

Program and Course Outcomes of B.Com

The Bachelor of Commerce (B.Com) program is designed to equip students with comprehensive knowledge and skills in various aspects of commerce, business management, and finance. The program aims to develop professionals who can excel in the corporate world, entrepreneurship, and various business sectors.

Program Outcomes of B.Com

1

Business Knowledge

Graduates will demonstrate comprehensive knowledge of commerce, accounting, finance, management, and business laws, enabling them to understand complex business problems and develop effective solutions.

2

Analytical Skills

Students will develop strong analytical and critical thinking abilities to evaluate business scenarios, interpret financial data, and make informed decisions using statistical and mathematical tools.

3

Digital Competence

Graduates will acquire proficiency in computer applications, digital tools, and information technology relevant to business operations, including computerized accounting systems and e-commerce platforms.

4

Professional Readiness

The program prepares students for various career paths in accounting, finance, marketing, human resources, entrepreneurship, and other business domains with practical knowledge and industry-relevant skills.

Course Outcomes: Accounting and Finance

Financial Accounting

The commerce graduate acquires conceptual knowledge of financial accounting and its concepts that help in imparting various accounting skills with practical knowledge for recording the business transactions.

Corporate Accounting

The students acquire the basic knowledge of corporate accounting and learn the techniques of preparing the financial statements related to corporate bodies, banking and insurance companies.

Cost Accounting

Students have a good understanding and knowledge of basic concepts of cost, elements of cost including material, labour and overheads. After studying this course they have the capability to apply different methods of costing like job, contract, batch and process costing.

Management Accounting

After the preparation of financial statements for sole trader, partnership and Joint stock company, this course has helped the student to analyze and interpret the financial data for drawing various meaningful inferences and conclusions at small and medium business levels.



Fundamentals of Financial Management

Principles and practices of financial management studied by the student under this course help him to take important investment, finance and dividend decisions along with capital budgeting decisions.



Fundamentals of Investment

Here the students are equipped with the knowledge of different investment alternatives, framework of their analysis and valuation of various portfolios. They are given knowledge about the role of SEBI and stock exchanges in the protection of investors.

Course Outcomes: Business Management

Business Organisation and Management

The Commerce graduate after studying this course gain knowledge about forms of business organisation, principles & Functions of management, Understanding leadership and motivation and various functional areas of management.

Human Resource Management

The knowledge of techniques and principles of HRM prepare a commerce graduate to easily manage human resource of a small organisation alongside understanding the HR management with concepts like training and development, maintenance of human resource and performance appraisal.

Principles of Marketing

Here the students gain knowledge of concepts, principles and tools and techniques of marketing which help them to understand the consumer behaviour, product pricing, promotion and distribution.

These management courses provide students with a holistic understanding of how businesses operate and are managed effectively across different functional areas.

Course Outcomes: Legal Framework

Business Laws

The Business regulatory framework is well understood after having a good knowledge of Indian Contract Act, Sale of Goods Act, Partnership Laws including LLP Act and Negotiable Instrument Act. The knowledge of all these laws enables the students to execute the policies related to corporate governance and business ethics.

Company Law

After going through the contents of this course, a thorough knowledge of companies Act, 2013 is gained which can be helpful for the formation and registration of the companies later any time. Documents required for registration are well read and understood under this including dividend, audit and winding up procedure.



Corporate Governance & Auditing

After learning this latest concept, one can apply auditing principles, procedures and techniques in accordance with current legal requirements and professional standards. They are given an overview of the principles of corporate governance with corporate social responsibility and business ethics.

Consumer Protection

The rights of a consumer, the social and legal framework of consumer rights are learnt under this course. Grievance redressal mechanism under the consumer Protection Law gives them a good knowledge regarding unfair trade practices.

Course Outcomes: Taxation and Economy



GST

The students after studying this paper have a knowledge of GST and they are equipped with applying the principles and provisions of GST with practical knowledge like understanding tax invoice, return and issues related to payment of tax.

Corporate Tax Planning

The students are acquainted with the concepts of tax planning at corporate levels and they understand the concept of business restructuring which can be practically used in the entrepreneurship they look forward for.

Indian Economy

In-depth knowledge of various problems and issues of Indian economy certainly help a student to elaborate its different phases to the interested users and other stakeholders in sectors like agriculture and industries.

Economy of H.P.

Students gain a good understanding of the economy of the state they live in as they are given knowledge regarding the features of the economy of H.P. in relation to agriculture, horticulture, industrial and power sectors. After studying tourism they can ready themselves for various jobs at the state level.

Course Outcomes: Digital Business

Computer Applications in Business

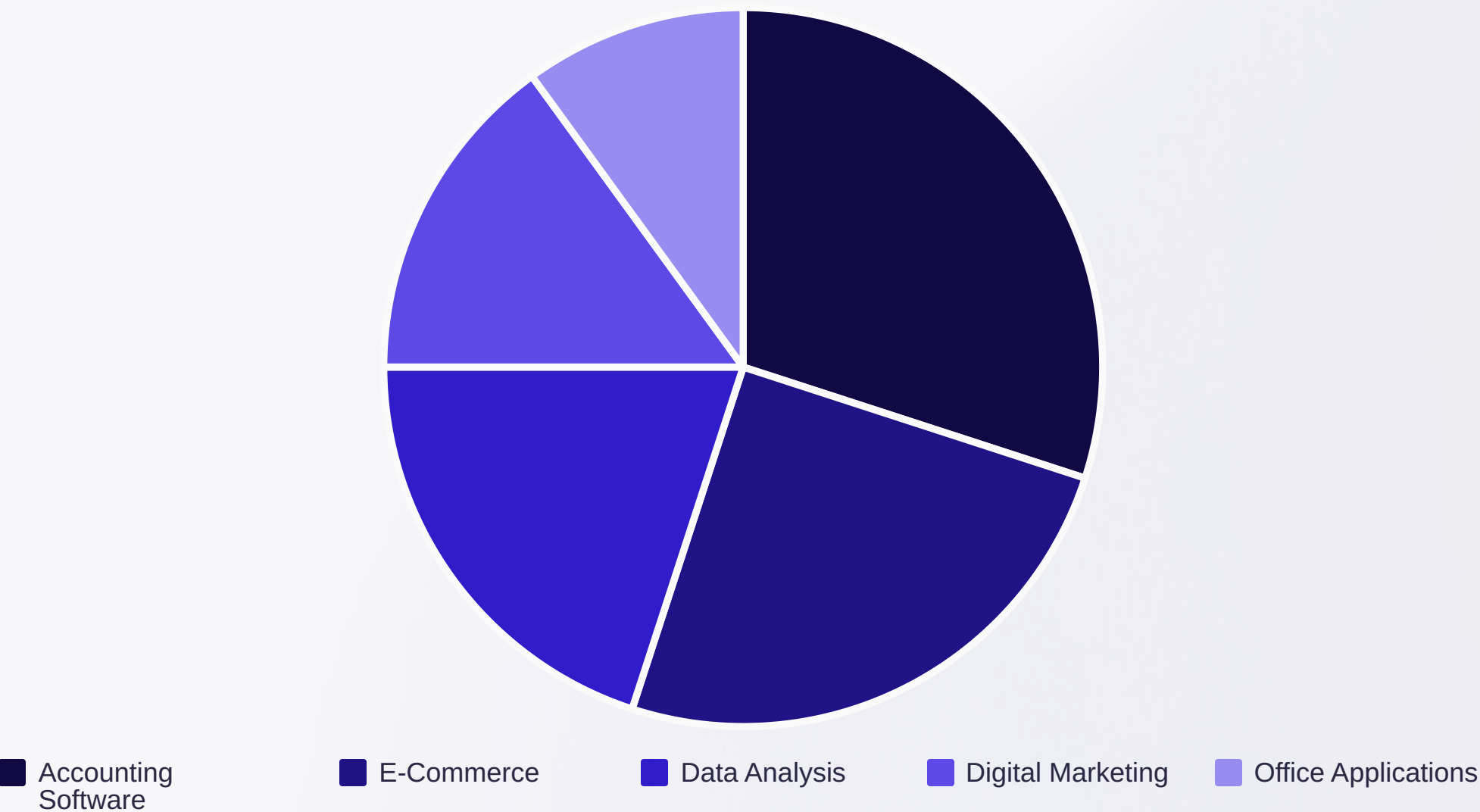
The students are made ready with computer skills and knowledge which help them to enhance their understanding of usefulness of Information technology alongside its application in the business operations.

E-Commerce

Students are now familiar with the mechanism for conducting business transactions through electronic means. E-Business Management is also learnt under this course practically.

Computerized Accounting System

This practical course has helped the students in designing computerized accounting system which can be practically applied by a commerce graduate while executing his services in different organisations.



Course Outcomes: Specialized Business Areas



Banking & Insurance

After studying this course they can look forward to enter in these companies as they have now gained a good knowledge of banking concepts such as internet banking, endorsements and lending. Understanding the principles of insurance will help them in dealing with the business of insurance companies.

Entrepreneurship

The students understand to apply entrepreneurship as a career option as they can always capitalize their entrepreneurship ability in establishing micro, small and medium enterprises after mobilizing various resources and undergoing different feasibility tests.

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International Business

The students are now familiar with the concepts, importance and dynamics of international business and India's involvement with the global business scenario. This course has provided theoretical foundations of International business relevant to the global business operations and developments.

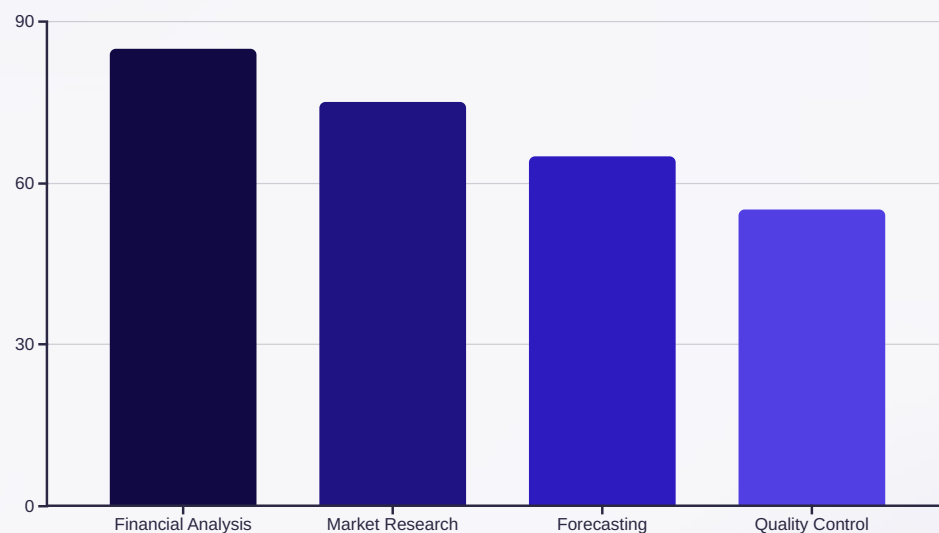
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Course Outcomes: Business Statistics and Office Management

Business Statistics & Mathematics

The students are made familiar with the application of statistical tools and techniques which can be used in various fields of research and financial analysis.

Techniques of statistics and mathematics help in business decision making.



Office Management & Secretarial Practice

The students here are familiarized with the location and layout of a modern office of business as smooth functioning of any organisation depends upon the way various activities are arranged and organized in the office. These include the facilities provided to the staff working in the office. Hence a student has learnt the working environment with tools & equipments used in the office.



Course Outcomes: Sales and Marketing

Market Analysis

Students learn to identify target markets and analyze consumer behavior patterns to develop effective marketing strategies.

Customer Relations

Students understand the importance of building and maintaining strong customer relationships for business success.



Marketing Strategy

Graduates can develop comprehensive marketing plans including product, price, place, and promotion decisions.

Personal Selling

The art of personal selling is well learnt by a commerce graduate under this course. The preparation of sales reports is learnt which shall be of a great help in running their own business and ventures.



Career Opportunities in Sales and Marketing

B.Com graduates with strong sales and marketing skills can pursue careers as marketing executives, sales managers, market research analysts, brand managers, and digital marketing specialists across various industries.