



ARYA KANYA MAHAVIDYALYA, SHAHABAD MARKANDA

A Premier Institution, Affiliated to Kurukshetra University,

Kurukshetra

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**ARYA KANYA MAHAVIDYALYA
SHAHABAD MARKANDA
SESSION:2023-24**

**SUBJECT OUTCOMES
POST-GRADUATE
EVEN SEMESTER**



Estd. 1968

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**ARYA KANYA MAHAVIDYALYA
SHAHABAD MARKANDA**

SESSION:2023-24

**SUBJECT OUTCOMES
SUBJECT:COMMERCE**

M.COM SUBJECT OUTCOMES

EVEN SEMESTER

2023-24

| M.Com Semester-II | | | |
|--------------------------|---|-------------|---|
| MC-201 | Human Resource Management | CO-1 | The student will be able to Understand the Concept and role of HRM in Dynamic Business Environment. |
| | | CO-2 | The student will be able to understand the Inter linkages among the pivotal functions concerning procurement of human resources viz. Human resource planning, human resource policy, job analysis, recruitment, selection, induction and placement. |
| | | CO-3 | The student will be able to get the knowledge of different aspects concerning maintenance, developments and control of human resources in an organization. |
| | | CO-4 | The student will be able to learn how to deal with emerging issues concerning employee empowerment, quality of work life, job satisfaction and job stress. |
| MC-202 | International Business Environment | CO-1 | The student will be able to understand the importance and scope of international business and examine the differences in environmental factors of various countries and their implications for international business decision. |
| | | CO-2 | The student will be able to appreciate the role of international economic institution like WTO, UNCTAD, IMF and World Bank in regulating international business |
| | | CO-3 | The student will be able to know the evolution and working of regional economic cooperation such as EU, NAFTA ASEAN, SAFTA in expansion of international business\ |
| | | CO-4 | The student will be able to learn the nature and developments in foreign exchange market and ways of |

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| | | | managing foreign exchange risk. |
| MC-203 | Strategic Marketing | CO-1 | The student will be able to understand the conceptual framework of strategic marketing planning. |
| | | CO-2 | The student will be able to analyze the business environment for strategic decision making. |
| | | CO-3 | The student will be able to learn different types of marketing strategic alternatives at various stages of development of a firm |
| | | CO-4 | The student will be able to link business strategies with marketing mix and analyze how marketers implement and control marketing strategies. |
| MC-204 | Financial Management & policy | CO-1 | The student will be able to know the scope and recent developments in the field of financial management. |
| | | CO-2 | The student will be able to understand financial forecasting and develop financial plans |
| | | CO-3 | The student will be able to ascertain the cost of capital and estimate the working capital requirement for the business. |
| | | CO-4 | The student will be able to learn capital expenditure and risk analysis for better decision making. |
| MC-205 | Corporate Accounting | CO-1 | The student will be able to understand the provisions of regulatory bodies relating to issue, forfeiture and valuation of shares and presentation of final statements. |
| | | CO-2 | The student will be able to prepare and present the accounts for restructuring, human resource and lease accounting. |
| | | CO-3 | The student will be able to develop consolidated financial statement |
| | | CO-4 | The student will be able to learn the specific requirements of financial statements and harmonization of corporate reports. |
| MC-206 | Business statistics | CO-1 | The student will be able to apply correlation and multiple Regression to know relationship between the variables. |
| | | CO-2 | The student will be able to learn the concepts of index |

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| | | | number and their applications. |
| | | CO-3 | The student will be able to know the components of time series, its models and their application. |
| | | CO-4 | The student will be able to understand the concepts of probability and probability distributions |
| MC-207 | VIVA/VOICE CUM CASE STUDY | | Knowledge appraisal of students |
| M.Com Semester-IV | | | |
| MC 401 | IT AND E-Commerce | CO-1 | The student will be able to understand the concept of E-commerce its difference and relationship with traditional commerce and business models of e-commerce. |
| | | CO-2 | The student will be able to know the use of online resources for marketing, advertising, CRM |
| | | CO-3 | The student will be able to learn the use of cloud computing, ERP and cyber laws |
| | | CO-4 | The student will be able to appreciate the security issues in e-commerce and measures to safeguard from them. |
| MC 402 | Corporate tax Planning And Management | CO-1 | The student will be able to understand the difference between Tax planning, tax Evasion and Tax avoidance. |
| | | CO-2 | The student will be able to learn the techniques to apply the tax planning with respect to form of business organization, nature and location |
| | | CO-3 | The student will be able to compute of tax liability of companies |
| | | CO-4 | The student will be able to apply tax planning for various managerial decisions. |
| MC 411 | Consumer Behavior | CO-1 | The student will be able to understand the consumer buying process to enable the marketers to table marketing decisions accordingly |
| | | CO-2 | The student will be able to explore the underlying |

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| | | | variable resulting into difference in consumer decision making |
| | | CO-3 | The student will be able to know opinion leadership and its role in spreading the innovations among masses |
| | | CO-4 | The student will be able to understand models of buying behavior. |
| MC 412 | Rural Marketing | CO-1 | The student will be able to understand the rural environment to know potential and challenges in the rural market |
| | | CO-2 | The student will be able to explore rural marketing strategies to tap rural markets and also to remain competitive |
| | | CO-3 | The student will be able to research the rural market to explore areas where companies can position itself in the market. |
| | | CO-4 | The student will be able to examine the 4P's and 4A's in the rural marketing and use of IT in rural marketing. |
| MC 417 | Organizational Change Intervention and Intervention | CO-1 | The student will be to understand the natures and forces of change and managing the transition. |
| | | CO-2 | The student will be able to deal with individual and group while bringing change and overcoming resistance to change. |
| | | CO-3 | The student will be able to know the concept of organizational development and implementing OD interventions at individual and team level to introduce planned change |
| | | CO-4 | The student will be able to explore issue and challenges for OD practitioners and evaluating OD practices in India. |
| MC 418 | Strategic Management | CO-1 | The student will be able to get the knowledge of strategic management process and develop analytical ability to make environmental and organizational appraisal |
| | | CO-2 | The student will be able to understand various level of strategy along with generic strategy alternatives and |

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| | | | strategy alternatives available |
| | | CO-3 | The student will be able to learn the international strategic alternatives and strategic choice making process. |
| | | CO-4 | The student will be able to understand the various issues and decision involved in strategy implementation along with process and techniques of strategic evaluation and control |
| MC 420 | VIVA/VO CE CUM CASE STUDY | | Knowledge appraisal of students |



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SESSION:2023-24

SUBJECT OUTCOMES

SUBJECT:HINDI

पाठ्यक्रम के परिणाम: सत्र (2023–24)

एम. ए. हिन्दी, प्रथम वर्ष (सेमेस्टर 2)

| पेपर कोड | पेपर का नाम | | पाठ्यक्रम के परिणाम |
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| MHIN-106 | भाषा विज्ञान एवं हिन्दी भाषा | CO-1 | भाषा के शुद्ध उच्चारण में समर्थ बनाना व सम्प्रेषण की कला विकसित करना। |
| MHIN-107 | हिन्दी साहित्य का इतिहास | CO-2 | लोकमंगल, भावनात्मक एकता एवं सांस्कृतिक परम्परा से छात्राओं को जोड़ना। |
| MHIN-108 | आधुनिक गद्य साहित्य | CO-3 | छात्राओं में साहित्य की विविध विधाओं के प्रति रुचि जागृत करना। |
| MHIN-109 | आधुनिक हिन्दी काव्य | CO-4 | विभिन्न साहित्यकारों व कवियों के अनुभवों के माध्यम से मानसिक परिपक्वता का विकास करना। |
| MHIN-110 (Opt-vii) | हरियाणवी भाषा और साहित्य | CO-5 | हरियाणवी रचनाकारों व उनकी रचनाओं से अवगत कराना। |

पाठ्यक्रम के परिणाम: सत्र (2023–24)
एम० ए० हिन्दी, प्रथम वर्ष (सेमेस्टर 4)

| पेपर कोड | पेपर का नाम | | पाठ्यक्रम के परिणाम |
|-----------------------|-------------------------------|------|--|
| MHIN-111 | प्राचीन एवं मध्यकालीन काव्य | CO-1 | रचनाओं व रचनाकारों के माध्यम से तत्कालीन परिस्थितियों, भावपक्ष एवं कला सौंदर्य का ज्ञान |
| MHIN-112 | काव्यशास्त्र एवं साहित्यालोचन | CO-2 | पाश्चात्य काव्यशास्त्र के विभिन्न सिद्धांतों की जानकारी |
| MHIN-113 | प्रयोजनमूलक हिन्दी | CO-3 | जनसंचार के विभिन्न माध्यमों के स्वरूप का ज्ञान अनुवाद के सिद्धांत और व्यवहार का ज्ञान |
| MHIN-114 | भारतीय साहित्य | CO-4 | उपन्यासों के माध्यम से आदर्शवाद एवं यथार्थवाद का ज्ञान |
| MHIN-115 (Opt-iii) | सूरदास | CO-5 | कृष्ण-भक्ति काव्य का ज्ञान |