



# Dr. Bhimrao Ambedkar University, Agra

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A Documentary Support  
for  
*Matric No. – 1.1.1*  
**Programme Outcomes & Course Outcomes**

*under the*  
**Criteria – I**  
**(Curriculum Design and Development)**

*Key Indicator - 1.1*

*in*  
*Matric No. – 1.1.1*

**B.COM. (VOCATIONAL)**

1994

*Mapping:*



*Local Need*



*Regional*



*National*



*Global Need*

  
Registrar  
Dr. B.R.A. University, Agra

## B.Com. (Voc.)

Program Code	Program Name	Program Outcomes
407	B.Com.	<ul style="list-style-type: none"> <li>• B.Com. Graduates may choose the much tried and tested path of CA, CS, CMA and other related fields of study, one has ample opportunity to choose an out-of-the-box career option, as one in travel and hospitality, media and telecommunications depending on the path and degree one chooses.</li> <li>• Earning a graduate degree of commerce (B.Com.) is evidence of persistence, determination, intellectual prowess, and the ability to handle challenging environments all of which are sought-after qualities for individuals filling manager and director positions.</li> <li>• An employee who has demonstrated success in a long-term situation that requires stamina, discipline, leadership, and the ability to work well with others is going to be in line for growth opportunities within his or her organization.</li> <li>• B.Com. graduate after completion of course can choose to work in job profile option available to them depending on their caliber and interest area such as Accountant, Auditor, Consultant, Company Secretary, Business Analyst, Finance Officer, Sales Analyst, Junior Analyst, Tax Accountant, Stock Broker, Economist, and Business Development Trainee and so on to explore.</li> </ul>

Course Code	Course Name	Course Outcome
ADV C1	Marketing Communication	<ul style="list-style-type: none"> <li>• <b>To understand Concept and nature of marketing communication,</b></li> <li>• <b>Helps in Understanding communication process , steps in developing effective marketing communication,</b></li> <li>• <b>Knowing , types of marketing communication-verbal and non-verbal , written , audio visual communication</b></li> <li>• <b>Corporate communication-formal &amp; informal, downward , upward, horizontal , diagonal, types of grapevine communication,</b></li> <li>• <b>Understanding of advantage &amp; disadvantage of marketing communication,</b></li> </ul>

		<ul style="list-style-type: none"> <li>• Interview, seminar Report- format &amp; characteristics of report e-marketing, B-B marketing.</li> </ul>
ADV C2	<b>Retail Management</b>	<ul style="list-style-type: none"> <li>• To understand definition and significance of retailing,</li> <li>• To understand Retailers role in distribution channel ,</li> <li>• Helps in understanding Benefit of retailing-benefit to customer , manufacturer, wholesaler ,&amp; economy,</li> <li>• To understand Evaluation of retailing,</li> <li>• Helps to understand Retailing environment, economic environment, legal environment, technological environment, competitive environment.</li> <li>• To understand Consumer buying behavior, buying consideration, Buying situation</li> </ul>
ADV C3	<b>Advertising</b>	<ul style="list-style-type: none"> <li>• To understand Meaning and importance of advertising,</li> <li>• Role of advertising in marketing.</li> <li>• Helps to understand types of advertising-commercial &amp; non-commercial classified and non-classified advertising,</li> <li>• To know about co-operative advertising and comparative adverting</li> <li>• DAGMAR approach</li> <li>• Helps in understanding setting of advertising budget , factors effective advertising expenditure in a company</li> <li>• To understand Advertising message,</li> <li>• To understand Preparing an effective advertising copy, elements of a print copy , headlines , illustration , body copy , slogan , logo , seal of approval , elements of broad cast copy , copy for direct mail.</li> <li>• Message strategy: attention, attention versus comprehension, interpretation and comparison.</li> </ul>
ADV C4	<b>Retail Market Strategy</b>	<ul style="list-style-type: none"> <li>• To understand Target market and retail format building,</li> <li>• Helps to understand competitive advantage, strategic positioning. operations purchasing / logistic market research , financing ,</li> <li>• To understand strategic planning process , developing the mission , objectives</li> <li>• Helps to understand Situational analyses identifying strategies , alternatives , selecting the target market ,</li> <li>• Obtaining resources, developing positioning,</li> <li>• Strategy implementation, evaluation results and controlling operations.</li> </ul>
ADV C5	<b>Advertising Media</b>	<ul style="list-style-type: none"> <li>• To understand Adverting media , types of media Radio,TV, Newspaper</li> <li>• Outdoor media-characteristics and limitation, exhibition and melas , press conference .</li> <li>• Helps to understand Media planning Selection, scheduling</li> </ul>

		<ul style="list-style-type: none"> <li>• Evaluation of advertising effectiveness , methods of measuring advertising effectiveness</li> <li>• To understand pre-testing &amp; post-testing communication ,</li> <li>• <b>Regulation of adverting in India, mis-leading and deceptive advertising ,</b></li> <li>• Helps to understand Adverting agency-their role and importance, role &amp; importance of adverting organization patterns,</li> <li>• To understand function selection of advertising agency, commission and fee.</li> </ul>
<b>ADV C6</b>	<b>Merchandise Management</b>	<ul style="list-style-type: none"> <li>• To understand Merchandise assortment planning and organizing</li> <li>• Helps to understand the buying process by categories management, and process ,</li> <li>• To understand the buying organization , setting financial objectives, Gross margin returns on inventory investment , measuring inventory turnover, calculating average inventory ,</li> <li>• Sales forecasting , category life cycle, assortment planning process</li> <li>• To understand need for tradeoff between variety , assortment and product availability</li> <li>• Assortment plan-product mix-trend, shotgun merchandising , rifle merchandising</li> <li>• Retail organization and management-designing, structure , defining organizational objectives , identifying organizational takes –task-principle of organization design –specialization and departmentalization ,</li> <li>• Help to understand authority and responsibility, unity of command, span of control.</li> </ul>
<b>ADV C7</b>	<b>Personal selling and salesmanship</b>	<ul style="list-style-type: none"> <li>• To understand Nature and importance of personal selling, door to door selling , ADIAS model of selling ,</li> <li>• Types of selling situation, types of sales person,</li> <li>• Buying motives, types of market consumer and industrial market.</li> <li>• Helps to understand Process of effective personal selling, prospecting , pre-approach , approach , presentation and demonstration and objection handling ,</li> <li>• To understand Closing the sales and post sales activities , qualities of successful salesperson with particular customer services ,</li> <li>• To understand Distribution network relationship.</li> </ul>

<b>ADV C8</b>	<b>Retail Stores Management</b>	<ul style="list-style-type: none"> <li>• To understand Stores management- role of store manager, managing the store personnel minimizing the cost of retail store ,</li> <li>• Helps to understanding managing the buying and selling activities at the retail store and providing customer service</li> <li>• The retail personnel management process , job analysis , recruitment , Selection , socializing and training , motivating , evaluating store employees and compensation ,</li> <li>• To understand legal and ethical issue in managing store personal hiring, selection, compensation,</li> <li>• To understand labor relations-cost control , labor scheduling , store maintenance energy management</li> <li>• Reducing inventory shrinkage, detecting and preventing shoplifting.</li> </ul>
<b>ADV C9</b>	<b>Management of the sales force</b>	<ul style="list-style-type: none"> <li>• To understand Concept and importance of sales force ,</li> <li>• To understand Recruitment and selection , training and development , motivation and compensation performance appraisal ,</li> <li>• To understand sale force size , organization of the sales department , geographic , product wise marketer based Sales planning and control</li> <li>• Help to understand market analysis and sales forecasting , methods of sales forecasting , sales budget , importance and process of sales budget , sales quota,</li> <li>• To know objectives , principle of selling , administration of sales quota , sales promotion-forms of sales promotion , consumer oriented sales promotion , trade oriented sales promotion and sales force oriented sales promotion ,</li> <li>• Help to understand Measure tools of sales promotion – samples, point of purchase, display and demonstration, exhibition and fashion show, sales contest and lotteries, gift offers, premium and free goods.</li> </ul>
<b>ADV C10</b>	<b>Legal and ethical issues in retailing</b>	<ul style="list-style-type: none"> <li>• To understand customer-dealing with ethical issues , awareness of ethical issues ,</li> <li>• To understand moral philosophy , intention and behavior , the organization environment company ethics program ,</li> <li>• To understand social responsibility , cost-free activities , legally mandated activities , policy influence activities , group imposed activity , interest group coerced activity , free will activities ,</li> <li>• To understand product and packaging –environmental</li> </ul>

		<p>orientation –waste reduction , recycling packaging ,</p> <ul style="list-style-type: none"> <li>• Helps to understand legal framework, supplier relation, competitor relations, consumer relations, employee relation.</li> </ul>
<b>ADV C11</b>	<b>Project Report based on entrepreneurship development</b>	<ul style="list-style-type: none"> <li>• Project Report based on entrepreneurship development</li> </ul>
<b>ADV C12</b>	<b>Entrepreneurship Development</b>	<ul style="list-style-type: none"> <li>• To understand Concept of entrepreneurship, elements of entrepreneurship,</li> <li>• M conceptual model</li> <li>• <b>To understand function and types of entrepreneur.</b></li> <li>• Establishing entrepreneurial systems: search for business idea, sources of ideas, idea processing, selection of idea,</li> <li>• To understand input requirement, personal, finance, information and intelligence.</li> <li>• Project formulation: need, concept, significance and elements of project formulation, feasibility analysis, project report, project selection and appraisal.</li> <li>• To understand Steps for starting a small industry: decision to become an entrepreneur, step to be taken preparation of project report guidelines, procedure and formalities for registration.</li> <li>• To understand Selection of types of organization: sole proprietorship, partnership and joint stock company.</li> </ul>
<b>BA C1</b>	<b>Principles of Management</b>	<ul style="list-style-type: none"> <li>• Learners will be able to learn various management concepts such as planning, organizing, implementing, staffing, coordinating, controlling, motivating and Managerial Grid.</li> <li>• Learners will recognize the human skills and conceptual skills as per industry requirements about basic management skills.</li> <li>• Learner will be able to determine most effective action to take in specific situation.</li> <li>• Learners will diagnose various styles and qualities of efficient leadership, Coordination, Controlling, Green Management and Corporate Social Responsibility.</li> <li>• Learners will be able to assess managerial practices and choice relative to ethical principles and standards.</li> </ul>
<b>BA C2</b>	<b>Material Management</b>	<ul style="list-style-type: none"> <li>• Learner will be able to explain the concept of warehouse and storage activities and its importance in the supply chain.</li> </ul>

	<b>and Stores control</b>	<ul style="list-style-type: none"> <li>• Learner will be able to explain the concept of inventory and the importance of inventory management in the supply chain process.</li> <li>• Learner will be able to explain the importance of inventory control and inventory control system.</li> <li>• Learner will be able to learn about the methods of inventory control.</li> <li>• Learner will be able to learn about checking and inspection of material.</li> <li>•</li> </ul>
<b>BA C3</b>	<b>Personnel Management</b>	<ul style="list-style-type: none"> <li>• Learner will be able to understand and apply Human Resource Management Perspective.</li> <li>• <b>Learner will be able to plan human resource and implement techniques of job design.</b></li> <li>• <b>Learner will get competency to recruit, train and appraise the performance of employees.</b></li> <li>• Learner will be able to implement participative management in organization.</li> <li>• Learner will be able to design Job Description and Job Specification.</li> </ul>
<b>BA C4</b>	<b>Business Law</b>	<ul style="list-style-type: none"> <li>• <b>Learner will be able to demonstrate and get understanding about Legal Environment of Business.</b></li> <li>• Learner will be able to learn about Employment Law, Intellectual Property Law and Commercial Transaction.</li> <li>• Learner will be able to acquire problem solving technique and to be able to present coherent, concise legal argument.</li> <li>• Learner will be able to identify the fundamental legal principles behind contractual agreements.</li> <li>• Learner will be able to get aware about Consumer Protection Act.</li> </ul>
<b>BA C5</b>	<b>Financial Accounting</b>	<ul style="list-style-type: none"> <li>• Learner will be able to prepare financial statement in accordance with appropriate standards.</li> <li>• Learner will be able to interpret the business implication of Financial Statement information.</li> <li>• Learner will be able to have critical thinking skills to analyse financial data</li> <li>• Learner will be able to effectively define the needs of various users of accounting data.</li> <li>• Learner will be able to demonstrate the ability to communicate such data effectively and able to provide knowledgeable recommendations.</li> </ul>
<b>BA C6</b>	<b>Management Information</b>	<ul style="list-style-type: none"> <li>• Learner is able to know about meaning and concept of MIS, its objective and importance.</li> <li>• Learner will be able to understand about major types of</li> </ul>

	<b>System (MIS)</b>	<p>information system in organization, decision support system (DSS) devices and tools of interacting with MIS.</p> <ul style="list-style-type: none"> <li>• Learner will be able to understand about major problems arrear in information system.</li> <li>• Learner will be able to outline the role of ethical, social and security issues of information system.</li> <li>• Learner will be able to analyse a complex computing problem and to apply principles of computing and other relevant discipline to identify solutions.</li> </ul>
<b>BA C7</b>	<b>Commercial Arithmetic I</b>	<ul style="list-style-type: none"> <li>• Learner will be able to understand the mathematical concept.</li> <li>• Learner will be able to understand about Percentage, profit and loss.</li> <li>• Learner will be able to understand ratio analysis , commission , brokerage and premium.</li> <li>• Learner will be able to understand about share and stock.</li> </ul>
<b>BA C8</b>	<b>Commercial Arithmetic II</b>	<ul style="list-style-type: none"> <li>• Learner will be able to adapt the knowledge of various mathematical tools and techniques and models which help in dealing with real life business situation.</li> <li>• Learner will be able to learn about the terminology involved in Algebra, Derivatives and basic arithmetic operations on matrices.</li> <li>• Learner will be able to interpret and solve business related problems.</li> <li>• Learner will be able to demonstrate mathematical skills required in mathematically intensive area in commerce such as Finance and Economics.</li> </ul>
<b>BA C9</b>	<b>Management Accounting</b>	<ul style="list-style-type: none"> <li>• Learner will be able to understand the basic concepts, importance and function of Management Accounting.</li> <li>• Learner will be able to calculate various ratios and will be able to understand significance and use of various ratios.</li> <li>• Learner will be able to critically analyse and provide recommendations to improve the operation of organization.</li> <li>• Learner will be able to understand the flow of manufacturing costs.</li> </ul>
<b>BA C10</b>	<b>Government and Business</b>	<ul style="list-style-type: none"> <li>• Learner will be able to understand the challenges and complexities faced by business and their leaders as they endeavor to maximize return.</li> <li>• Learner will be able to understand how to maximize return while responsibility managing their duties to all stakeholders of business.</li> </ul>



		<ul style="list-style-type: none"> <li>• Learner will be able to understand the rationale for government interventions in market systems.</li> <li>• Understand and appreciate the social aspects of business.</li> <li>• To develop Social Responsibility and make their own judgments as to the proper balance of attention to multiple bottom lines.</li> <li>• To develop the skills needed to work through ethical dilemmas in a globalised economic era.</li> </ul>
<b>BA C11</b>	<b>Company Account</b>	<ul style="list-style-type: none"> <li>• Learner will be able to acquire the knowledge in company accounts.</li> <li>• Learner will be able to understand about shares, bonus share, right share, underwriting and liquidation.</li> <li>• Learner will be able to evaluate the techniques for redemption of debenture and preference share.</li> <li>• Learner will be able to Gain confidence in preparing company accounting in corporate sector.</li> </ul>
<b>BA C12</b>	<b>Government of Business</b>	<ul style="list-style-type: none"> <li>• Learner will be able to understand the forms of organization structure of public enterprise</li> <li>• Learner will be able to know the need of industrial development in backward areas.</li> <li>• Learner will be able to understand government policies regarding promotion of small scale industries.</li> <li>• Learner will be able to understand about the role of FDI in economy.</li> </ul>
<b>ABE C1</b>	<b>Statistical Methods I</b>	<ul style="list-style-type: none"> <li>• To understand mean , median , mode , quartiles , deciles , percentile</li> <li>• Helps in understanding Meaning , definition , scope and limitation of statistics</li> <li>• Learn Diagrammatical and graphical presentation of statistical data</li> <li>• Helps to learn research work</li> <li>• Make aware about measurement of central tendency : meaning , advantage and disadvantages of different averages</li> </ul>
<b>ABE C2</b>	<b>Business Economics I</b>	<ul style="list-style-type: none"> <li>• To understand Meaning and scope of business economics</li> <li>• To understand Demand analysis</li> <li>• To understand concept of cost and different type of cost</li> <li>• process of decision making</li> <li>• elements of risk and uncertainty in business</li> </ul>
<b>ABE C3</b>	<b>Statistical Methods II</b>	<ul style="list-style-type: none"> <li>• Measurement and concept of dispersion</li> <li>• To understand standard deviation</li> <li>• Helps in understanding coefficient of correlation</li> <li>• To understand range dispersion and its coefficient , mean dispersion</li> </ul>

		<ul style="list-style-type: none"> <li>To understand relationship between different measure of dispersion</li> </ul>
ABE C4	<b>Indian Financial System</b>	<ul style="list-style-type: none"> <li>To understand Financial system and commercial banking</li> <li>Helps in understanding reserve bank of india and its credit controlling techniques</li> <li>SEBI and Regulation of primary and secondary markets</li> <li>Issue f shares , Right issue by listed companies</li> <li>Helps in understanding mutual funds and its different types</li> <li>To understand finance sources of the company</li> </ul>
ABE C5	<b>Business Economics II</b>	<ul style="list-style-type: none"> <li>To understand Capital Budgeting</li> <li>To understand cost of capital</li> <li>to understand different types of Market structure:</li> <li>Helps in understanding pay-back period method , rate of return method , present value method.</li> <li>To understand Break-even analysis</li> </ul>
ABE C6	<b>Business Finance I</b>	<ul style="list-style-type: none"> <li>To understand Nature, scope and significance of business finance</li> <li>Learn about Capitalization: concept of capitalization , over capitalization and under capitalization</li> <li>To understand meaning and problems on capital gearing</li> <li>To understand , corporate securities , cost of capital.</li> <li>Understand general responsibility of finance executive</li> </ul>
ABE C7	<b>Emerging Issues of Industry</b>	<ul style="list-style-type: none"> <li>To Understands Current industrial industry policy</li> <li>To understands Economic Planning: Definition, objectives, importance of economic planning</li> <li>Learn about problem of priority , determination and resources allocation</li> <li>To understand function of planning commission in India</li> <li>Learn about five year plans</li> </ul>
ABE C8	<b>Business Finance II</b>	<ul style="list-style-type: none"> <li>Helps in understanding Money and capital market</li> <li>Helps in understanding commercial banking</li> <li>Helps in understanding, financial variance , material and labor variance.</li> <li>industrial development bank of India (IDBI</li> <li>Helps in understanding Financial analysis :budgeting</li> </ul>
ABE C9	<b>Research Methodology Management</b>	<ul style="list-style-type: none"> <li>To understand Meaning, objectives and motivation in research</li> <li>To understand Testing of hypothesis</li> <li>Helps in higher studies and research</li> <li>Helps to understand characteristics of good sample random sampling</li> </ul>

		<ul style="list-style-type: none"> <li>• Study about , Basic principle of experimental.</li> </ul>
<b>ABE C10</b>	<b>Public Finance</b>	<ul style="list-style-type: none"> <li>• <b>Learn about Public Finance :Definition , scope and role in national economy</b></li> <li>• Learn about Public debts</li> <li>• To understand , theory of maximum social advantages</li> <li>• To understand public revenue and expenditure :classification</li> </ul>
<b>ABE C11</b>	<b>Statistical Methods III</b>	<ul style="list-style-type: none"> <li>• To understand Correlation :Meaning and types of correlation</li> <li>• Helps in understanding Karl pearson coefficient of correlation</li> <li>• To understand Regression and its coefficient</li> <li>• <b>Indian statistics :Central statistics organization (CSO)</b></li> <li>• <b>How National sample survey organization (NSNO) , population statistics</b></li> </ul>
<b>ABE C12</b>	<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• To understand financial and dividend decision , financial planning</li> <li>• To understand the meaning of Cost of capital: Significance of cost of capital, calculating cost of debt. Preference shares, equity shares capital and retained earnings,</li> <li>• To understand the meaning of Capital Budgeting: nature of investment decision , pay-back period method.</li> <li>• To understand Operating and financial leverage: their measures</li> <li>• To understand capital structure meaning</li> </ul>