

RRDS GOVT. DEGREE COLLEGE, BHIMAVARAM, W.G.Dt, A.P

(Affiliated to Adkavi Nannayya University, Rajamahendravaram)

Estd:1972

 **08816-223458**

 www.rrdsgdc.ac.in



Accredited by NAAC

AISHE:C-24023

 gdcbhimavaram.jkc@gmail.com

Department of Commerce

Single Major Programme from 2023-24

B.com Computer Applications Honors

Minor Subject : Business Management

Course Outcomes

COURSE 1: FUNDAMENTALS OF COMMERCE

- Identify the role commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments.
- Develop the skill of accounting and accounting principles.
- Acquire knowledge on micro and macro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India.
- Acquire skills on web design and digital marketing.

COURSE 2: BUSINESS ORGANIZATION

- Understand the concept of Business Organization along with the basic laws and norms of Business Organization.
- The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
- The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

COURSE 3: FINANCIAL ACCOUNTING

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Know the difference between Joint Ventures and Consignment. Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organizations.

COURSE 4: OFFICE AUTOMATION TOOLS

- Understand concept of Word Processor and use its features.
- To use the advanced features of Ms-Word to make day to day usage easier.
- To work comfortably with Ms-Excel Environment.
- To create work sheets and user advanced feature of Excel.
- To create make presentations and inserting multimedia in them.

COURSE 5: ADVANCED ACCOUNTING

- Understand the concept of Non-profit organizations and its accounting process
- Comprehend the concept of single-entry system and preparation of statement of affairs. Familiarize with the legal formalities at the time of dissolution of the firm.
- Prepare financial statements for partnership firm on dissolution of the firm.
- Employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership.

COURSE 6: INCOME TAX

- Acquire the complete knowledge of the tax evasion, tax avoidance and tax planning.
- Understand the provisions and compute income tax for various sources.
- Grasp amendments made from time to time in Finance Act.
- Compute total income and define tax complicacies and structure and Prepare and File IT returns of individual at his own.

COURSE 7: E COMMERCE AND WEB DESIGNING

- Explain how to create an e-commerce website from scratch, using PHP and the Bootstrap framework.
- Display featured products correctly on a web page, using the bootstrap system. Explain how product detail models are programmed to be dynamic.

COURSE 8: DIGITAL MARKETING

- Use digital media for the creation of products and services and relate Search Engines in the digital marketing ecosystem.
- Use Search Engine Marketing for advertisements and know the Social Media platforms like Face book, Twitter, YouTube & LinkedIn for Marketing.
- Outline email Marketing and strategy to craft email marketing campaign.

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Course Outcomes

COURSE 1: PRINCIPLES OF MANAGEMENT

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of manage men
- To propose initiatives to address the contemporary issues and challenges in the field of management
- To understand various controlling techniques practiced at organizations.

COURSE 2: ORGANISATIONAL BEHAVIOUR

- To understand individual and group behavior at work place so as to improve the effectiveness of an organization.
- To understand different types of personality and learning styles and the factors affecting them.
- To understand different types of motivation.
- To inculcate leadership abilities and understand the application of different leadership Styles and power centers.

- To understand organizational culture

COURSE 3: MARKETING MANAGEMENT

- To give an overview of marketing environment.
- To interpret the link between strategic planning and marketing.
- To develop a detailed marketing plan.
- To understand role of intermediaries in marketing activities.
- To acquire knowledge on various promotional tools in marketing.

COURSE 4: HUMAN RESOURCE MANAGEMENT

- To understand the significance of human resource management and role of executives.
- To acquire knowledge on procurement and development functions.
- To understand the sources of recruitment and selection process.
- To gain knowledge on training and development methods.
- To understand the concept of Industrial relations and its impact on HRM.

COURSE 5: FINANCIAL MANAGEMENT

- To gain basic knowledge of financial management
- To evaluate the capital budgeting process and risk analysis in capital budgeting
- Familiarize different financial decision that help the organization
- Learn types of dividend policies and their valuation
- Knowledge regarding working capital management, uses to organization and valuation of working capital

COURSE 6: MANAGERIAL COMMUNICATION

- To help the students understand the principles of business communication.
- To make the students aware of various types of types of communication.
- To develop awareness on the role of various communication methods.
- To make students understand business correspondence etiquettes.
- To enable the students understand the importance of technology related to communication for addressing the business audience.