

MANAGEMENT DEPARTMENT

PROGRAM OUTCOME & COURSE OUTCOME

PROGRAM OUTCOME

The Bachelor of Commerce (B.Com.) course is designed to provide competencies in basic commerce discipline as also impart requisite skills in problem solving, leadership, communications, decision making in organizations with appropriate subjects covering areas of economics, accounting, business management, human resource, taxation, marketing management and Information Technology.

Pragjyotish College affiliated under Gauhati University follows the Choice Based Credit System (CBCS) which is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. This is coupled with a focus on Project Based Learning to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

The course structure will definitely equip the students to accept the challenges of globalization and constant change and will enable them to be well placed in business, academics and administration in the country as well as abroad.

PROGRAM SPECIFIC OUTCOME:-PSO₁ :

PSO 1: Students get adapted to rapid changes in courses, applications of different tools and technology

PSO 2: There is creation of an environment of continuous learning to improve good interpersonal skills as a leader in a team.

PSO 3: Students will prove themselves in different examinations like CA, CMA, CS.

PSO 4: Students will be acquired with the knowledge and skill in different areas of communication, decision making in day to day business activities.

PSO 5: The students understand the social responsibility for specific goal achievement, analytical and problem solving skills.

PSO 6: There is learning of communication skills, presentations in class rooms and conducting projects.

PSO 7: Students get used to internal evaluations, tests, assignments, group discussions for analyzing subjects and problems relating to subjects.

PSO 8: Students will able to play the roles of businessmen, entrepreneur and consultant which will help learners to possess knowledge and other soft skills, act promptly when confronted with critical decision making.

Course Outcome

Semester-2

COM-GE-2026: Insurance & Risk Management GENERIC ELECTIVE (GE)-2

Course Outcome	Course Outline	Bloom's Taxonomy
To develop an understanding among students about identifying analyzing and managing various types of risk. Besides, the students will be in a position to understand principles of insurance and its usefulness in business along with its regulatory framework.	Unit 1: Understanding concept of risk and gaining knowledge of tackling different types of risk.	Understand
	Unit 2: Gives exposure regarding concept of insurance.	Apply, Analyze
	Unit 3: To educate about the different types and principles of insurance.	Remember
	Unit 4: To impart knowledge on regulatory framework of insurance.	Remember, Apply

Semester-3

COM-HC-3036: MANAGEMENT PRINCIPLES AND APPLICATION **(CORE COURSE)**

Course Outcome	Course Outline	Bloom's Taxonomy
The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.	Unit 1: Gain knowledge on the evolution of management thoughts.	Remember, Understand
	Unit 2: Understand the strategic planning process in the organisation.	Understand, Apply
	Unit 3: Understanding the concept of organisation	Understand
	Unit 4: Demonstrate the ability to directing, leadership and communicate effectively.	Understand, Apply
	Unit 5: Analysis isolate issues and formulate best control methods	Understand, Apply

COM-SEC-HC-3054 (A): ENTREPRENEURSHIP [SKILL- ENHANCEMENT ELECTIVE COURSE (SEC)-1]

Course Outcome	Course Outline	Bloom's Taxonomy
The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.	Unit 1: Know about basics of entrepreneurship, types, and functions of entrepreneurs.	Understand
	Unit 2: Know about MSME, promotional agencies of entrepreneurship	Understand
	Unit 3: Be familiar with SHGs, angel investors, entrepreneurial development programs and relevant issues.	Understand
	Unit 4: Understand different sources of business ideas and test	Understand, Apply, Create

	of feasibility. Unit 5: Be familiar with mobilizing resources for startups	Remember, Understand, Create
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COM-SEC-HC-3044(B): New Venture Planning [SKILL- ENHANCEMENT ELECTIVE COURSE (SEC)-1]

Course Outcome	Course Outline	Bloom's Taxamony
The curriculum aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course student should be able to develop an understanding of the process of identifying various sources of new business ideas of products and services.	Unit 1: To gain ideas regarding starting of a new ventures.	Understand, Apply, Create
	Unit 2: To know about the different methods of entering into a venture with its advantages and disadvantages.	Understand, Remember
	Unit 3: To know the legal challenges in setting up a business.	Understand, Apply
	Unit 4: To help in examining and evaluating the different sources of finance.	Understand, remember, Apply
	Unit 5: To understand the nature of marketing efforts required in new ventures.	Understand, Apply, Create
	Unit 6: To gain knowledge to develop a comprehensive business plan.	Understand, Create

Semester-4

COM-HC-4036: HUMAN RESOURCE MANAGEMENT (CORE PAPER)

Course Outcome	Course Outline	Bloom's Taxamony
The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.	Unit 1: To know the basics of HRM, concept, objectives, scope, functions, importance and evaluation of HRM	Understand, Evaluate
	Unit 2: To know the process of recruitment, selection and placement of an employee.	Understand, Apply
	Unit 3: To understand the need	

	for training and development of human resources.	Understand, Apply
	Unit 4: To highlight the methods of performance appraisal and wage payment.	Understand
	Unit 5: Be aware of areas of employee's health and safety measures.	Understand, Apply

Semester-5

COM-HC-5016: PRINCIPLES OF MARKETING (CORE PAPER)

Course Outcome	Course Outline	Bloom's Taxamony
The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.	Unit 1: To develop understanding of basics concept of marketing and environmental conditions effecting marketing decisions of a firm	Understand, Apply, Create
	Unit 2: Understand the dynamics of consumer behavior and process of market selection.	Understand
	Unit 3: Understand and analyse the process of value creation through marketing decisions involving product development.	Understand, Apply
	Unit 4: Understanding marketing decisions involving product pricing and its distribution.	Understand, Apply
	Unit 5: Understanding marketing decisions involving product promotion and recent developments in marketing.	Understand, Apply

COM-DSE-HC-5036(C): ADVERTISING (Discipline Specific Elective)

Course Outcome	Course Outline	Bloom's Taxamony
The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.	Unit 1: Have an idea about advertisement and advertising and other related issues.	Understand
	Unit 2: Explain about advertising planning, development of advertising program and media in advertising.	Understand, Apply
	Unit 3: To gain knowledge about advertising appeals and preparing ads for different media.	Understand, Apply, Create
	Unit 4: Discuss about an effective advertisement and its features.	Understand
	Unit 5: Understanding about advertising agency and socio ethical and legal aspects of advertising in India.	Understand, Apply

Semester-6

COM-DSE-HC-6036(B): CONSUMER AFFAIRS AND CUSTOMER CARE (Discipline Specific Elective)

Course Outcome	Course Outline	Bloom's Taxamony
This paper seeks to familiarize the students with of their rights as a consumer,	Unit 1: To understand conceptual framework of markets, experiencing and voicing dissatisfaction.	Understand, Apply

<p>the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.</p>	<p>Unit 2: To get awareness about Consumer Protection Act, 1986 and organizational setup under CPA.</p>	<p>Remember, Understand</p>
	<p>Unit 3: To know about the grievance redressal mechanism under the CPA, 1986.</p>	<p>Understand, Apply</p>
	<p>Unit 4: To impart knowledge on industry regulators and consumer complaint redress mechanism.</p>	<p>Remember, Understand, Apply</p>
	<p>Unit 5: To understand about quality and standardization: ISI, AG-MARK, Hallmarking etc role of BIS.</p>	<p>Remember, Understand</p>

COM-DSE-HC-6036(E): INDUSTRIAL RELATIONS AND LABOUR LAWS (Discipline Specific Elective)

Course Outcome	Course Outline	Bloom's Taxonomy
<p>To enable the students to learn the concepts of industrial relations including trade unions, collective bargaining, discipline and various labor enactments.</p>	<p>Unit 1: Have knowledge regarding concepts and theories of IR.</p>	<p>Remember, Understand</p>
	<p>Unit 2: To know about the origin, growth and importance of trade Unions.</p>	<p>Remember, Understand</p>
	<p>Unit 3: Analyze collective bargaining and Worker's participation in management.</p>	<p>Remember, Understand</p>
	<p>Unit 4: Analyze Industrial conflict, grievances, provision for strikes and lockouts etc.</p>	<p>Remember, Understand</p>
	<p>Unit 5: Understand objectives, provision and working of the factories Act, 1948 and Industrial disputes Act, 1947.</p>	<p>Remember, Understand, Apply</p>

COM-DSE-HC-6036(F): BUSINESS RESEARCH METHODS AND PROJECT WORK
(Discipline Specific Elective)

Course Outcome	Course Outline	Bloom's Taxonomy
<p>This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.</p>	<p>Unit 1: To be familiar with the concept of Research and its types and hypothesis.</p>	<p>Remember, Understand, Apply</p>
	<p>Unit 2: Understanding about problem identification and Research process.</p>	<p>Remember, Understand, Apply, Create</p>
	<p>Unit 3: Getting knowledge about different measurement scales and hypothesis testing: Parametric and Non Parametric.</p>	<p>Analyze, Evaluate, Create</p>