

**POST GRADUATE DEPARTMENT OF COMMERCE  
UNIVERSITY OF JAMMU**

**Programme Outcomes and Programme Specific Outcomes**

<b>Programme</b>	<b>Nature of Outcomes</b>	<b>Programme Outcomes</b>
M. Com.	General	In-depth theoretical and practical knowledge in the domain of accounting & finance, marketing and human resource management, which will make the students competent and confident in leveraging employment opportunities in the national and international markets.
M. Com.	Specific	<ul style="list-style-type: none"><li>• Apply knowledge regarding accounting principles; corporate accounting and cost accounting methods in accounting related jobs;</li><li>• Employ strategy focused marketing practices in decision-making;</li><li>• Apply knowledge regarding strategic human resource practices to pursue HR related jobs;</li><li>• Extend knowledge in business research and data analytical techniques used for business decision-making;</li><li>• Comprehend knowledge relating to different fields of commerce through GST, corporate governance, business ethics and entrepreneurial development to pursue self-employed jobs.</li></ul>