

Programme Outcomes/ Programme Specific Outcome/ Course Outcomes
of B.com (Honours) Programme
of Marketing and Human Resource Management Department
Sibsagar Commerce College

Programme Code : B.com (Hons.) (CBCS).

Course Code : a) Marketing Speciality

Retail Management: SE 403 A, Principles of Marketing C 511, DSE (501)
Consumer Behaviour, DSE 502 Retail Management, DSE 601 Service Marketing,
DSE 602 Advertising and Sales Management

b) Human Resource Management Speciality

Management Principles and Application C-307, Human Resource Management
C-305, DSE 501 Industrial Relation, DSE 502 Human Resource Development, DSE
601 Labour and Industrial Law, DSE 602 Trade Unionism.


Programme Outcome: As per the recent UGC Regulations and Guidelines a B.com (Hons) graduate is become eligible to take admission into Post Graduate Programme (M.com)of any Public educational institution and Private educational institution of India. Apart from this they may become eligible to take admission into professional courses like MBA, CA, CS, ICWA, etc. B.com (Hons) course major general outcome is to provide an academic base to aspirant candidates for rehearsing and practicing Trade, Commerce, Industry, through acquiring the knowledge of Accounting, Human Resource Management, Marketing Management, Business Law, Communication Skill, Mathematical Aptitude and Environmental Study.

Programme Specific Outcome/ Course Outcome:

The Marketing Speciality of B.com (Hons.) programme is designed to groom up a skill base of talented workforce cum academicians for every type of Marketing Work such as Personal Selling, Retail Marketing, Digital Marketing, Marketing Entrepreneur, Consumer Front Desk Expert etc.

The Human Resource Speciality of B.Com (Hons) programme is designed to build up a strong pool of resource in case of academic and industrial field to face up major types of issues relating with Workforce Management in any type of Government and Non-Government Institution and Organisations in the capacity of Welfare Officer, HR Assistant etc.




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