SMT. KAMALADEVI GAURIDUTT MITTAL COLLEGE

OF ARTS & COMMERCE







BACHELORS OF COMMERCE (MANAGEMENT STUDIES) (Sem II)

PROGRAMME OUTCOMES:

- PO1: Students learn key concepts and skills in management, finance, and entrepreneurship.
- **PO2**: Gain knowledge of various management, marketing, and operational strategies.
- **PO3**: Learn stress management techniques, HR policies, and professional ethics.
- **PO4**: Develop analytical, communication, and leadership skills.
- **PO5**: Prepare students for diverse careers in business, services, and corporate sectors.

1. PRINCIPLES OF MANAGEMENT II

COURSE OUTCOME:

After completion of this course, the outcomes will be:

- **CO1:** Understand the advanced functions of management like directing, coordination, and controlling.
- **CO2:** Study different leadership styles and motivation theories for better team performance.
- CO3: Learn about decision-making processes and strategic planning in management.
- **CO4:** Apply managerial concepts to real business situations.

2. GLOBAL MANAGEMENT THEORIES AND STYLES

COURSE OUTCOME:

- **CO1:** Learn various global management theories and their application in international contexts.
- CO2: Understand cross-cultural management styles and their impact on global business.
- CO3: Analyze how multinational companies operate in different countries.
- **CO4:** Develop awareness of global business ethics and leadership practices.

3. E-Commerce

COURSE OUTCOME:

- CO1: Understand the structure and functioning of industrial and service sectors in E-Commerce
- CO2: Learn about production planning, quality control, and operations in E-Commerce
- **CO3:** Explore service management concepts like service design and delivery in E-Commerce.
- **CO4:** Analyze challenges and opportunities in the Indian industrial and service sectors in E-Commerce.

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4. INTRODUCTION TO BUSINESS STATISTICS II

COURSE OUTCOME:

CO1: Understand basic statistical concepts used in business decision-making.

CO2: Learn how to collect, present, and analyze data using graphs and charts.

CO3: Apply measures of central tendency and dispersion to business problems.

CO4: Develop skills in interpreting statistical results for informed decisions.

5. SOCIAL MEDIA MARKETING

COURSE OUTCOME:

CO1: Understand the role and importance of social media in modern marketing.

CO2: Learn to create and manage social media campaigns on different platforms.

CO3: Analyze audience engagement and social media analytics.

CO4: Gain practical knowledge of content creation and digital strategy.

6. FOREIGN EXCHANGE MARKET AND DERIVATIVES

COURSE OUTCOME:

CO1: Understand the structure and functioning of the foreign exchange market.

CO2: Learn about exchange rate systems, currency convertibility, and forex risk.

CO3: Study financial derivatives like forwards, futures, options, and swaps.

CO4: Analyze the role of derivatives in managing financial risk.

7. MS OFFICE

COURSE OUTCOME:

CO1: Gain practical knowledge of Microsoft Word, Excel, and PowerPoint.

CO2: Learn to create professional documents, spreadsheets, and presentations.

CO3: Understand data handling, formatting, formulas, and chart creation in Excel.

CO4: Apply MS Office tools in business tasks, reports, and communication.

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8. HINDI

COURSE OUTCOME:

CO1: Develop proficiency in reading, writing, and understanding Hindi.

CO2: Learn to communicate effectively in formal and professional contexts.

CO3: Understand literary texts and their relevance to culture and society.

CO4: Enhance translation and interpretation skills for business communication.

9. 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.

10. CO-CURRICULAR ACTIVITIES:

COURSE OUTCOME:

CO1: Develop leadership, teamwork, and organizational skills through various activities.

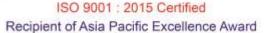
CO2: Enhance creativity, confidence, and public speaking abilities.

CO3: Promote holistic personality development beyond academics.

CO4: Encourage participation in cultural, sports, and social service programs.

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FY B.COM [MANAGEMENT & STUDIES] Sem 1

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PO4: Develop analytical, communication, and leadership skills.

PO5: Prepare students for diverse careers in business, services, and corporate sectors.

PRINCIPLES OF MANAGEMENT I

CO1: Understand the basic functions of management including planning, organizing, and staffing.

CO2: Study the evolution of management theories.

CO3: Learn about roles and responsibilities of managers in various departments.

CO4: Apply management principles to real-world business scenarios.

BHARTIYA THEORY OF MANAGEMENT STYLES

CO1: Understand ancient Indian principles of management and leadership.

CO2: Compare modern and traditional management styles.

CO3: Apply Indian ethical and cultural values to workplace leadership.

CO4: Explore case studies based on Indian business practices.

INTRODUCTION TO BUSINESS STATISTICS I

CO1: Learn the basics of statistical tools used in business.

CO2: Understand data collection, tabulation, and graphical presentation.

CO3: Apply statistical methods to solve real business problems.

CO4: Interpret business data for decision-making.

IT FUNDAMENTALS OF COMPUTER

CO1: Understand the components and functioning of a computer system.

CO2: Learn about software, hardware, and operating systems.

CO3: Gain hands-on experience with common computer applications.

CO4: Apply IT knowledge in business operations.

IT IN BUSINESS MANAGEMENT

CO1: Understand the role of IT in managing business processes.

CO2: Learn to use business software and enterprise systems.

CO3: Analyze data using IT tools for better decision-making.

CO4: Study e-commerce and digital transformation in business.

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BUSINESS START-UP SKILLS

CO1: Learn how to develop a business idea and plan.

CO2: Understand the basics of entrepreneurship and funding.

CO3: Build communication and negotiation skills.

CO4: Study real-life start-up journeys and challenges.

BUSINESS COMMUNICATION SKILLS I

CO1: Learn the principles of effective business communication.

CO2: Develop writing skills for emails, letters, and reports.

CO3: Enhance verbal communication and public speaking.

CO4: Understand non-verbal communication and listening skills.

FOUNDATION OF BEHAVIOURAL SKILL I

CO1: Understand basic human behavior and personality development.

CO2: Develop emotional intelligence and positive attitude.

CO3: Improve team work and leadership skills.

CO4: Apply behavioral skills in group tasks and presentations.

INDIAN KNOWLEDGE SYSTEM SERIES (GENERIC)

CO1: Learn about Indian philosophy, traditions, and knowledge systems.

CO2: Understand the impact of Indian wisdom on management and lifestyle.

CO3: Reflect on holistic approaches to problem-solving.

CO4: Build cultural awareness and national pride.

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.