

**PROGRAM OUTCOME  
&  
COURSE OUTCOME  
(COMMERCE)  
DEPARTMENT OF MANAGEMENT  
RADHA GOVINDA BARUAH COLLEGE**

**DEPARTMENT OF MANAGEMENT  
PROGRAMME OUTCOMES**

**BACHELOR OF COMMERCE (B. COM)**

The **Programme Outcomes (POs)** for a **Management Department** typically align with the skills and competencies expected from graduates in business and management studies. Here are common **Management Programme Outcomes (POs)**:

**PO-1:** Demonstrate a strong foundation in business principles, management theories, and analytical decision-making.

**PO-2:** Develop leadership qualities, teamwork skills, and the ability to manage diverse teams effectively.

**PO-3:** Exhibit effective verbal and written communication skills for professional business interactions.

**PO-4:** Foster entrepreneurial thinking, innovation, and adaptability to changing business environments.

**PO-5:** Apply strategic management principles to drive sustainable and long-term business growth.

## DEPARTMENT OF MANAGEMENT

### COURSE OUTCOMES

<b>COURSE</b>	-	<b>B. Com (FYUGP)</b>
<b>SEMESTER</b>	-	<b>I</b>
<b>SUBJECT</b>	-	<b>BUSINESS ORGANISATION AND MANAGEMENT</b>
<b>CREDITS</b>	-	<b>4</b>

The **Course Outcomes (COs) of Business Organisation and Management** outline the key learning objectives and expected competencies that students will acquire upon completing the course.

**1. Understanding Business Fundamentals-** Explain the concept, nature, and scope of business and management and understand different forms of business organizations, including sole proprietorship, partnership, and corporations.

**2. Business Environment Analysis-** Analyze internal and external business environments, including economic, social, political, and technological factors.

**3. Management Principles and Functions-** Understand the core functions of management: Planning, Organizing, Leading, and Controlling.

**4. Organizational Structure and Behavior-** Explain different types of organizational structures and their impact on business efficiency.

**5. Decision-Making and Problem-Solving-** Develop analytical and critical thinking skills for business decision-making.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **II**  
**SUBJECT** - **PRINCIPLES AND PRACTICE OF MANAGEMENT**  
**CREDITS** - **4**

The **Course Outcomes (COs) of Principles and Practice of Management** define the key learning objectives and competencies that students will develop upon successful completion of the course. Below are the expected outcomes:

- 1. Understanding Management Concepts-** Explain the nature, scope, and importance of management in organizations and understand the evolution of management thought, including classical, behavioral, and modern approaches.
- 2. Application of Management Functions-** Demonstrate knowledge of the primary functions of management: Planning, Organizing, Leading, and Controlling (POLC).
- 3. Decision-Making and Problem-Solving Skills-** Develop critical thinking and problem-solving skills in managerial decision-making.
- 4. Organizational Structure and Behavior-** Understand different types of organizational structures and their impact on business efficiency.
- 5. Strategic Planning and Implementation-** Learn the importance of strategic management in achieving organizational goals.

## DEPARTMENT OF MANAGEMENT

### COURSE OUTCOMES

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **II**  
**SUBJECT** - **PRINCIPLES OF MARKETING**  
**CREDITS** - **4**

#### Course Outcomes (COs) of Principles of Marketing

1. **Understanding Marketing Concepts** – Explain the fundamental concepts, scope, and importance of marketing in business.
2. **Marketing Environment Analysis** – Analyze internal and external factors affecting marketing decisions, including competition and consumer behavior.
3. **Market Segmentation, Targeting, and Positioning (STP)** – Apply segmentation, targeting, and positioning strategies to reach the right audience effectively.
4. **Marketing Mix (4Ps)** – Understand and apply the four components of the marketing mix:
  - **Product** – Product life cycle, branding, and packaging strategies.
  - **Price** – Pricing strategies and factors influencing pricing decisions.
  - **Place** – Distribution channels and supply chain management.
  - **Promotion** – Advertising, sales promotion, public relations, and digital marketing.
5. **Consumer Behavior Analysis** – Understand consumer buying behavior, decision-making processes, and psychological influences on purchasing.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - II**  
**SUBJECT - E-COMMERCE**  
**CREDITS - 4**

Course Outcomes (COs) of E-Commerce

1. **Understanding E-Commerce Concepts** – Explain the fundamentals, types, and evolution of e-commerce.
2. **E-Commerce Business Models** – Analyze different e-commerce models such as B2B, B2C, C2C, and C2B.
3. **Digital Payment Systems** – Understand various online payment methods, including credit/debit cards, e-wallets, UPI, and cryptocurrencies.
4. **Website and Mobile Commerce Development** – Learn the basics of e-commerce website design, user experience (UX), and mobile commerce trends.
5. **E-Marketing Strategies** – Apply digital marketing techniques such as SEO, SEM, email marketing, social media marketing, and affiliate marketing.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - III**  
**SUBJECT - HUMAN RESOURCE MANAGEMENT**  
**CREDITS - 4**

Course Outcomes (COs) of Human Resource Management (HRM)

1. **Understanding HRM Concepts** – Explain the nature, scope, and functions of Human Resource Management.
2. **HR Planning and Recruitment** – Learn workforce planning, job analysis, recruitment, and selection processes.
3. **Employee Training and Development** – Understand various training methods, employee development programs, and career planning strategies.
4. **Performance Management and Appraisal** – Analyze different performance evaluation techniques and their impact on employee productivity.
5. **Compensation and Benefits Management** – Understand salary structures, incentives, employee benefits, and compensation policies.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - III**  
**SUBJECT - ENTREPRENEURSHIP**  
**CREDITS - 4**

**Course Outcomes (COs) of ENTREPRENEURSHIP**

1. Understand the fundamental concepts, scope, and significance of entrepreneurship.
2. Identify and evaluate business opportunities, market trends, and innovative ideas.
3. Develop a business plan, including feasibility analysis, financial planning, and risk assessment.
4. Learn various types of entrepreneurship, including social, corporate, and small business entrepreneurship.
5. Understand legal, ethical, and regulatory aspects of starting and managing a business.
6. Explore sources of funding, including venture capital, angel investors, and government schemes.



**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - III**  
**SUBJECT - BUSINESS LAW**  
**CREDITS - 4**

**Course Outcomes (COs) of Business Law**

1. Understand the fundamental concepts, nature, and significance of business law in corporate operations.
2. Learn the key provisions of the **Indian Contract Act, 1872**, including essentials of a valid contract, breach, and remedies.
3. Analyze the legal aspects of **The Sale of Goods Act, 1930**, covering conditions, warranties, and rights of buyers and sellers.
4. Understand the **Companies Act, 2013**, including types of companies, incorporation process, and corporate governance.
5. Learn about **The Negotiable Instruments Act, 1881**, covering promissory notes, cheques, bills of exchange, and their legal implications.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **III**  
**SUBJECT** - **CUSTOMER RELATIONSHIP MANAGEMENT**  
**CREDITS** - **4**

Course Outcomes (COs) of Customer Relationship Management (CRM)

1. Understand the **concept, scope, and significance** of Customer Relationship Management (CRM) in business.
2. Learn about **customer lifecycle management** and strategies for customer acquisition, retention, and loyalty.
3. Analyze **consumer behavior and expectations** to improve customer satisfaction and engagement.
4. Explore **CRM technologies and software**, including cloud-based solutions and AI-driven analytics.
5. Understand the role of **data-driven decision-making** and customer segmentation in personalized marketing.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - IV**  
**SUBJECT - LABOUR LAW**  
**CREDITS - 4**

Course Outcomes (COs) of Labour Law

1. Understand the fundamental principles, objectives, and scope of labour laws in industrial relations.
2. Learn about **The Factories Act, 1948**, covering worker safety, health, and welfare provisions.
3. Analyze **The Industrial Disputes Act, 1947**, including dispute resolution mechanisms, strikes, and layoffs.
4. Understand **The Employees' Provident Fund Act, 1952**, and its role in employee social security.
5. Study **The Minimum Wages Act, 1948**, and its impact on wage regulation and fair compensation.
6. Learn about **The Payment of Wages Act, 1936**, ensuring timely and fair wage payments.

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**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **IV**  
**SUBJECT** - **INDUSTRIAL RELATION**  
**CREDITS** - **4**

Course Outcomes (COs) of Industrial Relations

1. Understand the fundamental concepts, objectives, and importance of industrial relations in business and economic development.
2. Analyze the role of employers, employees, and government in maintaining industrial harmony.
3. Learn about **Trade Unions**, their formation, functions, and impact on industrial relations.
4. Understand **Collective Bargaining** processes and their role in resolving industrial disputes.
5. Study the causes and consequences of **industrial disputes**, including strikes, lockouts, and conflict resolution mechanisms.
6. Learn about **The Industrial Disputes Act, 1947**, and its provisions for dispute settlement and worker rights.

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**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **IV**  
**SUBJECT** - **STRATEGIC HUMAN RESOURCE MANAGEMENT**  
**CREDITS** - **4**

Course Outcomes (COs) of Strategic Human Resource Management (SHRM)

1. Understand the concepts, scope, and importance of **Strategic Human Resource Management (SHRM)** in organizations.
2. Learn how to align **HR strategies with business goals** for long-term organizational success.
3. Analyze **workforce planning and talent management** strategies for acquiring and retaining top talent.
4. Understand the role of **performance management systems** in improving employee productivity and organizational effectiveness.
5. Study **compensation and reward strategies** to enhance employee motivation and job satisfaction.
6. Explore the impact of **organizational culture, leadership, and change management** on HR strategy

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **IV**  
**SUBJECT** - **LABOUR WELFARE AND SOCIAL SECURITY**  
**CREDITS** - **4**

Course Outcomes (COs) of Labour Welfare and Social Security

1. Understand the **concept, scope, and significance** of labour welfare and social security in industrial and economic development.
2. Learn about the **principles and approaches** to labour welfare, including statutory and non-statutory welfare measures.
3. Analyze **The Factories Act, 1948**, and its provisions for worker health, safety, and welfare.
4. Understand **The Employees' State Insurance (ESI) Act, 1948**, and its role in providing medical and financial benefits to workers.
5. Study **The Employees' Provident Fund (EPF) Act, 1952**, covering retirement benefits, pension schemes, and employee savings.

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**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - IV**  
**SUBJECT - PERFORMANCE MANAGEMENT**  
**CREDITS - 4**

Course Outcomes (COs) of Performance Management

1. Understand the **concept, scope, and importance** of performance management in organizations.
2. Learn about **performance appraisal methods** such as 360-degree feedback, Management by Objectives (MBO), and Key Performance Indicators (KPIs).
3. Analyze the relationship between **performance management and organizational success**.
4. Develop skills for **setting goals, measuring performance, and providing constructive feedback**.
5. Understand the role of **motivation and employee engagement** in enhancing performance.

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**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **IV**  
**SUBJECT** - **RETAIL MANAGEMENT**  
**CREDITS** - **4**

**Course Outcomes (COs) of Retail Management**

1. Understand the **concept, scope, and importance** of retail management in the modern business environment.
2. Learn about different **types of retail formats** such as department stores, supermarkets, e-retail, and franchise models.
3. Analyze **consumer behavior in retail** and factors influencing purchasing decisions.
4. Understand **retail store layout, design, and visual merchandising** techniques to enhance customer experience.
5. Learn about **inventory management, supply chain, and logistics** in retail operations.



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COURSE OUTCOMES**

**B.COM (CBCS)**

**SEMESTER-V**

**SUBJECT – PRINCIPLES OF MARKETING**

**CO-1: Introduction-** To introduce the students to the concept of marketing, its features and scope and importance..

**CO-2: Understanding Marketing Fundamentals** – Explain the core concepts, principles, and functions of marketing in a business environment.

**CO-3: Consumer Behavior Analysis** – Identify and analyze consumer needs, preferences, and decision-making processes.

**CO-4: Market Segmentation & Targeting** – Apply segmentation, targeting, and positioning (STP) strategies to different market segments.

**CO-5: Marketing Mix (4Ps) Application** – Develop effective strategies for **Product, Price, Place, and Promotion** to achieve business goals.

**CO-6: Digital & Social Media Marketing** – Evaluate the impact of digital marketing and social media trends on consumer engagement.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**  
**B.COM (CBCS)**  
**SEMESTER-V**  
**SUBJECT – ADVERTISING**

The **Course Outcomes (COs)** of **Advertising** typically include:

**CO-1-Understanding Advertising Fundamentals** – Explain the role, scope, and importance of advertising in marketing and communication.

**CO-2-Advertising Theories & Models** – Analyze various advertising theories, consumer psychology, and models of communication.

**CO-3-Creative Advertising Strategies** – Develop effective and innovative advertising messages for different audiences.

**CO-4-Media Planning & Selection** – Evaluate and select appropriate media channels (TV, radio, print, digital, etc.) for advertising campaigns.

**CO-5-Branding & Positioning** – Understand the role of advertising in building brand identity and market positioning.

**CO-6-Consumer Behavior & Persuasion** – Analyze how advertising influences consumer attitudes, perceptions, and decision-making.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **V**  
**SUBJECT** - **TECHNOLOGY IN HUMAN RESOURCE MANAGEMENT**  
**CREDITS** - **4**

Course Outcomes (COs) of Technology in Human Resource Management (HRM)

1. Understand the **role and impact of technology** in modern HRM practices.
2. Learn about **Human Resource Information Systems (HRIS)** and their applications in workforce management.
3. Explore the use of **Artificial Intelligence (AI) and Machine Learning (ML)** in talent acquisition, employee engagement, and performance management.
4. Understand the role of **HR analytics and big data** in decision-making and workforce planning.
5. Study the application of **cloud computing and automation** in HR processes such as payroll, attendance, and benefits administration.
6. Learn about **digital recruitment tools**, including Applicant Tracking Systems (ATS) and online job portals.

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**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **V**  
**SUBJECT** - **TRAINING AND DEVELOPMENT**  
**CREDITS** - **4**

Course Outcomes (COs) of Training and Development

1. Understand the **concept, scope, and importance** of training and development in organizations.
2. Learn the **differences between training, development, and learning**, and their impact on employee performance.
3. Analyze the **training needs assessment (TNA)** process for identifying skill gaps and learning requirements.
4. Explore various **training methods and techniques**, including on-the-job training, classroom training, e-learning, and coaching.
5. Understand the **design and implementation** of effective training programs based on organizational goals.

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**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **V**  
**SUBJECT** - **CONSUMER BEHAVIOUR**  
**CREDITS** - **4**

Course Outcomes (COs) of Consumer Behaviour

1. Understand the **concept, scope, and importance** of consumer behaviour in marketing and business decision-making.
2. Learn about the **factors influencing consumer behavior**, including psychological, social, cultural, and personal determinants.
3. Analyze **consumer decision-making processes**, including problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior.
4. Study the role of **perception, motivation, learning, and attitude formation** in shaping consumer choices.
5. Explore **market segmentation, targeting, and positioning (STP)** based on consumer behavior insights.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - V**  
**SUBJECT - PERSONAL SELLING AND SALESMANSHIP**  
**CREDITS - 4**

Course Outcomes (COs) of Personal Selling and Salesmanship

1. Understand the **concept, scope, and importance** of personal selling in the marketing and sales process.
2. Learn about the **role and qualities of a successful salesperson**, including communication and persuasion skills.
3. Analyze the **steps in the selling process**, from prospecting and approach to closing the sale and follow-up.
4. Explore **customer relationship management (CRM)** and its role in personal selling and customer retention.
5. Understand **sales techniques, negotiation strategies, and objection-handling methods**.

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**COURSE OUTCOMES**

**COURSE** - **B. Com (FYUGP)**  
**SEMESTER** - **V**  
**SUBJECT** - **BRAND MANAGEMENT**  
**CREDITS** - **4**

Course Outcomes (COs) of Brand Management

1. Understand the **concept, scope, and importance** of brand management in a competitive market.
2. Learn about **brand equity, brand identity, and brand positioning** strategies.
3. Analyze the **brand development process**, including brand creation, naming, and differentiation.
4. Explore **consumer perception and brand loyalty**, and their impact on business success.
5. Understand **branding strategies**, including brand extension, co-branding, and rebranding.

**DEPARTMENT OF MANAGEMENT  
COURSE OUTCOMES**

**B.COM (CBCS)**

**SEMESTER-VI**

**SUBJECT – INDUSTRIAL RELATION AND LABOUR LAW**

The **Course Outcomes (COs)** for **Industrial Relations and Labour Law** typically include:

1. **Understanding Industrial Relations** – Explain the concept, scope, and importance of industrial relations in the workplace.
2. **Labour Laws & Compliance** – Analyze key labour laws, including employment regulations, wages, working conditions, and dispute resolution.
3. **Trade Unions & Collective Bargaining** – Evaluate the role of trade unions, collective bargaining, and industrial democracy in maintaining workplace harmony.
4. **Conflict Resolution & Dispute Settlement** – Understand mechanisms for handling industrial disputes, strikes, lockouts, and grievance redressal.
5. **Employer-Employee Relations** – Examine the rights and responsibilities of employers and employees under various labour legislations.
6. **Wage & Social Security Laws** – Interpret laws related to minimum wages, payment of wages, provident funds, gratuity, and employee compensation.



**DEPARTMENT OF MANAGEMENT  
COURSE OUTCOMES**

**B.COM (CBCS)**

**SEMESTER-VI**

**SUBJECT – CONSUMER AFFAIRS AND CUSTOMER CARE**

The **Course Outcomes (COs)** for **Consumer Affairs and Customer Care** typically include:

1. **Understanding Consumer Rights & Protection** – Explain the rights and responsibilities of consumers and the significance of consumer protection laws.
2. **Consumer Behavior & Decision-Making** – Analyze consumer behavior, buying patterns, and the factors influencing purchasing decisions.
3. **Consumer Protection Laws & Policies** – Interpret key legal provisions, including the **Consumer Protection Act**, competition laws, and other relevant regulations.
4. **Redressal Mechanisms & Consumer Grievances** – Understand consumer dispute resolution processes, including consumer courts, ombudsman services, and alternative dispute resolution (ADR).
5. **Customer Relationship Management (CRM)** – Apply CRM strategies to enhance customer satisfaction, retention, and loyalty.
6. **Ethical & Responsible Business Practices** – Assess the role of ethical business conduct in ensuring fair trade and consumer protection.

**DEPARTMENT OF MANAGEMENT**  
**COURSE OUTCOMES**

**COURSE - B. Com (FYUGP)**  
**SEMESTER - VI**  
**SUBJECT - CONSUMER AFFAIRS AND CUSTOMER CARE**  
**CREDITS - 4**

Course Outcomes (COs) of Consumer Affairs and Customer Care

1. Understand the **concept, scope, and significance** of consumer affairs and customer care in business.
2. Learn about **consumer rights and responsibilities** under various consumer protection laws.
3. Analyze **consumer grievances and dispute resolution mechanisms**, including consumer courts and ombudsman services.
4. Study the role of **The Consumer Protection Act, 2019**, and its impact on consumer welfare.
5. Explore **customer care strategies** to enhance customer satisfaction and build long-term relationships.