



MARWARI VIDYALAYA SANCHALIT
**SMT. KAMALADEVI GAURIDUTT MITTAL COLLEGE
OF ARTS & COMMERCE**

ISO 9001 : 2015 Certified
Recipient of Asia Pacific Excellence Award



BACHELORS OF COMMERCE (ACCOUNTING & FINANCE) (Sem II)

PROGRAMME OUTCOMES (POs):

- PO1:** Develop strong foundations in accounting, finance, taxation, and auditing.
- PO2:** Gain practical skills in financial reporting, analysis, and budgeting.
- PO3:** Understand the regulatory and ethical framework governing financial practices.
- PO4:** Enhance analytical thinking and decision-making through business statistics and technology.
- PO5:** Prepare students for careers in finance, banking, taxation, and corporate sectors.

1. FINANCIAL ACCOUNTING II

COURSE OUTCOME:

- CO1:** Understand the preparation of final accounts for partnership firms.
- CO2:** Learn accounting treatment for admission, retirement, and death of a partner.
- CO3:** Study revaluation of assets and liabilities, and adjustment entries.
- CO4:** Develop practical knowledge for handling real-life accounting situations.

2. AUDITING II

COURSE OUTCOME:

- CO1:** Understand auditing procedures, techniques, and internal controls.
- CO2:** Learn about audit of companies, banks, and non-profit organizations.
- CO3:** Analyze auditor's duties, responsibilities, and legal framework.
- CO4:** Prepare audit reports and understand audit evidence and documentation.

3. CO-CURRICULAR ACTIVITIES :

COURSE OUTCOME:

- CO1:** Develop leadership, teamwork, and organizational skills through various activities.
- CO2:** Enhance creativity, confidence, and public speaking abilities.
- CO3:** Promote holistic personality development beyond academics.
- CO4:** Encourage participation in cultural, sports, and social service programs.



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4. FINANCIAL PAPER I

COURSE OUTCOME:

- CO1:** Gain deeper insights into specialized areas of accounting.
- CO2:** Understand advanced financial concepts and application.
- CO3:** Apply techniques in preparation and analysis of financial statements.
- CO4:** Build a foundation for further specialization or professional exams.

5. INTRODUCTION TO BUSINESS STATISTICS

COURSE OUTCOME:

- CO1:** Learn basic statistical tools and techniques used in business.
- CO2:** Understand data collection, tabulation, and presentation.
- CO3:** Apply statistical methods to real-world financial problems.
- CO4:** Enhance decision-making using statistical reasoning.

6. SOCIAL MEDIA MARKETING

COURSE OUTCOME:

- CO1:** Understand the strategic role of social media in marketing.
- CO2:** Learn to design, implement, and monitor social media campaigns.
- CO3:** Use analytical tools to evaluate performance.
- CO4:** Gain skills to create engaging digital content for different platforms.

7. VOCATIONAL SKILLS IN ACCOUNTING & FINANCE (INTRODUCTION TO FINANCIAL FORECASTING)

COURSE OUTCOME:

- CO1:** Understand the basics of financial forecasting and budgeting.
- CO2:** Learn techniques for predicting revenues, expenses, and cash flows.
- CO3:** Apply forecasting tools in planning and decision-making.
- CO4:** Develop practical skills for preparing budget reports and projections.



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Financial Accounting-I

COURSE OUTCOME:

CO 1 : The learner will be able to identify and explain the various accounting concepts and conventions applicable to the accounting system. The learner will be able to identify, summarize, distinguish the purpose of policies and commute the valuation of selected Accounting Standards.

CO2: The learner will be able to calculate the profit/loss of the manufacturing firm and prepare its final accounts.

CO3 : The learner will be able to figure out the impact of inter-departmental transfers and prepare the final accounts of the departmental store.

CO4: The learner will be able to calculate the interest on the outstanding balance and prepare the journal, and ledger in the books of the hirer and vendor involved in the hire purchase system



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FY B.COM [ACCOUNTING & FINANCE] Sem I

PROGRAMME OUTCOMES (POs):

- PO1:** Gain in-depth knowledge of accounting principles, financial management, and auditing.
PO2: Develop analytical and decision-making skills through applied statistics and financial tools.
PO3: Build communication, computer, and vocational skills necessary for the finance industry.
PO4: Understand legal, ethical, and social responsibilities in the field of finance.
PO5: Prepare students for professional courses, higher education, or careers in finance, banking, or taxation.

FINANCIAL ACCOUNTING I

- CO1:** Understand the principles and concepts of accounting.
CO2: Prepare journal entries, ledgers, and trial balances.
CO3 : Learn preparation of final accounts of sole proprietorship.
CO4 : Apply accounting knowledge to basic financial records.

AUDITING I

- CO1:** Understand the objective and importance of auditing.
CO2: Learn types of audits and audit procedures.
CO3 : Understand auditor's qualifications, duties, and liabilities.
CO4 : Study documentation and evidence in audit process.

INTRODUCTION TO BUSINESS STATISTICS I

- CO1:** Understand data collection, tabulation, and classification.
CO2: Apply measures of central tendency and dispersion.
CO3 : Use statistical tools for business analysis.
CO4 : Interpret results for informed decision-making.

IT FUNDAMENTALS OF COMPUTER

- CO1:** Learn the basics of hardware and software.
CO2: Understand operating systems and applications.
CO3 : Develop skills in MS Office tools.
CO4 : Apply computer knowledge to financial and business functions.

INTRODUCTION TO FINANCIAL FUNCTION

- CO1:** Learn the role of finance in business operations.
CO2: Understand budgeting, forecasting, and financial planning.
CO3 : Study basic investment and funding decisions.
CO4 : Develop awareness of corporate financial structures.



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PREPARATION OF FINANCIAL BUDGETS

- CO1:** Understand the types and components of budgets.
- CO2:** Learn the process of budget preparation.
- CO3 :** Analyze variances and control techniques.
- CO4 :** Apply budgeting in organizational settings.

BUSINESS COMMUNICATION SKILLS I

- CO1:** Learn effective communication in a business context.
- CO2:** Develop writing and presentation skills.
- CO3 :** Understand communication barriers and overcome them.
- CO4 :** Build confidence in professional communication.

FOUNDATION OF BEHAVIOURAL SKILL I

- CO1:** Learn basic behavioral concepts and interpersonal skills.
- CO2:** Improve self-awareness and self-motivation.
- CO3 :** Work effectively in teams and groups.
- CO4 :** Develop leadership and time management skills.

INDIAN KNOWLEDGE SYSTEM SERIES (GENERIC) - 1

- CO1:** Explore Indian cultural values, education system, and traditions.
- CO2:** Understand contributions of India to science and knowledge.
- CO3 :** Apply traditional wisdom to modern-day scenarios.
- CO4 :** Encourage learning from Indian scriptures and practices.

INTRODUCTION TO CULTURAL ACTIVITIES

- CO1:** Understand the significance of cultural events and their role in holistic development.
- CO2:** Learn to organize and manage college-level cultural programs.
- CO3 :** Develop skills in planning, teamwork, and coordination.
- CO4 :** Appreciate diversity through participation in cultural expressions.

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FY BAMMC

PROGRAMME OUTCOMES (POs):

- PO1:** Understand core concepts of communication, media, and journalism.
- PO2:** Learn technical and creative skills in visual, digital, and print media.
- PO3:** Analyze contemporary social, political, and cultural issues.
- PO4:** Develop ethical and responsible communication practices.
- PO5:** Prepare students for media careers, content creation, and public relations.

EVALUATION OF COMMUNICATION

- CO1:** Understand communication models and evaluation techniques.
- CO2:** Learn feedback mechanisms and message effectiveness.
- CO3 :** Analyze real-life communication scenarios.
- CO4 :** Apply communication evaluation in media settings.

FUNDAMENTALS OF MASS COMMUNICATION

- CO1:** Learn the principles of mass communication.
- CO2:** Understand various forms of media – print, electronic, and digital.
- CO3 :** Analyze the impact of media on society.
- CO4 :** Study media evolution and global media trends.

CONTEMPORARY AFFAIRS

- CO1:** Stay updated with national and international news.
- CO2:** Analyze socio-political and economic developments.
- CO3 :** Understand media responsibility in current events.
- CO4 :** Encourage informed opinions and critical thinking.

CASE STUDIES IN MANAGEMENT

- CO1:** Learn decision-making through business case studies.
- CO2:** Analyze management problems and solutions.
- CO3 :** Apply theoretical knowledge in practical situations.
- CO4 :** Build analytical and problem-solving skills.

WEB DESIGN

- CO1:** Learn basics of HTML, CSS, and website structure.
- CO2:** Create simple, user-friendly web pages.
- CO3 :** Understand web aesthetics and functionality.
- CO4 :** Develop digital portfolios and blogs.



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VISUAL COMMUNICATION

- CO1:** Understand the elements and principles of design.
- CO2:** Learn to convey messages visually.
- CO3 :** Analyze visual media like ads, posters, and films.
- CO4 :** Apply design thinking to media content.

INTRODUCTION TO COMPUTER I

- CO1:** Learn the fundamentals of computer operation and MS Office tools.
- CO2:** Understand file management, internet use, and data storage.
- CO3 :** Gain hands-on computer skills.
- CO4 :** Apply computer knowledge in media and journalism tasks.

COMMUNICATION SKILLS IN ENGLISH

- CO1:** Develop grammar, vocabulary, and spoken English skills.
- CO2:** Learn business writing and professional email etiquette.
- CO3 :** Build confidence in group discussions and interviews.
- CO4 :** Improve pronunciation, clarity, and fluency.

FOUNDATION OF BEHAVIOURAL SKILLS

- CO1:** Understand human behavior and personality traits.
- CO2:** Build self-confidence and motivation.
- CO3 :** Enhance teamwork and conflict resolution abilities.
- CO4 :** Apply behavioral skills to real-life situations.

INDIAN KNOWLEDGE SYSTEM SERIES (GENERIC)

- CO1:** Study Indian values, scriptures, and knowledge systems.
- CO2:** Learn life skills through ancient Indian wisdom.
- CO3 :** Apply cultural learning to media ethics and content.
- CO4 :** Promote national identity and traditional knowledge.

INTRODUCTION TO CULTURAL ACTIVITIES

- CO1:** Understand the significance of cultural events and their role in holistic development.
- CO2:** Learn to organize and manage college-level cultural programs.
- CO3 :** Develop skills in planning, teamwork, and coordination.
- CO4 :** Appreciate diversity through participation in cultural expressions.



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FY BAMMC(Sem 2)

OVERVIEW OF PRINT PRODUCTION

COURSE OUTCOME:

- CO1:** Understand the fundamental concepts of print media and production techniques.
- CO2:** Explore various stages in print production from designing to publishing.
- CO3:** Learn the importance of layout, typography, and color in print media.
- CO4:** Develop basic print media project handling skills.

BASIC RADIO AND TELEVISION

COURSE OUTCOME:

- CO1:** Gain knowledge of basic functioning of radio and television as mass communication tools.
- CO2:** Learn scripting, production and presentation skills.
- CO3:** Understand technical and creative aspects of broadcasting.
- CO4:** Develop teamwork and on-air confidence.

INTRODUCTION TO NEW MEDIA

COURSE OUTCOME:

- CO1:** Understand the evolution and components of new media.
- CO2:** Explore tools and platforms of digital communication.
- CO3:** Analyze the impact of new media on society and communication.
- CO4:** Apply digital skills in content creation and media sharing.

HISTORY OF MEDIA

COURSE OUTCOME:

- CO1:** Understand the historical development of media from traditional to modern.
- CO2:** Study key events, inventions, and figures in media history.
- CO3:** Analyze how history has shaped today's communication channels.
- CO4:** Appreciate the social and political role of media evolution.

LEADERSHIP MANAGEMENT

COURSE OUTCOME:

- CO1:** Understand leadership styles, theories, and practices.
- CO2:** Learn effective decision-making and team building skills.
- CO3:** Apply leadership principles in workplace scenarios.
- CO4:** Develop self-awareness and interpersonal effectiveness.



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SOCIAL MEDIA MARKETING

COURSE OUTCOME:

- CO1:** Understand the fundamentals of social media and digital platforms.
- CO2:** Learn to create and manage marketing content across platforms.
- CO3:** Gain skills in engagement strategy, analysis, and campaign management.
- CO4:** Analyze trends and apply them to business goals.

TRANSLATION SKILLS

COURSE OUTCOME:

- CO1:** Understand basic concepts of translation and interpretation.
- CO2:** Translate various texts accurately and meaningfully.
- CO3:** Learn the challenges of language, culture, and context in translation.
- CO4:** Improve language proficiency and communication clarity.

INTRODUCTION TO COMPUTER II

COURSE OUTCOME:

- CO1:** Enhance understanding of advanced computer functions and software.
- CO2:** Learn about the internet, email, spreadsheets, and databases.
- CO3:** Apply computer skills in academic and professional contexts.
- CO4:** Build confidence in using technology efficiently.

HINDI

COURSE OUTCOME:

- CO1:** Understand the structure and richness of Hindi language.
- CO2:** Improve reading, writing, and communication skills.
- CO3:** Appreciate Hindi literature and its cultural value.
- CO4:** Apply language skills in practical and academic fields.

.CO-CURRICULAR ACTIVITIES

COURSE OUTCOME:

- CO1:** Develop leadership, teamwork, and organizational skills through various activities.
- CO2:** Enhance creativity, confidence, and public speaking abilities.
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VEC – INDIAN CONSTITUTION

COURSE OUTCOME:

- CO1:** Understand the history and philosophy of the Indian Constitution.
CO2: Learn about fundamental rights, duties, and directive principles.
CO3: Study the structure and powers of the Legislature, Executive, and Judiciary.
CO4: Develop awareness about citizenship, democracy, and constitutional values.

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