

# **GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS BORDA-MARGAO, GOA**

Affiliated to the Goa University

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## **COURSE OUTCOMES**

*(Course Outcomes have been prepared based on the Goa University CBCS Syllabus and in consonance with the NAAC format)*

### **SEMESTER I**

#### **GENERAL MANAGEMENT (CC1)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Explain the various Functional areas of Management.
- CO 2:** Explain the Modern approaches to management and the different styles in management.
- CO 3:** Identify the different Managerial decisions and highlight the guidelines for effective decision making.
- CO 4:** Highlight the importance of Managing change in business.
- CO 5:** Outline the process of Conflict Management.
- CO 6:** Highlight the Emerging areas in management.

#### **FINANCIAL ACCOUNTING (CC II)**

*Upon completion of the Course the students will be able to:*

- CO 1:** To acquaint the students on the practical aspects of Single Entry System.
- CO 2:** To acquaint the students with the methods of Depreciation Accounting.
- CO 3:** To familiarise the students with advanced accounting procedures for buy back of equity shares.
- CO 4:** To study the accounting procedure for redemption of preference shares.

## **MICRO ECONOMICS (CC3)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Understand the concepts of microeconomics dealing with consumer behavior.
- CO 2:** Study supply side of the market through production and cost behavior of firms.
- CO 3:** Understand the working of different types of market structures.

## **COMMERCIAL ARITHMETIC - I (CC 4)**

*Upon completion of the Course the student will be able to:*

- CO 1:** Formulate problems involving sets and apply set theory to the relevant problems.
- CO 2:** Produce logically valid and correct arguments.
- CO 3:** Understand the difference between permutations and combinations and apply the theory to solve problems.
- CO 4:** Recognise arithmetic and geometric sequences in a variety of contexts and find any terms of the sequence using the formulae.
- CO 5:** Compute the simple and compound interest, calculate the present and the future values of the Principal amount using relevant formulae-a base in the banking and insurance sectors.
- CO 6:** Perform common matrix operations and solve business oriented problems using the matrix theory.
- CO 7:** Frame a system of linear equations and find the solutions using the method of determinants.

## **SPOKEN ENGLISH (AECC I)**

*Upon completion of the Course the student will be able to*

- CO 1:** Identify with the concepts of listening, understanding and conveying information.
- CO 2:** Communicate clearly and fluently.
- CO 3:** Manage to present facts, ideas and opinions openly.
- CO 4:** Use language appropriate to audience and context.
- CO 5:** Take active part in group discussions.

## **ENVIRONMENTAL STUDIES – I (AECC 2)**

**CO :** The course envisages that all the under graduates coming out of our University system are aware of our natural resources, ecosystems and their linkages to society, livelihood, environment and conservation. This theoretical learning shall be supported by the actual field visits.

## **COMPUTER APPLICATIONS I (GE I)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Outline the fundamentals of Information Technology
- CO 2:** Provide insights into dominant IT Applications
- CO 3:** Apply the concepts to create multimedia content
- CO 4:** Explain and apply different concepts of E-Commerce and M-Commerce
- CO 5:** Highlight various recent emerging IT Technologies

## **CO-OPERATIVE MANAGEMENT AND ACCOUNTING (GE I)**

*Upon completion of the course, the student will be able to:*

- CO 1:** Explain Co-operative Principles and its Values.
- CO 2:** Distinguish between Co-operative and other forms of Organisations.
- CO 3:** Identify the different types of Co-operative Institutions.
- CO 4:** Explain the conceptual framework of Management in Co-operative Sector.
- CO 5:** Highlight the special features and books of accounts maintained under Co-operative Accounting.
- CO 6:** Prepare final accounts of Consumer Cooperative Societies, Housing Cooperative Societies and Cooperative Credit Societies.

## **MANAGEMENT OF MICRO, SMALL AND MEDIUM ENTERPRISE (GE I)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Provide students with theoretical knowledge on how to start an enterprise on their own.
- CO 2:** Study various Institutions providing support to Entrepreneurs.
- CO 3:** Make students aware about incentives and subsidies available to Entrepreneurs.
- CO 4:** Study the social responsibility of Entrepreneurs towards different sections of the society.

## **PRINCIPLES OF INSURANCE (GE I)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Identify the different concepts in Risk Management and Insurance.
- CO 2:** Outline the process of Risk Management.
- CO 3:** Explain the role of Insurance in Economic Development.
- CO 4:** Highlight the importance of Life and General Insurance Business.
- CO 5:** Explain the different types of Life Insurance policies.
- CO 6:** Explain the different types of Fire and Marine Insurance policies. .

## **SEMESTER II**

### **INTRODUCTION TO MARKETING (CC 5)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Outline the basics of Introduction to Marketing.
- CO 2:** Explain the different concepts of Marketing Environment
- CO 3:** Highlight the importance of Consumer Behaviour and Marketing Research.
- CO 4:** Apply the Marketing Decisions in the marketing environment.
- CO 5:** Highlight the different Trends in Marketing.

### **FINANCIAL STATEMENT ANALYSIS & INTERPRETATION (CC 6)**

*Upon completion of the Course, the student will be able to:*

- CO 1:** Familiarize with preparation of financial statements as per schedule III of Companies Act, 2013.
- CO 2:** Interpret Common size and Comparative Statements.
- CO 3:** Explain utility of Trend analysis.
- CO 4:** Compute and interpret different types of ratios.
- CO 5:** Describe the concept of Economic value added analysis.
- CO 6:** Familiarize with preparation of Cash flow statement.

## MANAGERIAL ECONOMICS (CC 7)

*Upon completion of the Course the student will be able to:*

- CO 1:** Explain and elaborate on different types of pricing strategies.
- CO 2:** Explain the general considerations and objective of pricing policy.
- CO 3:** Acquaint himself/herself with the different concepts of profit, its role and limiting factors.
- CO 4:** Illustrate the break-even analysis, learn profit forecasting and solve numerical problems.
- CO 5:** Analyse the process and approaches to capital budgeting and project evaluation with numerical problems and highlight the cost of capital.
- CO 6:** Familiarise himself/herself with business decision making and risk analysis.

## COMMERCIAL ARITHMETIC-II (CC 8)

*Upon completion of the Course the student will be able to:*

- CO 1:** Formulate Linear Programming Problems.
- CO 2:** Apply Linear Programming methods to find optimal solutions to given problems.
- CO 3:** Find the derivative of the functions and also of those related to economics
- CO 4:** Determine whether the given function is increasing or decreasing
- CO 5:** Obtain the total revenue, marginal revenue, cost, marginal cost and profits using the functions related to economics.
- CO 6:** Find the area under the curve using the given method.
- CO 7:** Find the Consumer's and Producer's surplus using given methods.
- CO 8:** Determine the minimum and maximum output for a given function.

## BUSINESS COMMUNICATION (AECC 3)

*Upon completion of the Course, the student will be able to:*

- CO 1:** Overcome stage fear and present individual speeches confidently.
- CO 2:** Recognize the way communication occurs in a dynamic workplace.
- CO 3:** Interpret the different ways in which multimedia works.
- CO 4:** Illustrate different multimedia literary skills.
- CO 5:** Develop online social presence.

## **ENVIRONMENTAL STUDIES II (AECC 4)**

*Upon completion of the Course, the students will be able to:*

- CO1:** Identify and describe the different kinds of environmental pollution.
- CO2:** Identify and illustrate causes, effects and control measures of different kinds of wastes.
- CO3:** Analyse and explain unsustainable and sustainable development.
- CO4:** Explain and describe environmental issues/ hazards.
- CO5:** Describe Environment Protection Acts.
- CO6:** Evaluate the threats due to human population on environment.
- CO7:** Assess the impacts of tourism on environment.

## **COMPUTER APPLICATIONS II (GE 2)**

*Upon completion of the Course the students will be able to:*

- CO 1:** Outline the basics of cyber space and accompanying cyber threats.
- CO 2:** Provide the foundation for preparing, detecting and protecting against cyber threats and challenges.
- CO 3:** Apply various networking concepts like topologies and IP addressing.
- CO 4:** Explain the importance of social networking and its uses.
- CO 5:** Apply and use various online payment methods.

## **TOURISM AND HOSPITALITY MANAGEMENT (GE 2)**

*Upon completion of the Course, the student will be able to:*

- CO 1:** Explain the concept of Tourism.
- CO 2:** Differentiate types and various forms of Tourism.
- CO 3:** List the factors affecting the growth of Tourism sector.
- CO 4:** Describe the various impacts on the Tourism Sector.
- CO 5:** Highlight factors affecting Hospitality and Tourism Industry.
- CO 6:** Outline the recent trends of Tourism and Hospitality in Goa.

## **SERVICES MARKETING – I (GE 2)**

*Upon completion of the Course, the students will be able to:*

- CO 1:** Explain the levels of service products.
- CO 2:** Highlight the importance of the service sector in India.
- CO 3:** Illustrate stages of the Product Life Cycle.
- CO 4:** Identify the factors affecting customer satisfaction.
- CO 5:** Explain the service failure and recovery strategies.

## **PRACTICE OF INSURANCE (GE 2)**

*Upon completion of the Course, the students will be able to:*

- CO 1:** Familiarize with the emerging concepts in insurance industry.
- CO 2:** Recognize the processes of claim management in insurance industry.
- CO 3:** Describe the Insurance intermediaries.
- CO 4:** Recognize the scope and marketing strategies of insurance companies.

## **CUSTOMER RELATIONSHIP MANAGEMENT (GE 2)**

*Upon completion of the Course, the students will be able to:*

- CO 1:** The students will understand the fundamentals of CRM which includes Customer Behavior, relationship marketing, customer satisfaction, customer loyalty, customer retention.
- CO 2:** Identify the customer databases and ways companies may use technology including Internet to support Corporate CRM strategy.
- CO 3:** Learn the impact of CRM on sales and marketing strategies.
- CO 4:** Recognize how the basic framework can be applied to form relationships with customers and other internal and external stakeholders.