

9. Students learn to write the meaning and contents of prospectus.

10. Learn about types of Debentures.

Course Outcomes for M.Com

M.Com I

- **Organizational Behavior (MC 101): -**

CO.1 Learn about the evolution approaches and importance of organizational behavior with its criticism.

CO.2 Students learn to clarify the concept of personality with the help of different theories and its impact on organizational behavior.

CO.3 They become familiar about perception in detail with its managerial implications.

CO.4 Learn about learning by basic learning theories with its significance in organizational behavior.

CO.5 They become familiar about the group dynamics in terms of components, norms, role, status, size and leadership.

CO.6 They become familiar about the group cohesiveness, determinants, consequences and its relationship with productivity.

CO.7 Learn about transactional analysis with analysis of self-awareness, ego states, life positions, games, stroking and its benefits.

- **Company Law (MC 104):-**

CO.1 Learn about history and administration with meaning and types of companies.

CO.2 They become familiar about the promotion and incorporation of companies.

CO.3 Clarify the memorandum and articles of association with doctrine of ultra vires and adoption of table-A.

CO.4 Learn about the Doctrine of indoor management and prospectus.

CO.5 Learn about the powers of SEBI and liability for misleading statements.

CO.6 Clarify the share capital issue, allotment and transfer of shares with borrowing powers.

CO.7 They become familiar about appointment, powers and legal position of directors.

CO.8 Learn about company meetings in terms of kinds, norms, voting, resolutions and minutes.

CO.9 Clarify the provisions regarding the reconstruction and amalgamation.

CO.10 They become familiar about the provisions of prevention of oppression and mismanagement.

CO.11 Clarify the provisions of winding up of companies.

- **Accounting for Managerial Decisions (MC 105):-**

CO.1 Learn about the management accounting, tools and techniques and installation of management accounting system.

CO.2 Clarify the management information system, its objectives, methods and need of reporting with installation of reporting system.

CO.3 They become familiar about the responsibility accounting, responsibility centers and its significance.

CO.4 Clarify the divisional performance measurement with measures of performance and problem of transfer pricing.

CO.5 Learn about the budgeting, kinds of budgets, budgetary control and zero based budgeting.

CO.6 They become familiar about the standard costing, types of standards, setting and revision of standards.

CO.7 Clarify the concept of variance analysis regarding material, labor and overheads with control of variances.

CO.8 They become familiar about the concept of marginal costing, comparison with absorption costing and applications of marginal costing.

CO.9 Learn about the break-even analysis and cost- profit- volume analysis with composite break- even point.

CO.10 Clarify the contemporary issues in management, accounting and price level adjustment accounting.

CO.11 Students learn to Clarify value chain analysis and activity based costing.

CO.12 Learn about the quality costing, target and life cycle costing.

- **Marketing Management (MC 106):**

CO. 1 Learn about the marketing, its scope, evolution, importance and new perspective of marketing.

CO. 2 They becomes familiar about the management of marketing mix and marketing environment.

CO. 3 Students learn to Clarify the marketing information system and marketing research.

CO. 4 Learn about the consumer behavior with business market analysis and customer relationship management.

CO. 5 They become familiar about the concept of product in relation to product development, product-mix and product life cycle stages.

CO. 6 Write the concepts of Branding, Packaging, Labeling and Warranty.

CO. 7 They become familiar about the price determination, policies and strategies.

CO. 8 Learn about the Promotion Programme and types of promotion.

CO. 9 Students learn to clarify the distribution logistics and supply chain management.

CO. 10 They become familiar about the social, ethical and legal aspects of marketing.

CO. 11 Students learn to clarify the marketing and information economy with direct and online marketing.

- **Human Resource Management (MC 201):-**

CO.1 They learn about the concept of Human resource management with its scope, objectives, functions and importance.

CO.2 Clarify the global HRM and HRM in dynamic environment.

CO.3 They become familiar about the process of building up skills for effective HR manager.

CO.4 Learn about the human resource planning, HR policy and HR information system.

CO.5 Learn about the concept of job analysis, recruitment, selection, induction and placement.

CO.6 They become familiar about the employ promotion, transfer and separation, career planning and development.

CO.7 Clarify the employ training and executive development.

CO.8 Learn about the performance and potential appraisal and empowerment of employees.

CO.9 They become familiar about the quality of work life, compensation, incentives and employ benefits.

CO.10 Learn about the concept of job satisfaction and job stress management.

- **International Business Environment (MC 202):-**

CO.1 They become familiar about the international business with its scope and importance.

CO.2 They become familiar about the framework for analyzing international business environment with reference to major factors of macro environment.

CO. 3 Clarify the concept of multinational corporations, their role, types and importance.

CO.4 Learn about the foreign investment, its types and importance.

CO. 5 They become familiar about various international economic institutions: WTO, UNCTAD, IMF and World Bank.

CO. 6 Learn about the generalized system of preferences and international commodity agreements.

CO. 7 Learn about the economic cooperation with its types and rationale and economic associations: EU, NAFTA, ASEAN, SAFTA.

CO.8 They become familiar about the foreign exchange markets and its participants.

CO. 9 Students learn to clarify the determinants of foreign exchange rate and exchange rate arrangements in India.

CO. 10 Learn about the foreign exchange risk and its management.

- **Strategic Marketing (MC 203):-**

CO.1 They become familiar about the concept and hierarchy of strategies with strategic role of Marketing.

CO.2 Learn about the strategic marketing planning process and marketing plan.

CO.3 Students learn to Clarify the corporate strategic decisions – Corporate mission, vision, goals and objectives.

CO.4 Learn about the corporate growth strategies, resource allocation, business strategies and their marketing implications.

CO.5 Learn about the environmental analysis: Internal, external and custom environment.

CO.6 Students learn to clarify the industry and competitor analysis, SWOT Analysis and portfolio analysis.

CO.7 Learn about the concept of market segmentation, targeting and positioning.

CO.8 They become familiar about the marketing strategies for new market entries, growth markets, mature markets and declining markets.

CO.9 Learn about the relationship between business strategies and marketing mix.

CO.10 Students learn to clarify the marketing strategy implementation and controlling marketing strategies.

- **Financial Management and Policy (MC 204):-**

CO.1 Learn about the financial management its objectives, scope and importance.

CO.2 They become familiar about the functions of finance executive in an organization, time value of money and recent development in financial management.

CO.3 Learn about the financial planning, its need, process, significance and drafting of a financial plan.

CO.4 Clarify the concept of financial planning its benefits and techniques of financial forecasting.

CO.5 Learn about the sources of finance: Short term, Medium term and Long term.

CO.6 They become familiar about the concept, significance, methods and problems in computation of cost of capital.

CO.7 Learn about the working capital management, its need, types and assessment of working capital management.

CO.8 Clarify the management of cash, marketable securities and receivables and banking norms.

CO.9 Learn about the capital budgeting decisions, its nature and importance with factors influencing capital expenditure decisions.

CO.10 They become familiar about the process of capital budgeting, process, evaluation criteria, risk analysis and expenditure control.

- **Corporate Accounting (MC 205):**

CO. 1 Learn about the concept of share issue, forfeiture and valuation of shares.

CO. 2 They become familiar about the final accounts of company.

CO. 3 Students learn to Clarify the concept of Amalgamation, absorption and reconstruction.

CO.4 Learn about the Human Resource Accounting and Lease Accounting.

CO. 5 Learn about the preparation of consolidated financial statements of holding and subsidiary companies.

CO.6 They become familiar about the corporate reporting requirements and current practices.

CO. 7 Learn about the concepts of periodic reporting, segment reporting, social reporting and harmonization in corporate reports.

- **Business Statistics (MC 206):**

CO. 1 Learn about the concept of regression, linear regression equation and regression equation in terms of simple correlation.

CO. 2 They become familiar about the correlation, multiple and partial correlation, coefficients and reliability of the estimate.

CO. 3 Students learn to clarify the concept of Index Numbers, its types and uses, methods of constructing price and quality indices.

CO. 4 Learn about the test of adequacy, chain base index numbers, base shifting, splicing and deflating and consumer price index.

- CO. 5 They become familiar about the time series analysis, its components and models.
- CO. 6 Students learn to clarify the methods of constructing seasonal index, adjusting time series data for seasonal variations and estimation of seasonal variations.
- CO. 7 Learn about the theory of probability approaches to defining probability, laws and theories of probability.
- CO. 8 They become familiar about the concept of probability distributions: Binomial, Poisson and Normal Distributions.

M.Com II

• ADVANCE FINANCIAL MANAGEMENT (MC 302):

- CO1 :- Learn about meaning, types and determinant of dividend decisions
- CO2 :- Students are made aware about different dividend models and corporate dividend practices in India
- CO3 :- Students are made aware about the concept determinants and theories of capital structure
- CO4 :- Learn about operating ,financial and combined leverage
- CO5 :- Students get introduced about the need, objectives and techniques of corporate restructuring
- CO6 :- Learn about objectives, legal and procedural aspect of merges and takeover process
- CO7 :- Students learn to Provide an overview of mergers and takeovers in India along with post merger problems and there solutions
- CO8 :- They become familiar about the need and steps in financial restructuring
- CO9 :- Students are made aware about the concept of buy back of shares along with its necessity and procedure
- CO10 :- Students get introduced about sick units Students are made aware about financial management of sick units

• FINANCIAL INSTITUTIONS AND MARKETS (MC 304):

- CO1 :- Students get introduced about the role of financial system Students are made aware about financial market in detail
- CO2 :- Students learn to Provide an overview of Indian financial system and its contributions in economic development
- CO3 :- They become familiar about in detail money market and capital market

CO4 :- Students learn to Provide an overview of role of security exchange board of India (SEBI) in development of financial market

CO5 :- Students are made aware about the concept, objectives and functions of development banks

CO6 :- Learn about the operational and promotional activities of development banks in India

CO7 :- Students are made aware about the concept and functions of merchant banking

CO8 :- They become familiar about about the government policy on merchant banking services and SEBI guidelines for merchant banking in India

CO9 :- Students are made aware about the concept and regulation of mutual funds in India

CO10 :- Students learn How mutual schemes are designed and marketed They become familiar about the latest mutual fund schemes in India

- **MARKETING RESEARCH (MC 308):**

CO1 :- Students get introduced about marketing research Students are made aware about its nature and scope

CO2 :- Students are made aware about marketing research process in detail

CO3 :- Students learn How research problem is formulated Students are made aware about with a hypothetical example

CO4 ;:- Students get introduced about research design Students are made aware about exploratory, experimental and descriptive research

CO5 :- They become familiar about in detail about sampling design

CO6 :- Students get introduced about questionnaire What information should be included in a good questionnaire

CO7 :- Students learn about the different methods of data collection for research

CO8 :- Students learn about different types of errors in research Differentiate between sampling and non- sampling errors

CO9 :- Students are made aware about the meaning and process of qualitative research

CO10 :- :- Students are made aware about the different techniques of qualitative research

- **ADVERTISING MANAGEMENT (MC 309):**

CO1 :- Students are made aware about the nature and importance of Advertising

CO2 :-Students learn about different types of Advertising

CO3 :-They become familiar about Social and Economic aspects of Advertising

- CO4 :- They become familiar about different Advertising Objectives
- CO5 :- Students are made aware about different methods of determining Advertising Budget
- CO6 :- Students get introduced about Advertisement Copy How it is developed
- CO7 :- Students learn about different types of advertising media
- CO8 :- They become familiar about in detail about factors affecting media selection
- CO9 :- They become familiar about the role and importance of advertising agency
- CO10 :- Students learn about the different methods of evaluating advertising effectiveness

- **HUMAN RESOURCE DEVELOPMENT(MC 316):**

- CO1 :- Students are made aware about the concept, scope and principles of human resource development
- CO2 :- Students learn about the different approaches to human resource development Students learn about the difference between HRM and HRD
- CO3 :- They become familiar about the Qualities , Role and Responsibilities of HRD manager
- CO4 :- They become familiar about the concept of organizational effectiveness in detail
- CO5 :- Students learn about the emerging trends and challenges in HRD
- CO6 :- Students are made aware about importance, process and barriers to knowledge management
- CO7 :- Students learn about the different principles and theories of learning
- CO8 :- Students learn about the benefits and techniques of Role analysis
- CO9 :- Students get introduced about the need of competency mapping How competency set is developed
- CO10 :- They become familiar about the concept ,category and content of learning in employee socialization and orientation
- CO11 :- Students learn How training and development programmes are designed and implemented
- CO12 :- They become familiar about the concept of organizational health and climate

- **PROJECT PLANNING AND CONTROL (MC 403):**

- CO1 :- They learn about Project and types of Projects. Also Students are made aware about the various project life cycle phases
- CO2 :- Students get introduced about 'Project Identification'. They become familiar about the process involved in project identification

CO3 :- They become familiar about the various steps involved in market and demand analysis.

CO4 :- Students learn to choose the technology for a project, what factors are to be considered.

CO5 :- Students learn about main components of project capital costs and project operating costs.

CO6 :- They become familiar about the various sources used for providing long term and short term finance for an enterprise.

CO7 :- Students are made aware about the factors which determine the capital structure of a company.

CO8 :- Students learn Which institutions provide financial support to small enterprises Students are made aware about in brief.

CO9 :- They become familiar about in detail the major components of cost of production

CO10 :- Students get introduced about Project Appraisal List the various project appraisal methods

CO11:-They learn about Social Cost Benefit Analysis (SCBA), objectives. Students learn about the SCBA guidelines formed by the financial institutions in India.

CO12:- Students learn What stages are involved in PERT analysis. Differentiate between PERT and CPM.

• SALES MANAGEMENT (MC 408):

CO1 :- Students are made aware about concept, objectives and functions of sales management

CO2 :- They become familiar about theories of selling and personal selling process

CO3 :- They become familiar about importance , approaches and process of sales planning

CO4 :- Students learn about the different methods of sales for casting and how sales budgets are created

CO5 :- They become familiar about purpose, principles and process of setting up a sales organizations

CO6 :- Students get introduced about the need and procedure for setting up sales territories

CO7 :- Students learn about different types of sales quota How sales quota is administered

CO8 :- Students learn How sales force is managed

CO9 :- Students learn How sales, costs and profitability is analyzed and controlled

CO10 :- Students learn How sales force performance is evaluated

CO11 :- Students learn about the different issues in sales management

- **SERVICES MARKETING (MC 409):**

CO1 :- They become familiar about the concept, characteristics and classification of services marketing

CO2 :- They become familiar about customer perception and expectation of services

CO3 :- Students are made aware about marketing mix of services

CO4 :- They become familiar about the concept, dimensions and models of service quality

CO5 :- Students learn about the goals of relationship marketing

CO6 :- Students learn How service market is segmented and targeted

CO7 :- They become familiar about various customer retention strategies

CO8 :- Students learn about the different steps in service development

CO9 :- Students learn How customer feedback and service recovery is made

CO10 :- Students learn about the problems, objectives and strategies of communication and promotion of services

CO11 :- Students learn How pricing and distribution of services is done

CO12 :- Students learn How service delivery employee are managed

CO13 :- They become familiar about various strategies for managing and enhancing customer participation

CO14 :- Students get introduced about customer protection and They become familiar about the ethics in services

ORGANISATIONAL CHANGE AND INTERVENTION STRATEGIES (MC 417):

CO1 :- They become familiar about the nature, types and forces of change

CO2 :- Students get introduced about transformational planning

CO3 :- Students get introduced about transition How it is managed

CO4 :- Students learn about the different strategic leverages to implementing change

CO5 :- Students get introduced about resistance to change How resistance to change be overcome

CO6 :- They become familiar about nature, assumptions and characteristics of organizational development

CO7 :- Students learn about interpersonal and team intervention in OD

CO8 :- They become familiar about different types of system interventions

CO9 :- Students learn about the issues and challenges for OD practitioners.

CO10 :- Students learn what ethics must be followed by OD professionals.

CO11 :- Students learn What were the past trends and future challenges OD in India Evaluate OD

- **STRATEGIC MANAGEMENT (MC 203):**

CO1 :- They learn about strategy, its characteristics and approaches to strategic decision making

CO2 :- They become familiar about strategic management process

CO3 :- Students learn to Differentiate between Vision, Mission and Objectives

CO4 :- Students are made aware about concept and components of environmental appraisal

CO5 :- Learn about different generic strategy alternatives

CO6 :- Learn about various steps and scope of strategic formulation

CO7 :- Students are made aware about the nature and usefulness of BCG model in strategic analysis. Students learn about its limitations

CO8 :- Students are made aware about the role of SWOT Analysis as a tool facilitating strategic choice at a business level

CO9 :- They learn about Strategic choice. Students are made aware about the criteria/factors of strategic choice.

CO10 :- Learn about need, process and techniques of strategic evaluation and control