

## Department of Commerce

### M.Com

#### Programme Outcomes

- To develop the knowledge in conventional as well as contemporary areas in the discipline of commerce and management.
- To develop the understanding in national as well as international trends.
- To provide the ability for conducting business and proper management of these economic activities.
- To acquaint the students with deep knowledge of core areas especially Accounting, Taxation, Marketing and financial analysis and control

#### Programme Specific Outcomes

##### M. Com.

After the completion of this particular course the student will be able-

- To perform their duties as data analyst.
- To pursue research in their specialized area.
- Contribute to the education sector and play a significant role in nation building.
- To appear in various competitive exams and different certificate courses like C.A., Association of Chartered Certified Accountants (ACCA), C.S., M.B.A., Certified Management Accountant (CMA), C.F.A., Certified Public Accountant (CPA), F.R.M., Certified Financial Planner (CFP), Digital Marketing, Certificate in investment banking etc.
- Ability to start their own business.
- Knowledge in business decision making.

#### Course Outcomes

##### M. Com. I Sem

###### Subject Name

###### Learning Outcomes

- **Management Concepts:** To develop the understanding regarding education of managerial task of planning, organizing and controlling, decision making process in an organization.
- **Business Environment:** Ability to identify and differentiate various Micro and Macro factors affecting business activities, analyze Indian Economy, targets and priorities of Economic planning.
- **Advanced Accounting:** Develop the skills to evaluate the advanced problems regarding final accounts, Banking activities, Insurance related claims, investment and insolvency, partnership deed.
- **Cost Analysis and control :** Ability to understand various control technics, marginal costing, process accounting, budgetary control, standard costing etc.

## M.Com. II Sem.

Subject Name	Learning Outcomes
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- **Corporate Legal Framework:** Develop proper skills to understand complete Indian Companies Act, 1956. Negotiable Instruments Act, 1881, MRTP Act, 1969, Consumer Protection Act 1986, and regulatory environment for business.
- **Organization Behavior:** To have proper knowledge about basics of individual and group behavior. Dynamics of behavior, motivation, organizational development and conflict management.
- **Advanced Statistical Analysis:** Understand and develop new skills on the application of statistical tools and technique and business.
- **Functional Analysis:** Develop the knowledge about all functional areas regarding business and concept of capitalization, marketing, personnel and production management

## M.Com. III Sem.

Subject Name	Learning Outcomes
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- **Managerial Economics:** To understand the concept of managerial economics, demand analysis, business cycles, profit management and production functions.
- **Tax Planning and Management:** To develop the knowledge about complete concept of tax planning, Financial decision, Tax assessment, different areas of tax planning
- **Entrepreneurship Skills development:** To be a successful entrepreneur by unique skills and thinking ability, develop business plans for promotion of a venture.
- **Accounting for Managerial Decisions:** Ability to understand the concept of management accounting, cash flow and fund flow, capital budgeting, management reporting system

## M.Com. IV Sem.

Subject Name	Learning Outcomes
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- **Advertising and Sales management:** Develop awareness with legal, ethical and social responsibilities of advertising. Different principles adopted for sales and marketing, strategies for sales management.
- **Consumer Behavior:** Understand the process of consumer decision making, various environment factors affecting consumer behavior, theories of personality
- **Rural and Agricultural Marketing:** To have knowledge about Indian rural marketing, distribution channels, marketing structure, modern marketing management, agricultural marketing and farm products.
- **International Marketing:** Develop the knowledge of international aspects of marketing, direct and indirect trading, functions related export organization and credit, export and import procedure.