**Learning outcomes of Different subjects of B.com 1st Year(2nd Sem)**

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| S.No. | Name of Course | Course Code | Course Type | Learning outcomes |
| 1. | Computerized Accounting System  | B23-COM-201 | CC-4  | 1.Understand the concept of computerized accounting and be familiar with accounting software. 2. create company ledger, vouchers in accounts software. 3. prepare financial statements in Tally. 4. comply with tax regulations – GST, Income Tax, etc.  5\*. make journal entries, ledgers, trial balance, profit and loss account, balance sheet and records, other business operations on Computerized accounting software, such as Tally Prime (Latest Version).  |
| 2. | Company Law  | B23-COM-202  | CC-5 | 1. understand the concept of company as form of business organization, regulatory framework and the process of incorporation. 2. elaborate on important documents of the company and their operational usefulness. 3. understand the procedure of raising capital, knowing rights & duties of Directors and Company Secretary. 4. apply the understanding of the regulatory provisions relating to dividend decisions and winding up of the company.  |
| 3. | Principles of Marketing  | B23-COM-203  | CC-6 | 1.understand the basic concepts of marketing and assess the marketing environment. 2. analyse the consumer behaviour in the present scenario and marketing segmentation. 3. discover the new product development and factors affecting the price of a product in the present context. 4. understand the promotional and distribution strategies along with the recent developments in the field of marketing.  |
| 4. | Business communication  | B23-SEC-214 | SEC-2 |  1.To define and outline all four businesscommunication skills i.e. reading, writing,speaking and listening2. To apply and demonstrate the gatheredknowledge about the business communication regarding both inter and intra organizationalsituations3. To distinguish and examine the necessarytechniques and skills that help them incommunicating effectively for handlingorganizational issues.4. To design and develop their methods and ways intransmitting information within and outside theorganizations in the most effective manner. |