



KMCT

ARTS & SCIENCE COLLEGE, KUTTIPPURAM

(Affiliated to University of Calicut, Approved by Govt of Kerala and Recognized by UGC under sec 2(f) Of the UGC Act 1956)

PG DEPARTMENT OF COMMERCE

PROGRAMME: **B.COM HONOURS PROGRAMME**

Programme outcome
(PO)

PO 01: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study

PO 02: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity

PO 03: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information

PO 04: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.

PO 05: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions

PO 06: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the wellbeing of society and the environment.

PO 07: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

Programme Specific
outcome (PSO)

PSO 01: Build a strong foundation on theories, principles, practices, and regulatory mechanisms in the areas of Commerce.

PSO 02: Exhibit the skills to analyze and apply the learned knowledge to carry out the functions of business, solve business-related problems, and ensure overall employability.

PSO 03: Use supportive and appropriate digital technologies to effectively manage the business and cope with the dynamic world of Commerce.

PSO 04: Develop and apply research attitude and skills to solve real-life problems in the world of Commerce.

PSO 05: Demonstrate a basic understanding of the latest concepts and trends in the field of Commerce such as Entrepreneurship, Professional Accounting, Investment and Financial Services, Marketing, Business Analytics, Tourism & Hospitality Management.

PSO 06: Demonstrate the necessary skills to present and communicate innovative business ideas and business data to become a financially sound and socially accountable citizen.

Semester:1

MAJOR COURSE OUTCOME

***COMICJ101
MANAGEMENT
PRINCIPLES AND
APPLICATION***

CO 01: Gain a comprehensive understanding of the fundamental principles and theories of management

CO 02: Apply management concepts to real-world business situations and cases

CO 03: Demonstrate proficiency in using relevant management tools and techniques for decision-making and problem-solving.

CO 04: Recognize and address ethical challenges in management and also understand the social responsibilities of organizations and managers

MINOR COURSE OUTCOME

***COMIMN101
FUNDAMENTALS OF
ENTREPRENEURSHIP***

CO 01: Gain a comprehensive understanding of what entrepreneurship entails, including its definition, characteristics, and significance in the business world.

CO 02: Ability to apply entrepreneurial concepts and frameworks to real world scenarios by developing feasible business plans

CO 03: Learn how to recognize and evaluate potential business opportunities, including market needs, trends, and gaps.

CO 04: Developing the skills of appreciation through success stories of entrepreneurs

***COMIMN102
ENTREPRENEURIAL
MARKETING***

CO 01: Acquire basic knowledge about entrepreneurial marketing concepts, and strategies

CO 02: Apply skills in selection of appropriate marketing strategy.

CO 03: Demonstrate a market plans suitable for

entrepreneurs.

MDC COURSE OUTCOME

COM1FM105 (1)
BUSINESS START-UP
ESSENTIALS

CO 01: Understand the fundamentals of entrepreneurship and the startup ecosystem

CO 02: Develop a comprehensive business plan for a new venture

CO 03: Explore different funding options and financial planning strategies for startups.

CO 04: Develop effective marketing and sales strategies for a startup.