

DEPARTMENT OF COMMERCE**PROGRAMME NAME: M.COM****PROGRAMME CODE: 408**

M.COM – PROGRAMME OUTCOMES	
PO1: CRITICAL THINKING	The Programme aims at inculcating Critical Thinking into the student After the pursuing the Programme the student shall take informed actions after making Cost-Benefit Analysis at the personal, group and organisational levels.
PO2: EFFECTIVE COMMUNICATION	The un-orderly thoughts to be put in order. appropriately worded, checked for the intended meaning, medium of communication to be selected, message to be sent and feedback to be taken from the receiver. In the Businesses effective communication is quintessential as it is a group of people working together for a common objective
PO3: SOCIAL INTERACTION	The student will be able understand the others point of view through observation, interaction, discussion, debate, agreement, disagreement and then come to a conclusion
PO4: EFFECTIVE CITIZENSHIP	Embraces core democratic values, and strives to live by them Accepts responsibility for the well-being of oneself, one's family, and the community. Has knowledge of the people, history, and traditions that Have shaped our local communities, our nation, and the world
PO5: ETHICS	Human values convey personal conviction, ethics describe the accepted principles and standards of conduct about moral duties and virtues as applied to an organization. Codes of professional ethics guide the stakeholders of an organization about the desirable and undesirable acts related to the profession
PO6: ENVIRONMENT AND SUSTAINABILITY	The student understands & appreciates that Development which can meet the need of the present generation without compromising the ability of the future generation to meet their own needs is necessary
PO7: SELF-DIRECTED AND LIFE-LONG LEARNING	Knowledge is an ocean and learning is life long. The student shall become independent and self-directed and shall aspire for the knowledge & wisdom.

M.COM-PROGRAMME SPECIFIC OUTCOMES

PS01	Understand the basic concepts of the Managerial Economics, Accounting, Finance, Marketing, Human Resources, Banking, Insurance and such areas that facilitate Business.
PS02	To get acquainted with the subject knowledge of Accounting, Finance, Marketing, Banking, International Business and etc.
PS03	Application of the concepts learnt to the practical situation
PS04	Implement the acquired knowledge for the long term sustenance, Profitability, cost-benefit analysis, problem solving and etc. of the Business.

M.COM-COURSE OUTCOMES

SEMESTER-I

COM 1: CORE-I MANAGERIAL ECONOMICS	To impart conceptual and practical knowledge of Managerial Economics
COM 2: CORE II PRINCIPLES OF MARKETING	To familiarize the students with basic concepts of Marketing
COM 3 -CORE III ORGANISATION THEORY & ORGANISATION BEHAVIOUR	To familiarize the students with the concepts and dimensions of Organization Theory
COM 4: ELECTIVES –I (F) (A) (T) (IB) (I) (B) (CA) FINANCIAL MANAGEMENT	To introduce the subject of Financial Management and to acquaint the student with various techniques of Financial Management
COM 4: ELECTIVE – I (M) (E- COM) RETAIL MARKETING	To enable the students to understand the finer nuances of Retail Marketing
COM 5: ELECTIVE –II (F) (A) (T) (IB) (I) (B) (CA) INDIAN ACCOUNTING STANDARDS	To familiarize the student with accounting standards and financial reporting practices
COM 5: ELECTIVE –II (M) (E- COM) ADVERTISING & SALES MANAGEMENT	To develop an understanding of the decision processes in advertising from a marketer's point of view and to understand the concept, Methods and strategies of sales management.

SEMESTER - II

COM 6: CORE-I INTERNATIONAL BUSINESS AND BUSINESS ENVIRONMENT	To familiarize and acquaint the students with the knowledge of business environment and latest development in business environment
COM 7: CORE – II MARKETING MANAGEMENT	To understand the components of Marketing mix in detail
COM 8 CORE – III HUMAN RESOURCE MANAGEMENT	To understand various facets of Human Resource Management & comprehend emerging development in HRM.
COM 9: ELECTIVE – I (F) (A) (T) (IB) (I) (B) INVESTMENT MANAGEMENT	To familiarize the student with the principles and practice of Investment Management and acquaint the students with the functioning of the Indian Capital Market.
COM 9 ELECTIVE – I (M) (E-COM) CONSUMER RIGHTS & EDUCATION	To develop the awareness of consumer rights and need role and importance of consumer education, to understand finer nuances of Consumer Protection Act in India in the arena of Marketing.
COM 9 ; ELECTIVE – I (CA) DATA COMMUNICATIONS AND NETWORKS	To familiarize the students with fundamentals of data communication, computer networks, network applications and services
COM 10 : ELECTIVE II (F) (A) (T) (IB) (I) (B) ADVANCED MANAGERIAL ACCOUNTING	To familiarize and acquaint the student with application of advanced Managerial accounting techniques.

<p>COM 10 : ELECTIVE – II (M) (E-COM) MARKETING RESEARCH</p>	<p>To develop the skills of marketing research, to understand the importance and role of research in the total marketing concept and to have an understanding about the conceptual issues in applications of marketing research.</p>
<p>COM 10 : ELECTIVE –II (CA) OBJECT ORIENTED PROGRAMMING WITH C+ +</p>	<p>Emphasizes a strategic problem solving approach to programming. The fundamental constructs of the paradigm - identification, creation and use of high level classes are explained. Algorithmic constructs are introduced as means to support class implementation.</p>
<p>SEMESTER – III</p>	
<p>COM 11: CORE – I RESEARCH METHODOLOGY & STATISTICAL ANALYSIS</p>	<p>To develop research orientation among the students and develop analytical skills.</p>
<p>COM 12 ; CORE –II E- COMMERCE</p>	<p>To know and learn about information technology through its applications and to give an overview of E-Commerce fundamentals with an objective of exposing them to the functional areas of Ecommerce.</p>
<p>COM 13: CORE – III COST ACCOUNTING AND CONTROL</p>	<p>To impart conceptual knowledge of cost accounting and to equip with Skills of ascertainment and control of costs.</p>
<p>COM 14: ELECTIVE – I (F) (IB) INTERNATIONAL FINANCIAL</p>	<p>To gain the conceptual knowledge and application of International Financial Management</p>

COM 15: ELECTIVE-1 (A) ADVANCED CORPORATE ACCOUNTING	To understand the application of advanced corporate accounting practices in the fields of modern business and profession.
COM 14: ELECTIVE - I(M) SERVICES MARKETING	To develop the skills of marketing services, to understand the importance and role of services in the total marketing concept.
COM – 14 ELECTIVE – I DIRECT TAXATION	To acquaint the students with the theoretical and practical aspects of direct taxes including wealth taxes and to make them use computer packages for tax calculations.
COM – 14 ELECTIVE – I (I) PRINCIPLES AND FINANCIAL SERVICES	To acquaint the student about the changing scenario in Life & Health Insurance..
COM – 14 ELECTIVE – I (B) E-BANKING AND FINACIAL SERVICES	To acquaint the student with Innovative Banking and Financial Services offered to meet the varied requirement of both the corporate and individual customers
COM – 14 ELECTIVE – I (E- COM) NETWQUETTED AND CYBER SECURITY	To equip the students with knowledge of accessibility and its security features.
COM – 14 ELECTIVE – I (CA) RELATIONAL DATA BASE MANAGEMENT	To learn about different data storage, organization, design techniques and implementation techniques

COM 15 ELECTIVE – II (F) SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	To familiarize with analysis of securities market, valuation of different securities for the purpose of building optimal portfolio and the students with latest concepts and trends in the securities market.
COM 15: ELECTIVE –II (A) FINANACIAL STATEMENT ANALYSIS	To familiarize and acquaint the student with application of analysis of financial statements techniques.
COM 15: ELECTIVE – II (M) CONSUMER BEHAVIOUR	To develop the skills of marketing by understanding the finer aspects of consumer behaviour, to understand the importance and role of consumer behaviour in the total marketing system.
COM 15 :ELECTIVE-II (T) INDIRECT TAXATION	To acquaint the students with the basics and latest developments in the areas of Indirect taxes.
COM 15: ELECTIVE –II (IB) INTERNATIONAL TRADE THEORY AND PRACTICE	To Provide the knowledge of international business and acquaint students with latest development in international business.
COM15 : ELECTIVE – II (I) PRINCIPILES AND PRACTICE OF GENERAL INSURANCE	To acquaint the student with the techniques of General Insurance
COM 15 : ELECTIVE –II (B) BANKING TECHNOLOGY	To make students conversant with banking technology in terms of delivery, security and controls with reference to India.
COM 15: ELECTIVE – II(E-COM) NETWORK INFRASTRUCTURE AND PAYMENT SYSTEM	Make the student to understand the fundamentals of network infrastructure & its usage in E-payments

COM 15 ELECTIVE – II CYBER LAWS	The student will be able to know the information Technology Act 2000. cyber laws, cyber crime, tools and methods used in cyber crime and cyber Security.
COM ID PAPER – I CONSUMER AFFAIRS	To familiarize the students with their rights and responsibilities as a Consumer, the social framework of Consumer Rights and legal framework of protecting consumer rights.
SEMESTER-IV	
COM 16 – CORE – I QUANTITATIVE TECHNIQUES FOR BUSINESS DECISION	To impart inferential skills to the student by using Quantitative Techniques for Business Decisions.
COM 17 CORE – II CORPORATE TAXATION AND PLANNING	To acquaint the student with the Theoretical and Practical aspects of Assessing Partnership Firms, Companies, Cooperatives and Trusts.
COM – 18 CORE –III STRATEGIC MANAGEMENT	To familiarize the student with various strategies for managing businesses
COM 19: ELECTIVE – I (F) FINANACIAL SERVICES	To acquaint the student with Innovative Financial Services offered to meet the varied requirement of both the corporate and individual customer.
COM 19 ELECTIVE – I (A) ADVANCED COST ACCOUNTING & CONTROL	To provide the skills and application of advanced cost accounting techniques for cost control and cost reduction.
COM 19 ELECTIVE – I (M) SUPPLY CHIAIN MANAGEMENT & CUSTOMER RELATIONSHIP MANAGEMENT	To learn Integrated planning coordination and control of all logistical business processes and to learn a few basic aspects of CRM

<p>COM 19 ELECTIVE – I (T) BUSINESS TAXATION</p>	<p>To acquaint the student with theoretical and practical knowledge of Business Taxation</p>
<p>COM 19 ELECTIVE – I (IB) INTERNATIONAL BUSINESS ENVIROLMENT</p>	<p>To provide the knowledge of international business environment and strategic management of international business environment.</p>
<p>COM 19 ELECTIVE –I (I) ACTURIAL SCIENCE</p>	<p>To introduce the students to the nuances of Acturial Sciences</p>
<p>COM 19 ELECTIVE – I (B) INTERNATIONAL BANKING</p>	<p>Enable the students familiarizing with functions and performance of international financial institutions and operational mechanism of foreign exchange market in India.</p>
<p>COM 19 ELECTIVE – I (E-COM) BUSINESS MODELS FOR E- COMMERCE</p>	<p>To enable the students to learn different elements and models for E-Commerce</p>
<p>COM 19 : ELECTIVE – I (CA) ADVACED EXCEL</p>	<p>To impart the knowledge of excel in data presentation and financial and statistical analysis.</p>
<p>COM 20 ; ELECTIVE – I (F) FINANCIAL DERIVATIVES</p>	<p>To make student efficient in the area of derivatives, giving them the knowledge of basics in Derivatives. Future Markets, Options and Swaps, etc.</p>

COM 20 ELECTIVE –I (A) MERGERS AND ACQUISITIONS	To gain the knowledge on M&As which are essentially mean to attain greater market share; acquire additional brands; cannibalize competing brands; realize improved infrastructure; create new synergies; capitalize on efficiencies and economies of scale or to globalize in the shortest span of time.
COM 20 : ELECTIVES –I (M) INTERNATIONAL MARKETING	To understand the components of International Marketing mix in detail
COM 20 ELECTIVE – I (T) INTERNATIONAL TAXATION	Emphasizes on tax treaties and tax laws of various countries and analyses importance of the same.
COM 20 ELECTIVE – I (IB) INTERNATIONAL MARKETING	To educate the students about the nuances of International Marketing
COM 20 ; ELECTIVE – I (I) RETIREMENT PLANNING	To educate the students about the nuances of Retirement Planning
COM 20 ; ELECTIVE – I (B) CENTRAL BANKING	To familiarize the students with functions and performance of Central banks in general and central banks in USA, UK, European Union and India in particular.
COM 20 : ELECTIVE – I (E- COM) LEGAL SECURITY IN E- COMMERCE	To familiarize the students with e-security and cyber laws.

COM 20 : ELECTIVE – I (CA) WEB DESIGNING	The Course emphasizes on the skills of designing and creation of web pages, scripting & Markup language, client side scripting language, server side scripting and importance of PHP & My SQL.
COM ID PAPER – II CORPORATE GOVERNANCE	To give an overview of the Principles of Corporate Governance and to explain its need and significance.

PROGRAMME NAME ; Ph.D. COMMERCE

PROGRAMME CODE 417

Ph.D Commerce – PROGRAMME OUTCOMES	
PO 1 : CRITICAL THINKING	The Student shall get trained for imbibing critical thinking intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reflection, reasoning, or communication, as a guide to belief and action that shall be applied in the field of Commerce.
PO 2 ; EFFECTIVE COMMUNICATION	A Research Scholar should Effectively communicate, should be well versed with the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is received and understood with clarity and purpose. When we communicate effectively, both the sender and receiver feel satisfied. While conducting Research in Commerce the Scholar learns the trait
PO 3 : SOCIAL INTERACTION	A social relation or social interaction is the fundamental unit of analysis within the social sciences, and describes any voluntary or involuntary interpersonal relationship between two or more individuals within and/or between groups. Commerce Domain is part of Social Sciences. The Researcher has to inevitably interact and elicit the views on various issues as a part of the Research.
PO 4: EFFECTIVE CITIZENSHIP	A Researcher should be an effective citizen and needs to embrace core democratic values and strives to live by them., should accept responsibility for the well-being of oneself, one's family, and the community, society, nation, should possess the knowledge of the people, history and traditions that have shaped our local communities, our nation, and the world.

PO5: ETHICS	In Research Ethics are very important. The Researcher throughout the process of conduct of the Research has to follow / implement honesty, objectivity, integrity, carefulness, openness, transparency, accountability, respect intellectual property rights, confidentiality, responsible publication, responsible mentoring, have respect for colleagues, social responsibility, non-discrimination, competence, legality, human subjects protection. The Researcher should develop knowledge of mandates/ guidelines in vogue from time to time and follow them scrupulously.
PO6 :ENVIROLMENT AND SUSTAINABILITY	The Researcher as a part of Social Responsibility has to undertake research only in such areas which enables conservation of natural resources and protection of global ecosystems to support health and wellbeing, now and in the future.
PO7: SELF – DIRECTED AND LIFE-LONG LEARNING	A Researcher shall be a self-directed learner, is a person who takes responsibility for their own education, for their attainment of knowledge, and their development of mastery. They should be capable of determining what they want to learn and what they need to learn.

Ph.D Commerce:- PROGRAMME SPECIFIC OUTCOMES	
PSO1	Acquire the Mastery in the Domain area Finance, Accounting, Marketing, Human Resource Management, Banking & Insurance, Business Environment & Policy
PSO2	Application of the Domain Knowledge for solving the real time issues problems
PSO3	Implement the acquired knowledge for the long term sustenance, profitability, cost-benefit analysis, problem solving and etc.

Ph.D Commerce – COURSE OUTCOMES	
PAPER – I RESEARCH METHODOLOGY	Explains how a researcher should carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.
PAPER – II (M) MARKETING MANAGEMENT	Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities. The Researcher should develop thorough understanding in this domain.
PAPER—II (BI) BANKING & INSURANCE	The Banking and the Insurance sectors play a major role in the growth of the economy. Since, the initiation of these two sectors, they have gone through drastic changes catering to the changing demographics and the CE priorities of the population of the country. The Researcher is expected to gain thorough understanding of the concepts, functioning, changes that are taking place in the Banking & Insurance Sectors.
PAPER – II (A) ACCOUNTING	The knowledge in the Accounting domain is continuously evolving and changing to suit the needs of the dynamic Markets. The Researcher is required to keep abreast with the changes.
PAPER-II (BE) BUSINESS ENVIRONMENT & POLICY	Business Environment is sum or collection of all internal and external factors such as employees, customer’s needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc. For regulating the Business the competent authorities shall frame the Policy, both at national and international levels. The Researcher has to develop a thorough knowledge of the same.
PAPER – II (MGT) ORGANISATION BEHAVIOUR & HUMAN RESOURCE MANAGEMENT	Organizational behavior is the study of human behavior in organizational settings, and the organization itself. Human resources management is the process of hiring and developing employees so that they become more valuable to the organization. The Researcher has to develop thorough understanding in the domain.
PAPER – II (F) FINANCE	Finance, of financing, is the process of raising funds or capital for any kind of expenditure. It is the process of channeling various funds in the form of credit, loans, or invested capital to those economic entities that most need them or can put them to the most productive use. The Researcher has to develop thorough understanding in the domain.

