

Course outcome of M.com

SEMESTER I

PAPER: CC 101- COMPUTER APPLICATION IN BUSINESS

OUTCOME: students were equipped with fundamental aspects of computers and its application in Commerce.

PAPER : CC-102- MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

OUTCOME

Students understood the concept of management and organizational behavior

PAPER: CC-10- FINANCIAL MANAGEMENT

OUTCOME:

Students to understood the concept of financial management and its applications under various environmental constraints.

PAPER: CC-104 -STATISTICAL ANALYSIS

OUTCOME:

Students have learnt the application of statistical tools and techniques for decision making in research and business

PAPER: CC-105- BUSINESS ENVIRONMENT

OUTCOME:

Students understood the external and internal environment of Business

SEMESTER II

PAPER: CC-201-BUSINESS RESEARCH

Outcome: Students enhance the knowledge of Business Research and got an insight as to how business research is conducted.

SEMESTER II

PAPER: CC-202- CORPORATE FINANCIAL ACCOUNTING

Outcome:

Students got exposed to advanced accounting issues and its practices like company accounts, valuation of goodwill and shares, and accounting adjustments.

SEMESTER II

PAPER: CC-203-ACCOUNTING FOR MANAGERIAL DECISIONS

Outcome:

Students were acquainted with Accounting concepts, tools and techniques for Managerial decisions.

SEMESTER II

PAPER: CC-204- MANEGERIAL ECONOMICS

outcome

Students developed managerial perspective to economic fundamentals for *decision making* under given environmental constraints

SEMESTER II

PAPER: CC-205-INTERNATIONAL BUSINESS

Outcome: Students were acquainted with the nature and scope of international business operations and familiarized with trends and developments in international business environment. Students also understand the theoretical concept of international trade and investment.

SEMESTER III

PAPER: CC-301- CORPORATE LEGAL FRAMEWORK

Outcome:

Students got knowledge of relevant provisions of various laws influencing business operation.

SEMESTER III

**PAPER: CC-302-Quantitative Techniques for
Business Decision**

Outcome:

Students were acquainted with the use of quantitative techniques and its application in decision making.

SEMESTER III

Elective: Accounts

PAPER: DSE-1- Accounting Theory & Practice

Outcome:

Students were acquainted with coherent set of logical principles and a general frame of reference for evaluation and development of sound accounting practices.

SEMESTER III

Elective: Finance

**PAPER: DSE-1-SECURITY ANALYSIS & PORTFOLIO
ANALYSIS**

Outcome:

Students developed skill to analysis various type of securities and portfolios

SEMESTER III

Elective: Human Resource

**PAPER: DSE-1- HUMAN RESOURCE
MANAGEMENT**

Outcome:

Students developed knowledge related to management of human resources in business enterprises. They were familiarized with various facets of human resources and their management.

Elective: Marketing

PAPER: DSE-1-PRINCIPLES OF MARKETING MANAGEMENT

Outcome:

Students developed the concept and principles of marketing management.

SEMESTER III

Elective: Accounts

PAPER: DSE-2- Management Control & Information System

Outcome:

Students were acquainted with the concept and application of management control system in large organizations and to make them familiar with modern control techniques

SEMESTER III

Elective: Finance

PAPER: DSE-2- INDIAN FINANCIAL SYSTEM

Outcome: Students were provided the knowledge about financial system in India and the role of intermediaries and regulatory bodies in the Indian financial system

SEMESTER III

Elective: Human Resource

PAPER: DSE-2- Industrial Relations & Compensation Laws)

Outcome: Students understood the industrial relations also learned issues related to compensation laws industrial relations in various industrial situations and they also learned issues related to compensation laws.

SEMESTER III

Elective: Marketing

PAPER: DSE-2-ADVERTISING & SALES MANAGEMENT

Outcome: Students developed an in-depth understanding of the modern Concepts and latest techniques of advertising and sales management .

SEMESTER III

PROJECT

PR-1

Outcomes: Through Project exercise students understood the methodology of research and they also got research exposure through the process of problem solving techniques.

SEMESTER IV

PAPER: CC-401- STRATEGIC MANAGEMENT

Outcome: This course enhanced decision making abilities of students in situations of uncertainty in a dynamic business environment and formulating strategy for various Businesses.

SEMESTER IV

PAPER: CC-402- Corporate Tax Planning And Management

Outcome: Students got in depth insight of concept of corporate tax planning a reasonable knowledge of tax planning.

SEMESTER IV

Elective: Accounts

PAPER: DSE-3-Forensic Accounting & Fraud Examination

Outcome: Students learned the challenges posed by rising financial frauds and scams in view of limitations of financial accounting and auditing procedures.

SEMESTER IV

Elective: Finance

**PAPER: DSE-3-Banking, Financial Institutions &
Markets**

Outcome: Students got knowledge of broad framework of Financial System and they understood the inter-linkages and regulatory frame-work within which the system operates in India.

SEMESTER IV

Elective: Human Resource

PAPER: DSE-3-Human Resource Development

Outcome: Students learned the critical perspective of human resource development (HRD) in an organizational and international context.

SEMESTER IV

Elective: Marketing

PAPER: DSE-3-MARKETING RESEARCH

Outcome: Student developed the understanding of marketing research techniques prevailing in the markets.

SEMESTER IV

Elective: Accounts

PAPER: DSE-4-Financial Reporting & Disclosures

Outcome: The Course developed the understanding about present-day Management accounting techniques and to developed the skills and Competencies in management accounting and financial reporting.

SEMESTER IV
Elective: Finance

**PAPER: DSE-4-International Financial
Management**

Outcome: Students had deep understanding of financial Management issues in a multinational enterprise (MNE). They were equipped with analytical tools and techniques for sound financial decision making .

SEMESTER IV
Elective: Human Resource
PAPER: DSE-4-Industrial & Labor Laws

Outcome Students had critical understanding of substantive and procedural labour laws. They developed skills in handling legal issues in industrial relations and other labour laws.

SEMESTER IV
Elective: Marketing

**PAPER: DSE -4-Supply Chain Management &
Logistics**

Outcome: Students were acquainted with the concepts and tools of supply Chain management and logistics as relevant for a Business firm.

SEMESTER III
PROJECT
PR-2

Outcome: Project exercise helped students to understand the methodology of action research. Students got research exposure through the process

Course outcome of MBA To be Implemented

MASTER OF BUSINESS ADMINISTRATION (FULL TIME)FIRST SEMESTER

Accounting for Managers

Course Code: MB103

Objective - To develop an understanding of Financial accounting concepts and principles, ability to read and understand Financial Statements, and familiarity with the techniques of Financial Statement analysis. To develop an understanding of cost accounting concepts, elements of cost and cost accumulation systems.

MASTER OF BUSINESS ADMINISTRATION (FULL TIME)FIRST SEMESTER

ENTREPRENEURIAL DEVELOPMENT

Course Code: MB104

:

To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. To provide insights to students on entrepreneurship opportunities.

MASTER OF BUSINESS ADMINISTRATION (FULL TIME)FIRST SEMESTER

Business Environment

Course Code: MB105

Objective:

The course is aimed at acquainting the students with the nature and dimensions of the evolving environment in India which influence managerial decisions.

MASTER OF BUSINESS ADMINISTRATION (FULL TIME) FIRST SEMESTER

Business Communication

Course Code: MB106

Objective:

The course aims to develop all forms of communication skills of the students to enable them to conduct well in any business process without any communication barrier. To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication

Computer Application in Management

Course Code: MB201

Objective:

To acquaint the students with the application of computers in understanding the latest trends in information technology. This course will also provide an orientation about the increasing role of technology in business data processing and data communication.

Marketing Management

Course Code: MB202

Objectives:

To understand the concept of consumer behavior, decision making by consumers, behavior variables and influences on consumer behavior. To comprehend the social and cultural dimensions of consumer behavior, factors impacting attitudes and behavior. To arm the budding marketers with an insight of the psychological and behavioral concepts of consumers thus enabling them to achieve their objectives and excel.

Financial Management

Course Code: MB203

Objectives:

To explain the basic functions and responsibilities of a financial department in a business/ firm; To elaborate the key decision areas in financial management- investment, financing, dividend and working capital management. To explain the various techniques of evaluation of

investment proposals. To discuss the various factors to be considered in designing the target capital structure.

HUMAN RESOURCES MANAMENT

Course Code: MB204

Objectives:

To develop a meaningful understanding of HRM theory, functions and practices. To apply HRM concepts and skills across various types of organizations.

RESEARCH METHODOLOGY

Course Code: MB205

Objectives:

The course will expose the students to the nature and extent of research orientation which they are expected to possess when they enter the industry aspractitioners. The objective of this course is to familiarize the students with the basic statistical tools and their application in business decision-making.

PRODUCTION IN OPERATION MANAGEMENT

Course Code: MB206

Objectives:

The course is designed to acquaint the student with the basic management decisions with respect to production function and the effectiveutilization of materials in manufacturing and service organization

CORPORTE LEGAL ENVIORMENT

Course Code: MB301

Objectives:

To familiarise the students with the nature of legal regulatory environment of corporate enterprises in India.

Quantitative Techniques

Course Code: MBA302

Objectives:

The course is designed to acquaint the student with the quantitative methods which are used commonly in business of analyzing trends and decisionmaking and understanding of reports and data crunching.

DISCIPLINE SPECIFIC ELECTIVE I—MARKETING

CONSUMER BEHAVIOUR

Course Code: MB303

Objectives:

The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function offirms.

DISCIPLINE SPECIFIC ELECTIVE I

FINANCE PROJECT PLANNING ANALYSIS & MANAGEMENT

Course Code: MB303

Objectives:

The basic objective of this course is to develop an understanding of the various tools and techniques for managing projects and analysis.

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**DISCIPLINE SPECIFIC
ELECTIVE I —
HUMANRESOURCE
MANAGEMENT TRAINING &
DEVELOPMENT**

Course Code: MB303

Objectives:

The purpose of this paper is to provide an in-depth understanding of the role of training in the HRD, and to enable the course participants to manage the Training systems and processes

**DISCIPLINE SPECIFIC ELECTIVE I —IT & SYSTE
DATABASE MANAGEMENT SYSTEMS**

Course Code: MB303

S

To make the student familiar with the concepts and practices in Data Base Management.

**DISCIPLINE SPECIFIC ELECTIVE I —BANKING & INSURANCE
FINANCIAL BUSINESS ENVIRONMENT**

Course Code: MB303

Objective:

To make students aware of the business environment and explain about financial institution and markets.

Specific Programme outcome of MBA

DISCIPLINE SPECIFIC ELECTIVE I —ENTREPRENEURSHIP MANAGEMENT START-UP: CREATING UNCONTESTED MARKET SPACE

Course Code: MB303

OUTCOME

The course is designed to provide an understanding of creativity process in a systemic framework. On completion of this course the student will be able to: grasp the creativity process and appreciate the use of divergent thinking in open ended problems and apply creative problem solving techniques for idea generation and structuring in a systemic mann

DISCIPLINE SPECIFIC ELECTIVE II —MARKETING MARKETING RESEARCH

Course Code: MB304

OUTCOME

To provide an understanding of the basics of marketing research and to build a research vocabulary, key terms and ideas. To provide a balance of the theoretical and practical aspects of marketing research and encourage the students to take up analytical and critical thinking through research

DISCIPLINE SPECIFIC ELECTIVE II —FINANCE

S

Course Code: MB304

OUTCOME

To describe the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses. To provide an understanding of the use of cost information in support of different strategies

**DISCIPLINE SPECIFIC
ELECTIVE II — HUMAN RESOURCE
LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS**

Course Code: MB304

OUTCOME

The course is designed to promote a critical understanding of substantive and procedural labour laws. The approach is to develop skills in handling legal issues in industrial relations and other labour matters.

**DISCIPLINE SPECIFIC ELECTIVE II —IT & SYSTEM
SYSTEM ANALYSIS & DESIGN**

Course Code: MB304

OUTCOME

The objectives of this course is to develop the ability of students in understanding the topic under discussion, develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

**DISCIPLINE SPECIFIC ELECTIVE II —BANKING & INSURAN
PRINCIPLES AND PRACTICE OF BANKING**

Course Code: MB304

OUTCOME

Candidates would be able to understand and appreciate (1) Principles and importance of Credit, documentation, monitoring and control. (2) A broad understanding of other functions associated with banking. (3) An insight into marketing of banking services and banking technology.

DISCIPLINE SPECIFIC ELECTIVE II —ENTREPRENEURSHIP MANAGEMENT

NEW PRODUCT DEVELOPMENT

Course Code: MB304

OUTCOME

The primary purpose of this course is to provide an in-depth understanding of new product development – including best practices, new product strategy; consumer/customer needs identification, idea generation, concept development, prototype design, go-to-market strategy, cross-functional teaming, metrics and culture

DISCIPLINE SPECIFIC ELECTIVE III — INTEGRATED MARKETING COMMUNICATION

Course Code: MB403

OUTCOME

The basic objective of this course is to develop an understanding of the various tools and techniques for making decisions about investment in various securities

DISCIPLINE SPECIFIC ELECTIVE III —HUMAN RESOURCE COMPENSATION & BENEFITS

Course Code: MB403

OUTCOME:

To discuss the strategic importance of compensation to the achievement of organizational goals. And the identify links between compensation objectives and business strategy. Discuss the role of compensation in attracting, motivating, and retaining a high- quality workforce.

**DISCIPLINE SPECIFIC ELECTIVE III —IT
STRATEGIC MANAGEMENT OF INFORMATION TECHNOLOGY**

Course Code: MB403

OUTCOME

The objectives of this course is to develop the ability of students in understanding the topic under discussion, develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

**DISCIPLINE SPECIFIC ELECTIVE III —BANKING & INSURANCE
PRINCIPLES & PRACTICES OF RISK
MANAGEMENT**

Course Code: MB403

OUTCOME

To equip students with Conceptual Framework of Risks, Risk Management processes and its linkage with Insurance Device with Emphasis on Analysis/Management of Pure/Static Risks

**DISCIPLINE SPECIFIC
ELECTIVE IV—MARKETIN
SERVICES MARKETING**

Course Code: MB404

OUTCOME

To acquaint the students to the uniqueness of the services characteristics and its marketing implications. To discuss measure and analyze several facets in the area of services marketing essential for the success of a service sector firm

**DISCIPLINE SPECIFIC ELECTIVE
IV — FINANCE
PORTFOLIO MANAGEMENT**

Course Code: MB404

OUTCOME:

The basic objective of this course is to develop an understanding of the various tools and techniques for making decisions about investment in various securities.

**DISCIPLINE SPECIFIC ELECTIVE IV
HUMAN RESOURCE**

RECRUITMENT & SELECTION

Course Code: MB404

OUTCOME:

To understand the fundamental concepts in the study of job analysis, hiring and recruitment of employees and the issues involved in screening, reference checking, and testing.

DISCIPLINE SPECIFIC ELECTIVE IV —IT & SYSTEM

BUSINESS PROCESS REENGINEERING

Course Code: MB404

OUTCOME

The objectives of this course is to develop the ability of students in understanding the topic under discussion, develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

DISCIPLINE SPECIFIC ELECTIVE IV —BANKING & INSURANCE

RETAILING AND CRM IN BANKING

Course Code: MB 404

OUTCOME

To get understanding of growing importance of retailing and customer relationship management in the financial sector.

DISCIPLINE SPECIFIC ELECTIVE IV —ENTREPRENEURSHIP MANAGEMENT

CREATIVE PROBLEM SOLVING-INNOVATION MANAGEMENT

Course Code: MB404

OUTCOME: The course is designed to provide an understanding of creativity process in a systemic framework. On completion of this course the student will be able to: grasp the creativity process and appreciate the use of divergent thinking in open ended problems and apply creative problem solving techniques for idea generation and structuring in a systemic manner. Identifies diverse ways firms can access innovative capabilities

Specific Programme outcome of M.Com

SEMESTER IV

Elective: Accounts

PAPER: DSE-3-Forensic Accounting & Fraud

Examination

Outcome: Students learned the challenges posed by rising financial frauds and scams in view of limitations of financial accounting and auditing procedures.

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STRATEGIC MANAGEMENT

Course Code: MB401

Objective

To explain core concepts in strategic management and provide examples of their relevance and use by actual companies. To focus on what every student needs to know about formulating, implementing and executing business strategies in today's market environment

INTERNATION BUSINESS ENVIRONMENT

Course Code: MB402

Objective

To explore and offer knowledge on global business environment. To explore knowledge on international institutions involved in promotion of global business, and to make future global managers.

DISCIPLINE SPECIFIC ELECTIVE III — MARKETING INTEGRATED

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Overall outcome of MBA Programs

1. Applying knowledge of Management theories and practices to solve business problems
2. Foster analytical and critical thinking abilities for data based decision making .
3. Ability to develop value based leadership ability.
4. Ability to understand analyze and communicate global economic legal and ethical aspects of business
5. Integrative experience and experimental learning .
6. Strategic and Innovative thinking and analytical skills to enable effective opportunity , Identification problem solving and decision making .

7. Ability to develop competent management professionals with strong ethical values, Capable of assuming a pivotal role in various sectors of the Indian economy and society aligned with national priorities
8. Ability to communicate effectively .
9. Ability to develop proactive thinking so as to perform effectively in the dynamic socio – economic and Business eco system .

Overall outcome of M.Com Program

1. To acquaint with Conventional as well as contemporary areas in the discipline of commerce
2. To make well versed in national as well as international trends.
3. For Conducting Business Accounting and Research Practices.
4. To understand role of regulatory bodies in corporate and financial sectors ,

Skills

1. The Techniques of managing the Business with special focus on HR , Marketing and Finance
2. Application Oriented research .
3. Effective use of Statistical methods for analysis of business data.
Adopt a suitable for corporate tax planning and management for the growth of business Within legal framework.
4. Investment and Portfolio management skills to examine different investment schemes With respect to risk and return and to construct optimum portfolio.

Other out comes

1. To provide a systematic and rigorous learning and exposure to banking and finance
2. Ability to apply knowledge acquired in problems solving.
3. Ability to work in teams with and enhanced inter- personal skill and Communication.
4. Ability to start their own business
5. To develop team work, leadership and managerial and administrative skills

