

GOVT. POSTGRADUATE COLLEGE, GUNA



Affiliated to Jiwaji University, Gwalior (M.P.)

Phone No.: 07542-251641

Email : hegpgcgun@mp.gov.in

Website : <https://highereducation.mp.gov.in/?orgid=179>

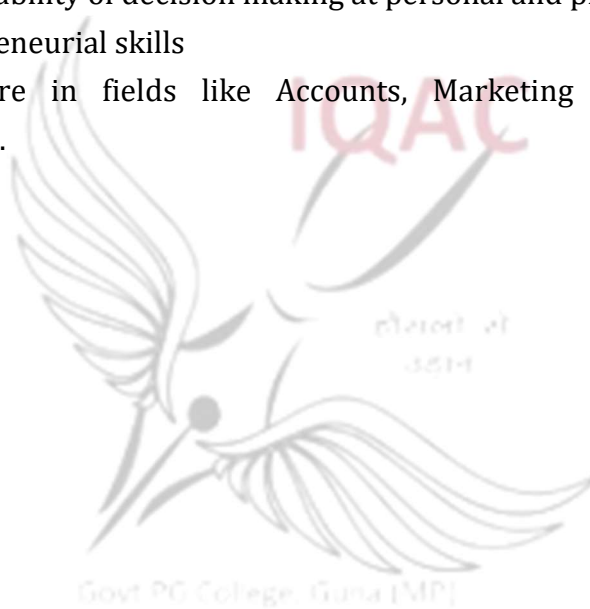


Bachelor of Commerce

Program Specific Outcomes

After completion of B.Com. program, students will be able to-

1. Perform in different professional examinations like C.A., CS, CAT, UPSC, State level exams etc.
2. Learn to further move towards research in the field of Commerce
3. Enable students to demonstrate progressive learning of various tax issues, tax forms related to individuals and businessmen in setting up their own business startups
4. Venture into managerial positions, in areas like banking sectors, teaching, professor, stock agent, government employment etc.
5. Develop communicative skills and build confidence to face challenges of the corporate world
6. Enhance the capability of decision making at personal and professional levels
7. Develop entrepreneurial skills
8. Get an exposure in fields like Accounts, Marketing Management, Economics, Environment etc.



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I Year / Certificate Course

COURSE TITLE	COURSE LEARNING OUTCOMES
FINANCIAL ACCOUNTING C1-COMA-1T <i>Major-I</i>	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Acquire conceptual knowledge of basics of Accounting2. Identify events that need to be recorded in the accounting records3. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP4. Describe the role of accounting information and its limitations5. Equip with the knowledge of accounting process6. Identify and analyse the reasons for the difference between cash book and passbook balances7. Recognize circumstances thus providing for increased exposure to errors and frauds
BUSINESS REGULATORY FRAMEWORK C1-COMA-2T <i>Major-II</i>	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Have practical, legal knowledge of general business law issues2. Understand the essentials of A Valid Contract, the Laws of Act, Considerations and the various modes of Discharge of a Contract3. Explain the various laws with regard to the Sale of Goods and performance of a Sale Contract and Remedial Measures4. Familiarize themselves with the various laws with regard to Consumer Protection in India and the functions of various consumer forums5. Understand the meaning and the various legislations with regard to the Cyber Law
BUSINESS ORGANIZATION AND COMMUNICATION C1-COMA-3T <i>Minor</i>	<ol style="list-style-type: none">1. After completion of this course, it is expected that the student shall understand the basics of the business and will be able to imbibe how any type of business can be organized successfully.2. The chapters related to communication shall be able to elucidate how communication plays an important role in modern business scenario.

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COURSE TITLE	COURSE LEARNING OUTCOMES
BUSINESS ECONOMIES C1-COMC-1T OPEN ELECTIVE	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand how households (Demand) and businesses (Supply) interact in various market structures to determine price and quantity of a good produced2. Understand the links between household behaviour and the economic models of Demand3. Represent Demand, in graphical form, including the downward slope of Demand Curve and that shifts the Demand Curve4. Understand the links between production costs and the economic models of Supply5. Understand the concept of Pricing6. Analyse operations of markets under varying competitive conditions
BANKING AND INSURANCE C1-COMC-2T OPEN ELECTIVE	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand banking and insurance services for the economic growth of a country and its importance for the entire business procedure2. Understand the banking system, banking procedure, practical banking, etc.3. Understand the insurance system, insurance procedure, regulation of banking and insurance4. Earn employment in the field of banking and insurance
BUSINESS MATHEMATICS C1-COMB-1T OPEN ELECTIVE	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Apply basic terms of integration in solving practical problems in the field of business2. Explain basic methods of business calculus, types and methods of interest account and their basic applications in practice3. Solve problems in the areas of business calculus, simple and compound interest account, use compound interest account, loan and consumer credit4. Discuss effects of various types and methods of interest account5. Connect acquired knowledge and skills with practical problems in economic practices

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COURSE TITLE	COURSE LEARNING OUTCOMES
OFFICE ORGANIZATION AND MANAGEMENT M1-OFMS-1T OPEN ELECTIVE	<p><i>The course would empower students to develop the idea about the office environment and its working of daily life. After completing the course, students will be able to-</i></p> <ol style="list-style-type: none">1. Understand about the nature and scope of office management2. Acquire the knowledge of administrative arrangements and facilities of an office3. Acquire the knowledge of modern office environment4. Understand the systems, procedures and methods of office5. Acquire the overview of office control and other miscellaneous dimensions of office management

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II Year / Diploma Course

COURSE TITLE	COURSE LEARNING OUTCOMES
CORPORATE ACCOUNTING C2-COMA-1T <i>Major-I</i>	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand the regulatory environment in which the companies are formed and operate2. Build foundations in accounting and reporting requirements of the Corporations Act and Accounting Standards3. Describe the rationale, merits, and demerits of issuing bonus shares for a company4. Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.) using online software5. Prepare balance sheet after Internal Reconstruction of a company6. Analyse the case study of major amalgamations of companies in India7. Describe the process of e-filing of annual reports of companies
COST ACCOUNTING C2-COMA-2T <i>Major-II</i>	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Know the principles, concepts, benefits, utility of cost accounting2. Set up their own industry, by being self-sufficient in cost accounting and acquire knowledge of the methods of material issue, control and labour payment3. Gain expertise in finding out unit cost, tender price, contract cost and profit4. Develop decision making ability through marginal cost analysis and standard cost analysis5. Get employment as a cost analyst in business houses
BUSINESS STATISTICS C2-COMB-2T <i>Minor</i>	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Apply a basic knowledge of statistics to business disciplines2. Develop analyse and interpret data to provide meaningful information to assist in management decision making activities3. Apply appropriate graphical and numerical descriptive statistics for different types of data4. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context5. Explain and interpret a variety of hypothesis tests to aid decision making in a business context6. Use simple/multiple regression models to analyse the underlying relationships between the variables

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COURSE TITLE	COURSE LEARNING OUTCOMES
APPLIED ECONOMICS C2-COMF-2T OPEN ELECTIVE	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Demonstrate a solid understanding of the core concepts and tools of Economics2. Relate basic Economic Theory and Principles to current economic issues and evaluate related public economic policies3. Apply economic principles and reasoning to solving business problems4. Interpret charts, graphs and tables and use the information to make informed judgments5. Communicate their knowledge and understanding for economic issues using written, verbal and visual expression6. Critically reflect on the broader social consequences of economic decision making
CORPORATE LAW C2-COMC-2T OPEN ELECTIVE	<i>The paper aims to impart in students the working knowledge of the provisions of The Companies Act, 2013. After completion of the course, students will be able to:</i> <ol style="list-style-type: none">1. Explain the relevant provisions of The Companies Act, 20132. Interpret the corporate functioning in India
FINANCIAL MARKET OPERATIONS C2-COME-2T OPEN ELECTIVE	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand the role and importance of the Indian Financial Market2. Apply and analyse the concepts relevant to Indian Financial Markets and Financial Institutions3. Understand and analyse the mechanics and regulation of financial instruments and determine how the value of stocks, bonds and securities are calculated4. Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market5. Research and analyse specific problems or issue related to financial markets and institutions6. Gain comprehensive knowledge of investors' protection7. Evaluate the challenges faced by the regulators in financial service industry

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COURSE TITLE	COURSE LEARNING OUTCOMES
PRINCIPLE OF MANAGEMENT C2-COMD-2T OPEN ELECTIVE	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Demonstrate understanding of the role of managers in an organization2. Summarize the elementary concepts, principles and theories of management3. Examine the managerial functions having an impact on the organizational effectiveness4. Identify the contemporary issues and challenges in management5. Develop ethical workplace practices6. Appraise the sources of influence to inspire the actions of other organizational members and evaluate the best control methods



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III Year

COURSE TITLE	COURSE LEARNING OUTCOMES
ACCOUNTING- INCOME TAX LAW AND PRACTICE BCOM32304	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Acquire conceptual knowledge of basics of Income Tax2. Identify events that need to be recorded in the Income Tax Records3. Describe the role of Income Tax information and its limitations4. Identify and analyse the reasons for the difference between Income Tax and GST
ACCOUNTING- GOODS AND SERVICES TAX AND CUSTOM DUTY BCOM32305	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Acquire conceptual knowledge of basics of Goods and Service Tax and Custom Duty2. Identify events that need to be recorded in the Goods and Service Tax and Custom Duty Records3. Describe the role of Goods and Service Tax, information and its limitations4. Identify and analyse the reasons for the difference between Goods and Service Tax and Custom Duty
MANAGEMENT- AUDITING BCOM32306	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Acquire legal knowledge of Auditing2. Describe the process of annual reports of companies3. Recognize circumstances of errors and frauds
MANAGEMENT- MANAGEMENT ACCOUNTING BCOM32307	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Management Accounting2. Identify events that need to be recorded in the management account records3. Understand the limitations of Management Accounting4. Identify and analyse the reasons for the difference between Accounting and Management Account

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COURSE TITLE	COURSE LEARNING OUTCOMES
APPLIED ECONOMIC- PRINCIPLES OF MARKETING BCOM32310	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Public Finance2. Understand Consumer Behaviour and Market Segmentation3. Understand Concept of product, consumer, and industrial goods, Product planning and development4. Understand methods of promotion, advertising media and their relative merits and limitations5. Apply probability rules and concepts of budget6. Describe the process of annual report of monetary fund
APPLIED ECONOMIC- INTERNATIONAL MARKETING BCOM32311	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand nature and scope of International Marketing2. Understand Domestic Marketing vs. International Marketing3. Identify Foreign Marketing and foreign market entry mode decisions4. Understand Export Policy and practices in India5. Understand International Distribution, Distribution channels and logistics decisions



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Bachelor Commerce with Computer Application

III Year / Certificate Course

COURSE TITLE	COURSE LEARNING OUTCOMES
WEB DESIGNING BCOM98308	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Use their learned skills, knowledge and abilities to develop web sites for the internet2. Apply basic design principles to present ideas, information, products, and services on websites3. Apply basic programming principles to the construction of websites4. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture5. Develop skills in analysing the usability of website6. Write valid and concise code of Webpages7. Set up a perfect landing page for business, clients and themselves
DIGITAL MARKETING BCOM98309	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Analyse the confluence of marketing, operations, and human resources in real-time delivery2. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities3. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks4. Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked5. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics6. Comprehend the importance of conversion and working with digital relationship marketing7. Analyse cross-cultural and ethical issues in globalised digital markets

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COURSE TITLE	COURSE LEARNING OUTCOMES
WEB DESIGNING AND DIGITAL MARKETING BCOM98308(P)	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Prepare, plan and create a website2. Understand the principles of creating an effective webpage3. Familiarise themselves with graphic design principles that relate to web design and learn how to implement these theories into practice4. Learn the language of the web: HTML5. Translate some of the key marketing and business models that will help to shape their digital marketing strategy6. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics7. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks



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Master of Commerce

Program Specific Outcomes

Upon completion of M.Com. program, students will be able to-

1. Work in different domains like Accounting, Taxation, HRM, Finance, Banking and Administration
2. Develop the ability to apply knowledge acquired in problem solving
3. Opt for professional courses like CA/CS/ICWA/CMA/CFA/MBA etc.
4. Work in terms of enhanced interpersonal skills and communication
5. Start their own business, like Income Tax Return filling, Share Broker, Financial Adviser, Tally Accounting, etc.
6. Work in MNCs as well as private and public companies



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I Semester

COURSE TITLE	COURSE LEARNING OUTCOMES
MANAGEMENT PRINCIPLES AND PRACTICES MCOM001	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Learn and understand the process and the importance of principles of management, professional management in India, managerial roles and managerial skills2. Understand the Planning Process, Principles of Planning, types of Plans, Management by Objective (MBO) and Environmental Analysis3. Learn and understand the process and principles of organization, forms of organization, structure, organizational charts and manual, span of management, concept of authority, types of authority relationships, concept, process of delegation of authority, and its barriers4. Understand the nature and process of Decision Making, types of Decisions, coordination, principles and techniques of effective coordination5. Understand process of communication, communication network, direction of communication, barriers in communication, Ten Commandments of good communication
BUSINESS ENVIRONMENT MCOM002	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Learn and understand the concept of business environment, components of business environment, concept of business ethics and morality, concept of social audit2. Understand the economic environment of business, New Economic Policy, second generation reforms, present Industrial Policy, Industrial Licensing Policy, Export-Import Policy, Monetary Policy, Fiscal Policy3. Learn and understand Political and Legal environment of business-critical elements of political environment in business, changing dimensions of legal environment in India4. Understand the Patent Act 1951, Competition Act 2002, Liberalization Policy, implications of Globalization, policy in business5. Understand the International and Technological Environment, Foreign Collaborations and Indian Business, WTO, World Bank, IMF, Foreign Trade Policy, technological environment in India, policy & research and Technology Development and Transfer

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COURSE TITLE	COURSE LEARNING OUTCOMES
ADVANCE FINANCIAL ACCOUNTING MCOM003	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand International Financial Reporting System (IFRS)2. Analyse accounting from incomplete records, accounting for non-profit organisation3. Learn Investment Accounting, branches and departmental accounts4. Understand accounting for Hire Purchase and Instalment System, Insolvency Accounts5. Understand dissolution of partnership firm, amalgamation and sale of firm
STATISTICAL ANALYSIS MCOM004	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Regression, Interpolation and Extrapolation2. Analyse association of attributes, coefficient of association by Yule's formula and association of attributes up to 3rd order, Chi-Square Test3. Learn probability, concept and uses of probability in permutation and computation, probability theories: Addition, Multiplication, Bernoulli Theories, Theoretical Frequency Distribution4. Understand Sampling Theory: basic concepts, types, techniques and testing, practical uses of sampling, standard errors and its computation, test of single proportions and difference of proportions5. Understand Test of Significance based on 'T', 'F' and 'Z' distribution, analysis of variance

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II Semester

COURSE TITLE	COURSE LEARNING OUTCOMES
ORGANIZATIONAL BEHAVIOUR MCOM201	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand concepts, nature and determinants of organizational behaviour, models of organizational behaviour, natural process of perception, components of learning, principles and theories of learning2. Learn values and attitudes, types and sources, measurement of attitude, defining and classifying groups, stages of group development, group structure, group processes, group dynamics, group v/s team, team effectiveness3. Learn emerging perspective of Motivation, types of Motivation, theories of Motivation4. Understand nature and significance of leadership, leadership in different cultures, leadership styles and transformational leadership5. Understand transitions in conflict thought, functional versus dysfunctional conflict, conflict process, Conflict Management Techniques, Organizational culture, organizational change and development-forces of changes, techniques of organizational development
RESEARCH METHODOLOGY MCOM202	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Business Research and Research Process2. Learn Research Design, types of Research, Hypothesis types, Formulation of Hypothesis3. Understand sources of Primary Data and Secondary Data and its uses in Research, Questionnaires, Interviews and Surveys, Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales4. Understand Data Analysis using Statistical Packages, Hypothesis Testing - Parametric and Non-parametric Tests, Statistical Inferences for one or two samples, application of SPSS5. Understand Research Report Formulation of Research Report, layout of Research Report

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COURSE TITLE	COURSE LEARNING OUTCOMES
FINANCIAL MANAGEMENT MCOM203	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand concept of finance functions, types of Financial Decisions, importance, objective organization and responsibility of Finance Management2. Learn Financial Planning, Capitalization, Over and Under Capitalization, Capital Structure, Trading on Equity3. Learn Leverage Analysis: operating and financial, long term medium-term, short-term requirement sources of funds, Share Capital & Debenture4. Understand Cost of Capital: objectives, types and analyses, Dividend Decision Policy, Management of Income and Ploughing back of profits5. Understand Management of working capital, significance, sources, methods of working capital, control techniques of cash, receivable, inventory
ACCOUNTING FOR MANAGERIAL DECISIONS MCOM204	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Management Accountancy, role of Management Accounting in decision making, tools & techniques of Management Accounting2. Learn Financial Statements, Financial Statement Analysis3. Learn Capital Budgeting: nature, characteristics and methods of Capital Budgeting4. Understand Fund Flow, Cash Flow Statement5. Understand Cost of Capital, Responsibility Accounting and Management Reporting

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III Semester

COURSE TITLE	COURSE LEARNING OUTCOMES
MARKETING MANAGEMENT MCOM309	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Marketing and Marketing Management, Retailing and Selling, role of Marketing in economic development2. Learn Marketing Information System, Marketing Research concept and process, sales forecasting, product life cycle, product positioning and diversification, development of new product3. Learn about product branding, product pricing decision, challenges before modern marketing in India, marketing and social responsibility, marketing ethics4. Understand sales promotion, strategies, sales management, recruitment and selection, training compensation to sales staff, personal selling channels5. Understand concept of Advertisement, social effects and ethical issues in Advertising
PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS MCOM310	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand Personnel Management, organisation of personnel department, manpower planning, personnel policies, personnel management in Indian perspective2. Learn job analysis, recruitment, selection, placement, induction & training, performance appraisal, merit rating, executive development, employee counselling3. Learn about industrial relations and their management in hospitals, conditions and approaches for congenial industrial relations4. Understand prevention and settlement of industrial conflicts, workers' participation in management, work committees and employees empowerment5. Understand compensation planning, methods of compensation, incentives & fringe benefits, industrial efficiency, Industrial Psychology

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COURSE TITLE	COURSE LEARNING OUTCOMES
CONSUMER BEHAVIOUR MCOM311	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand consumer behaviour, determinants of consumer behaviour, Consumer Movement in India2. Learn organizational buying behaviour and consumer research3. Learn about consumer needs and motivations, measurement of motives and development of Motivational Research4. Understand personality and consumer behaviour5. Understand social class and consumer behaviour, social class mobility
MANAGEMENT OF MARKETING SERVICES MCOM312	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand concept of services, management of marketing services, market segmentation and market mix for services2. Learn marketing of Bank and Insurance Services, product planning and segmentation, marketing mix, personal selling3. Learn marketing of Hotel and Hospital Services, market segmentation, market mix, pricing decision, Hotel Marketing in India, Hospital Marketing in India4. Understand marketing of Consultancy Services, product planning and development, market segmentation, concept and need of personal care services, education service in Indian scenario5. Understand Marketing of Transport Services, product planning, market segmentation, marketing mix, price policy, marketing management for Rail and Road Transport



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IV Semester

COURSE TITLE	COURSE LEARNING OUTCOMES
MANAGEMENT OF SALES PROMOTION AND ADVERTISING MCOMC031401	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Learn and understand role of advertising in marketing mix and the advertising process2. Learn Pre-Launch Advertising Decision3. Understand Promotional Management4. Understand Personal Selling5. Understand Sales Management
MANAGEMENT OF RURAL AND AGRICULTURE MARKETING MCOMC031402	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Learn Rural Marketing2. Learn Agricultural Marketing3. Understand Market Management and Channel Strategy4. Understand Regulated Market in India5. Understand Marketing of Farm Product
STRATEGIC MANAGEMENT MCOMC031403	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Understand business strategy & policy, strategic management process2. Learn to evaluate company resources and competitive strengths, disinvestments, retrenchment3. Understand positioning of the business portfolio, strategic business units, product life cycles4. Understand strategy and competitive advantage, organization design5. Understand strategic evaluation and control, designing strategic control systems

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COURSE TITLE	COURSE LEARNING OUTCOMES
INTERNATIONAL MARKETING MCOMC031404	<i>After the completion of the course, students will be able to-</i> <ol style="list-style-type: none">1. Learn and understand about International Marketing2. Learn about Export Organization3. Understand Direct Trading and Indirect Trading4. Understand Export Credit, Corporation of India Limited, The Export-Import Bank of India5. Understand Export and Import Procedure, SAARC, role of WTO in Foreign Trade

(Dr. Vishnu Prasad Shrivastava)

HOD

Department of Commerce

(Dr. Niranjana Shrotriya)

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