

Sri Balaji Society's

**Balaji College of Arts, Commerce &
Science**

COURSE OBJECTIVES AND COURSE OUTCOMES

of

Bachelor of Commerce

(2013 Pattern)

F.Y.B.Com.

1. Course name: Compulsory English (101)

Course Objectives:

1. To make students aware of the different communicative skills, and to develop among them an ability to effectively communicate in English, both in written and spoken modes.
2. To develop linguistic and pragmatic competence among the students and to prepare them to develop competence for self-learning.

Course Outcomes:

1. The students will be empowered with communication skills to communicate effectively.
2. The students will be competent to comprehend the linguistic and pragmatic features of language for efficient usage.

2. Course name: Financial Accounting (102)

Course Objectives:

1. To impart knowledge about final accounts of charitable trusts.
2. To impart knowledge about valuation of intangible assets.

Course Outcome:

1. Students learned to prepare final accounts of charitable trusts.
2. Students learned to do valuation of intangible assets & leases.

3. Course Name: Business Economics (Micro) (103)

Course Objectives

1. To expose Students of Commerce to basic micro economic concepts and inculcate an analytical approach to the subject matter.
2. To apply economic reasoning to problems of business.

Course Outcomes

1. Students will develop strong conceptual knowledge of the basics of economics.
2. Students will develop analytical approach to the subject matter

4. Course Name: Business Mathematics and Statistics (104 (A))

Course Objective:

1. To understand the concept of Simple interest, compound interest and the concept of EMI.
2. To understand the concept of shares and to calculate Dividend.
3. To understand the concept of population and sample.
4. To solve LPP to maximize the profit and to minimize the cost.
5. To use correlation and regression analysis to estimate the relationship between two variables.

Course Outcome:

1. Students will be able to do comparative study of two or more observations and understand relation between them.
2. Students will be able to apply mathematical concepts to real life problems in commerce, economics and management.

5. Course Name -: Computer Fundamentals (104 (B))

Course Objective:

1. To make the students familiar with the basics of Operating System and business communication tools.
2. To make the students familiar with basics of Network, Internet and related concepts.

Course Outcome:

Students will be able to understand the following concepts:

1. To understand the concepts and implementation Memory management policies and virtual memory.
2. To understand the concepts Internet in Commerce.
3. To understand the concepts of e-commerce and M commerce.

6. Course Name -: Banking and Finance [Fundamentals of Banking] (105 – b.)

Course Objective:

1. To make the students acquainted with the basic principles of banking as a business. .
2. To develop the working capability of students in banking sector.
3. To enlighten the students regarding the new concepts introduced in the banking system.

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Course Outcome:

1. To identify the possible ways and areas of misuse of banking technology.
2. To apply the knowledge to develop the professional career in financial and banking areas.

7. Course Name -: Marketing and Salesmanship (106 – c.)

Course Objectives:

1. To understand the basic concept of marketing.
2. To understand marketing philosophy and generating ideas for marketing research.

Course Outcomes:

1. Students will develop strong conceptual knowledge of the basics of marketing and its relevance in modern competitive world.
2. Students will demonstrate an effective understanding of marketing philosophy and marketing research.

8. Course Name: Additional English (107)

Course Objectives:

1. To encourage and enable them to read the various types of texts independently and discuss them among peers.
2. To impart the skill and develop the ability among them to use English language.

Course Outcomes:

1. The students will be competent to differentiate the literature and the purpose it serves.
 2. The students will be able to use language pertaining to the field of its usage.
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S.Y.BCom.

1. Course Name: Business Communication Skill (201)

Course Objectives:

1. To understand the concept, process and importance of communication.
2. To provide knowledge of various media of communication.

Course Outcome:

1. Students develop the awareness about the various media of communication.
2. Students become able to communicate effectively in various situations.
3. Students will learn different usage the business correspondence serve for effective communication.

2. Course Name: Corporate Accounting (202)

Course Objectives:

1. To make aware the students about the conceptual aspect of corporate accounting.
2. To enable the students to develop skills for Computerized Accounting.
3. To enable the students to develop skills about accounting standards.

Course Outcome:

1. Student will able to solve problems on company final accounts, company liquidation, internal reconstruction, valuation of shares etc.
2. Student will acquaint with computerized accounting system.

3. Course Name: Business Economics (Macro) (203)

Course Objectives :

4. To familiarize the students with the basic concept of Macroeconomics.
5. To Study the relationship among broad aggregates.
6. To enlighten the students regarding the new dynamics and theoretical developments in Macroeconomics.

Course Outcome

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After completing the course, the students will be able –

3. To apply economic reasoning to the problems of the economy.
4. To identify the linkages between economics and other social sciences.
5. To analyse and assess the different economic events and affairs in different sectors.

4. Course Name: Business Management (204)

Course Objectives:

1. To teach the students the practical perspectives of Business Management
2. To explain the relevance of various theories and concepts in management field

Course Outcomes:

1. At the end of the course the students will develop a better understanding on functioning of business organizations and workplace dynamics
2. The students will develop competencies to work in group
3. The students will understand the ethical issues of business management

5. Course Name: Elements of Company Law (205)

Course Objectives:

1. The main objectives of this subject to provide the knowledge of company, shares and kinds of the company.
2. To Impart students with the knowledge of Fundamentals of Company Law.
3. To apprise the students of new concepts involving in company law regime.

Course Outcome:

1. It gives complete well-versed an overall idea to students about actual implementation by applying provisions of company law.
2. Complete knowledge about shares like allotment, re allotment, transfer and transmission of shares.
3. It helps to understand proper understanding and clear distinction between public and private company.

6. Course Name: Cost & works accounting (206 E)

Course Objectives:

1. To provide basic knowledge about Cost Accounting.
2. To impart the knowledge of
 - 1) Cost concepts.
 - 2) Elements of cost
 - 3) Recording and Ascertaining Cost
 - 4) Calculation of Material and Labour Cost Term

Course Outcome:

1. Students learned basic concepts about Cost Accounting.
2. Improved knowledge of elements of costs, ascertainment of costs as well as material & Labour costs.

7. Course Name: Marketing Management (206 H)

Course Objectives

1. To orient the students recent trends in marketing management
2. To create awareness about marketing of eco-friendly products in the society through students

Course Outcomes

At the end of this course students will be able to:

1. To basics about marketing management and its importance for business management.
 2. To understand the basics of consumer behaviour and its importance in marketing management
 3. To know about various developments and trends in marketing i.e. e-commerce, e-marketing, green marketing etc.
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T.Y.B.Com.

1. Course Name: Business Regulatory Framework (301)

Course Objectives:

1. To acquaint students with the basic concepts, terms & provisions of Mercantile and Business Laws.
2. To develop the awareness among the students regarding these laws affecting business, trade and commerce.

Course Outcome:

1. After the completion of course student will have sound knowledge of business law and practices.
2. Trade related customs and legal framework will be developed amongst students.

2. Course Name: Advanced Accounting (302)

Course Objectives:

1. To impart the knowledge of various accounting concepts.
2. To instill the knowledge about accounting procedures, methods and techniques. .

Course Outcome:

1. Knowledge of various accounting concepts and principles will be delivered.
2. After completion of course, student will be able to do accounting of banking companies, cooperative societies, insurance claims, branch accounting etc..
3. Student will also be acquaint with GST and its practical approach.

3. Course Name: Indian and Global Economic Development (303 (A))

Course Objectives

1. To expose students to a new approach to the study of the Indian Economy.
2. To help the students in analyzing the present status of the Indian Economy.
3. To acquaint students with the emerging issues in policies of India's foreign trade.

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Course Outcomes

1. Students will demonstrate strong conceptual knowledge of present status of the Indian Economy and the emerging issues in policies of India's foreign trade.
2. Students will demonstrate effective understanding of the process of integration of the Indian Economy with other economics of the world.

4. Course Name: Auditing & Taxation (304)

Course Objectives:

1. To acquaint themselves about the concept and principles of Auditing, Audit process , assurance Standards, Tax Audit, and Audit of computerized Systems.
2. To get knowledge about preparation of Audit report.
3. To understand the basic concepts and to acquire knowledge about Computation of

Course Outcome:

1. It defines the procedure of direct tax assessment.
2. Able to file IT return on individual basis.
3. It Enables to prepare audit report.

5. Course Name: Cost and Works Accounting II (305-e)

Course Objective:

1. To provide Knowledge about the concepts and principles application of Overheads
2. To provide also understanding various methods of costing and their applications.

Course Outcome:

1. After completion of the course, student will get thorough idea of application of cost accounting methods in different industries.

6. Course Name: Marketing Management II (305-e)

Course Objectives

1. To understand the concept and functioning of marketing planning and sales management.

BALAJI COLLEGE OF ARTS, COMMERCE AND SCIENCE

2. To inform various facets of marketing with regulatory aspects.
3. To understand marketing in global scenario.

Course Outcomes

1. Students will demonstrate strong conceptual knowledge of marketing planning, sales management, marketing strategies and organization.
2. Students will demonstrate effective understanding of various facets of marketing.
3. Students will demonstrate effective understanding of marketing in global scenario.

7. Course Name: Cost and Works Accounting III (306-e)

Course Objectives:

1. To impart knowledge regarding costing techniques.
2. To provide training as regards concepts, procedures and legal Provisions of cost audit.

Course Outcome:

1. Identify cost-volume-profit relationships and BEP and to Solve Marginal costing Problems.
2. Identify and analyze variances, flexible budgets and management control.
3. To Know about Cost Audit , Appointment ,duties and responsibility

8. Course Name: Marketing Management III (306-h)

Course Objectives:

1. To know detailing of Marketing Research.
2. To understand the role Brand and Distribution Management in marketing.
3. To Know of the importance of control on marketing activities.

Course Outcome:

1. Students will get an insight into various aspects of marketing & advertising
2. Students will gain information about the marketing endeavours .