



P.P.N. (P.G.) College, Kanpur

96/12 Mahatma Gandhi Marg, Kanpur -208001

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FACULTY OF COMMERCE

PROGRAMME OUTCOMES (POs)

Degree in Bachelor of Commerce

A Bachelor of Commerce (B.Com.) degree is a versatile undergraduate program that provides a strong foundation in business and related disciplines. Graduates with a B.Com. degree develop a range of skills and knowledge that can lead to various career opportunities and personal growth. Some potential outcomes of earning a Bachelor of Commerce degree are:

PO1. Business Knowledge: Graduates acquire a comprehensive understanding of various business disciplines, including accounting, finance, marketing, management, economics, and more.

PO2. Problem-Solving Skills: B.Com. programs emphasize critical thinking and problem-solving skills, which are valuable in various professional settings.

PO3. Analytical Skills: Graduates often develop strong analytical abilities, which are useful in areas like financial analysis, market research, and data-driven decision-making.

PO4. Communication Skills: Effective written and verbal communication is a core component of B.Com. programs, preparing graduates for roles that require clear and persuasive communication.

PO5. Financial Literacy: B.Com. graduates often have a strong understanding of financial concepts, which can be applied to personal finance, financial planning, and investment decisions.

PO6. Entrepreneurship: Many B.Com. graduates become entrepreneurs or small business owners, leveraging their business knowledge to start and manage their own enterprises.

PO7. Accounting and Finance: Graduates can pursue careers in accounting, auditing, financial analysis, and investment banking, often earning professional certifications like CPA (Certified Public Accountant) or CFA (Chartered Financial Analyst).

PO8. Marketing and Sales: B.Com. programs prepare students for marketing and sales roles, focusing on consumer behavior, market research, and marketing strategy.

PO9. Management and Leadership: Graduates can work in various management and leadership positions, ranging from team management to higher-level management roles in organizations.

PO10. Human Resources: B.Com. graduates may pursue careers in human resources, focusing on recruitment, training, employee relations, and talent management.



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PO11. Supply Chain and Logistics: Some graduates work in supply chain management, procurement, and logistics, ensuring the efficient movement of goods and services.

PO12. International Business: B.Com. programs often cover international business concepts, preparing graduates for roles in global business, trade, and multinational corporations.

PO13. E-commerce and Digital Marketing: In the age of digitalization, B.Com. graduates may specialize in e-commerce, digital marketing, and online business development.

PO14. Consulting: Graduates can work as business consultants, advising organizations on strategy, operations, and process improvement.

PO15. Nonprofit and Social Enterprises: Some B.Com. graduates find careers in the nonprofit sector or social enterprises, helping address societal issues while managing finances and operations.

PO16. Government and Public Administration: B.Com. knowledge is valuable in government roles, particularly in budgeting, finance, and public administration.

PO17. Data Analysis and Business Intelligence: Graduates can work in data analysis and business intelligence roles, focusing on data-driven decision-making and insights.

PO18. Real Estate and Property Management: B.Com. graduates can enter real estate, property management, and real estate finance, assisting clients with property transactions and management.

PO19. Graduate and Professional Studies: Many B.Com. graduates choose to pursue advanced degrees (Master's or MBA) to further specialize in a business field or engage in research and academia.

PO20. Personal Finance and Investment: B.Com. graduates often have the knowledge and skills to manage their personal finances, make informed investment decisions, and plan for retirement.

(Prof. Suman Singh)
Convenor
NAAC

(Prof. Abha Singh)
Convenor
IQAC

(Prof. Anoop Kumar Singh)
Principal