

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.COM. (SEMESTER - I)

SUBJECT: COMMERCE - I

| Sr. No. | Course Objectives | Course Outcomes |
|----------------|---|---|
| 1) | To explain the functionalities and complexities of the modern-day business | The student will have conceptual knowledge of the functionalities and complexities of the modern-day business |
| 2) | To examine the structure of the business environment and create awareness about the opportunities to explore new business ideas | It will enable the student to integrate the business environment with the opportunities to explore new business ideas |
| 3) | To design the various business objectives and examine the viability and relevance for the conceptualization of ideas | The student will be able to formulate various business objectives and examine their viability and applicability of the conceptualization of ideas |
| 4) | To enable the student to synthesize the procedure involved in setting up his/her own venture | Students will organize thoughts and design the procedure involved in setting up his/her own venture |
| 5) | To illustrate the present day challenges in the field of entrepreneurship and suggest measures to overcome them | The student will understand the present day challenges in the field of entrepreneurship |

F.Y.B.COM. (SEMESTER - II)

SUBJECT: COMMERCE - II

| Sr. No. | Course Objectives | Course Outcomes |
|----------------|--|---|
| 1) | To enable the student to design the marketing mix for services and understand its scope and importance in the Indian Economy | The student is prepared to construct the marketing mix for services, understand its scope in the Indian Economy |
| 2) | To develop strategies for the service sector including market research and demand and capacity analysis | The student can develop strategies for the service sector including market research and demand and capacity analysis |
| 3) | To explain the concept of retailing with emphasis on prospects and challenges in varied store formats | The student will be able to explain the concept of retailing with emphasis on prospects and challenges in varied store formats |
| 4) | To analyze the recent trends in the service sector with reference to ITES, Banking, Insurance and Logistics | The student gets a grounding and can discuss recent trends in the service sector with reference to ITES, Banking, Insurance and Logistics |
| 5) | To explain the concept of E-Commerce and assesses its present status in India | The student investigates and understands the concept of E-Commerce and assesses its present status in India |