



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

ISO 9001 : 2015 Certified
Recipient of Asia Pacific Excellence Award



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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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.