



SACRED HEART COLLEGE (AUTONOMOUS)

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Programme: B Com

S No	Title of the Paper	Course Code	Course Objectives	Course Outcomes	Relevance
1	COMPUTER FUNDAMENTALS AND E-COMMERCE	C545A	<ul style="list-style-type: none"> The students will be able to- Understand the basics of computer and the role of information technology in business. Understand an operating system, its functions, types, advantages and disadvantages and learn about the application and utility software. Learn basic Spreadsheet operations and its application in business. Study about the Internet technologies and usage of internet to society. Avail the knowledge in the application of E Commerce in the business field 	<ul style="list-style-type: none"> After studying this course, students would be able to Develop interest in using computer system and information technology for professional career. Develop skills for using various application software and operating system. Apply excel tools in various areas of business. Understand about the internet, how to access it and what it can be used for. Identify the importance of digital presence in business and implement the same in a working environment 	Local
	ENTREPRENEURSHIP	C545B	<p>The students will be able to</p> <ul style="list-style-type: none"> To understand the concept of entrepreneurship and entrepreneurship development program. To identify and avail the various 	<p>After studying this course, students would be able to</p> <ul style="list-style-type: none"> Explain the concept of entrepreneurship and entrepreneurship development programs. Use the various financial support and 	Local

2			<p>financial support and other services provided by the various institutions.</p> <ul style="list-style-type: none"> • To develop and evaluate the business ideas and opportunities. • To understand and prepare the project report to get the required finance. • To appraise the different schemes available for MSMEs, women entrepreneurs and franchising. 	<p>other services provided by the various institutions.</p> <ul style="list-style-type: none"> • Identify and appraise the various business ideas and opportunities. • Develop the project report to finance the projects. • Evaluate and choose the schemes available for MSMEs and women entrepreneurs. 	
3	<p style="text-align: center;">INDUSTRIAL RELATIONS AND LABOUR LAW</p>	<p style="text-align: center;">C650B</p>	<p>This course aims.</p> <ul style="list-style-type: none"> • To introduce to the students the concept of industrial relations and the role of government in promoting it. • To make students understand the role of trade unions in promoting industrial relations and the major provisions of the Trade Unions Act. • Acquaint the students with the concepts, process and methods of collective bargaining and workers participation in management. • To help students understand the different forms of industrial disputes the functioning of various dispute settlement agencies. • To enable the students to understand the important provisions of the Factories Act relating to the conditions of labour and terms of employment. 	<p>On successful completion of the course the students will be able to:</p> <ul style="list-style-type: none"> • Exhibit a clear understanding of the concept of industrial relations and the role of state in promoting it. • Know how trade unions are formed and their history in India along with their role in promoting industrial relations. • Understand the concepts of collective bargaining and workers participation in management and the related concepts. • Get a clear picture of the different forms of industrial disputes and the role of government in preventing and settling industrial disputes. • Know and recall the important provisions of the Factories Act relating to the terms of employment and conditions of labour. 	<p style="text-align: center;">Local</p>

4	SOCIAL ENTREPRENEURSHIP	C650C	<p>The student will be able to-</p> <ul style="list-style-type: none"> • Understand the social entrepreneurship process, framework and social activism. • Examine the concepts underpinning social entrepreneurship to gain a comprehensive understanding of the opportunities. • Comprehend the concept of social innovation, environmental ethics and sustainability to evolve a successful model of social innovation. • Critically assess the strategic and operational issues faced by those who create and manage social enterprises in the process of bringing a successful model of social entrepreneurship. 	<p>After studying this course, students would be able to</p> <ul style="list-style-type: none"> • Understand the social entrepreneurship process, framework and social activism. • Examine the concepts underpinning social entrepreneurship to gain a comprehensive understanding of the opportunities. Identify and analyze the social entrepreneurial opportunities. • Comprehend the concept of social innovation, environmental ethics and sustainability to evaluate and evolve a successful model of social innovation. • Critically assess the range of strategic and operational issues faced by those who create and manage social enterprises to create a successful model of social entrepreneurship. 	Local
5	MODERN SALESMANSHIP	C651B	<p>The students will be able to</p> <ul style="list-style-type: none"> • Get acquainted with the concept of salesmanship along with its objectives, features, advantages, etc. Acquire about the information on different types of salesmanship and functions, duties, and qualities of a salesman. • Develop talents in knowing the different stages of personal selling and the various theories associated with personal selling. • Improve their knowledge on the process of recruiting a salesman and various types of training given to the salesmen. 	<p>After studying this course, students would be able to</p> <ul style="list-style-type: none"> • Apply their knowledge on the concept of salesmanship along with its objectives, features, advantages, etc. • Understand about the information on different types of salesmanship and functions, duties, and qualities of a salesman. • Analyze and integrate their skills in knowing the different stages of personal selling and the various theories associated with personal selling. 	Local

			<ul style="list-style-type: none">• Gain insights into the factors considered in controlling and evaluating the salesman.	<ul style="list-style-type: none">• Apply their awareness on the process of recruiting a salesman and various types of training given to the salesmen.• Expose their insights into the factors considered in controlling and evaluating the salesman.	
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