

1. Programme Outcome

M.Com degree programme offered by University is outcome based and the outcomes expected areas follows:

PO1	Enhancing the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.
PO2	Developing problem analysis skills and knowledge and applying the same in real life situation.
PO3	Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems
PO4	Understanding the role and applicability of knowledge acquired in the context of society, environment and sustainable development sticking to the ethics and values.
PO5	Developing effective communication skills and ability to work in teams by strengthening group dynamics
PO6	Fostering ability to engage in life long learning, demonstrating empathetic social concern, contributing to the development of nation, by making sure of awareness gained on various issues.

2. Programme Specific Outcome

PSO1	Inculcating managerial skills and theoretical knowledge for managing business units with special focus on functional areas of business and management.
PSO2	Imparting advanced accounting knowledge and skills and provide awareness regarding latest developments in the field of accounting.
PSO3	Enabling learners to acquire advanced theoretical knowledge on research methods and techniques and also developing capabilities in the application of research in solving business related problems.
PSO4	Acquisition of expertise in specialized fields like finance, taxation, marketing, management and information technology.
PSO5	Development of quantitative aptitude and analytical skills of the learner.
PSO6	Facilitating learner to pursue career in professional areas of commerce and management such as taxation, financial services, consultancy etc.

MARKETING MANAGEMENT

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	The learners should have a basic understanding about concepts like customer centricity, CRM, value chain and customer delight.	Understanding	PSO1,4
2	The learners should get a clear understanding about the market segmentation process and its applications in marketing strategies.	Understand and evaluate	PSO1,4
3	Develop an idea about consumer behaviour and its impact.	Understand and apply	PSO1,4
4	Good understanding about product line, product mix, brand equity, brand identity, brand personality and brand image.	Understand and Evaluate	PSO1,4
5	Develop sound ideas regarding services marketing and service quality.	Understand and Apply	PSO1,4

INTERNATIONAL BUSINESS AND FINANCE

Course Outcome	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Familiarisation with globalisation, internationalisation of business and the international business environment.	Understanding	PSO1,4
2	Understanding about theories of international trade, trade barriers and trade blocks.	Understanding	PSO1,4
3	Imparting idea about various economic institutions related to international trade.	Understanding	PSO1,4
4	Achieve high level knowledge about various aspects of international monetary system.	Understanding and Evaluate	PSO1,4
5	Develop an understanding about the international investment environment.	Understanding	PSO1,4

METHODOLOGY FOR SOCIAL SCIENCE RESEARCH

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Develop a thorough understanding about the basic concepts of social science research.	Understanding	PSO3, 5
2	After completing this module, the learner should be able to formulate a research design	Understand and evaluate	PSO3, 5
3	After studying the theoretical aspects of sampling design, the learner should be able to draw a sampling design.	Understanding	PSO3, 5
4	Detailed knowledge about the instrument development, its validation and different forms of scaling.	Evaluate	PSO3, 5
5	Understand the technique of research reporting	Understand and Apply	PSO3, 5