



## **Programme Outcomes, Programme Specific Outcomes and Course Outcomes Bachelor of Commerce (B.Com.)**

### **Sem. III Commerce Paper III- Principles of Marketing and CRM (345306)**

#### **Programme Outcomes (POs)**

PO 1: After completing three years for Bachelors in Commerce (B.Com) program, students will gain thorough fundamental knowledge of Commerce and Finance.

PO 2: The commerce and Finance focused curriculum offers specialization and elective courses. The practical exposure in these courses would equip the student to face the modern-day challenges in the field of commerce and business.

PO 3: All-inclusive structure of the course offers a number of value based and job oriented courses; and, ensures that students trained are up-to-date in knowledge.

PO 4: It helps students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions and for preparing Accounts of corporate sectors

PO 5: The students can acquire knowledge of Commercial Laws relevant for enterprises and their amendments.

PO 6: The students can develop the understanding and also can gain knowledge in current issues in the area of accounting, finance and marketing.

#### **Programme Specific Outcomes (PSOs)**

PSO 1: Students will be able to demonstrate progressive learning of recent trends and developments in fields Commerce and Management.

PSO 2: Students will demonstrate progressive learning in the application of theory, principles, values, and techniques of management and accounting in society and in the corporate world.

PSO 3: Students will learn relevant managerial and accounting career skills, applying both quantitative and qualitative knowledge to their future careers.

PSO 4: Students will gain thorough subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing systematically.

PSO 5: PSO 7: Learners will be able to prove proficiency required to appear in competitive examinations like MBA, CA, CS, ICWA and other courses.

PSO 6: Students will acquire the skills of effective communication, decision making, and problem solving that can be used at personal as well as professional level.

PSO 7: Students will develop an attitude for working effectively and efficiently in a business environment.

PSO 8: Students will be able to integrate knowledge, skill and attitude in a learning and creative academic environment.

PSO 9: The students will be exposed to the dynamic field of leadership and entrepreneurship.

PSO 10: Students will also be able to acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.

PSO 11: Learners will be able to pursue career in higher education and advance research in the field of commerce and finance.

#### **Course Outcomes (COs)**

- Learners will be able to define and classify the various marketing concepts.
- Learners will be able to draw Concept Map of Marketing Process.
- Learners will be able to define Market Segmentation and explain its Bases.
- Learners will be able to understand the changing concept of Marketing and the changing marketing landscape.
- Learners will be able to understand the effective use of important marketing strategies.
- The learner will be able to define the concept of Customer Relationship Management.
- The learner will be able to suggest the techniques of building customer relationship.
- The learner will be able to define the concept and Significance of Customer Satisfaction.
- The learner will be able to suggest the techniques of customer Satisfaction.
- The learner will be able to define and classify various types of customer complaint.
- The learner will be able to suggest effective way of managing customer complaints.
- The learner will be able to define customer retention and suggest the techniques or strategies of Retaining Customers.