



MASTER OF COMMERCE (M.Com.)

COURSE OUTCOME



Semester: First

Subject: ACCOUNTING FOR MANAGERIAL DECISIONS

Subject Code: MC 101

CO1. Understand basic accounting concepts, tools and techniques. Also understand applicability and distinction among various branches of accounting.

CO2. Recognize and apply various types of accounting analysis tools. Utilize such analysis tools for interpretation of financial statements.

CO3. Creation of Cash flow and Fund flow statement and analysis of both the statements for organisational decisions-making purposes.

CO4. Understand reporting at various levels of Management. Also understand and analyse upcoming issues related to Management Accounting.



Semester: First

Subject: FINANCIAL MANAGEMENT

Subject Code: MC 102

CO1. Understand basic financial management concepts and identify functions of modern finance manager.

CO2. Apply various tools and techniques in regard to investment decisions. Apply time value of money in various investment decisions.

CO3. Understand and apply various theories towards financing decisions. Analysis of financial statement through Financial and Operating leverage and its implications.

CO4. Understand and evaluate cost of capital related concepts along with its application.



Semester: First

Subject: MARKETING MANAGEMENT

Subject Code: MC 103

CO1. Remember and applicability of basic marketing concepts.

CO2. Acquire insight in the areas of Product and Pricing related matters. Also evaluate its interplay with other marketing mix components.

CO3. Acquire insight in the areas of Place and Promotion related matters. Also evaluate its interplay with other marketing mix components.

CO4. Understand utility of Marketing Research. Identify emerging issues in Marketing.



Semester: First

Subject: HUMAN RESOURCE MANAGEMENT

Subject Code: MC 104

CO1. Synthesize the role of human resources management as it supports the success of the organization. Understand basic concepts related to HRM.

CO2. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.

CO3. Demonstrate and analyse important issues between employers and employees that ultimately impact the goals and strategies of the organization.

CO4. Understand and analyse intricacies of job and performance related issues. Demonstrate knowledge of practical application of training and employee development.



Semester: Second

Subject: BUSINESS ENVIRONMENT

Subject Code: MC 201

CO1. Comprehend the forces that shape business environment and identify the techniques of environmental scanning and monitoring.

CO2. Analyse and evaluate the economic environmental dynamics affecting business and its functions.

CO3. Analyse and evaluate the political and legal environmental dynamics affecting business and its functions. Also understand important regulations affecting business environment.

CO4. Understand and analyse global environmental dynamics affecting business, its profitability and related functions.



Semester: Second

Subject: STATISTICAL ANALYSIS

Subject Code: MC 202

CO1. Understand & evaluate basic concepts related to association of attributes.

CO2. Demonstrate various probability distribution and sampling related issues along with their application.

CO3. Understand and apply various large sample tests along with their significance and applicability in various statistical analyses.

CO4. Understand and apply various small sample tests along with their significance and applicability in various statistical analyses.



Semester: Second

Subject: ORGANISATIONAL BEHAVIOUR

Subject Code: MC 203

CO1. Comprehend the nature, significance and approaches of organisational behaviour.

CO2. Demonstrate and analyse the individual dimensions of organisational behaviour including perception, attitude, personality and learning.

CO3. Demonstrate and analyse the group dimensions of organisational behaviour including motivation and leadership. Analyse applicability of motivational theories.

CO4. Understand and evaluate intricacies of organisational culture, organisational change and conflict.



Semester: Second

Subject: CORPORATE TAX- PLANNING & MANAGEMENT

Subject Code: MC 204

CO1. Understand the basic concepts related to tax planning and tax management.

CO2. Applying and analyzing tax planning tools towards financial decisions having capital structure decisions and dividend decisions.

CO3. Applying and analyzing tax planning tools towards managerial decisions having capital structure decisions and dividend decisions.

CO4. Evaluation of special tax provisions related to free trade zones and amalgamation of companies



Semester: Third

Subject: RESEARCH METHODOLOGY

Subject Code: MC 301

CO1. Understand applicability of research functions in business problems solving. Understand and analyse research process. Understand and create research design.

CO2. Identify issues related to primary and secondary data collection. Create questionnaire and schedule.

CO3. Analysis of the collected data using SPSS.

CO4. Report creation along with suitable referencing.



Semester: Third

Subject: ACCOUNTING FOR PLANNING AND CONTROL

Subject Code: MC 302

CO1. Understand various types of budgets. Create few types of budgets.

CO2. Organisational performance evaluation through standard costing and variance analyses.

CO3. Application of marginal costing in product decisions. Application of BEP Analysis.

CO4. Understanding and applicability of Responsibility accounting. Applicability of Inventory control techniques.



Semester: Third

Subject: SERVICES MARKETING

Subject Code: MC 303

CO1. Understand basics of service marketing. Understand challenges of services marketing over product marketing.

CO2. Applicability of marketing mix, segmentation in services marketing.

CO3. Creation and analysis of services marketing strategies.

CO4. Analyse application of e-marketing in services marketing.



Semester: Third

Subject: MANAGEMENT OF FINANCIAL SERVICES

Subject Code: MC 305

CO1. Understand concepts of Fund Based & Non-Fund Based Financial Services.

CO2. Analyse functions of Merchant Banking and their applications.

CO3. Study Applications of Hire Purchase, Venture Capital, Mutual Funds and E-Banking.



Semester: Fourth

Subject: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Subject Code: MC 401

CO1. Understand and analyse various sources of investment.

CO2. Understand valuation of securities and its applications.

CO3. Application of financial market analysis tools.

CO4. Formation of security portfolio, using various portfolio management techniques.



Semester: Fourth

Subject: STRATEGIC MANAGEMENT

Subject Code: MC 402

- CO1. Understand strategy and strategic decision making.
- CO2. Understanding and application of environmental scanning.
- CO3. Application of BCG and GEC matrix in business organisation.
- CO4. Analyse strategic implementation issues.



Semester: Fourth

Subject: INTERNATIONAL MARKETING

Subject Code: MC 403

- CO1. Understand issues involved in international marketing over domestic marketing.
- CO2. Understand export procedures and documentation.
- CO3. Application marketing mix in international marketing.
- CO4. Framing international marketing plans and awareness about international agencies.



Semester: Fourth

Subject: CORPORATE LEGAL FRAMEWORK

Subject Code: MC 405

CO1. Basic knowledge about important provisions of company law.

CO2. Awareness about important documents related to formation and functioning of company.

CO3. Knowledge and understanding about status and role of director in company.

CO4. Understanding need of company secretary and its functions. Analyse requirement of various statutory meetings in company.