

# DEPARTMENT OF COMMERCE

Department has been running under-graduate(UG) programme since 1984

UG is a three year programme, the syllabus of the programme are set by Gondwana University, Gadchiroli. After successful completion of these programmes students should be able to-

## UNDER-GRADUATE

### Odd-Semesters (Sem-I, III & V)

#### SEMESTER-I

Course	Expected Outcomes
UCA1-C04 Paper I – <b>Business Economics I</b>	<ol style="list-style-type: none"> <li>1. Understand the general economic environment in which businesses operates and the basic concepts of economics.</li> <li>2. Describe demand and analyze the determinants of market demand and elasticity of demand.</li> <li>3. Define the term production, explain production function and its different factors.</li> <li>4. Explain population theory and the policies adopted for population by India and China.</li> </ol>
UCAIC05 Paper-I <b>Principles of Management</b>	<ol style="list-style-type: none"> <li>1. Understand the principles of management and gain valuable insight into the workings of business and other organizations.</li> <li>2. Describe the work of major contributors to the field of management.</li> <li>3. Use the knowledge of executing the managerial tasks of planning, decision-making and organising in a variety of circumstances.</li> <li>4. Understand the latest managerial practices that managers use to effectively manage their employees.</li> </ol>
UCA1C06 <b>Statistics Techniques and Business Mathematics</b> Paper-I	<ol style="list-style-type: none"> <li>1. Understand the concept, nature, scope, functions, and significance of statistics and statistical tools</li> <li>2. Learn how to calculate and apply measures of dispersion, standard deviation, co-efficient of variation and mean deviation.</li> <li>3. Learn the different measures of Skewness, Inter quartile range and quartile deviation.</li> <li>4. Demonstrate the effective use of mathematical skills to solve quantitative problems in business.</li> </ol>
SEMESTER-III	
Course	Expected Outcomes
UCA3EM3 <b>Group A- Marketing Management [Advertising Management]</b>	<ol style="list-style-type: none"> <li>1. Describe different concepts of advertisement.</li> </ol>

	<ol style="list-style-type: none"> <li>Analyze and plan different advertising strategies and campaign process.</li> <li>Identify, evaluate and make appropriate decisions regarding selection of advertising media.</li> <li>Determine the effectiveness of advertising and demonstrate a knowledge of various advertising Absorption functions.</li> </ol>
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### SEMESTER-V

Course	Expected Outcomes
UCA5EM5 <b>Marketing Management-Industrial Marketing</b>	<ol style="list-style-type: none"> <li>Define industrial marketing concept and analyze consumer and industrial marketing.</li> <li>Identify the factors influencing business buying.</li> <li>Understand Institutional and Government market and its buyer's decision making process.</li> <li>Gain knowledge about the characteristics of reseller market and buying decision of reseller.</li> </ol>
UCA5C04 <b>Advanced Accounting-PAPER I</b>	<ol style="list-style-type: none"> <li>Understand the term Amalgamation, the methods for accounting for amalgamation and social accounting.</li> <li>Understand the accounting method for absorption and need for Farm accounting.</li> <li>Learn to reorganize the company affairs by accounting for Internal External reconstruction.</li> <li>Learn the accounting for insurance claim for loss and valuation of stock.</li> </ol>
UCA5C03 <b>Business communication Paper-I</b>	<ol style="list-style-type: none"> <li>Understand communication concepts and essential features, objectives and importance of effective communication.</li> <li>Apply different types of skills required for business communication.</li> <li>Learn the techniques of public speaking.</li> <li>Develop skills of business writing.</li> </ol>

### Even-Semesters (Sem-II, IV & VI)

### SEMESTER-II

Course	Expected outcomes
UCA2C04 <b>Business Economics- II</b>	<ol style="list-style-type: none"> <li>Understand concept of Pricing and output decisions and cost and profit determination in competitive and monopolistic markets.</li> <li>Analyse the cost theory for making decisions relating to price and output and allocation of resources among various alternatives.</li> <li>Gain the knowledge about application of economic theory and methodology to business</li> </ol>
UCA2C06	<ol style="list-style-type: none"> <li>Understand different methods to find Index numbers.</li> </ol>

<b>Statistics Techniques and Business Mathematics- II</b>	<ol style="list-style-type: none"> <li>2. Calculate and interpret the correlation between two variables, calculate the simple linear regression equation and know the basic assumptions behind regression analysis.</li> <li>3. Learn how the chi-square statistic is calculated.</li> <li>4. Able to compute and compare ratios, calculate profit and loss percentage and understand how profitable a business is.</li> </ol>
<b>UCA2C05 Principles of Management Paper-II</b>	<ol style="list-style-type: none"> <li>1. Describe direction techniques and the role of communication in the management function.</li> <li>2. Recognize good and poor leadership and the varieties of leadership.</li> <li>3. Understand the different styles of leadership, motivation theories and the manager's role in promoting motivation</li> </ol>
<b>SEMESTER IV</b>	
<b>Course</b>	<b>Expected Outcomes</b>
<b>UCA4EM4- GroupA-Marketing Management [Sales and Distribution Management]</b>	<ol style="list-style-type: none"> <li>1. Understand the concept of sales management, Sales planning and Personal selling.</li> <li>2. Apply best practices in recruiting, motivating, managing and leading sales team.</li> <li>3. Understanding sales organisation and the functions and responsibilities of sales departmental manager.</li> <li>4. Illustratethe fundamentals of Distribution channels,</li> </ol>
<b>SEMESTER VI</b>	
<b>Course</b>	<b>Expected Outcomes</b>
<b>UCA6CO4 Advance Accounting [Paper II]</b>	<ol style="list-style-type: none"> <li>1. Learn to prepare accounts of Holding Companies and the accounting system implemented by government offices.</li> <li>2. Understand the need for investment in securities, its valuation and techniques of human resource accounting.</li> <li>3. Derive the knowledge of preparing accounts from incomplete records.</li> <li>4. Prepare the financial account statements of public utility undertakings</li> </ol>
<b>UCA6EM6 Marketing Management [Service Marketing]</b>	<ol style="list-style-type: none"> <li>1. Understand the concept of service marketing, barriers of service organisations, scope and range of services.</li> <li>2. Apply the marketing mix in service business.</li> <li>3. Meet the challenges in service business, use 4 P's and different models study for effective service marketing.</li> <li>4. Analyze and monitor customer satisfaction, factors affecting it and its impact on buying process.</li> </ol>

