

Programme Out Come and Course Out Come of B. Com (Major and Minor) (NEP 2020)

(Gauhati University)

Programme Outcome for B.Com

COMMERCE IS ONE OF THE PROMINENT SUBJECTS OF TODAY'S WORLD. AFTER SUCCESSFULLY COMPLETING GRADUATION, LEARNERS ACQUIRE KNOWLEDGE AND SKILLS IN THE DIFFERENT AREAS RELATED TO COMMERCE, WHICH INCLUDES ACCOUNTING, MANAGEMENT, MARKETING, FINANCE, ECONOMICS, BUSINESS MATHEMATICS, BUSINESS STATISTICS, TAXATION AND AUDITING. IT ALSO CREATES CONFIDENCE AMONG THE LEARNERS, WHICH HELPS THEM GROW AN ATTITUDE FOR WORKING EFFECTIVELY AND EFFICIENTLY. STUDENTS HAVING CHOICE TO PURSUE PROFESSIONAL AND OTHER COURSES LIKE L.LB, M. COM, MBA, CS, CMA, ICWA ETC. AFTER GRADUATION. THE PROGRAMME HELPS AND MAKES THE LEARNERS TO PLAY A ROLE OF BUSINESSMAN, ENTREPRENEUR, FINANCIAL & TAX CONSULTANT AND PRACTICE-NOR, INSURANCE AGENTS, FINANCIAL ADVISOR, INVESTMENT AND PORTFOLIO MANAGEMENT AGENT, STOCK & SECURITY MARKET, MUTUAL FUND AND CAPITAL MARKET ANALYST ETC. IN MODERN WORLD. THE LEARNERS ALSO GET OPPORTUNITIES TO GET JOB OR EMPLOYMENT IN BANKING, FINANCE AND MARKETING AND MANAGEMENT OF PRIVATE, GOVERNMENT OR CORPORATE SECTOR.

B.Com 1st Semester (All Major Accountancy/Finance/Marketing Management & Minor)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Core -1(Credit 4)	Business Organisation & Management	On successful completion of the paper students will be able to understand about organization structure and its process; develop knowledge and skills regarding management principles and functions required to run an organization.
2	Core -2 (Credit 4)	Financial Accounting	By the end of the course, students will be able to record, classify, and summarize financial transactions, prepare financial statements in accordance with accounting standards, and analyze basic financial information for decision-making purposes.
3	Core -3 (Credit 4)	Indian Financial System	The learning outcomes of the Indian financial system include understanding the diverse components and functions of the system, the role of regulatory bodies, the impact of policies on economic growth, and the development of analytical skills to evaluate and navigate financial markets effectively.
4	MDC -1(Credit 3)	Business Mathematics	By the end of the course, the students will get a basic idea of financial mathematics tools & its applications to business & economic situations. Learning & using business mathematics would enable the student to think out of the box and helps in precisely formulating and structuring relationships.
5	VAC -1 (Credit 2)	Environmental Science	The course objective is to develop an understanding of the basic concepts of environmental studies. This course will help to know the environment around us. It also gives an idea of various laws to protect environment. After going through this course, students can visualize the importance of environment for human mankind. This course enables students to know the problems of a particular environmental event through case studies and also help them to go through the various available laws that can minimize the environmental problems.
6	AEC -1 (Credit 2)	MIL/Alternative English 1	To offer relevant and practically helpful pieces of prose and poetry to students so that they not only get to know the beauty and communicative power of English but also its practical application. To expose students to a variety of topics that dominates the contemporary socio-economic and cultural life. To develop oral and written communication skills of the students so that their employability enhances. To develop overall linguistic competence and communicative skills of students To develop overall linguistic competence and communicative skills of students
7	SEC -1 (Credit 2)	Information Technology in Business	The students gain the practical knowledge, implementation and operation of business with computer applications, how to work with simple formula for computation of Statement of Accounts, achieve hands-on experience with applications software to enhance business activities

B.Com 2nd Semester (All Major Accountancy/Finance/Marketing Management & Minor)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Core -4 (Credit 4)	Corporate Accounting	The learning outcomes of corporate accounting include the ability to analyse and interpret financial statements, apply accounting standards and principles to prepare accurate financial reports, and make informed financial decisions based on a thorough understanding of corporate financial performance
2	Core -5 (Credit 4)	Principle & Practice of Management	By the end of the course, students will be able to apply management principles and theories in practical situations, demonstrate effective leadership skills, analyse and solve management problems, and make informed decisions to enhance organizational effectiveness
3	Core -6 (Credit 4)	Principles of Management	By the end of the course, students will be able to analyse consumer behavior, develop marketing strategies, utilize marketing tools and techniques, and evaluate marketing campaigns to effectively target and engage customers in diverse market environments.
4	MDC -2 (Credit 3)	Business Economics	Students will perceive the knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function and Law of Variable Proportion. Student will accomplish the identical Short Run and Long Run Equilibrium of a firm and industry and also about different market structure and various pricing techniques
5	VAC -2 (Credit 2)	Trade and Commerce in India	By the end of the course, the students will learn about different types of trade and commercial activities going in India with special reference to Assam, in pre and post-independence period. It will help the students to know about the role of different natural resources like agriculture, forest and minerals, in economic development of the country along with the renowned agriculturist and industrialist of Assam and India.
6	AEC -2 (Credit 2)	English Communication -1	To make the students aware about the communication. To understand the process and importance of communication. To develop awareness regarding new trends in business communication, various media of communication and communication devices. To extend communication skills through the application and exercises
7	SEC -2 (Credit 2)	E-Commerce	By the end of the course, students will be to understand the mechanism for conducting business transactions through electronic means applied in present world of business,

B. Com 3rd Semester (Accountancy Major & Minor)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -1 (Credit -4)	Advanced Financial Accounting	By the end of the course, students will be able to apply advanced financial accounting principles and techniques to analyze and interpret financial statements, make informed financial decisions, and comply with relevant accounting standards and regulations.
2	Major -2 (Credit -4)	Entrepreneurship	Students will be able to develop a comprehensive business plan, assess market opportunities, and apply entrepreneurial strategies to successfully launch and grow a business.
3	Major -3 (Credit -4)	Business Law	On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and law in an economic and social context.
4	MDC -3(Credit 3)	Business Statistics	By the end of the course, the students will get to know about the statistical tools for analysing and solving problems. Statistical theory and techniques can be applied in various diversified areas such as business and commerce, economics, sociology, psychology, agriculture, business management.
5	Internship (Credit -4)	On a chosen topic	It helps the learner to know and learn how practically different activities run in a commercial or business organisation and how to maintain accounting procedure, sales related work, office related activities etc.
6	SEC -3 (Credit 2)	New Venture Planning	This SEC paper aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course, students should be able to develop an understanding of the process of identifying various sources of new business ideas of products. The understanding of this paper will help them to examine, evaluate and approach different sources of finance, the nature of marketing effort required and to develop a comprehensive business plan.
		E Filling of Returns	To provide the students the concepts and practical knowledge about electronic filling of returns

B. Com 3rd Semester (Finance Major & Minor)

Sl. No	Paper Category	Name of the Paper	Course Out Come
1	Major -1 (Credit -4)	Banking	By the end of the course, students will be able to analyze banking functions, evaluate risk management strategies, and comprehend the regulatory framework governing banking operations.
2	Major -2 (Credit -4)	Entrepreneurship	Students will be able to develop a comprehensive business plan, assess market opportunities, and apply entrepreneurial strategies to successfully launch and grow a business.
3	Major -3 (Credit -4)	Business Law	On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and law in an economic and social context.
4	MDC -3(Credit 3)	Business Statistics	By the end of the course, the students will get to know about the statistical tools for analysing and solving problems. Statistical theory and techniques can be applied in various diversified areas such as business and commerce, economics, sociology, psychology, agriculture, business management.
5	Internship (Credit -4)	On a chosen topic	It helps the learner to know and learn how practically different activities run in a commercial or business organisation and how to maintain accounting procedure, sales related work, office related activities etc.
6	SEC -3 (Credit 2)	New Venture Planning	This SEC paper aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course, students should be able to develop an understanding of the process of identifying various sources of new business ideas of products. The understanding of this paper will help them to examine, evaluate and approach different sources of finance, the nature of marketing effort required and to develop a comprehensive business plan.
		E Filling of Returns	To provide the students the concepts and practical knowledge about electronic filling of returns

B. Com 3rd Semester (Marketing Management Major & Minor)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -1 (Credit -4)	Advertising	By the end of the course, students will be able to analyze target markets, develop creative advertising campaigns, utilize various advertising media channels, and evaluate the effectiveness of advertising efforts in achieving marketing communication objectives.
2	Major -2 (Credit -4)	Entrepreneurship	Students will be able to develop a comprehensive business plan, assess market opportunities, and apply entrepreneurial strategies to successfully launch and grow a business.
3	Major -3 (Credit -4)	Business Law	On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and law in an economic and social context.
4	MDC -3(Credit 3)	Business Statistics	By the end of the course, the students will get to know about the statistical tools for analysing and solving problems. Statistical theory and techniques can be applied in various diversified areas such as business and commerce, economics, sociology, psychology, agriculture, business management.
5	Internship (Credit -4)	On a chosen topic	It helps the learner to know and learn how practically different activities run in a commercial or business organisation and how to maintain accounting procedure, sales related work, office related activities etc.
6	SEC -3 (Credit 2)	New Venture Planning	This SEC paper aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course, students should be able to develop an understanding of the process of identifying various sources of new business ideas of products. The understanding of this paper will help them to examine, evaluate and approach different sources of finance, the nature of marketing effort required and to develop a comprehensive business plan.
		E Filling of Returns	To provide the students the concepts and practical knowledge about electronic filling of returns

B. Com 4th Semester (Accountancy Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -4 (Credit -4)	Fundamentals of Financial Management	The objective of the Fundamentals of Financial Management course is to provide students with a comprehensive understanding of the basic principles and concepts of financial management in order to make sound financial decisions.
2	Major -5 (Credit -4)	Cost Accounting	To equip students with the knowledge and skills necessary to analyze and control costs in order to support effective management decision-making.
3	Major -6 (Credit -4)	Income Tax Law & Practice	By the end of the course, students will be able to comprehend and apply income tax laws, prepare tax computations for individuals and businesses, and provide basic tax planning advice in compliance with relevant tax legislation.
4	Major -7 (Credit -4)	Advanced Corporate Accounting	By the end of the course, students will be able to apply advanced accounting principles and techniques to address complex corporate accounting issues, analyze financial statement making purposes, and interpret accounting standards relevant to corporate reporting.
5	Minor-1 (Credit -4)	Financial Market Operation	To introduce students to the principles and techniques of operations research and their application in solving complex business problems.
6	VAC -3 (Credit 2)	Business Etiquette and Soft Skill	By the end of the course, the students will learn how Etiquette helps to be thoughtful about our conduct. It helps us to be aware of the feelings and rights of others. By eliminating discourteous behaviour and prioritizing other people's feelings, how etiquette promotes kindness, consideration, and humility. This course is also addresses communication styles, networking, dining etiquette, meeting etiquette, tipping etiquette, travel etiquette, email etiquette, voicemail etiquette, business cocktail party etiquette, wardrobe etiquette, and more.

B.Com 4th Semester (Finance Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -4 (Credit -4)	Fundamentals of Financial Management	The objective of the Fundamentals of Financial Management course is to provide students with a comprehensive understanding of the basic principles and concepts of financial management in order to make sound financial decisions.
2	Major -5 (Credit -4)	Financial Market Operations	To introduce students to the principles and techniques of operations research and their application in solving complex business problems.
3	Major -6 (Credit -4)	Insurance	To develop students' understanding of insurance principles, products, and risk management techniques.
4	Major -7 (Credit -4)	Cost & Management Accounting	Students will be able to apply cost accounting techniques to determine product costs, analyze cost behavior, and make informed decisions regarding pricing, product mix, and cost control. Students will develop the skills to design and implement management accounting systems, including budgeting, variance analysis, and performance measurement, to support planning, control, and decision-making processes in organizations.
5	Minor-1 (Credit -4)	Direct & Indirect Taxes	This subject collates the basic concepts of Income Tax in order to familiarize the different know-how and heads of income with its components. It will give an idea about income from Salaries, House property Income, income from business or profession and generate an idea about capital gain among students and after the successful completion, the students get knowledge about filling of Income Tax returns by assessing. By the end of the course, students will be able to comprehend the principles and regulations of GST, effectively apply GST concepts to various business scenarios, navigate GST compliance requirements, and analyze the impact of GST on business operations and decision-making.
6	VAC -3 (Credit 2)	Business Etiquette and Soft Skill	By the end of the course, the students will learn how Etiquette helps to be thoughtful about our conduct. It helps us to be aware of the feelings and rights of others. By eliminating discourteous behaviour and prioritizing other people's feelings, how etiquette promotes kindness, consideration, and humility. This course also addresses communication styles, networking, dining etiquette, meeting etiquette, tipping etiquette, travel etiquette, email etiquette, voicemail etiquette, business cocktail party etiquette, wardrobe etiquette, and more.

B.Com 4th Semester (Marketing Management Major)

Sl No	Paper Category	Name of the Paper	Course Out Come`
1	Major -4 (Credit -4)	Fundamentals of Financial Management	Students will gain knowledge of financial analysis techniques and be able to interpret financial statements to evaluate the financial health of a company. Students will develop the skills to assess investment opportunities, calculate the cost of capital, and make informed capital budgeting decisions
2	Major -5 (Credit -4)	Retail Management	By the end of the course, students will be able to comprehend retail management principles, analyze retail strategies, design store layouts, and implement effective merchandising and customer service practices.
3	Major -6 (Credit -4)	Customer Relationship Management	By the end of the course, students will be able to apply customer relationship management techniques, develop customer retention strategies, utilize customer data for personalized marketing, and enhance customer satisfaction and loyalty.
4	Major -7 (Credit -4)	Cost & Management Accounting	Students will be able to apply cost accounting techniques to determine product costs, analyze cost behavior, and make informed decisions regarding pricing, product mix, and cost control. Students will develop the skills to design and implement management accounting systems, including budgeting, variance analysis, and performance measurement, to support planning, control, and decision-making processes in organizations.
5	Minor-1 (Credit -4)	Direct & Indirect Taxes	This subject in collates the basic concepts of Income Tax In order to familiarize the different know- how and heads of income with its components. It will give an idea about income from Salaries, House property Income, income from business or profession and generate idea about capital gain among students and after the successful completion, the students get knowledge about E filling of Income Tax returns by assesses. By the end of the course, students will be able to comprehend the principles and regulations of GST, effectively apply GST concepts to various business scenarios, navigate GST compliance requirements, and analyze the impact of GST on business operations and decision- making.
6	VAC -3 (Credit 2)	Business Etiquette and Soft Skill	By the end of the course, the students will learn how Etiquette helps to be thoughtful about our conduct. It helps us to be aware of the feelings and rights of others. By eliminating discourteous behaviour and prioritizing other people's feelings, how etiquette promotes kindness, consideration, and humility. This course is also addresses communication styles, networking, dining etiquette, meeting etiquette, tipping etiquette, travel etiquette, email etiquette, voicemail etiquette, business cocktail party etiquette, wardrobe etiquette, and more.

B.Com 5th Semester (Accountancy Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -8 (Credit -4)	Indian Economy	Students will gain knowledge of the major macroeconomic indicators, such as GDP growth, inflation, and unemployment, and understand how these factors impact the overall performance of the Indian economy. They will develop the ability to analyze the structure and composition of the Indian economy, including its sectors, such as agriculture, industry, and services, and comprehend the role of each sector in the overall economic growth. They will be able to identify and evaluate the various economic policies implemented by the government, such as fiscal policy, monetary policy, and trade policy, and assess their impact on the Indian economy. Students will understand the significance of demographic trends, population dynamics.
2	Major -9 (Credit -4)	Management Accounting	By the end of the course, students will be able to apply management accounting tools and techniques to analyze and interpret financial and non-financial information, support strategic and operational decision-making, and assist in planning, budgeting, performance evaluation, and control within organizations.
3	Major -10 (Credit -4)	Fundamentals of Investment	By the end of the course, students will be able to analyze investment opportunities, construct and manage investment portfolios, evaluate risk and return trade-offs, and make informed investment decisions based on their understanding of financial markets and investment strategies.
4	Major -11 (Credit -4)	Indirect Taxes	By the end of the course, students will be able to comprehend the principles and regulations of GST, effectively apply GST concepts to various business scenarios, navigate GST compliance requirements, and analyze the impact of GST on business operations and decision-making.
5	Minor-2 (Credit -4)	Corporate Laws	The objective of the course is to impart basic knowledge of the provisions of the Companies Act, 2013 and the Depositories Act, 1996, also to analyse relevant case studies. The paper also includes detailed discussion on various essential documents of a company and discussion on share issue, directors, types of meetings, committees of board of directors, dividends, accounts, audit, winding up, insider trading, whistle blowing, etc.
6	AEC -3 (Credit 2)	MIL/Alternative English 2	To offer relevant and practically helpful pieces of prose and poetry to students so that they not only get to know the beauty and communicative power of English but also its practical application. To expose students to a variety of topics that dominates the contemporary socio-economic and cultural life. To develop oral and written communication skills of the students so that their employability enhances. To develop overall linguistic competence and communicative skills of students To develop overall linguistic competence and communicative skills of students

B.Com 5th Semester (Finance Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -8 (Credit -4)	Indian Economy	Students will develop the ability to analyze the structure and composition of the Indian economy, including its sectors, such as agriculture, industry, and services, and comprehend the role of each sector in the overall economic growth. Students will be able to identify and evaluate the various economic policies implemented by the government, such as fiscal policy, monetary policy, and trade policy, and assess their impact on the Indian economy. Students will understand the significance of demographic trends, population dynamics
2	Major -9 (Credit -4)	Micro Finance	By the end of the course, students will be able to analyze the role of microfinance institutions, design and evaluate microfinance programs, understand the challenges and opportunities in microfinance operations, and apply innovative approaches to expand access to financial services for underserved populations.
3	Major -10 (Credit -4)	Financial Services	To familiarize students with various financial services and their role in facilitating financial intermediation and meeting customer needs.
4	Major -11 (Credit -4)	Fundamentals of Investment	By the end of the course, students will be able to analyze investment opportunities, construct and manage investment portfolios, evaluate risk and return trade-offs, and make informed investment decisions based on their understanding of financial markets and investment strategies.
5	Minor-2 (Credit -4)	Corporate Laws	The objective of the course is to impart basic knowledge of the provisions of the Companies Act, 2013 and the Depositories Act, 1996, also to analyse relevant case studies. The paper also includes detailed discussion on various essential documents of a company and discussion on share issue, directors, types of meetings, committees of board of directors, dividends, accounts, audit, winding up, insider trading, whistle blowing, etc.
6	AEC -3 (Credit 2)	MIL/Alternative English 2	To offer relevant and practically helpful pieces of prose and poetry to students so that they not only get to know the beauty and communicative power of English but also its practical application. To expose students to a variety of topics that dominates the contemporary socio-economic and cultural life. To develop oral and written communication skills of the students so that their employability enhances. To develop overall linguistic competence and communicative skills of students To develop overall linguistic competence and communicative skills of students

B.Com 5th Semester (Marketing Management Major)

Sl No	Paper Category	Name of the Paper	Course Out Come`
1	Major -8 (Credit -4)	Indian Economy	Students will develop the ability to analyze the structure and composition of the Indian economy, including its sectors, such as agriculture, industry, and services, and comprehend the role of each sector in the overall economic growth. Students will be able to identify and evaluate the various economic policies implemented by the government, such as fiscal policy, monetary policy, and trade policy, and assess their impact on the Indian economy. Students will understand the significance of demographic trends, population dynamics
2	Major -9 (Credit -4)	Consumer Behaviour	By the end of the course, students will be able to analyze consumer decision making processes, interpret consumer behaviour theories, evaluate market research data, and apply consumer behaviour insights in developing effective marketing strategies
3	Major -10 (Credit -4)	Personal Selling & salesmanship	By the end of the course, students will be able to demonstrate effective personal selling skills, develop sales presentations, apply sales techniques, and build long-term customer relationships. No. of Contact Cl
4	Major -11 (Credit -4)	Brand Management	By the end of the course, students will be able to analyze brand positioning, develop brand identity, implement brand communication strategies, and apply brand management techniques to build strong and valuable brands
5	Minor-2 (Credit -4)	Corporate Laws	The objective of the course is to impart basic knowledge of the provisions of the Companies Act, 2013 and the Depositories Act, 1996, also to analyse relevant case studies. The paper also includes detailed discussion on various essential documents of a company and discussion on share issue, directors, types of meetings, committees of board of directors, dividends, accounts, audit, winding up, insider trading, whistle blowing, etc.
6	AEC -3 (Credit 2)	MIL/Alternative English 2	To offer relevant and practically helpful pieces of prose and poetry to students so that they not only get to know the beauty and communicative power of English but also its practical application. To expose students to a variety of topics that dominates the contemporary socio-economic and cultural life. To develop oral and written communication skills of the students so that their employability enhances. To develop overall linguistic competence and communicative skills of students To develop overall linguistic competence and communicative skills of students

B.Com 6th Semester (Accountancy Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -12 (Credit -4)	International Business	By the end of the course, students will be able to analyze and evaluate the impact of globalization on international business, demonstrate knowledge of cross-cultural management strategies, and develop effective decision-making skills for international trade and investment.
2	Major –13 (Credit -4)	Operation Research in Business	By the end of the course, students will be able to apply quantitative models and optimization techniques to analyze business operations, make informed decisions, and improve overall efficiency and effectiveness in a variety of operational
3	Major -14 (Credit -4)	Computerised Accounting	By the end of the course, students will be able to effectively operate computerized accounting software, perform various accounting tasks using computer applications, and utilize technology for accurate and timely financial reporting.
4	Major -15 (Credit -4)	Auditing & Assurance	By the end of the course, students will be able to understand the audit process, evaluate internal control systems, perform audit procedures, and communicate audit findings and recommendations in accordance with auditing standards and regulations.
5	Minor-3 (Credit -4)	Project Management	By the end of the course, the students will be able to learn how to prepare project in different areas related to trade and commerce, for different purposes. It will give them practical knowledge different steps, method and techniques to prepare a project and what are the necessary preparation they need to make before starting a project and how to continue it till successfully complete it.
6	AEC -4 (Credit 2)	English Communication 2	To make the students aware about the communication. To understand the process and importance of communication. To develop awareness regarding new trends in business communication, various media of communication and communication devices. To extend communication skills through the application and exercises

B.Com 6th Semester (Finance Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -12 (Credit -4)	International Business	By the end of the course, students will be able to analyse and evaluate the impact of globalization on international business, demonstrate knowledge of cross-cultural management strategies, and develop effective decision-making skills for international trade and investment.
2	Major –13 (Credit -4)	Operation Research in Business	By the end of the course, students will be able to apply quantitative models and optimization techniques to analyze business operations, make informed decisions, and improve overall efficiency and effectiveness in a variety of operational
3	Major -14 (Credit -4)	Treasury &Risk Management	To equip students with the knowledge and skills necessary to manage treasury functions and Mitigate financial risks within an organization. By the end of the course, students will be able to understand treasury management practices, assess financial risks, develop risk management Strategies, and utilize financial instruments for hedging and risk mitigation.
4	Major -15 (Credit -4)	Marketing of Services	By the end of the course, students will be able to assess different financial services, understand customer requirements, and develop strategies for delivering effective financial solutions.
5	Minor-3 (Credit -4)	Project Management	By the end of the course, the students will be able to learn how to prepare project in different areas related to trade and commerce, for different purposes. It will give them practical knowledge different steps, method and techniques to prepare a project and what are the necessary preparation they need to make before starting a project and how to continue it till successfully complete it.
6	AEC -4 (Credit 2)	English Communication 2	To make the students aware about the communication. To understand the process and importance of communication. To develop awareness regarding new trends in business communication, various media of communication and communication devices. To extend communication skills through the application and exercises

B.Com 6th Semester (Marketing Management Major)

Sl No	Paper Category	Name of the Paper	Course Out Come
1	Major -12 (Credit -4)	International Business	By the end of the course, students will be able to analyse and evaluate the impact of globalization on international business, demonstrate knowledge of cross-cultural management strategies, and develop effective decision-making skills for international trade and investment. To provide students with a comprehensive understanding of the theories, practices, and challenges involved in conducting business across national borders.
2	Major –13 (Credit -4)	Operation Research in Business	By the end of the course, students will be able to apply quantitative models and optimization techniques to analyze business operations, make informed decisions, and improve overall efficiency and effectiveness in a variety of operational
3	Major -14 (Credit -4)	Consumer Affairs & Customer Cares	By the end of the course, students will be able to comprehend consumer rights and protection, develop strategies for managing customer complaints and inquiries, implement customer care initiatives, and enhance overall customer satisfaction and loyalty
4	Major -15 (Credit -4)	Marketing of Services	By the end of the course, students will be able to analyze service marketing environments, develop service marketing plans, apply service-specific marketing techniques, and effectively promote and manage service offerings to meet customer needs and preferences.
5	Minor-3 (Credit -4)	Project Management	By the end of the course, the students will be able to learn how to prepare project in different areas related to trade and commerce, for different purposes. It will give them practical knowledge different steps, method and techniques to prepare a project and what are the necessary preparation they need to make before starting a project and how to continue it till successfully complete it.
6	AEC -4 (Credit 2)	English Communication 2	To make the students aware about the communication. To understand the process and importance of communication. To develop awareness regarding new trends in business communication, various media of communication and communication devices. To extend communication skills through the application and exercises.