



DEPARTMENT OF COMMERCE
Sadiya College, Chapakhowa
Tinsukia, Assam-786157

COURSE OUTCOME OF FYUGP (COMMERCE)

COURSE TITLE & PAPER CODE	COURSE OUTCOME
Course Title: BUSINESS ORGANISATION AND MANAGEMENT Course Code:C-1	CO1: Demonstrate the distinctive features of various business organizations. CO2: Demonstrate the understating of different functions of management. CO3: Apply the various concepts of authority, delegation of authority and decentralization. CO4: Apply the theories of motivation for managing human resources in organizations. CO5: Analyse the stand and role of Indian ethos in the context of management in Indian organizations. CO6: Analyse the role and pattern of communication in organizations. CO7: Apply the concepts of subaltern management ideas in real work situation
Title of the Course: INDIAN BANKING SYSTEM Course Code: MINCOM1	CO1: Understand the functions of banks, types of banks, and digitisation of banks, inherent meaning and composition of Financial System. CO2: Explain the concepts of retail relationship banking, universal banking and their importance. CO3: Explain the non-banking functions of Indian banks and dealing with third party financial products by banks CO4: Interpret the new development in the banking industry.



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Title of the Course: MARKETING MANAGEMENT Course Code: MINCOM1	CO 1: Understand firm grasp on the Fundamentals of Marketing. CO 2: Analyse Consumer Behaviour and Market Segmentation: CO 3: Explain functional Comprehension of branding and product development: CO 4: Evaluate pricing strategies and Their Significance. CO 5: Utilize Promotion Strategies: CO 6: Employ effective Distribution Channels and Logistics Strategies:
Title of the Course: FINANCIAL MANAGEMENT-I Course Code: MINCOM1	CO1: Understand the concept of Financial Management, its functions, scope, and the objectives of financial management. CO2: Demonstrate the understating of working capital of a business entity and various sources of it. CO3: Apply the various tools for taking long term investment decisions required for project implementation. CO4: Apply the best possible capital structure of an entity by selecting few sources of finance based on cost and other related matters. CO5: Apply the theories of dividend policy in case of a corporate entity declaring dividend. CO6: Apply the concepts of dividend payout and retained earnings.
Course Title: BASICS OF HUMAN RESOURCE Course Code: GEC-1C	CO1: Demonstrate a basic grasp of HRM concepts and functions.



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	CO2: Demonstrate a firm grasp of the Recruitment and Selection. CO3: Analyse the role of HRP in the context of Recruitment and Selection. CO4: Demonstrate a strong grasp on the concept of placement and induction in organizations.
Course Title: FUNDAMENTALS OF ACCOUNTING Course Code: GEC-1A	CO1: Understand the concept of accounting and how accounting is done in regards to various branches. CO2: Explanation of basic terminology of accounting which are important for performing accounting. CO3: Understand the guidelines and concepts which should be following at the time of performing accounting like business entity concept, money measurement concept, cost concept etc. CO4: Understand the concepts of bank reconciliation statement and process involved in bank reconciliation. CO5: Understand the difference in preparation of final accounts for profit and non-profit making business organization.
Course Title: MARKETING FOR BEGINNERS Course Code: GEC-1B	CO 1: Understand operational grasp of the fundamentals of marketing: CO 2: Develop efficient Product and Services Strategies: CO 3: Utilize Pricing Frameworks and Strategies: CO 4: Develop and Implement Effective Promotional Strategies



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	CO 5: Conceptual Clarity on Distribution Channels:
Course Title: TOURISM MANAGEMENT Course Code: SEC-1B	CO1: Demonstrate understanding of tourism concepts and products. CO2: Demonstrate understating of various primary constituents of the tourism industry. CO3: Apply the various concepts of planning and development and other management functions in the context of the tourism industry. CO4: Analyse the importance and management of human resources in this people-centric industry. CO5: Analyse the marketing functions of tourism. CO6: Apply the concepts of tourism management in tourism career choice and planning.
Title of the Course: FINANCIAL ACCOUNTING Course Code: C-2	CO1: Analysing Financial Statements to assess the financial health and performance of a company CO2: Application of Accounting Principles and Accounting Standards in the preparation of Financial Statements CO3: Demonstrating the knowledge of Accounting for Partnership firm and Single-Entry System CO4: Creating Accounts of Non-Profit Organization CO5: Demonstrating the knowledge of Depreciation Accounting.



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	CO6: Application of Hire Purchase and Instalment System of Accounting in Business organizations.
Course Title: Principles of Insurance Course Code: Minor	CO1: Demonstrate understanding of significance of Insurance in different economic development of society CO2: Demonstrate understanding of different principles of Insurance. CO3: Demonstrate understanding of Introduction to Life Insurance Policies and Annuity. CO4: Application of various Market-Operations of Insurance companies
Title of the Course: COST ACCOUNTING Course Code: MINCOM2	CO1: Demonstrating the knowledge of ascertaining different costs and Cost accounting. LO1.1: Explain the differences between Cost accounting and Financial Accounting, Installation of Costing system and Role of cost accountant in an Organization. LO1.2: Explain the process of preparation of Cost sheet. CO2: Application of different elements of costs; Material and Labour. LO2.1: Discuss the Material/ Inventory control techniques, Methods of pricing of material issues and Treatment of Material losses. LO2.2: Discuss the Labour control techniques, Methods of wage payments and Incentive scheme. CO3: Demonstrating the knowledge of elements of costs; Overheads LO3.1: Explain the classification allocation, apportionment, and absorption of overheads. LO3.2: Discussing the treatment of certain items in costing.



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	CO4: Application of Costing Methods.
Title of the Course: BASICS OF INCOME TAX Course Code: GEC-2A	CO1: Understand the basic concept of direct tax and its related terms like assessee, assessment year, previous year, residential status and tax incidents. CO2: Understand various heads of income on which income tax will be imposed. CO3: Understand the concept of income from capital gain and their tax incidents. CO4: Create income tax return by applying the concept of tax deducted at source, advance tax, set off and carry forwards.
Title of the Course: SALES MANAGEMENT Course Code: GEC-2B	CO 1: Recognize the Role of Personal Selling and Sales Management. CO 2: Organize effective sales tactics. CO 3: Manage Sales Force Effectively. CO 4: Develop and Implement Sales Strategies. CO 5: Effectively handle Personal Selling Objectives and Sales Cycle.
Title of the Course: CAREER PLANNING AND DEVELOPMENT Course Code: GEC-2C	• CO1: Demonstrate knowledge of primary concepts and dimensions of Career Development. • CO2: Analyse different behavioural traits to plan career development. • CO3: Analyse corporate competencies under varying organizational roles and contexts.



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	• CO4: Analyse the choice of career options based on behavioural traits and competencies. • CO5: Demonstrate understanding of career development theories and their corresponding role in the process. • CO6: Analyse the role of information systems and strategic approach in career planning.
Title of the Course: EVENT MANAGEMENT Course Code: SEC-2	After studying this course, the students should be able to identify the various prospects and operational mechanics of the event management industry. CO1: Demonstrate understanding of the basic characteristics of events and principles of event management. CO2: Demonstrate understating of the logistics and budgetary dimensions of event management. CO3: Analyse the various aspects of event planning. CO4: Analyse various components of the event marketing function. CO5: Analyse the role of communication and public relations in event marketing. CO6: Demonstrate knowledge about the risk elements associated with event management.
Title of the Course: BUSINESS ECONOMICS Course Code: C-3	The student should be able to consider and interpret the primary economic factors that influence business operations and thereby, be able to take more calculated business decisions.



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	CO1: Demonstrate basic understanding of the nature and scope of business economics. CO2: Demonstrate the understating of differences between micro and macroeconomics. CO3: Apply the knowledge of demand and supply in interpreting economic theories in the context of business decisions. CO4: Apply the theories costs in calculation and management of business costs. CO5: Analyze the consumption theories and relate them to business decisions in respect of demand, supply, procurement, production and others. CO6: Demonstrate understanding of different types of market structure. CO7: Apply the knowledge about factors of production in interpreting production decisions.
Title of the Course: Entrepreneurship Course Code : C-4	CO 1: Explore the fundamental concepts of entrepreneurship: CO 2: Analyze competing theories of entrepreneurship: CO 3: Evaluate the relationship between entrepreneurship and economic development: CO 4: Study the Behavioural Patterns of Entrepreneurs



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	CO 5: Analyse Industrial Policies and Their Impact on Entrepreneurship.
Title of the Course: INTRODUCTION TO STOCK MARKET Course Code: Minor 3	CO1: Understand the role and importance of Indian Stock market and SEBI. CO2: Analyse various Stock market Terminologies CO3: Application of different method of Online Transaction in the stock Market. CO4: Explain the role of Different types of investors, Depositories, and the concept of Dematerialisation.
Title of the Course: Introduction to Investing and Trading Course Code: SEC-3A	CO1: Demonstrating understanding of investing and trading. CO2: Analyse the structure of capital market of India CO3: Demonstrate Understanding of major stock exchange of India CO4: Investing and trading in stock market by opening DEMAT account
Title of the Course: RETAIL MARKETING Course Code: GEC-3B	CO1: Demonstrate understanding of the basic elements of retailing. CO2: Analyse various aspects of store location and layout. CO3: Apply the knowledge of marketing mix to implement necessary steps in retail product planning and management. CO4: Apply the knowledge of marketing mix to implement



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	necessary steps in retail pricing and promotion. C05: Demonstrate Knowledge about the functioning of non-store based retailing. C06: Analyse the ethical dimensions of retailing. • C07: Apply knowledge about legal issues of retailing in decision making.
Title of the Course: Labour Welfare and Social Security Code: GEC-3C	• CO1: Demonstrate understanding of the concept and dimensions of labour welfare. • CO2: Demonstrate understanding of labour security and safety. • CO3: Analyse the functioning and significance of different labour welfare agencies. • CO4: Analyse the various legal provisions and schemes in respect of social security and labour welfare.
Title of the course: Business Environment Course Code: C-5	Course Outcome: C01: Understand the concept of Business environment. C02: Demonstrate the factors of Business environment and their impact on business. C03: Analyse the ethical issues in business, Environmental Scanning. C04: Identify various internal and external factors that affect a business. Apply the theories of motivation C05: Analyse the impact of various such



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	factors and how it play role in business performance. CO6: Apply the concepts of Business process outsourcing (BPO), KPO in the business on experimental basis. CO7: Identify the legal provision relating to protection under the cyber law, analyse the impact of information technology and its impact on business environment.
Course Title: Advanced Marketing Management Course Code: C-6	CO 1: Grasp the Components of the Marketing Mix: CO 2: Analyse Consumer Behaviour and Product Strategies CO 3: Explore Promotion Strategies and Service Marketing CO 4: Have a firm Grasp the concepts and importance of branding and packaging. CO 5: Develop and Apply Marketing Research.
Course Title: Advanced Financial Management Course Code: C-7	CO1: Demonstrate the overview of Financial Management CO2: Application of Theories of Capital Structure. CO3: Analyse the concept of Cost of Capital and its practical application CO4: Demonstrate understanding of different theories of Dividend CO5: Apply the techniques of working capital management in Investment Decision making.



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Course Title: Business Statistics Course Code: C-8	CO1: Understand the meaning of central tendency and various methods of measures of central tendency. CO2: Understand various methods of data analysis and their working mechanism. CO3: Understand the concept of probability and various theories under probability. CO4: Understand the concept of index numbers and its types.
Title of the Course: Cyber Crime and Security in Banks Course Code: Minor 4	CO1: Demonstrate understanding of Cyber Crime CO2: Understanding the channels of Cyber Security CO3: Apply the cyber security mechanism in Financial Transactions CO4: Demonstrate the understanding of Regulatory Framework of Cyber Security in Banks
Course Title: Advanced Human Resource Management Course Code: C- 9	CO1: Demonstrate knowledge of basic HR concepts. CO2: Analyse various aspects of HRP. CO3: Demonstrate understanding of the training and development process adopted by organizations. CO4: Analyse various modern concepts and practices in HRM. CO5: Demonstrate understanding of compensation management.



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	CO6: Analyse different contemporary dimensions of HRM.
Course Title – Business law Course Code – C 10	CO1: Analysing various concepts of contracts and understand the requisites of valid contract and sale: CO2: Understanding the rules as to a contract of sale: CO3: Demonstrating the knowledge of Negotiable Instruments Act, 1881: CO4: Demonstrating the knowledge of Consumer Protection Act. 1986 CO5: Demonstrating the provisions of Partnership Act, 1932 and LLP Act, 2008:
Title of the Course: Banking Law and Practice Course Code: C-11	CO1: Understand history of Indian Industry and its evolution, growth and development. CO2: Learn how to select banks bank to avail banking services for personal and official use. CO3: Explain various types of banks available in India and various legal formalities to be adhered by bank offer banking services. CO4: Identify main provisions of Negotiable Instrument Act, RBI Act which are to follow strictly by the bankers. CO5: Analyse the new development takes place in the financial platform and new services added to list of banking services. . CO6 Develop skill for effective customer interaction, adhering to



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	regulatory norms and addressing diverse account holder needs.
Course Title: Consumer Behaviour Course Code: C-11	Course Outcome: • CO1: Analyse the consumer decision-making process: • CO2: Efficiently apply Different Consumer Behaviour Models: • CO3: Evaluate the socio-cultural influences on consumers: • CO4: Design strategies based on customer data: • CO5: Analyse Personal and Psychological Influences on Consumer Behaviour:
Course Title: Advanced Financial Accounting Course Code: C 11	CO1: Analysing Financial Statements to assess the financial health and performance of a company: CO2: Understanding the provisions of Amalgamation of Companies: CO3: Creating accounts of Holding Companies and preparing Consolidated Financial Statements: CO4: Creating accounts of Banking Companies and Insurance Companies:
Course Title: Indian Financial System Course Code: C - 12	COURSE OUTCOMES: CO1: Demonstrate an understanding on the structure of Financial System in India:



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	CO2: Understanding the functioning of Financial Institutions: CO3: Demonstrating the knowledge of Financial Services and Mechanism of Stock Exchange in India. CO4: Demonstrating the constituents of Financial Market.
Course Title: Security Analysis Course Code: C-13	CO1: Analysing the basics of Investment. CO2: Understanding the working of Securities Market and concept of Risk and Return. CO3: Apply tools and techniques of Security analysis. CO4: Evaluate the rationale of Efficient Market Hypothesis.
Course Title: Service Marketing Course Code: C-13	CO1: Demonstrate a firm comprehension of the fundamentals of service marketing: CO2: Develop and manage service products and brands: CO3: Apply pricing strategies for services: CO4: Develop the capability to offer quality services and manage customer expectations. CO5: Analyze the service marketing environment:
Course Title: Microfinance Course Code: C-14	CO1: Understand the inherent meaning of micro finance in Indian context. CO2: Understand the various components of micro finance.



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	CO3: Explain the role of the regulators like NABARD in developing micro finance mechanism in the financial system. CO4: Demonstrate the importance of various Micro Finance Institutions (MFIs) operating in India. CO5: Analyse the new development takes place in the micro finance scenario.
Course Title: Advanced Advertising Management Course Code: C-14	CO1: Demonstrate firm grasp of the concepts and functions of advertising and promotion: CO2: Craft effective advertising messages: CO3: Develop advertising plans and make informed decisions: CO5: Gain proficiency in enhanced persuasion and communication in advertising: CO6: Analyse the Effectiveness of Advertising Campaigns:
Course Title – Financial Statement Analysis Course Code –C 14	CO1: Analysing the need of financial statements and the various tools for analysing such statements. CO2: Demonstrate understanding of the significance of Accounting Ratios. CO3: Preparing Cash Flow Statement. CO4: Understanding the way of reporting financial performance as per Accounting Standards, IFRS and GAAP.
Title of the Course: Insurance Regulatory Framework Course Code: C-15	CO1: Understand the basics of insurance service, its importance to the people and other stakeholders.



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	CO2: History of Indian Industry and its evolution, growth and development. Learn how to select banks bank to avail banking services for personal and official use. CO3: Explain various types of insurance available in India and various legal formalities to be adhered by banks to offer banking services. CO4: Identify the main regulatory provisions to control the corporates insurance houses provisions of Negotiable Instrument Act, RBI Act which are to follow strictly by the bankers. CO5: Analyse the new development takes place in the insurance market. CO6 Develop skill for effective customer interaction, adhering to regulatory norms and addressing diverse policy holder needs.
Course Title: Agricultural and Rural Marketing Course Code: C-15	CO1: Demonstrate a firm grasp of the relevant concepts Agricultural Marketing. CO2: Examine the Dynamics of Rural Marketing. CO3: Demonstrate a reasonable comprehension of Agri-logistics and Supply Chain Management. CO4: Analyse Financial Models for Agricultural and Rural Marketing. CO5: Apply Marketing Mix Principles to Rural Markets. CO6: Display improves comprehension of agricultural market environments.
Course Title: Income Tax Law and Practice Course Code: C-15	CO1: Understand the basic concept of direct tax and its related terms like assesses,



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	assessment year, previous year, residential status and tax incidents. o CO2: Understand various heads of income on which income tax will be imposed. o CO3: Understand the concept of income from capital gain and their tax incidents. o CO4: Understand the concept of tax deducted at source, advance tax , set off and carry forwards. CO5: Understand the concept of gross total income, slabs of income or taxation along with various deduction schemes offered by Income tax act 1961.
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