

**Programme Specific Outcomes (PSOs) and Course Outcomes (COs) for Bachelor of Commerce offered by St. Anthony's College, Shillong**

**PROGRAMME SPECIFIC OUTCOMES**

The Department of Commerce, St. Anthony's College, Shillong offers the three year undergraduate Honours course in Commerce. The Department has a defined set of Programme Specific Outcomes (PSOs) which guides the teaching learning and evaluation process in the Department. On completion of this course the student should attain the following attributes.

- PSO-1:** The students can get the knowledge, skills and attitudes during the end of the B.Com degree course.
- PSO-2:** By goodness of the preparation they can turn into a Manager, Accountant, Management Accountant, Cost Accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock Agents, Government employment and so on.
- PSO-3:** Students will prove themselves in different examinations like CA, CMA, CS, MPSC and UPSC.
- PSO-4:** Students will acquire the knowledge and skill in different areas of communication, decision making, innovations and problem solving in day to day business activities.
- PSO-5:** Students will gain thorough systematic and subject skills within various disciplines of accounting and finance, auditing and taxation, banking and insurance, management and marketing, information technology in business, mathematical knowledge as well.
- PSO-6:** Students can also get the practical skills to work as accountant, audit assistant, tax consultant, marketing analyst, banker, insurance advisor and so on.
- PSO-7:** Students will be able to do their higher education and do research in the field of commerce and management.
- PSO-8:** Students will understand marketing practices in service sector, ethical issues and good governance practices.
- PSO-9:** Students will enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
- PSO-10:** Students are able to play the roles of businessmen, entrepreneur and consultant which will help learners to possess knowledge and other soft skills, and to react aptly when confronted with critical decision making.

**COURSE OUTCOMES (COs)**

The Department follows the syllabus and curriculum structure as mandated by the affiliating University. During the three years of the B.Com (Honours) programme, spread over 6 semesters, 27 commerce papers with optional are taught. The Semester wise distribution of the Papers and their Course Outcomes are listed below.

<b>SEMESTER-I</b>	
<b>Name of the Paper</b>	<b>COURSE OUTCOMES (COs)</b>
<b>BC-101:</b> Business Environment	On completion of this course, the students will be able to: <b>CO-1:</b> Know the overview of business environment and its impact on businesses. <b>CO-2:</b> Understand the objective of five year plans for improving the economic situation in India. <b>CO-3:</b> Know the detailed outlook of the growth of industries in India including the Government's role in improving the condition of industries. <b>CO-4:</b> Develop ideas about the trade relationship between India and other countries, foreign collaboration and investment.

	<b>CO-5:</b> Learnt the overview of international business environment and the benefits of world trade, the influence of international economies in India.
<b>BC-102:</b> Principles & Practice of Management	On completion of this course, the students will be able to: <b>CO-1:</b> Understand the primary functions of management and roles of managers. <b>CO-2:</b> Learnt the major contributors to the fields of management. <b>CO-3:</b> Understand how managers align the planning process with the company's Mission, Vision and Values. <b>CO-4:</b> Understand the components and considerations of strategic management. <b>CO-5:</b> Learnt the process and techniques of individual and group decision making.
<b>BC-103: Financial Accounting.</b>	On completion of this course, the students will be able to: <b>CO-1:</b> Learnt and apply the principles and concepts of accounting in the preparation and presentation of financial statements of Sole Trading business. <b>CO-2:</b> Know the accounting for Not for profit organisation. <b>CO-3:</b> Learnt and prepared the accounts of Joint Ventures and Reconstitution of Partnership Firm. <b>CO-4:</b> Understand the concept and methods of Dissolution of Partnership Firm and sale of Firm. <b>CO-5:</b> Enrich the accounting knowledge with the accounting for special transactions with reference to Branch Accounting, Consignment Accounting and Accounting for Hire Purchase and Installment.
<b>SEMESTER-II</b>	
<b>Name of the Paper</b>	<b>COURSE OUTCOMES (COs)</b>
<b>BC-201:</b> Business Economics	On completion of this course, the students will be able to: <b>CO-1:</b> Analyse the scope and methods of business economics. <b>CO-2:</b> Apply concept and tools of demand analysis. <b>CO-3:</b> Enumerate concepts in the theory of production <b>CO-4:</b> Understand the concept and tools of cost functions in decision making. <b>CO-5:</b> Evaluate market structure and apply pricing methods and approaches.
<b>BC-202:</b> Fundamental Mathematics	On completion of this course, the students will be able to: <b>CO-1:</b> Learnt to find the determinant of matrix, inverse of matrix, solve a system of linear equations and apply matrix theory to simple business and economic problems. <b>CO-2:</b> Gain knowledge of fundamental concepts of functional relationship and various types of functions and their graphs. <b>CO-3:</b> Learnt the concepts of real numbers, concept of limit and continuity of function, concept of differentiation and its rules. <b>CO-4:</b> Learnt to apply the concept of differentiation to problems of elasticity of demand and supply, concept of maxima and minima of functions relating to cost and revenues. <b>CO-5:</b> Calculate different types of rates of interest and their interrelationship, annuity and its different types, methods of calculation of depreciation on fixed assets and valuation of loans, shares and debentures.
<b>BC-203 :</b> Information Technology in Business	On completion of this course, the students will be able to: <b>CO-1:</b> Understand data, information, information system and information technology. <b>CO-2:</b> Learnt the types of operation systems, concept of database management system and network topology. <b>CO-3:</b> Learnt to use formula in an electronic spreadsheet.

	<p><b>CO-4:</b> Understand the internet protocols.</p> <p><b>CO-5:</b> Understand the business models, advertising and payment systems used in e-commerce.</p>
<p><b>BC-204:</b> Indian Financial System</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Develop ideas of the structure of the India Financial System, and a purview of its constituents and its functioning.</p> <p><b>CO-2:</b> Understand the conditions of the Indian money market and its impact on the economy.</p> <p><b>CO-3:</b> Understand the conditions of the Indian capital market and its impact on the economy.</p> <p><b>CO-4:</b> Identify the different categorisation of financial institutions in the Indian Financial System, and their respective functions and roles.</p> <p><b>CO-5:</b> Identify the apex institutions that regulate the varied financial institutions in India.</p>
<p><b>SEMESTER-III</b></p>	
<p><b>Name of the Paper</b></p>	<p><b>COURSE OUTCOMES (COs)</b></p>
<p><b>BC-301:</b> Business Statistics</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Learnt the key terminology in business statistics and understanding Data, Tabulation and Presentation, tools and techniques used in business statistical analysis.</p> <p><b>CO-2:</b> Calculate measures of central tendency and their variation, Dispersion and their measures; Skewness , Moments, Kurtosis and their measures.</p> <p><b>CO-3:</b> Understand and solve problems in Correlation and Regression, Index Number - its meaning, types, uses and methods of constructing indices.</p> <p><b>CO-4:</b> Learnt Permutations and Combinations; Theory of Probability and its applications; Sampling Theory and its techniques.</p> <p><b>CO-5:</b> Learnt business forecasting methods using Time series analysis, Interpolation and Extrapolation methods.</p>
<p><b>BC-302:</b> Business Laws</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Know the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.</p> <p><b>CO-2:</b> Identify the fundamental legal principles behind contractual agreements.</p> <p><b>CO-3:</b> Learnt how businesses can be held liable in tort for the actions of their employees.</p> <p><b>CO-4:</b> Understand the legal and fiscal structure of different forms of business organizations and ability to know the details of Negotiable Instruments.</p> <p><b>CO-5:</b> Know the laws related to Company Act and Consumer Protection Act.</p>
<p><b>(Optional Honors-Group -A)</b></p> <p><b>BC-303:</b> Corporate Accounting</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Understand the concepts and solve the problems in shares and debentures.</p> <p><b>CO-2:</b> Learnt to prepare the Financial Statement of a company as per the Act.</p> <p><b>CO-3:</b> Learnt the concepts and methods of Financial Statement Analysis.</p> <p><b>CO-4:</b> Understand the procedures of Amalgamation, Absorption and Reconstruction of a company.</p> <p><b>CO-5:</b> Know the concepts and methods of valuation of Goodwill and Shares, and prepare a Consolidated Financial Statements.</p>
<p><b>(Optional Honors-Group-B and D)</b></p> <p><b>BC-304:</b> Marketing</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Acquaint the fundamental concepts and principles of marketing management.</p> <p><b>CO-2:</b> Familiarized the concept of markets and products strategies.</p> <p><b>CO-3:</b> Familiarized the concept of pricing and promotion strategies.</p> <p><b>CO-4:</b> Familiarized the concept of distribution and retailing strategies.</p>

Management	<b>CO-5:</b> Exposed the contemporary issues in marketing.
<b>(Optional Honors-Group-C)</b>  <b>BC-305:</b> Fundamentals of Banking	On completion of this course, the students will be able to: <b>CO-1:</b> Gained a basic understanding about the Indian banking industry <b>CO-2:</b> Acquired knowledge about the important banking theories and the relationship between banker and customer. <b>CO-3:</b> Learnt about the laws and procedures governing banking instruments and the rights and duties of banker. <b>CO-4:</b> Gained knowledge about the reforms introduced in the banking sector and the recent developments in banking industry. <b>CO-5:</b> Learnt about the importance of regulations in the banking industry.
<b>SEMESTER-IV</b>	
<b>Name of the Paper</b>	<b>COURSE OUTCOMES (COs)</b>
<b>BC-402:</b> Financial Management	On completion of this course, the students will be able to: <b>CO-1:</b> Learnt the meaning, scope and functional areas. The basic idea is offered on Time Value of Money, Investment, Finance and Dividend etc. <b>CO-2:</b> Understand the process and various vital methods viz., Payback period, ARR, NPV, IRR and PI along with comparisons. <b>CO-3:</b> Learnt the computational techniques of Equity & Preference Shares, Debt and retained earnings etc. In addition, theories of capital structure and factors affecting capital structure are covered. <b>CO-4:</b> Evaluates the factors, forms and models of Dividend Decisions limiting its Models to Walter, Gordon and MM Hypotheses. <b>CO-5:</b> Wraps the Concept and Cycle of Working Capital along with its determining factors. It covers managing working capital, Management of Accounts Receivables and Management of Inventory.
<b>(Optional Honors-Group -A)</b>  <b>BC-403:</b> Auditing	On completion of this course, the students will be able to: <b>CO-1:</b> Learnt the concepts and types of Audit and Audit process. <b>CO-2:</b> Understand the various audit procedure taken place during the course of audit. <b>CO-3:</b> Know the audit of Limited Companies and Specialised Institutions. <b>CO-4:</b> Know the process of setting standards on Auditing (SA) in India and the application of SA-200,220,230,240,250 and 260 in the process of audit. <b>CO-5:</b> Expose to audit of Entities and Contemporary issues in auditing.
<b>(Optional Honors-Group-B )</b>  <b>BC-404 :</b> Human Resource Management	On completion of this course, the students will be able to: <b>CO-1:</b> Understand the basic concepts, functions and processes of human resource management. <b>CO-2:</b> Learnt the role, functions and functioning of human resource department of the organizations. <b>CO-3:</b> Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour. <b>CO-4:</b> Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy <b>CO-5:</b> Evaluate the developing role of human resources in the global arena.
<b>(Optional Honors-Group-C )</b>  <b>BC-405 :</b>	On completion of this course, the students will be able to: <b>CO-1:</b> Acquired a general basic knowledge about the insurance business in general. <b>CO-2:</b> Learnt about the essentials of the contract of insurance and the important insurance theories.

Fundamentals of Insurance	<p><b>CO-3:</b> Gained an understanding about the importance of insurance agency and surveyor ship.</p> <p><b>CO-4:</b> Learnt about the features of different types of insurance policies.</p> <p><b>CO-5:</b> Acquired knowledge about the salient features of insurance legislation in India.</p>
<p><b>(Optional Honors-Group-D )</b></p> <p><b>BC-406 :</b> Sales &amp; Advertisement Management</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Acquaint the fundamental concepts, theories and practices of Sales management.</p> <p><b>CO-2:</b> Awareness on the concept of administration part of selling concept.</p> <p><b>CO-3:</b> Acquaint the fundamental concepts, theories and practices of Advertising management.</p> <p><b>CO-4:</b> Familiarising the concepts of budgeting and scheduling, media strategy, media vehicle, branding and research.</p> <p><b>CO-5:</b> Understanding the effectiveness and contemporary trends in advertising such as media planning and selection, media mix, digital communication and interactive communication tools.</p>
<b>SEMESTER-V</b>	
<b>Name of the Paper</b>	<b>COURSE OUTCOMES (COs)</b>
<p><b>BC-502 :</b> Cost Accounting</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Understand the basic concepts of Cost Accounting and its differences with other branches of accounting and how to maintain accounting for materials.</p> <p><b>CO-2:</b> Learnt how to record the time spent by all workers on each activity on a separate job and then applies the appropriate hourly rate.</p> <p><b>CO-3:</b> Learnt how to record, ascertain and presentation of costs data properly so that the management can take actions for cost control and cost reduction.</p> <p><b>CO-4:</b> Learnt the planning of future operations in such a way as to either maximize profits or maintain specified levels of profits at different levels of production and sales.</p> <p><b>CO-5:</b> Learnt how to compare actual performance with the budgeted and take appropriate measures and also to control costs mainly by setting standards for each type of cost incurred. It also helps in analyzing variances and hence judging the effectiveness of managers in controlling the costs for which they are held responsible.</p>
<p><b>(Optional Honors-Group -A)</b></p> <p><b>BC-503:</b> Financial Services</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Learnt and acquired the skills necessary to participate in managing financial services.</p> <p><b>CO-2:</b> Demonstrate broad and coherent knowledge of the theoretical and professional disciplines of banking, finance, investment analysis, portfolio management, law and the Financial Services Industry.</p> <p><b>CO-3:</b> Know the capacity to integrate technical and conceptual knowledge, and interpersonal skills to work effectively within the Financial Services Industry.</p> <p><b>CO-4:</b> Acquainted with the general terminology of the stock market.</p> <p><b>CO-5:</b> Communicate and explain specialised technical advice, knowledge and ideas, to professionals and non-experts involved with the Financial Services Industry.</p>

<p><b>(Optional Honors-Group-B )</b></p> <p><b>BC-504</b> : Service Management</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b>Create a service culture - learn how to motivate employees to take a customer centric viewpoint and approach to day-to-day decision making and behaviours.</p> <p><b>CO-2:</b>Measure and manage service quality, customer satisfaction, loyalty and value perceptions.</p> <p><b>CO-3:</b>Make a Blueprint a service process for enhanced customer experience.</p> <p><b>CO-4:</b>Analyze the role of employees, customers and technology in service delivery.</p> <p><b>CO-5:</b>Design a servicescape for desired effects on customer and employee behaviour and recover effectively from a service failure.</p>
<p><b>(Optional Honors-Group-C )</b></p> <p><b>BC-505</b> : Bank Management</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b>Acquired knowledge about the Indian banking system and importance of corporate governance in banks.</p> <p><b>CO-2:</b>Learnt about the different functional areas in bank management.</p> <p><b>CO-3:</b>Acquired knowledge about the importance of fund mobilization and deposit mobilization in banks.</p> <p><b>CO-4:</b>Gained an understanding about the importance of fund deployment in banks and management of non-performing assets in banks.</p> <p><b>CO-5:</b>Gained an in depth understanding about the risk management and learnt to apply the simple measurement techniques.</p>
<p><b>(Optional Honors-Group-D )</b></p> <p><b>BC-506</b> : Rural &amp; Agricultural Marketing</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Acquaint the fundamental concepts and principles of agricultural and rural marketing, reforms, research and institutional credit.</p> <p><b>CO-2:</b> Create awareness on the importance &amp; role of regulated markets, legislation of agricultural marketing such as APMC act, direct purchasing centers, promotion of PPPs.</p> <p><b>CO-3:</b> Familiarizing the concept of co-operative societies &amp; competitive agricultural marketing.</p> <p><b>CO-4:</b> Acquaint the role and importance of storage, warehousing, pricing and distribution.</p> <p><b>CO-5:</b> Exposing the concept of commodity marketing such as dairy , livestock, grain and processed food.</p>
<p><b>SEMESTER-VI</b></p>	
<p><b>Name of the Paper</b></p>	<p><b>COURSE OUTCOMES (COs)</b></p>
<p><b>BC-602</b> : Entrepreneurship Development</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Understand the concept and process of entrepreneurship and entrepreneur.</p> <p><b>CO-2:</b> Learnt about MSME and its components.</p> <p><b>CO-3:</b> Know how to start a Small business.</p> <p><b>CO-4:</b> Know how to prepare a Business Plan for a venture.</p> <p><b>CO-5:</b> Know the various Financial and Non-financial Institutions supporting MSMEs.</p>
<p><b>(Optional Honors-Group -A)</b></p> <p><b>BC-603:</b> Direct Tax Laws &amp; Practice</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Learnt the basic concepts and definitions of relevant terms of Income tax. A fairly through idea of calculation of tax liability, detail the tax avoidance, evasion, planning, residential status, Incidence and exemptions etc.</p> <p><b>CO-2:</b> Understand the three important Heads i.e., PGBP, Capital Gains and IFOS.</p> <p><b>CO-3:</b> Wraps clubbing provisions, carry forward of losses. The rebates, reliefs, deductions from GTI under Chapter VI for individuals and firms are</p>

	<p>covered.</p> <p><b>CO-4:</b> Calculate of tax for individuals and firms. It includes Tax planning, tax avoidance and evasion.</p> <p><b>CO-5:</b> Learnt the details of Appeals, Returns, penalties, prosecutions and the framework of hierarchical structure of various positions with powers and responsibilities.</p>
<p><b>(Optional Honors-Group-B )</b></p> <p><b>BC-604 :</b> Small Enterprise Management</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Understand the concepts of financial management and the importance of managing finance in small enterprises.</p> <p><b>CO-2:</b> Identify the concepts and significance of human resource in small scale businesses.</p> <p><b>CO-3:</b> Develop an idea about the concepts and technicalities of production as a process in small businesses.</p> <p><b>CO-4:</b> Identify the marketing concepts and strategies relevant to small businesses.</p> <p><b>CO-5:</b> Develop a clear idea and skills in preparation and management of financial statements in small scale businesses.</p>
<p><b>(Optional Honors-Group-C )</b></p> <p><b>BC-605 :</b> Insurance Management</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Acquired knowledge about the Indian banking system and importance of corporate governance in banks.</p> <p><b>CO-2:</b> Gained an understanding about the principles of actuarial science and the importance of reserve, surplus and distribution.</p> <p><b>CO-3:</b> Learnt about the importance of pricing, underwriting and settlement mechanism in insurance business.</p> <p><b>CO-4:</b> Acquired knowledge about the management of funds in insurance business and the importance of investment in insurance industry.</p> <p><b>CO-5:</b> Gained an understanding about the concepts of risk management relating to risk identification, risk analysis, control and retention.</p>
<p><b>(Optional Honors-Group-D )</b></p> <p><b>BC-606 :</b> Services Marketing</p>	<p>On completion of this course, the students will be able to:</p> <p><b>CO-1:</b> Understanding thee service phenomenon and the relevance of services and marketing of the same in the present world.</p> <p><b>CO-2:</b> Develop an idea of an effective delivery system/systems of services and the system(s) application on different channels and platforms to cater to the needs/wants of service customers.</p> <p><b>CO-3:</b> Identify the strategies in managing and marketing the tourism and travel services in a developing economy.</p> <p><b>CO-4:</b> Know a detailed outlook into the marketing of the varied banking and insurance services in India.</p> <p><b>CO-5:</b> Know a detailed study on the concept and marketing strategies of housing financial services and mutual funds in the Indian context.</p>