

## **Programme and Course Outcome**

### **Department of Commerce**

### **Programme: B.COM & M.COM**

#### **B.COM (Bachelor of Commerce)**

##### **Programme Outcome**

B.Com (Bachelor of Commerce) is one of the most preferred career-oriented programs. The B.Com graduates can pursue Post Graduate studies like M.Com, MBA, MCA, ICWA, ISCI, etc. The students have plenty of career options after completing their graduation in commerce such as:-

- **Chartered Accountant (CA) and Company Secretary (CS)**

Most students take up commerce just to become a CA or CS. It is one of the best career options for all commerce students. There is a high demand for CAs and it opens up more opportunities, especially in business. Chartered accountants can make a career in Banking (Private & Government), Public Limited Companies, Auditing Firms, Finance Companies, Legal Firms, Mutual Funds, broking Firms, Patent Firms, Investment Houses, Copyright Registers, etc.

- **Lecturer/Professor**

After completing their graduation, the students can pursue a Master's degree and then apply for the National Eligibility Test. The NET is conducted to determine the eligibility for Junior Research Fellowship Award or Assistant Professor. A lecturer's job provides a stable salary and gives a chance to constantly increase knowledge.

- **Banker**

To become a banker, students need to complete an internship and an investment banking program to get a license. An MBA degree improves their career options. A banker should have good communication skills; love to help people, good in sales marketing knowledge, multi-tasking proficiency.

- **Government Jobs**

After completing your B.com, one can apply for most of the competitive government job exams because the minimum eligibility criterion is graduation. One can apply for Civil Services Exams (IAS, IES, and IPS), SSC CGL, Railway RRB Exams and banking Exams (IBPS PO, IBPS Clerk, SBI PO, and RBI etc.).

- **Human Resource Development Management**

Students of B. Com. can also pursue a Masters in Human Resource Management. HR officials assess policies relating to personnel management and describe the effects of these policies on roles and operations within the company. There are different career opportunities available for HR like Administrative Services Manager, Labour Relations Specialist, Human Resources Specialists, Training and Development Managers, etc.

- **Legal Advisor/Attorney**

No doubt, a law degree has a good career scope. But one has to gain experience first to understand the profession and skills required to become a lawyer. A person needs to get a Bachelors Law Degree or LLB recognized by Bar Council of India to practice law in India. To pursue a 3-year LLB course, the minimum eligibility is s Bachelor's degree with at least 50% marks. There is no age limit.

- **Chief Accountant/Chief Internal Auditor**

Again, a good career choice for commerce graduates is Institute of Cost & Works Accountants of India (ICWAI). After completing ICWAI course, a student can pursue M.Phil. Or PhD or join as a Financial Controller, Cost Controller, Chief Internal Auditor and Chief Accountant, etc.

- **Certified Management Accountant (CMA)**

The CMA is offered by the Institute of Management Accountants (IMA), USA and the content is regularly reviewed by the Institute of Certified Management Accountants (ICMA). The required skills for CMA are financial planning, analysis, control, decision support, and professional ethics.

- **Market Researcher**

The work of a market researcher is to study the market trend, market competitors before launching any new product. There are different works of a market researcher, like meeting and liaising with clients to negotiate and agree on research projects, analysing and interpreting data to identify patterns and solutions, including surveys and focus on group transcript. Further, they can become research executive, senior researcher, account director etc.

### **Programme Specific Outcome**

The main objective of curriculum of B.Com (Bachelor of Commerce) is to build a strong foundation of knowledge in different areas of Commerce. The curriculum offers a number of specializations and practical exposures that would enable the students to face the

contemporary issues and challenges in the field of commerce and business. On the completion of the Course the students will be capable of the following:-

- To develop the skill of applying concepts and techniques in commerce.
- To develop an attitude for working effectively and efficiently in business environment.
- To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
- To provide exposure to the students about entrepreneurship.
- To enable students to be capable of making decisions at personal and professional level.

### Course Outcome

Course	Course Outcome
Financial Accounting	<p>Running business without accounting is just like a blind person driving a high-speed car. He may know how to do business, but he would be blind to important signals that accounting gives him. Accounting is engaged in almost everything in learners' way of life whether they know it or not, and its importance can sometimes be neglected. Everything needs accounting. Whether you are a physician, or a common office manager, you would still need to play with numbers and take into account the cost of things that you used or used by someone else. Appropriate and precise details on functions is crucial to success in the recent days of modifying fast business atmosphere, and the accountant is the one responsible for the crucial business function that mostly though ultimately impacts our profession and way of life.</p> <p>Besides businesses, in a person's life, we can say accounting enhances a better lifestyle. The management and control of personal finance is a subject of tremendous importance these days to individuals. In the world that we live in today, there is hardly an individual who lives without a single debt in their life. Debts ranging from credits cards, car expenses, loans, and so on, one can find themselves trapped in economic problems that in some cases eliminate way of life and has become wake-up phone calls to many individuals. It would be</p>

	<p>mightier than the mightiest to know exactly where improves and reduces are coming from and going to, respectively, to whatever degree of details you need. Handling all the computations of accounting can be boring and annoying but can make the entire difference one's financial situation. You can tactically make plans to save for your pension, your kid's college finance, or high-class or two later in the future. In the ear of financial pressure, accounting is seen as essential in so many ways that it is almost difficult to live without it. In nutshell, learners enjoy following benefits because of financial accounting: -</p> <ul style="list-style-type: none"> <li>• Accounting makes learners' life and business more efficient.</li> <li>• Accounting gives them better control over financial transactions.</li> <li>• "Giving to the right place and taking from the right place" is the most prominent decision and accounting pioneers learners' to make such decisions.</li> </ul>
Principles of Business Management	<p>The primary benefit of studying the course of business management is that students can become entrepreneurs, owners and managers with essential business skills and knowledge. It exposes them to networking opportunities with like-minded business professionals. Studying business management can improve a student's ability to analyse data, improve financial decisions and make better prediction about the future.</p>
Business Communication	<p>The course of business communication helps the students to improve their communication skills, interviewing skills and presentation skills. It helps them in learning the art of making effective communication and presentation in a business organization. They also learn non-verbal aspects of communication, effective listening exercises and art of writing an effective resume through this course.</p>
Fundamentals of Marketing	<p>This course will make the students understand the concepts and principles of marketing, marketing management and marketing mix. On completion of this course, the students will be able to analyse the marketing environment, gain knowledge about market segmentation,</p>

	and learn about branding, packaging and labelling and about various promotion and distribution channels that can be used for different types of products. They can opt for a career as a marketer.
Business Environment of Haryana	The students will be able to enhance their knowledge regarding the economy of Haryana, agriculture in Haryana, MSMEs in Haryana, Role of HSHDC, HFC, HAFED and HKVIB and about the budget of Haryana after completing this course.
Environmental Studies	On completion of the course of environment study, students will be able to attain expertise to understand environment and its various components, identifying and solving environmental related issues and problems, participate and be actively involved at all levels in working towards the benefits of environment, gaining a variety of experiences, acquiring knowledge to save the environment for future generations and spreading awareness about the protection of environment.
Corporate Accounting	The course of corporate accounting will help the students in learning about accounting for share capital and debentures, redemption of preference shares and redemption of debentures. The students will be able to make the final accounts of companies and will also enhance their knowledge about amalgamation and internal reconstruction of companies. They will learn the techniques and methods of valuation of goodwill and valuation of shares. They will also learn about accounts of holding and subsidiary companies, accounts of banking companies, accounts of insurance companies and about liquidation process adopted by companies. They can choose a career of accountant in companies.
Business Statistics	Business statistics are the sets of mathematical equations that we use to analyse the things. An understanding of statistics will help the students in taking decisions on the basis of evaluation of information. It will help them informed about what is happening in the world around them. Most of the information is determined mathematically by statistics. It means to be informed about correct data and statistical concepts. Statistical analysis is prevalent in all walks of life. The students can go for the career of a statistician or data analyst after

	completing this course.
Business Law	After completing the course of business law students will be able to learn how agreements are formed and how they become contracts. They will learn about dealing with breaches of contracts and about the court system in case of disputes between the parties. It helps students to understand legal issues and make better decisions. Business Law is an ideal measure for students who are planning a career in business or in government sector.
Company Law	Company Law enable students to combine their business and accounting studies with legal studies. It creates master critical thinking, strong reasoning and analytical skills. It helps in improving communication skills and high adaptability towards various career transitions. It is important for students to have a basic understanding of company law to help them make better decisions.
Indian Financial System	After successful completion of the course, the students will be able to learn about the role of financial system in Indian economic growth, about components and structure of financial market, about primary and secondary market and about money market and the instruments associated with it. They will also study the guidelines related to issue of shares and debentures.
Rural Marketing	After the completion of this course, the students will acquire the skills and knowledge to meet the challenges of a changing business environment and consumers' perceptions and needs of rural consumers. It will help them in knowing the innovations and managing e-commerce in rural markets. They will be able to achieve those academic and professional qualities as a marketing manager. This will lead to a wide range of business related professions and career opportunities.
Computerized Accounting System	After completion of this course, students will be able to install Tally, setting Tally Vault Password, about Accounting and voucher and calculation of Computerized Tax Liability. They will learn the techniques of Payroll Accounting, how to make journal entries, how to prepare ledger, trial balance, profit and loss account and balance

	<p>sheet of organisations. They can open their own coaching institute and can provide coaching of Tally Software and its various applications.</p>
Advertising	<p>The course will enable the students to learn about the importance and scope of advertising, promotion mix, advertising process, communication and advertising mix. It will teach the students about the legal, ethical and social aspects of advertising. They will learn about creative aspects of advertising, about advertising budget, advertising media, advertising agency and advertising effectiveness. They will be able to learn the impact of advertising on behaviour of consumers.</p>
Cost Accounting and Management Accounting	<p>The course aims to test the student's ability to understand and explain the conceptual framework of Cost Accounting and Management Accounting. After completing the study of this course, students will be able to develop the sound strategies that will promote effective decision making related to budgeting, cost estimation, activity based costing, Management Information System and Management reporting. It will help them in making a career as Cost Accountant and Management Accountant who are the financial specialists that will determine the actual costs associated with providing a service or manufacturing a product and know about cash flow statements and fund flow statements and have knowledge about analysis of financial statements.</p>
Financial Management	<p>The study of financial management course will help the students to make provision of money at the time when it is required, to start up their own business and become self-employed. Students will get the idea of forecasting about financial needs to carry their own businesses. They will get the knowledge of how to procure funds to carry their businesses and how to make a good investment decision with the hard earned money. Students will be able to become entrepreneurs by gaining knowledge of various sources of money.</p>
Goods and Service Tax	<p>After studying the course of GST, students will be able to understand the need of GST, how one can register under GST Act, IGST Act, 2017, about Import Tax Credit, place of supply, Taxable events and</p>

	Taxable value of supply.
Income Tax	Tax is an inevitable fact of life. It affects the life of every person. Thus, after completing this course, students will be able to understand the concepts of income tax, various tax slabs, how one can calculate tax liability, how to calculate a person's total income under different heads of Income, how to file ITR, how to apply for PAN Number, what are the offences and Penalties under Income Tax Act,1961. A student can choose the career of Income tax officers after studying this course.
Auditing	The course of auditing will enable the students to acquire knowledge about the concepts of auditing, to know about investigation and inspection, to understand the process of Internal check and internal control. They will learn about the qualifications required to become a successful auditor, will understand the need of auditing in different types of organizations and will know about the contents of an audit report.
Fundamentals of Stock Market	Even for those not aspiring to become a stock trader or broker, understanding stock market can be an incredibly helpful skill. These basics will be applicable for the rest of your life: from helping you manage your personal money to helping set your children on the right path. The earlier you start investing, the more that money can work for you. Additionally, if you are interested in a career in Finance, these principles will be applicable; any job in finance would require an understanding of basics of the stock market. Students who have studied Stock Market perform better in mathematics and financial literacy than students who haven't. Studying stock market gives you an opportunity to know the various stakeholders involved in the market such as the listed companies, the stockbrokers, the regulator, and other investors as well as the role they play in the market. You can only engage better and interact with these stakeholders accordingly if you know the part they play and the best you can get to help excel.

	<p><b>Market knowledge</b></p> <p>Investing in the stock market involves critical analysis and interpretation of the market trends, conditions, and dynamics. The changes in the economy such as inflation rate, interest rate, foreign exchange rate, fiscal and monetary policies, and economic growth influence the prices of shares. It means that if you do have great market facts, you can make a sound investment decision to purchase stocks in the industries that are performing well and avoid stocks from an industry facing tough economic times. Learning about these market conditions is also vital in enabling you to follow the advice given to you by your stockbroker or other financial advisors.</p> <p><b>Earning Profit</b></p> <p>Just like other investment opportunities, the stock market is risky, which implies that you can make a consistent loss if you do not understand the market. Many people with the vast knowledge of the possible risks have avoided risky stocks or have purchased shares with low risks but offer them high returns. It is critical that you take note of risky assets, profitable stocks, and non-profitable stocks so that, you can make serious decisions when investing. Consequently, learning about the risks and possible returns associated with every stock assists you to make a high profit and evade losses.</p>
Fundamentals of Insurance	On completing this course, students would be able to understand about life insurance, general insurance, contract life insurance, fire insurance, marine insurance, Accident and motor insurance and about insurance intermediaries.
Human Resource Management	After completion of this course, students will learn about the concepts of Human Resource Management, Human Resource Planning, Job Analysis, Recruitment, Placement, Induction, Training and Performance Appraisal practices. They can become successful HR Managers.
Retail Management	By studying Retail Management course, the students acquire good knowledge on retail operations. This will enable the students to become a good retail planners and decision makers and help focus on change and adoption to the change. It will help them to develop their conceptual and analytical skills to be able to manage retail operations.