



PROGRAMME OUTCOMES

- PO1: After completing three years of the Bachelors in Commerce program, students would gain a thorough understanding of the fundamentals of commerce and finance.
- PO2: The commerce-focused curriculum offers a number of specializations and practical exposures that would equip the student to face the modern-day challenges in commerce and business.
- PO3: The all-inclusive outlook of the program offers a number of value-based and job-oriented courses and ensures that students are trained to be up-to-date.
- PO4: Learners would be able to recognize the features and roles of businessmen, entrepreneurs, and managers who react aptly when consultants, which will help learners to possess knowledge and other soft skills and to be confronted with critical decision-making.
- PO5: The program would enhance the capabilities of the students for building entrepreneurial skills and initiating start-ups.

PROGRAMME SPECIFIC OUTCOMES

- PSO1: To demonstrate skill in data management, framing structured thinking and analysing the problems in business.
- PSO2: To attract young minds to the potentially rich & employable field of data analytics.
- PSO3: To be a foundation graduate programme which will act as a feeder course for higher studies in the area of Business Analysis.
- PSO4: To develop skills in business communication so as to enable the graduates to take up various top-level management roles.
- PSO5: Students will be able to understand various tools used in Data analysis.
- PSO6: Students will be able to interpret the results derived from various types of data.
- PSO7: Students will demonstrate various issues related to the business sector.



COURSE OUTCOMES

SEMESTER 1

EN1CCT01: Fine Tune Your English

CO1: The student gain confidence to use English in both written and spoken forms

CO2: Learns to write effective sentences

CO3: Learns to produce grammatically correct sentences

CO4: Identifies the grammatical errors in speech and writing.

CO1CMT03: BUSINESS COMMUNICATION AND MIS

CO1: Students develop the awareness about the various media of communication.

CO2: Students become able to communicate effectively in various situations.

CO3: Students will learn different usage the business correspondence serves for effective communication

CO4: Discuss the structure of Corporate Communication and its functions

CO5: Compose professional business documents including letters, newsletters, memos, reports, email, and résumés

CO1CRT01: DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

CO1: Students will understand the minor and major factors affecting the business in various streams.

CO2: Gain knowledge about Political, legal, technological and economic environment of a business.

CO3: Gain knowledge in the development stages of business activities in India.

CO4: Students will be familiarized with the integration of best technology in the modern business sector.



CO1CRT02: FINANCIAL ACCOUNTING 1

CO1: Students will be able to understand the conceptual framework and accountings techniques in the preparation of financial statements.

CO2: Define the concept of incomplete records and ascertain the amount of profit or loss from incomplete records.

CO3: Students will be familiarized with the analytical skills in Royalty Accounts.

CO4: Gain accounting knowledge in the preparation of consignment accounts.

CO5: Students can understand how to measure and analyse profit and other financial characteristics of a Farm business.

CO1CRT03: CORPORATE REGULATIONS AND ADMINISTRATION

CO1: Students will understand the history and the administrative framework of company law in India.

CO2: Students will be familiarized with the promotion and formation of a company.

CO3: Students can understand the principles of corporate laws relevant for compliance and decision making.

CO4: Will be familiarized with the Memorandum of Association and Articles of association.

CO5: Students will get knowledge on the winding up procedures of a company.

CO1CMT01: BANKING AND INSURANCE

CO1: Students will understand the origin and ancestors of banking activities.

CO2: Will be familiarized with the functions and classification of banks.

CO3: Students can understand the innovations and reforms in banking.

CO4: Students can understand the meaning of banker customer relationship.

CO5: Students will get an idea about Insurance and its types.

SEMESTER 2

EN2CCT03: Issues that Matter

CO1: The students identify the major issues of contemporary significance



CO2: Respond rationally and positively on contemporary issues.

CO3: The students understand the world in a better way and acquire the ability to differentiate good and evil.

CO2CMT04: BUSINESS ENVIRONMENT

CO1: Students will understand the influence of the environment in business.

CO2: Gain knowledge on factors affecting the economic environment.

CO3: Learn the importance of socio-cultural environment.

CO4: Students can understand how the political and legal environment affecting the business.

CO5: Gain knowledge on how changes in technology affect a business.

CO2CRT04: FINANCIAL ACCOUNTING - II

CO1: To provide awareness regarding Hire purchase system

CO2: Understand the various accounting procedures of Branch accounts

CO3: Create an awareness about Departmental accounting among students

CO4: To enable the students about how to close the accounts of a partnership firm in the time of winding up

CO5: Give awareness of accounting standards

CO2CRT05: BUSINESS REGULATORY FRAMEWORK

CO1: Acquire knowledge of contract laws

CO2: Able to understand law of Bailment, Pledge

CO3: learn Indemnity and guarantee

CO4: Understand law of agency

CO5: Acquire knowledge of Sale of Goods Act

CO2CRT21: BUSINESS MANAGEMENT

CO1: To develop a knowledge about management and its principles.

CO2: To create an awareness on planning and its importance.

CO3: To understand about organizing and staffing

CO4: Develop a knowledge to direction and its importance, control and its techniques.

CO5: To create an awareness on recent trends in management techniques.



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Cherupunkal PO, Kottayam-686584 - ESTD 1995

CO2CMT02: PRINCIPLES OF BUSINESS DECISIONS

CO1: To understand Decision making and application of economic theories in decision making.

CO2: To create an awareness about Demand theory and elasticity of demand.

CO3: Develop an idea about Production analysis Law of return to scale and Law of Diminishing return.

CO4: Create an awareness about Cost Concepts.

CO5: To familiarize Pricing under different markets.

SEMESTER 3

CO3CMT05: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

CO1: Students can understand the principles and application of ethics in business.

CO2: Learn the process and application of ethical decision making.

CO3: Gain knowledge on the meaning and importance of corporate governance.

CO4: Students will study the application of business ethics in the area of HR, Marketing and Accounting & Finance.

CO5: Learn what CSR is and its framework.

CO3CRT07: CORPORATE ACCOUNTING - I

CO1: To understand the practical aspects of Companies Act 2013.

CO2: An awareness to issue of share capital, forfeiture and re-issue

CO3: Create an awareness regarding the final accounts of Joint Stock Companies as per Company's Act ,2013

CO4: Develop a knowledge about Investment account

CO5: Create an awareness on Insurance Claims

CO3CRT08: QUANTITATIVE TECHNIQUES FOR BUSINESS – I

CO1: To understand meaning definition and features of Statistics

CO2: To understand the Statistical Survey and Sampling Methods Probability Sampling and



Non- Probability Sampling

CO3: To understand and practice Uni-Variate Data Analysis I

CO4: To understand and practice Variance and Co-efficient of Variation

CO5: To understand and practice Interpolation and Extrapolation

CO3CRT09: FINANCIAL MARKET AND OPERATIONS

CO1: Students will get an awareness of the Indian financial system.

CO2: Learn what primary market is and its elements.

CO3: Gain knowledge in the secondary market and its operations.

CO4: Students will get an idea about the meaning and operations of Mutual Funds in India.

CO5: Develop knowledge about derivative markets in India.

CO3CRT10: MARKETING MANAGEMENT

CO1: To understand and familiarize Marketing management

CO2: Give an awareness to the different classification of products.

CO3: Create an awareness about classification of products, packaging, trade mark and pricing of products.

CO4: Develop a knowledge about the factors affecting pricing

CO5: Create an awareness on Logistics and Supply chain management. Recent trends in marketing

CO3OCT08: DATA ANALYTICS FOR COMMERCE

CO1: Students will get a gentle introduction on Data Analytics.

CO2: Students will be familiarised with the kinds of Analytics.

CO3: Familiarised with various IT tools used in Analytics.

CO4: Understand the data processing steps.

CO5: Introduced with Data Analytics software.

SEMESTER 4

CO4CMT06: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CO1: Students will learn the meaning and types of logistic management.



CO2: Familiarised with the management of warehouse, stores and distribution channel.

CO3: Introduced with the various aspects of supply chain management.

CO4: Students can understand the key enablers in supply chain improvement.

CO5: Students will get an idea about the current trends in logistics and supply chain management.

CO4CRT11: CORPORATE ACCOUNTING – II

CO1: Familiarise accounting procedure for Insurance Companies as per IRDA Act.

CO2: Understand the preparation of Final Account of Banking Companies.

CO3: Understand the concept Internal Reconstruction

CO4: Create an awareness about the accounting procedure for Amalgamation, Absorption and External construction.

CO5: Give awareness about Liquidation of companies and its procedure

CO4CRT12: QUANTITATIVE TECHNIQUES FOR BUSINESS

CO1: To understand Bi-Variate Data Analysis- I- Correlation

CO2: To understand the Bi-Variate Data Analysis- II -Regression Analysis

CO3: To understand and practice Index Numbers-Meaning-Importance

CO4: To understand and practice Time Series Analysis

CO5: To understand and practice Probability

CO4CRT13: ENTRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

CO1: To give an overview about entrepreneurship

CO2: Understand the various types of entrepreneurs

CO3: Create an awareness about different types of projects

CO4: To enable the students how to prepare a project report

CO5: Give awareness about entrepreneurial support in India

CO4OCT08: PROGRAMMING LANGUAGES IN DATA ANALYTICS

CO1: Students will be familiarised with programming languages like python, java, C++, matlab and other tools.

CO2: Develop skills to use data structures, storage format, graphics and grammar of data



manipulation.

CO3: Introduced with python programming language and its application areas.

CO4: Learn java programming language and matlab

CO5: Understand the process of Database Development using SQL

SEMESTER 5

CO5CRT14: COST ACCOUNTING- I

CO1: Familiarise basic concepts of cost accounting

CO2: Understand the various accounting procedures of Material element of cost

CO3: Create an awareness about accounting procedure of labour

CO4: To understand the students about accounting procedure of various overheads

CO5: To familiarise the students regarding the preparation of cost sheet and reconciliation statements

CO5CRT15: ENVIRONMENT MANAGEMENT AND HUMAN RIGHTS

CO1: Understand the importance of environmental resources and energy sources its need for conservation allocation

CO2: To identify the environmental issues and learn how to reduce these issues

CO3: To understand the developments in the field of commerce and managements relating to environment.

CO4: To develop a knowledge to access information through RTI ACT

CO5: To create an awareness on human rights, it helps the students socially committed and upright

CO5CMT07: E-COMMERCE

CO1: Students will get an overview of E-Commerce and its functioning.

CO2: Students will be aware of the application of E-Commerce in different areas of business.

CO3: Familiarised with the functioning of the E-Payment system.

CO4: Learn how the E-Commerce system is protected against various threats.

CO5: Students will be aware of setting up an E-Commerce business.



CO5OCT08: DATA ANALYTICS WITH SPSS

CO1: Students will understand the main features of SPSS and use the SPSS GUI effectively

CO2: Gain knowledge about concepts related to hypothesis analysis with SPSS and Ability to identify and compute small sample tests, Chi-square tests and ANOVA procedure.

CO3: Understand the importance of predicative modelling.

CO4: Acquire knowledge in data preparation, result interpretation and decision tree algorithms.

CO5: Learn linear regression and covers the formulation, interpretation and validation of linear regression models.

SEMESTER 6

CO6CRT17: COST ACCOUNTING- II

CO1: To create an awareness regarding specific order costing-job costing, batch costing and contract costing

CO2: Understand the various accounting procedures of Transport costing, canteen costing and hospital costing

CO3: Create an awareness about process costing.

CO4: To make aware about marginal costing equation and break-even analysis

CO5: Give awareness of different types of budgets and their preparation.

CO6CRT18: ADVERTISEMENT AND SALES MANAGEMENT

CO1: To create an awareness about advertising and importance and functions of advertising

CO2: To identify various advertisement appeal and media.

CO3: To understand advertising research and its needs.

CO4: Develop a deep knowledge sales promotion

CO5: To create an awareness on personal selling.



CO6CMT13: FUNDAMENTALS OF FINANCIAL ANALYTICS

CO1: Students will get thorough knowledge of solving the business problem using Analytics.

CO2: Introduced with the elements of Business Analytics.

CO3: Students will be able to analyse the business environment with the help of case studies.

CO4: Students will analyse the elements of financial statements.

CO5: Will be familiarised with the methodology used in data analytics.

CO6CRT20: MANAGEMENT ACCOUNTING

CO1: Familiarise the concept of management accounting among students

CO2: Understand different Financial Statement analysis.

CO3: Understand the concept of Ratio Analysis for evaluating management performance

CO4: Create an awareness about the Fund Flow Statement.

CO5: Give awareness about Cash Flow Statement.

CO6OCT08: DATA ANALYTICS WITH PYTHON

CO1: Students can interpret the fundamental Python syntax and be fluent in the use of Python control flow statements and string formatting

CO2: To determine the methods to create and manipulate Python programs by utilizing the data structures like lists, dictionaries, tuples, dictionary and array.

CO3: Gain knowledge on pandas library for Data processing.

CO4: Students will learn Mat Plot Lib Library for Visualization

CO5: Acquire knowledge in importing data set skills in Python