

Programme Objectives

M.Com.

(Under graduate programs offered by the department)

1. Name of the program: Master of Commerce

2. Programme Specifications:

School of Studies: School of Studies in Management and Commerce

Department: Commerce

Programme: M.Com.

Head of the Department: **Prof. A.K.Mishra**

3. Mode of Study: Full time (Semester system):

Class room teaching; experiential learning; Tutorials; Project assignments.

PURPOSE OF THE COURSE:

The commerce stream has witnessed a sea change over the past decades, with a range of specialisations and career options emerging in recent years. Commerce education is specialisation to develop the required knowledge, skills and attitudes for the successful handling of trade, commerce and industry. M.Com is the most exalted two year full time post-graduate programme in commerce. The 2-year course delves deeper into the functioning of the economy, capital, revenue, trade, taxes, etc. taught in B.Com. The course aims at providing specialization to the students in the field of Finance and Marketing. The course provides an extreme and rigorous base for teaching, research and allied business administration. The programme is well received in the industry and for years had been serving the needs of managerial cadre. The course serves the needs of academics and prepares students for research and teaching.

PROGRAMME OBJECTIVES:

The aim of this Programme is to develop Commerce professionals with specialised skills and applied competencies in theoretical and practical knowledge of Finance and Marketing that will cater the contemporary needs of industry and academia by providing student-centric learning ambience backed with critical thinking and problem solving capabilities.

The main objective of this Programme is to train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management, security market transactions, corporate governance practices, and marketing management of a business. The Programme will enable students:

- To acquaint with conventional as well as contemporary areas in the discipline of Commerce.
- To well versed in national as well as international trends.
- For conducting business, accounting and research practices.
- To understand role of regulatory bodies in corporate and financial sectors.
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SKILLS:

The students after completing the program should inculcate the following skills:

- The techniques of managing the business with special focus on marketing and finance.
- Application oriented research through research for business decisions.
- Effective use of Statistical methods for analysis of business data.
- Adopt a suitable corporate tax planning and management for the growth of business within the legal framework.
- Investment and portfolio management skill to examine different investment schemes with respect to risk and return and to construct optimum portfolio.

- Adopt a reflective approach to personal development and embrace the philosophy of continual professional development.
- Plan and undertake independent research in a chosen discipline.

PROGRAMME SPECIFIC OBJECTIVES:

Course Objectives & Outcomes		
Course Code	Course name	Course Objectives and Course outcomes
MC-101	Organisational Behaviour	<p>Course objective: Course objective: This course aims at imparting knowledge about human being behaviour and perception with respect to business organisation.</p> <p>Course Outcome: After completing this course the students will be able to:</p> <p>CO1: It gives the basic concept of the organisational behaviour.</p> <p>CO2: develop the basic understanding of the individual behaviour it helps to understand the personality of others and adopt it if it seems to good.</p> <p>CO3: Develop the perceptual concept among the students and a technique of learning even it is so tough.</p> <p>CO4: It enhances knowledge of the various aspects of the individual life positions and ego state and accordingly reacts to them.</p> <p>CO5: they come to know the importance of the group and how to take decision as group</p>
MC-102	Corporate Financial Accounting	<p>Course objective: To the main aims of this course are:</p> <ul style="list-style-type: none"> • Understand the regulatory environment in which the companies are formed and operate. • Have a solid foundation in accounting and reporting requirements of the Companies Act and relevant Indian Accounting Standards. • Have a comprehensive understanding of the advanced issues in accounting for assets, liabilities, owner's equity, Voyage Accounting, Investment Accounts & Royalty Accounting. • Understand the important concepts of corporate accounting viz. Amalgamation of companies as per Accounting Standard -14 & Ind AS – 103, and liquidation of company. <p>Course Outcome: At the end of the course, students will be able to:</p> <p>✓ Describe the basic understanding and issuing</p>

		<p>principles & Procedures of Accounting Standards, Ind AS & IFRS.</p> <ul style="list-style-type: none"> ✓ Interpret and illustrate the Investment Accounts with relevant accounting standard. ✓ Explain Accounting for Voyage Accounts, & Royalty Accounts. ✓ Learn the deep insight of all the accounting aspects of liquidation of company. ✓ Describe accounting treatments for corporate events like Amalgamation, Reconstruction and Restructuring and interpreting the relevance of various accounting regulations and provisions related to such events in context of existing legal and regulatory environment.
MC-103	Statistical Analysis	<p>Course objective: The objective of this course is to equip students with some important statistical techniques for decision making and to provide ground for learning advanced statistical tools used in research.</p> <p>Course Outcome:The successful completion of this course shall enable the students:</p> <ul style="list-style-type: none"> • To develop logical reasoning ability in decision making. • To apply various parametric and non-parametric tests in the real life case situation. • To make decisions under uncertain business situations. • To bring out clearly the importance of statistics in solving different research problems.
MC-104	Managerial Economics	<p>Course objective: This course provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, demand and sales forecasting, pricing and estimation of new products and competitive bids and price quotes.</p> <p>Course Outcome: On completion of this course, learners will be able to:</p> <ol style="list-style-type: none"> 1. Apply the economic way of thinking to individual decisions and business decisions. 2. Understand the different approaches to theories of firm, Demand estimation and, costs of production and how they affect short and long run decision. 3. Derive the equilibrium conditions for cost minimization and profit maximization.

		4. Understand economies of scale, diseconomies of scale, Expansion Path and Ridge Line, and how each affects the cost of production.
MC-105	Computer Applications in Business	<ol style="list-style-type: none"> 1. Course objective: The main objective is to give advance knowledge of computer application to students. 2. To make the students understand the computer fundamentals, information technology, operating system and word processing, accounting packages and database management system. 3. To make the students aware about how computer application can be used for various business operations. <p>Course Outcome:</p> <ol style="list-style-type: none"> 1. Students will be able to use the accounting package on their own. 2. Students will know the use and functioning of DBMS. 3. Students will be able to work with MS-Word, MS-Excel and MS-PowerPoint. 4. Students will be familiar with formatting text and document, working with graphics and creating presentation. 5. Students will be able to use the various applications of internet in performing business operations. 6. Students will be able to understand the concept of internet, internet security, e-mail, world wide web and internet browsing
MC-201	Organisational Theory	<p>Course objective: The study shall enable students with behaviour aspects of the organisation.</p> <p>Course Outcome: After completing this course the students will be able to:</p> <p>CO1: Develop the team coordination and conflict management skills at various levels.</p> <p>CO2: Students come to know the about the changes which occurs frequently or occasionally,</p>

		<p>and how to face the change according to the situation, and develop in themselves the various competency and skills relation to the OD.</p> <p>CO 3:It provides the understanding about organisational culture and develop a technique to create a sound culture for the organisation</p> <p>CO4: They understand the role of the Power and politics in the organisation and develop the rational political behaviours .</p> <p>CO5: They also know the working condition of the business organisation and develop the ways to develop the sound working environment.</p>
MC-202	Accounting Theory	<p>Course objective: To the main aims of this course are:</p> <ul style="list-style-type: none"> • To develop the understanding about present-day accounting techniques and to develop the skills and competencies that accountants in order to take advantage of the opportunities offered by the new accounting techniques. • Explain with the framework of financial reporting and emerging trends. • Discuss analytical tools used for financial analysis. • Understand the accounting aspects. • Explain concept of IFRS. • Discuss Indian Accounting Standards with IFRS. • Do comparative analysis of Indian GAAP and IFRS. • To enable students to describe how people analyze the corporate financial under different conditions and understand why people describe the financial statements in different manner. <p>Course Outcome: After completing the course, the student will be able to:</p> <ul style="list-style-type: none"> ✓ Know the developments in accounting theory, financial reporting and disclosure practices at the national and international level. ✓ Explain terms such as incomes, revenues, expense, losses, and gains. ✓ Understand valuation of assets and liabilities and depreciation accounting according to different methods. ✓ Understand valuation of intangible assets. ✓ Learn accounting standards and their construction, the state of the art developments in accounting standards worldwide and in India.
MC-203	Quantitative Techniques	Course objective:

		<ol style="list-style-type: none"> 1) Apply the most widely used quantitative techniques in decision making. 2) Apply mathematics to technical problems in business mgt. 3) Appreciate the value of mathematical reasoning and analysis in daily life situation. 4) Realise the importance of mathematical techniques in getting the best possible outcomes to the problem solving limited resources. <p>Course Outcome:</p> <ol style="list-style-type: none"> 1) This course enables the students to know the scientific approach to decision making when solving business problems. 2) Determination of the most efficient use of limited resources in maximising in some measures of benefits could be solved using the graphical methods. 3) Determining the most profitable distribution pattern. <p>Models are presented for making decision when the payoff to the decision maker depends on the decision made and an event occurs after the decision is made</p>
MC-204	Working Capital Management	<p>Course objective:</p> <ol style="list-style-type: none"> 1) Management of working capital. 2) Forecasting, estimating and financing the working capital. 3) New trends of financing the working capital by banks. 4) Tools and techniques of inventory management and along with its valuation. 5) Determining the optimum cash balance and dimensions of receivables management. <p>Course Outcome:</p> <ol style="list-style-type: none"> 1) Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation. 2) Plan analytical skills, tools and techniques to enhance the decision-making process. 3) Formulate appropriate working capital management policies to achieve corporate objectives. <p>Write a plan for a balanced integration of cash, credit and other short-term topics and policies</p>
MC-205	Marketing Management	<p>Course objective: to understand various facets of marketing management and to develop the ability to take decision and plan, execute and control marketing strategies towards attainment of</p>

		<p>organisational goals.</p> <p>Course Outcome: 1. students shall be able to get introduced and understand the knowledge of marketing management with the need, importance and process of marketing planning and control, enhancing their ability for the dynamic nature of marketing</p> <p>2. Attainment of organisational marketing goals.</p>
MC-301	Strategic Management	<p>Course objective: The objective of this course is to describe the role of strategic management in the success of successful companies and also to develop the knowledge about strategy making process that is informed, integrative and responsive to rapid changes in organization environment.</p> <p>Course Outcome: The successful completion of this course shall enable the students:</p> <ul style="list-style-type: none"> • To describe the role of strategic management and the strategic management process. • To understand about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization. • To understand the importance of strategy formulation and strategy implementation. • To understand and formulate different strategies at business and corporate level. • To analyse how organizations make decisions in response to rapid changes that occur due to environmental changes..
MC-302	Corporate Tax Planning & Management (CTPM)	<p>Course objective: To the main aims of this course is:</p> <ul style="list-style-type: none"> • To give an idea on various approaches of tax planning and ways to minimize the tax liability within the legal framework and keep themselves updated with Finance Act applicable for respective financial year.. • To develop in students the ability to consider tax implication in business and financial decisions.To develop the understanding for use of relevant software and evaluation of practical exercise using software and online mode. <p>Course Outcome After successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ✓ Compute tax liability of a company. ✓ Consider tax implications while taking business decisions. ✓ Assess impact of taxation on trade off of financial decisions.

		✓ Independently undertake corporate tax planning.
MC-303	Human Resource Planning & Development	<p>Course objective: To provide advance knowledge about HR practices in real corporate world to students and make them able for taking decision related to HR Planning and Development</p> <p>Course Outcome: After completing this course the students will be able to:</p> <p>CO1: Build an understanding, perspective and appreciation for HRD as discipline, process, and activity and come to know the competitive environment.</p> <p>CO2: students come to know after completing this about the various aspects of the personal as well as professional life and try to balance between these both.</p> <p>CO3: Develop the decision making skills in different situations and enhances the skills regarding specific work.</p> <p>CO4: Develop the competency mapping skills, self, peers, superiors and subordinate appraisal skills.</p> <p>CO5: Develop the sense of belongings' for the organisation and various HRD issues:</p>
MC-304 A	Strategic Financial Management	<p>Course objective: This Paper is designed to develop advanced understanding of the principal theories and techniques of corporate finance and valuation focusing on: Cost of capital estimation, CAPM Analysis, distribution policy, investment appraisal, international finance, techniques of risk management, and valuation of corporate entities.</p> <p>Course Outcome: On successful completion of this paper, the learner will be able to:</p> <ul style="list-style-type: none"> • Critically evaluate the impact of financial decisions on the strategic direction of the organisation • Identify and evaluate the exposure of a company to financial risk and the techniques required to manage this risk • Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances • Analyse the key strategic financial issues that must be considered in an acquisition or merger, including valuation of the target company • Analyse a company's performance and make appropriate recommendations.
MC-305 A	Financial Services	Course objective: The objective of the course is to make students aware about various financial

		<p>services having in our country and in the world and how it is working.</p> <p>Course Outcome: This subject will make them expert personnel in the field of financial services provider and due to this they will be helpful in making strong economy.</p>
MC-304 B	Services Marketing	<p>Course objective: 1. to emphasize the significance of services marketing in the global economy 2. to make the students understand the deeper aspects of successful services marketing 3. To provide insights to the challenges and opportunities in services marketing.</p> <p>Course Outcome: understanding the concept of successful services marketing and ability to face the challenge in service marketing.</p>
MC-305 B	Product & Brand Management	<p>Course objective: 1. to highlight the strategic role of product management in organisational and functional context 2. to provide conceptual framework for managing brands strategically</p> <p>Course Outcome: 1. student shall be able to learn understand the strategic role of product management in organisational and functional context and the financial and merits and the knowledge about the various facets of the job of the product manager. 2. Student shall be able to learn and understand the different approaches to measure brand equity, conceptual framework for managing brand, role of brand, concept of brand equity and the advantages of create strong brand.</p>
MC-401	Corporate Governance & Business Ethics	<p>Course objective: This Course will bring conceptual clarity about different principles, theories, models and emerging trends in good governances practices adopted in the global and Indian context. The course aims at providing basic idea about corporate governance and ethical issues in business and its implications on society and legal system</p> <p>Course Outcome:</p> <ul style="list-style-type: none"> • The students will be familiarized with the concept of corporate governance and the role and importance of its stakeholders. • The student will also be able to appreciate the principles, theories and models of corporate governance. • Familiarized with the legislative framework of corporate governance in India

		<ul style="list-style-type: none"> • The students are familiarized with the concept of Corporate Social responsibility and issues relating to corruption, code of ethics, and environment.
MC-402	Research Methodology	<p>Course objective: The basic objective of this course is to impart in students the core knowledge related to research and its processes so that they can identify appropriate research topics, select and define appropriate research problem and parameters.</p> <p>Course Outcome: The successful completion of this course shall enable the students:</p> <ul style="list-style-type: none"> • To understand Meaning of Research, identification and formulation of research problem. • To Create Hypothesis and testing • To understand the research design. • To understand the different sampling methods and to identify methods of Data collection. • To apply Report writing and drafting of report
MC-403	Project Report & Viva voce	<p>Course objective: The key objective of the Project work is to develop the analytical ability, problem solving skill with the help of necessary statistical tools and techniques to solve the organizational problems.</p> <p>Course Outcome: The successful completion of project Report followed by Viva voce shall enable students:</p> <ul style="list-style-type: none"> • To widened theoretical knowledge with the help of practical knowledge. • To develop practical and analytical thinking skill. • To develop problem solving skill
MC-404 A	Financial Derivatives	<p>Course objective:The objective of this course is to provide basic knowledge about Financial Derivatives and acquaint students with derivatives instruments and its market terminology.</p> <p>Course Outcome: The successful completion of this course shall enable the students:</p> <ul style="list-style-type: none"> • To have a good understanding of derivative securities. • To know the regulatory framework for Derivatives Market in India. • To know how forward contracts, futures contracts, swaps and options work, how they are used and how they are priced

		<ul style="list-style-type: none"> • To describe and explain the fundamental features of a range of key financial derivative instruments • To decide which securities to use for hedging and/or speculative purposes
MC-405 A	International Financial Management	<p>Course objective:The core objective of this course is to provide knowledge about fundamental aspects of International Financial Management.</p> <p>Course Outcome: By the end of the course, students will be able:</p> <ul style="list-style-type: none"> • To understand the finance functions in multinational firms and the risk and return associated with them • To examine the Balance of Payments (BOP) data and determine its implications for international competition. • To describe the international monetary system and the foreign exchange markets. • To identify the processes and instruments used in the financing of international trade. • To identify and appraise investment opportunities in the international environment. • To understand the types of transactions and mechanism of Currency Dealing in international market. • To convert currencies using spot, future, and cross rates and identify arbitrage opportunities. • To forecast exchange rates based on the parity conditions that should apply between spot rates, forward rates, inflation rates, and interest rates. • To explain translation, transaction, and economic exposure to exchange rate changes. • To know the concepts of International capital Budgeting and International Taxation.
MC-404 B	Consumer Behaviour	<p>Course objective: 1. to highlight the importance of understanding consumer behaviour in marketing</p> <p>2. outcomes to study the environment and individual influences on consumer</p>

		<p>3. to understand consumer behaviour in Indian context.</p> <p>Course Outcome: student shall be able to learn and understand the importance of consumer behaviour in marketing and differential consumer behaviour in India context.</p>
MC-405 B	Marketing Research	<p>Course objective: To impart practical knowledge about research in marketing to solve different contemporary problems in corporate world</p> <p>Course Outcome: Students equipped with how to conduct marketing research/projects in their work place and/or in personal career advancement in research:</p>