

DEPARTMENT OF COMMERCE B.COM MODEL II

MARKETING

A. PROGRAMME OUTCOMES (PO)

- Acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.
- Demonstrate knowledge of major theories and models in key areas of organizational behaviour.
- Analyse organizational problems and generate realistic solutions based on current academic research in organizational behaviour.
- Demonstrate a knowledge of key concepts underlying quantitative decision analysis.
- Acquire domain knowledge
- Strengthen critical thinking and reasoning skills
- Develop effective communication skills
- Imbibe human values, inclusiveness attitude and sociocultural sensitivity
- Build up self-esteem and competence to face challenges
- Attain life-readiness through problem-solving skills and competencies
- Demonstrate a knowledge of key concepts underlying quantitative decision analysis
- Critically evaluate new ideas, research findings, methodologies, and theoretical frameworks in a specialized field of study.

B. PROGRAMME SPECIFIC OUTCOME (PSO)

- To build a strong foundation in accounting, management and business subjects
- To prepare students for a variety of career options in accounting, management and business related fields
- To equip students with skills and knowledge to excel in their future careers
- To develop critical thinking skills in students
- To prepare students enter Masters programme like M.Com, M.B.A and pursue professional programme like C.A, CMA, C.S. etc.
- To develop entrepreneurial skills in students