary accounting issues.
				CO2	Enable the students to identify and analyze the developments of contemporary accounting issues.
28	6			CO3	The students will be able to adapt and apply strategic tools developed from the discipline of accounting in different decision-making environments.
		Business Economics-II	COM221		The students will be able:
				CO1	To understand the concepts of cost, revenue, nature of production and its relationship to Business operations.
				CO2	To analyse the causes and effects of changes in real GDP
29	5			CO3	To understand the theories and behaviour of demand and supply.
		Financial Reporting Analysis	COM223		The students will be able:
				CO1	To check the financial position of any company or organisation.
				CO2	To take various investment decisions.
30	5			CO3	Do the SWOT analysis of any company or organisation
		Indian Economy	COM324		The students will be able:
				CO1	Students will be able to understand the different sectors of the Indian economy.
				CO2	It will result in an understanding of govt policies and programs.
31	6			CO3	Students will understand the economic reforms in India and the problems of the Indian economy.
		Supply Chain Management	COM326		The students will be able:
				CO1	To understand and apply the concepts, the current supply chain theories and practices
				CO2	To understand the important role of supply chain management in today's business environment.
32	6			CO3	Acquire the knowledge about warehouse management.
		Entrepreneurship	COM303		The students will be able:
				CO1	To enable the learners to understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.
				CO2	To understand the process of entrepreneurship and the institutional facilities available to an entrepreneur in India
33	5			CO3	To enable the learners to know the process of starting a new venture and create their business plan

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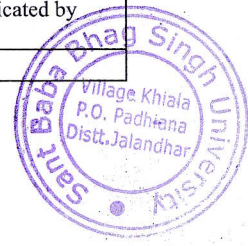
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34	5	Social and Business Ethics	COM305		The students will be able:
				CO1	The course aims to educate how the adoption of Business Ethics by organizations not only discourages corporate wrong-doing, but also contributes substantially to the achievement of corporate excellence.
				CO2	To understand the principles of moral decision-making in global business
				CO3	To understand the concept of corporate social responsibility and to understand how competitive advantage maps on to corporate social responsibility
35	5	Cyber Crime and Laws	COM321		The students will be able:
				CO1	Familiarize the students about various threats to computer security
				CO2	Impart knowledge about modern trends in technology
				CO3	Create awareness about the safe use of technology.
36	5	Compensation Management	COM315		The students will be able:
				CO1	To acquire the knowledge about rational and contemporary compensation system in modern organizations
				CO2	To gain knowledge on Economic and Behavioural Dimensions of Compensation Management
				CO3	to understand and design compensation system
37	5	A Strategic Approach To Business Environment	COM323		The students will be able:
				CO1	To get aware with all the external environmental forces which affect the decision-making process of an organization.
				CO2	This course enables the students to apply conceptual learning skills in today's business environment.
				CO3	To evaluate organizational decisions with consideration of the political, legal and ethical aspects of business
38	5	Tourism Management	COM325		The students will be able:
				CO1	To Plan, organize and control resources for effective tourism operations.
				CO2	To create, apply, and evaluate marketing strategies for tourism destinations and organization.
				CO3	To Develop and evaluate tourism policy and planning initiatives.
39	6	Basics of Auditing	COM304		The students will be able:
				CO1	To acquire an introduction to the principles and practices of Auditing.
				CO2	To acquire a basic understanding of generally accepted auditing standards, audit reporting, and the theory and methodology of auditing.
				CO3	To understand the various stages of Auditing.
40	6	Financial Services Management	COM312		The students will be able:
				CO1	To acquire basic knowledge of Management of financial services.
				CO2	To interpret the nature and role of financial services
				CO3	To understand the various types of financial services such as merchant banking, factoring services, credit rating services etc.
41	6	Advertising And Sales Management	COM314		The students will be able:
				CO1	To understand the principles of advertising and sales management.
				CO2	Demonstrate preparation of evaluation tools for promotion and advertising campaigns, as indicated by suggested methods in projects, assignments, and tests.
				CO3	Identify the terms and concepts that are commonly used in promotion and advertising, as indicated by performance on tests, projects, and assignments
		Customer Relationship	COM316		The students will be able:

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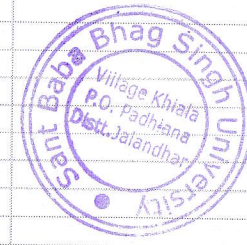


		Management		CO1	To critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs
				CO2	To make students able to understand the consumer behaviour and their buying process
42	6			CO3	To plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format.
		Psychology For Managers	COM318		The students will be able:
				CO1	Apply an understanding of psychological and social influences on human behaviour to objectively analyze one's own interpersonal experiences and relationships.
				CO2	Students will be able to apply psychology-specific content and skills, effective self-reflection, project-management skills, teamwork skills, and career preparation.
43	6			CO3	Students will understand and engage in ethically and socially responsible behaviours for professional and personal settings in a landscape that involves increasing diversity
		Training And Development	COM328		The students will be able:
				CO1	The course will train the students to understand the learning environment of a firm. The knowledge so obtained will make them capable of providing training to Human Resource of a business firm.
				CO2	To develop a strong conceptual understanding of the principles which impact how adults learn and be able to apply these principles to work settings.
44	6			CO3	To understand the impact and use of technology on the field of training today.

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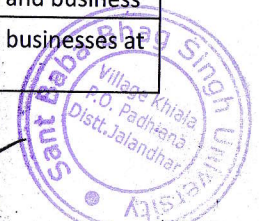
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SANT BABA BHAG SINGH UNIVERSITY, KHIALA -1430030, JALANDHAR		
Institute Name:	UICM	
Department Name:	Commerce	
Programme Name:	B.Com Hons	
Number of Semesters	6	
Vision:	Committed to provide excellence and value education in commerce for having happy and successful life	
Mission:	1. To provide quality education by equipping students with information and skills in the Commerce stream.	
	2. To enable them to reach intellectual maturity to become inspired leaders and researchers globally.	
	3. To prepare the students to become successful entrepreneur.	
Details of Programme Educational Objectives, Program Outcomes, Program Specific Outcomes		
S.No.	Programme Educational Objective (PEO) (The Graduate/Undergraduate will be able to....)	
1	PEO1.	To meet the industrial requirements.
	PEO2.	Possess a wide range of managerial traits along with the skills that would build qualities in specific areas of business.
	PEO3	To face the challenges in the field of commerce and business in present era.
	PEO4	To persue career in their chosen field of Banking & Insurance, Accounting & Finance and International business.
Programme Outcomes (PO)(At the end of Programme/Degree mentioned above , the graduates will		
2	PO1.	Possess in-depth knowledge of Accounting, Finance, Taxation and corporate laws.
	PO2.	Be prepared for post graduate studies and to achieve success in their professional careers.
	PO3	implement acquired knowledge in business practices.
	PO4	Achieve a strong foundation of knowledge in different areas of Commerce.
Programme Specific Outcomes (PSO)		
3	PSO1.	After successful completion of degree, The graduates can further enhance their knowledge by pursuing career in various professional courses like M.Com, MBA, CA, ICWA, ICMA and Law etc.
	PSO2.	The graduate will be able to possess inter-personal and professional business communication skills.
	PSO3	The graduate will possess knowledge of various basic laws and legalisations related to commerce and business
	PSO4	The degree will upgrade the learners with practical skills which they can apply to manage various businesses at regional as well as global business levels.

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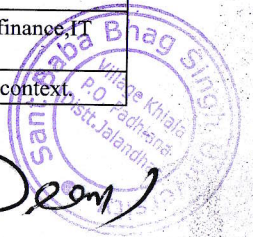
Institute Name:	UICM
Department Name:	Commerce
Programme Name:	B.Com Hons
Number of Semesters	6

Details of Course Outcomes

S. No	Semester	Course Name	Course Code	Course Outcomes	
1	1	Business Organization and Management	COM101		The students will be able:
				CO1	To know the concept of business & to understand the management and its application to the various sphere of corporate world.
				CO2	To apply management concepts and approaches including planning, organizing, and controlling organizational resources, preparing for and managing organizational change and managing people.
				CO3	To make the students able to describe the different ways in which organisations may be structured
2	1	Business Laws	COM103		The students will be able:
				CO1	To know conceptual areas such as industry, human resources and production.
				CO2	Communicate effectively using standard business and legal terminology.
				CO3	To Identify the fundamental legal principles behind contractual agreements.
3	1	Financial Accounting	COM107		The students will be able:
				CO1	To understand the basic fundamentals of the accounting and Accounting mechanism necessary for the preparation of the financial statements.
				CO2	To Develop the ability to use a basic accounting system to create, record, classify, and summarize the data in order to solve a variety of business problems.
				CO3	To use accounting information to solve a variety of business problems.
4	1	Communication Skills -I	ENG121		The students will be able:
				CO1	To understand the art of fluent communication by enhancing their speaking, reading, listening as well as writing skills.
				CO2	To demonstrate knowledge of communication theory and its application.
				CO3	To understand the process of communication and its effect on giving and receiving information.
5	1	Environmental Sciences	EVS001		The students will be able:
				CO1	To acquaint with their natural environment by providing them knowledge about what it constitutes and the problems faced by it in the current scenario.
				CO2	To understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
				CO3	To understand primary environmental problems (e.g., invasive species, climate change, small populations, water pollution) and the science behind those problems and potential solutions.
6	2	Functional Management	COM102		The students will be able:
				CO1	To know the different aspects of functional departments in the organization.
				CO2	To communicate the major concepts in the functional areas of accounting, marketing, finance, IT and management
				CO3	To describe the legal, social, ethical and economic environments of business in global context.

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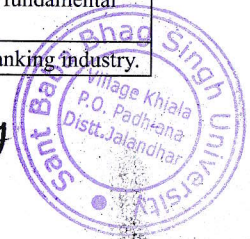
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7	2	Statistics for Business	COM104		The students will be able:
				CO1	To know the statistical tools and techniques for its application in the business.
				CO2	To interpret statistical analysis tools commonly used in the workplace.
				CO3	To choose a statistical method for solving practical problems.
8	2	Advanced Accounting	COM108		The students will be able:
				CO1	To understand the accounting practices followed under different business structures.
				CO2	To understand the basic concepts and principles of accounting.
				CO3	To learn about different types of Accounts in business.
9	2	Communication Skills-II	ENG114		The students will be able:
				CO1	To master four skills namely listening, speaking, reading and writing.
				CO2	To understand the various types of opportunities in the field of communication.
				CO3	The students will be able to display competence in oral, written and visual communication
10	3	Cost Accounting	COM201		The students will be able:
				CO1	To develop students' knowledge of Cost Accountancy to help them understand the basics of the subject
				CO2	To help students to understand cost accounting knowledge, such as terminology and fundamentals
				CO3	To help them in solving problems and making decisions based on the results of the solutions
11	3	Corporate Law	COM203		The students will be able:
				CO1	To impart understanding of Corporate Law
				CO2	To understand the applicability of Companies Act and its provisions under various sections
				CO3	To understand the various provisions related to appointment, power, liabilities and removal of directors of companies
12	3	Corporate Accounting	COM205		The students will be able:
				CO1	To acquire knowledge about basic corporate accounting with the relevant accounting standards.
				CO2	to make students familiar with corporate accounting procedures
				CO3	To provide in-depth knowledge of preparation of various accounts related to corporate field
13	4	Management Accounting	COM202		The students will be able:
				CO1	to understand the importance of the subject through analysis and interpretation of financial statements, calculation of ratios and their analysis. and also of preparation of funds flow and cash flow statement with a view to prepare management reports for decision making.
				CO2	Students will learn relevant managerial accounting skills by applying both quantitative and qualitative knowledge to their future careers in business.
				CO3	To recognize the importance of application of management accounting concepts in managerial decision making process
14	4	Banking and Insurance	COM204		The students will be able:
				CO1	To acquaint with Indian Banking Sector and Insurance industry.
				CO2	To acquaint the knowledge of banking, insurance and capital market law along with fundamental legal knowledge.
				CO3	To understand the various elements of regulation and control in the insurance and banking industry.

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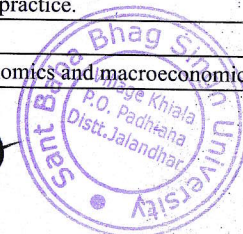
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15	4	Direct Tax Laws	COM206		The students will be able:
				CO1	to compute the taxable income under different heads
				CO2	to demonstrate progressive learning of various taxation issues
				CO3	To acquire the ability to apply the knowledge of the provisions of the Direct Tax
16	5	Financial Management Concepts and Techniques	COM301		The students will be able:
				CO1	To become able to assess and analyse the financial environment in the local and international markets
				CO2	To impart understanding of Financial management
				CO3	To acquaint with the knowledge of evaluation of economic condition and relating them to financial decision in the organization along with current taxation systems.
17	5	Fundamental of Operation Research	COM307		The students will be able:
				CO1	To acquaint with the applications of the operations research to business and industry and help them to grasp the significance of analytical approach to decision making.
				CO2	To Solve the problem of transporting the products from origins to destinations with least transportation cost. To identify the resources required for a project and generate a plan and work schedule.
				CO3	To formulate and solve mathematical model (linear programming problem) for a physical situations like production, distribution of goods and economics.
18	6	Introduction to GST	COM302		The students will be able:
				CO1	To acquire the knowledge of Indirect Tax Laws prevailing in India.
				CO2	To understand and make use of knowledge of GST rules in taking managerial decisions in various tax related matters
				CO3	To gain working knowledge on GST and application of the same in the organizations
19	6	Auditing	COM304		The students will be able:
				CO1	To acquaint with the knowledge of auditing practice.
				CO2	To understand and apply the technical and ethical principles which govern the professional practice of preparing financial and non-financial reports and their audits.
				CO3	To acquaint with the development of a critical attitude, logical thought and scepticism in selecting the best alternative of action.
20	1	Micro Economics	COM109		The students will be able:
				CO1	To facilitate the students to learn the concepts of economics and apply them in real life situations.
				CO2	To provide knowledge about the usefulness of economics in human' s life
				CO3	To acquaint with the knowledge of differtiation between microeconomics and macroeconomics
21	1	Business Mathematics	MAT211		The students will be able:
				CO1	To make students familiar with the mathematical techniques which are widely used in business.
				CO2	To help students solve the problems in the areas of business calculus, simple and compound interest account, use of compound interest account, loan and consumer credit.
				CO3	To impart knowledge and skills with practical problems in economic practice.
					The students will be able:
				CO1	To understand macroeconomics and differentiate between micro economics and macroeconomics.

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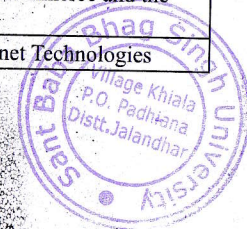


22	2	Macro Economics	COM110	CO2	To be able to Demonstrate an understanding of the nature and construction of macroeconomic data
				CO3	To demonstrate an understanding of issues regarding the value and limitations of monetary and fiscal policy.
					The students will be able:
23	2	Introduction to Foreign Exchange Management	COM112	CO1	To acquaint with the knowledge of various risks to the business and industry and to acquire skills in Risk management.
				CO2	To explain the affects of import and export of a country on it's balance of payment position
				CO3	To provides the solutions for rectification of imbalanced position due to exchange of currencies
					The students will be able:
24	3	Banking and Financial System	COM211	CO1	To impart understanding of Indian Banking And Financial system.
				CO2	To understand the all important concepts pertaining to banking operations
				CO3	To understand the modern banking functions and its types.
					The students will be able:
25	3	Financial Market operation	COM213	CO1	To impart understanding of Indian Financial Market Operations
				CO2	To familiarize the students about all the rules and regulations of money market
				CO3	To impart the knowledge about working of security market of India
					The students will be able:
26	3	International Business Operations	COM215	CO1	To acquaint the students with the International Business Operations
				CO2	To inculcate the knowledge of international trading
				CO3	To explain how integration of economies affect domestic concerns
					The students will be able:
27	4	Electronic Banking and Risk Management	COM210	CO1	To discover risk management principles and to understand functioning in a business environment, developing an awareness of the challenges, the tools, and the process of designing and implementing a risk management program.
				CO2	To impart knowledge about technology upgradation in banking sector
				CO3	To create awareness about various challanges faced while engaging in e-banking services
					The students will be able:
28	4	Emerging Trends in Accounting	COM212	CO1	To impart understanding of Emerging Trends in Accounting.
				CO2	To understand various challanges arises while dealing in international business environment
				CO3	To impart knowledge about contemporary issues that effects normal business and Accounting practices
					The students will be able:
29	4	International Logistics Management	COM214	CO1	To provide basic knowledge of International Logistics management
				CO2	To understand the role and importance of logistics in modern day economy
				CO3	To understand the various components of logistics subsystem
					The students will be able:
30				CO1	To impart knowledge about the fundamental principles of E-Business and E- Commerce and the role of Management
				CO2	To get familiarized with underlying used technologies with emphasis on Internet Technologies

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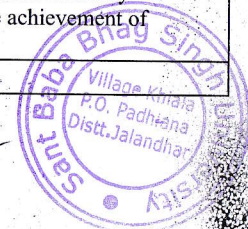
*Dr. Suresh Garg
(Dean)*



	3	E-Commerce	COM217	CO3	To recognize the impact of Information and Communication technologies, especially of the Internet in business operations
					The students will be able:
				CO1	To acquaint with the concept of fundamental IT and its applications
				CO2	To demonstrate the features and functions of major categories of applications software.
31	4	Computer Application in Business	COM216	CO3	To impart basic understanding of computer hardware and software with their application in commerce
					The students will be able:
				CO1	To impart knowledge regarding concepts of Financial Accounting through Tally
				CO2	To be aware about use of accounting software named as Tally.ERP 9 in accounting field
32	4	Computer Application in Business-Practical	COM218	CO3	To be employable as Tally data entry operator
					The students will be able:
				CO1	To get basic knowledge of Insurance Marketing and its impact on decision-making.
				CO2	To analyse the role and operation of marketing in the insurance industry.
33	5	Insurance Marketing	COM309	CO3	To analyse the role of communication in the marketing of insurance products and services.
					The students will be able:
				CO1	This course is an analysis leading to the appraisal and pricing of securities. It discusses the application of Modern Portfolio Theory, analysis of active and passive investment strategies, and measurement of portfolio performance.
				CO2	To enable the students to invest in securities in such a way so as to minimize risk and maximise return
34	5	Portfolio Management	COM311	CO3	To understand various alternatives available for investment.
					The students will be able:
				CO1	To impart understanding of International financial management.
				CO2	To make students aware about understanding Foreign exchange and its relevance to survival of Companies in international markets
35	5	International Financial Management	COM313	CO3	To provide knowledge about International fund flow and about International Financial markets and Instruments
					The students will be able:
				CO1	The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.
				CO2	This course aims to make students able to understand the process of entrepreneurship and the institutional facilities available to an entrepreneur in India
36	5	Entrepreneurship	COM303	CO3	To enable the learners to know the process of starting a new venture and create their business plan.
					The students will be able:
				CO1	The course aims to educate that the adoption of Business Ethics by organizations not only discourages corporate wrong-doing, but also contributes substantially in the achievement of corporate excellence.
37				CO2	To understand the principles of moral decision-making in global business

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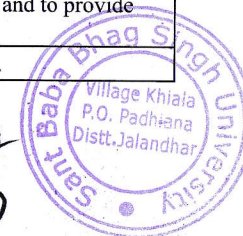
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38	5	Social and Business Ethics	COM305	CO3	To understand the concept of corporate social responsibility and to understand how competitive advantage maps on to corporate social responsibility
					The students will be able:
				CO1	provide the knowledge about rational and contemporary compensation system in modern organizations
				CO2	This course will help students to gain knowledge on Economic and Behavioural Dimensions of Compensation Management
39	5	Compensation Management	COM315	CO3	This course aims to make students able to understand and design compensation system
					The students will be able:
				CO1	The course aims at making the students understand concepts, processes and techniques of managing the marketing operations of a firm with a view to better understand the complexities associated with the marketing function.
				CO2	Students will be able to understand the dynamics of marketing in business by studying this course
40	5	Business Marketing	COM317	CO3	The students will be able to apply the theoretical marketing concepts to the practical situations
					The students will be able:
				CO1	To familiarize with the concepts of Human resources in the organization and their roles in Business Concerns
				CO2	To enable Students of HRM to possess the skill set required by today's HR professionals
41	5	Personnel Management	COM319	CO3	This course enables the students to make an appropriate staffing decision which includes recruitment and selection
					The students will be able:
				CO1	To familiarize the students about various threats to computer security
				CO2	To impart knowledge about modern trends in technology
42	5	Cyber Crime and Laws	COM321	CO3	To create awareness about the safe use of technology.
					The students will be able:
				CO1	To Equip the students with specialised knowledge in field of taxation system
				CO2	To Equip the students for self employment and application oriented jobs in govt, PSUs and private organisations
43	5	Workshop on E-filing Income Tax and GST	COM331	CO3	to get opportunity to learn indian taxation system and enhance their skills in field of taxation
					The students will be able:
				CO1	This course aims at orienting the students with all the external environmental forces which affect the decision making process of an organization.
				CO2	This course enables the students to apply conceptual learning skills in today's business environment.
44	5	A Strategic Approach to Business Environment	COM323	CO3	To yaluate organizational decisions with consideration of the political, legal and ethical aspects of business
					The students will be able:
				CO1	To study the accounting practices followed by insurance and banking companies and to provide them the knowledge of regulatory framework guiding these companies.
45		Accounting for Banking		CO2	To understand the basic concepts and terms of insurance and banking companies.

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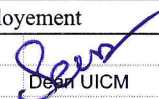
	6	& Insurance Companies	COM306	CO3	To prepare the financial statements of insurance and banking companies
					The students will be able:
46	6	Strategic Financial Management	COM308	CO1	This Course aims at understanding various financial management concepts and to apply financial management theories and techniques for strategic decision making and informed analysis. It aims at enabling them to manage basic corporate finance transactions besides investing more profitably and operate more efficiently.
				CO2	This course will help the learns to get familiarized with functions of financial management and decisions
				CO3	To know various theories on capital structure and dividend policy
					The students will be able:
47	6	International Marketing Management	COM310	CO1	The objective is to broaden the horizon of students by familiarizing him with the international marketing scenario
				CO2	The aim is to make learners able to analyze about international marketing, its opportunities and promotional policies of the governments to augment trade
				CO3	To develop sustainable competitive advantage and international marketing strategies that are designed to increase the chances for the firm to be successful in a foreign market
					The students will be able:
48	6	Financial Services Management	COM312	CO1	To provide basic knowledge of Management of financial services.
				CO2	To interpret the nature and role of financial services
				CO3	To understand various types of financial services such as merchant banking, factoring services, credit rating services etc.
					The students will be able:
49	6	Advertisement and Sales Management	COM314	CO1	To provide an understanding of the principles of advertising and sales management.
				CO2	To demonstrate preparation of evaluation tools for promotion and advertising campaigns, as indicated by suggested methods in projects, assignments, and tests.
				CO3	To identify the terms and concepts that are commonly used in promotion and advertising, as indicated by performance on tests, projects, and assignments
					The students will be able:
50	6	Customer Relationship Management	COM316	CO1	To critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs
				CO2	To understand the consumer behaviour and their buying process
				CO3	To plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format.
					The students will be able:
51	6	Psychology For Managers	COM318	CO1	To apply an understanding of psychological and social influences on human behavior to objectively analyze one's own interpersonal experiences and relationships.
				CO2	To apply psychology-specific content and skills, effective self-reflection, project-management skills, teamwork skills, and career preparation.
				CO3	To understand and engage in ethically and socially responsible behaviors for professional and personal settings in a landscape that involve increasing diversity
					The students will be able:

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				CO1	To understand the importance and uses of E Marketing.
				CO2	Describe in detail the implementation of an e-marketing plan, including the management of necessary internal organisational change
3752	6	E-Marketing	COM320	CO3	Explain and illustrate the use of search engine marketing, online advertising and online marketing strategies;
					The students will be able:
				CO1	The course will train the students to understand the learning environment of a firm. The knowledge so obtained will make them capable of providing training to Human Resource of a business firm.
				CO2	To develop a strong conceptual understanding of the principles which impact how adults learn, and be able to apply these principles to work settings.
3753	6	Training and Development	COM328	CO3	To understand the impact and use of technology on the field of training today.
					The students will be able:
				CO1	To become first generation businessman and industrialists
				CO2	To know how to promote small cottage and local industries
54	6	Workshop on Innovations, Business models and entrepreneurship	COM332	CO3	To encourage self employment tendencies and promote employment
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