

Department of Commerce and Management

Course Outcomes (2018-2023)

M. Com

ODD SEMESTER

Subject: Organisational Behaviour

Subject Code: MC 101

After completing this course, the students will be able to:

- Gives the basic concept of the organisational behaviour.
- Develop the basic understanding of the individual behaviour it helps to understand the personality of others and adopt it if it seems to good.
- Develop the perceptual concept among the students and a technique of learning even it is so tough.
- Enhances knowledge of the various aspects of the individual life positions and ego state and accordingly reacts to them.
- They come to know the importance of the group and how to take decision as group

Subject: Company Law

Subject Code: MC 104

After completing this course, the students will be able to:

- Explain the concepts in formation and incorporation of company under Company law 2013.
- Awareness about the statutory requirements in relation to Memorandum of Association, Articles of Association and Prospectus.
- Understanding about types of directors and their responsibilities.
- Basic Knowledge about Administration of Company Laws (including NCLT).

Subject: Accounting for Managerial Decisions

Subject Code: MC 105

After completing this course, the students will be able to:

- Introduce the basics of Management Accounting and its significance.
- Familiarize the students with the concept of budgeting.
- Enable the students understand the Standard Costing and Variance Analysis.
- Describe management reporting and its various kinds.
- Enhances the knowledge of the various aspects of Marginal Costing and Break-even Analysis.
- Comprehensive view of relevance of Management Accounting.
- Learn about the contemporary Issues in Management Accounting.
- Knowledge about the process of reporting to management.

Subject: Marketing Management**Subject Code: MC 106**

After completing this course, the students will be able to:

- Understand fundamental marketing concepts, theories, and principles in areas of marketing.
- Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
- Develop creative solutions to marketing problems.
- Students will gain an understanding of broad marketing functions in management settings as well as a broad-based foundation in finance, accounting, and management.
- While gaining an understanding of the business environment, the course provides an overview of social, political, legal, technological, economic, behavioral, ethical, and international aspects of marketing.

Subject: Advanced Financial Management**Subject Code: MC 302**

After completing this course, the students will be able to:

- Critically evaluate the impact of financial decisions on the strategic direction of the organization
- 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
- Evaluate complex investment appraisal situations and appreciate the importance of the cost of capital to the organization and how the capital structure chosen will impact upon this
- Analyze the key strategic financial issues that must be considered in an acquisition or merger, including valuation of the target company
- Analyze a company's performance and make appropriate recommendations.

Subject: Security Analysis and Investment Management**Subject Code: MC 303**

After completing this course, the students will be able to:

- Provide a theoretical and practical background in the field of investments.
- Designing and managing the bond as well as equity portfolios in the real word
- Valuing equity and debt instruments.
- Measuring the portfolio performances.

Subject: Marketing Research**Subject Code: MC-308**

After completing this course, the students will be able to:

- Understand the basic concepts of marketing and assess the marketing environment.
- Analyze the consumer behavior in the present scenario and marketing segmentation.
- Discover the new product development and factors affecting the price of a product in the present context.
- Understand the promotional and distribution strategies along with the recent developments in the field of marketing.

Subject: Advertising Management**Subject Code: MC 309**

After the completion of this course the students will be able to-

- Exhibit the knowledge of effective visual communication for various advertising approaches, develop advertising media buying and planning strategies.
- Elaborate the ways of communication through advertising influences, role of advertising agency and its client relationships.
- Define advertising's place in communication mix, decisions in budgeting and planning for promotion, strategies in advertising.
- Explain and illustrate integrated marketing communication decision making and planning, promotional objectives and their relationship with strategic plan.

Subject: Human Resource Development**Subject Code: MC 316**

After completing this course, the students will be able to:

- Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning;
- Critique the relationship between organizational development (OD) and HRD contribution to organizational effectiveness;
- Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process;
- Evaluate the HRD role dealing with contemporary challenges.

EVEN SEMESTER**Subject: Human Resource Management****Subject Code: MC 201**

After completing this course, the students will be able to:

- Introduce students to one of the essential departments in an organization – Human Resource.
- Learn the various techniques of compensation and incentives to employees.

- Familiarize the students with the problem of employee turnover.
- Get an insight into recruitment process.
- Ability to understand the recent changes in the Human Resource Management.
- Familiarization with the complete process of recruitment.
- Comprehensive knowledge of various strategies of managing the human resource in the
- Organization.

Subject: Strategic Marketing

Subject Code: MC 203

After completing this course, the students will be able to:

- Understand the foundations on which strategic marketing rests;
- Explain the importance of marketing strategy for superior business performance and value creation;
- Evaluate strategic marketing principles, theories and models and how these link to key marketing concepts;
- Analyze strategic marketing problems and be capable of integrating and applying relevant models/theories to generate appropriate strategic solutions;
- Examine critical issues associated with creating, exiting, analysing and selecting market niches;
- Describe how marketing managers can make informed strategic choices to improve strategic outcomes.

Subject: Financial Management & Policy

Subject Code: MC 204

After completing this course, the students will be able to:

- Impart knowledge of a discipline integral to the business world i.e. Financial Management.
- Know about the various modes and techniques of managing the financial resources of an organization.
- Learn about significant factors to be considered while planning for financial policies.
- Acquaint the students regarding various types of decisions taken by financial managers these days.
- Understand the process of selecting investment projects.
- Knowledge of various sources of finance available to businessmen these days.
- Familiarization with the concept of compounding and time value of money.

Subject: Corporate Accounting

Subject Code: MC 205

After completing this course, the learner will be able to:

- Know the accounting for share, understand the methods of shares and goodwill.

- Know the accounting for profit prior to incorporation and underwriting of shares.
- Understand the accounting treatment for amalgamation and internal reconstruction of companies.
- Understand the preparation of final accounts of companies.
- Understand and prepare the accounts of holding companies and accounting treatment of liquidation of companies.

Subject: Business Statistics

Subject Code: MC 206

After completing this course, the students will be able to:

- Understand the meaning of the statistics and data in everyday life and its presentation for business decision making.
- Understand distinctive features and characteristics of data with the help of descriptive and summary statistical measures.
- Understand and analyses the departure from statistical normality of data for better business decision making.
- Understand the significance of statistical data collection and applications in business decision making.

Subject: Corporate Tax Planning and Management

Subject Code: MC 402

After completing this course, the students will be able to:

- Ability to identify the difference between Tax Evasion, Tax Planning and Tax Avoidance.
- Understanding of various deductions, rebates and reliefs to reduce the taxable income and tax liability.
- Skill to take managerial decisions keeping in view the Income Tax Rules.
- Knowledge of Double Taxation Avoidance Agreement.

Subject: Project Planning and Control

Subject Code: MC 403

After completing this course, the students will be able to:

- Describe a project life cycle, and can skilfully map each stage in the cycle.
- Identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials
- Describe the time needed to successfully complete a project, considering factors such as task dependencies and task lengths
- Provide internal stakeholders with information regarding project costs by considering factors such as estimated cost, variances and profits
- Develop a project scope while considering factors such as customer requirements and internal/external goals

Subject: Sales Management

Subject Code: MC 408

After completing this course, the students will be able to:

- Understand the modern techniques of sales management which is an integral area of marketing.
- Apply in a competent manner sales management tools such as sales forecasting, sales compensation method, sales budgeting, sales analysis.
- Understand the role of the function of sales management in the corporate structure
- Work in conventional and contemporary areas with enhanced interpersonal skills and communication.

Subject: Services Marketing

Subject Code: MC 409

After completing this course, the students will be able to:

- Capability to evaluate the suitability of different pricing methods for services.
- Understanding of the roles of employees and customers in service delivery.
- Capability to analyze different service quality models.
- In-depth understanding of impact of service failure and recovery.
- Ability to analyze and interpret marketing research findings.

Subject: Corporate Governance

Subject Code: MC 414

After completing this course, the students will be able to:

- Familiarize 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
- Understand with the concept of Corporate Social responsibility and issues relating to corruption, code of ethics, and environment.