

**PROGRAMME SPECIFIC OUTCOMES AND  
COURSE OUTCOMES OF  
B.Com. Honours in Marketing Management**

**PROGRAMME**

‘Sales’ is the key word in determining the ultimate success of a business. In present socio-economic condition, for every business unit, Sales is neither an automatic process nor an easy and smooth sailing activity. In the perspective of tough competition in the market place, it is a challenge for every business organisation to survive by continuously creating new customers and retaining the existing customers which requires the consistent and systematic application of modern techniques and principles of marketing.

On completion of the programme, a student will be able to:

- Formulate a marketing plan that will meet the needs or goals of a business or organisation.
- Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
- Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
- Properly understand the behavior of consumers to frame appropriate as well as effective marketing strategies.
- Develop strategies for the efficient and effective placement/ distribution of products, concepts, goods, and services that respond to evolving markets.
- Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organisation.
- Evaluate the viability of a concept, product, good and/ or service in a local, national or international markets.
- Conduct market research to provide information needed to make *marketing* decisions.
- Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.

- Plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client.
- Develop strategies with clients, customers, and consumers and others to grow and maintain relationships.
- Develop learning and development strategies and plans to enhance professional growth in the field.
- Apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives.
- Participate in and contribute to a framework of organisational policies and practices, when conducting business of the organization.
- Apply the principles of business ethics and corporate social responsibility to business decisions.
- Employ the management techniques of planning, organising, directing, and controlling of marketing functions and activities in response to the business needs of the organization.

**Programme: B.Com (Hons. in Marketing management)**

**Course Outcomes**

SEM	Course Id	Course Title	Course Learning Outcome On completion of this course, the students will be able to :
<b>SEMESTER-I</b>	C-1T	Principles of Management & Application	Learn the basic principles and functions of modern management, techniques of handling both the human and non-human resources in the organisation effectively and efficiently.
	C-2T	Computer Application in Business	Apply different soft wares for performing various types of office work and maintenance of office records and make themselves well equipped with necessary skills for creating self employability.
	GE-1T	Business Ethics and Corporate Social Responsibility	Develop the concept of ethics and learn how to apply those ethical behaviour and thinking for successfully carrying on a business by ensuring the performance of business for social welfare to ensure its survival and consistent growth in the long run.
	AECC-1	English/ MIL	Develop the skill of reading and writing to understand and express the subject matter on different subjects of studies.
<b>SEMESTER-II</b>	C-3T	Principles of Marketing	Understand the nature of market, behaviour of the consumer and different policies and strategies to be adopted for penetrating the market successfully to maximize profit.
	C-4T	Business Accounting	Acquire necessary knowledge and skill in recording and maintaining financial transactions for both business and Non-business organisations in compliance with existing Acts and Rules.
	GE-2T	Productions & Operations management	Acquire knowledge for smoothly carrying on the production process by selecting the most appropriate method and making proper estimation of demand to ensure profit maximization.
	AECC-2	ENVS	Become conscious about different environmental issues and also learn the steps to be taken for protecting the environment.

SEM	Course Id	Course Title	Course Learning Outcome On completion of this course, the students will be able to :
<b>SEMESTER-III</b>	C-5T	Managerial Economics	Acquire basic knowledge about the impact of Demand, Supply, Cost, effective use of factors of production in the long run and short run on the production and distribution system as a whole.
	C-6T	Management Accounting	Acquire knowledge and skill in making proper analysis of various financial data for taking effective long term as well as short-term policy decisions.
	C-7T	Human Resource Management	Address concerns expressed by the employees, hire employees scientifically and develop their skill through appropriate training and evaluate the employees properly for maintaining a favourable environment of work in the organisation.
	GE-3T	Quantitative Techniques for Management	Develop the concept of various types of data and processing the same by applying different tools and techniques for adopting various types of crucial decisions on the basis of past data in the relevant fields.
	SEC-1T	Personality Development & Communication Skills	Learn how to develop personality for becoming sociable and also develop the skill and techniques of making effective communication to express themselves in the most convincing way.
<b>SEMESTER-IV</b>	C-8T	Macro Economics	<b>Understand the economy as a whole, Identify functioning of an economy, formulate economic policies, Understand and control economic fluctuations, Identify inflation and deflation situation, Identify performance an economy, Identify Nature of material welfare.</b>
	C-9T	Strategic Management	understand the practical and integrative study of organization change & design defines basic activities in different types of function in the organization; the relationship among organizational change, redesign, an organizational effectiveness, Understand the change process and the techniques that can be used to help an organization achieve its desired future state
	GE-10T	Financial Management	Develop an idea about capital structure, cost of capital, leverage, Dividend policy etc and

			acquire knowledge and concept of financing a business and effectively managing the finance to ensure profit maximization for the business.
	GE-4T	Application of SPSS in Marketing Research	Handle various types of data analysis accurately by avoiding strenuous manual calculations as it helps with quick data analysis, and offers a broader range of options for data analysis through charts and graphs.
	SEC-2	Entrepreneurship Development	Develop a clear idea to explore Opportunity to sharpen entrepreneurial competencies, Project selection criteria, idea for new business enterprises, conduct feasibility studies of a proposed business.

SEM	Course Id	Course Title	Course Learning Outcome On completion of this course, the students will be able to :
<b>SEMESTER-V</b>	C-11T	Marketing research	Learn the different types of Research, collecting various types of data and designing researches essential for taking effective marketing decisions.
	C-12T	Organisational Behaviour	Learn how to improve customer service, facilitate effective teamwork, encourage creativity and innovation, promote effective leadership, ensure ethical behavior among staff and management, evaluate employee job performance, and create a positive atmosphere for employees.
	DSE-1BT	Distribution & Supply Chain Management	Develop a concept of distributing products in an effective manner by designing suitable channels and choosing appropriate mode of transportation to ensure consistent supply and distribution to retain customers for the survival of a business.
	DSE-2AT	Advertising & Sales Promotion Management	Learn about Advertising and the techniques of effectively communicating the customers by scheduling and designing advertising in different manners depending upon the nature of product.
<b>SEMESTE R-VI</b>	C-13T	Business Policy & Strategy	Learn various policies and strategies to be adopted by a Business under different situations in consideration of the external and internal environmental factors with a view to running a business effectively.

	C-14T	Legal Aspects of Business	Learn the provisions of various Acts like Companies Act, Law of Contract, Sale of Goods Act, Negotiable instruments Act, Consumer Protection Act which are essentially required to be complied with for each and every business.
	DSE-3A	Brand Management	Develop a concept of Brand and learn the methods of developing and sustaining a brand through Brand Extension, Brand rejuvenation and establishing Brand personality for marketing a product successfully.
	DSE-4A	Personal Selling & Sales Force Management	Learn the basic qualities and functions of a successful salesperson and the way of approaching a customer and handling their objections successfully to explore new customers and retain the existing ones.