

## **COURSE-: MCOM: Masters of Commerce**

### **Program Outcome(PO)**

Gain knowledge of Organizational Behavior, Management of sales, economics, Environmental & legal issues, Corporate & managerial accounting practices, statistical tools, Human Resource Management and understand applications of qualitative and quantitative techniques for marketing research.

### **Program Specific Outcome(PSO)**

This programme enhance the personality, learning abilities leadership qualities, confidence and teaching skills This programme is a stepping stone for Teaching .

### **Course Outcomes**

#### **I Year Semester-I**

##### **Course: MC-101 Organizational Behavior**

Students will learn about nature, meaning; approaches for studying organizational behavior, personality & motivational theories, perceptual theories ,learning theories, different aspects of Transactional analysis.

##### **Course: MC-102 Business Environment**

Students will learn about Interaction matrix of business environment, Economic planning in India, various economic policies, Environmental Act Consumer Protection Act

##### **Course: MC-103 Managerial Economics-I**

Understanding Nature of Managerial Economics, Theory of Demand, Utility, Cost and Production function, Price determination under different Market conditions, phase of business cycle and Effects of Inflation

##### **Course: MC-104 Company Law**

To introduce the meaning, characteristics and types of Companies, clarify Memorandum of Association and Articles of Association, power of SEBI regarding Prospectus issued by Companies, understanding of the concept of Reconstruction & Amalgamation of companies and Winding up of companies

##### **Course: MC-105 Accounting for Managerial Decision**

Students will learn about Management Accounting techniques, Cost accounting techniques, Budgetary control techniques, Responsibility Accounting, Marginal & standard Costing and Contemporary issues in Management accounting.

##### **Course: MC-106 Marketing Management**

Understanding marketing in new perspective, understand the Marketing Mix, Marketing Research, product concept of marketing, Price determination Strategies and Social & legal aspects of Marketing

## **I Year Semester-II**

### **Course: MC-201 Human Resource Management**

Students will be able to know about the Concept & evaluation of HRM,  
CO- role of HR manager in dynamic environment, HR planning & policy,  
201 various recruitment method, selection Test, Induction Program and methods  
for evaluate the performance of employees.

### **Course: MC-202 International Business Environment**

To understand Framework for analyzing international business environment,  
study the various functions of international economics institutions like WTO,  
IMF, World Bank and to give knowledge about the foreign exchange markets  
and foreign exchange risk

### **Course: MC-203 Strategic Marketing.**

Students will be able to know about the strategic role of marketing,  
CO- corporate mission, vision, goals and objectives, corporate growth  
203 strategies, marketing strategies for various markets and relationship  
between business strategies and marketing mix

### **Course: MC-204 Financial Management & Policy**

To study nature and scope of Financial Management, Understanding  
of Financial Planning & forecasting, Investment Decision, Financing  
CO-204 Decision, Capital Budgeting Decisions, Working Capital  
Management and Recent Development in Financial Management

### **Course: MC-205 Corporate Accounting**

To provide the knowledge of companies, practical knowledge about  
CO-205 valuation of shares, knowledge about the amalgamation, absorption  
and reconstruction of companies.

### **Course: MC-206 Business Statistics**

To develop the student's ability to deal with numerical and quantitative  
CO- issues in Business using various statistical tools like Index Numbers,  
206 time series analysis and theories of Probability

### **Course -MC-301 Computer Applications in Business**

To understand about Basic computer organization, Central Processing  
CO- Unit, input, output, and storage devices, System software – operating  
301 Electronic data processing; Intranet and extranet, World Wide Web,  
Multimedia technologies, Video conferencing, Broadband networks,  
Planning and designing web pages

### **Course : MC-302 Advanced Financial Management**

To study the scope of Dividend Decisions: Types & determinants of  
dividend decisions, Dividend models, and corporate dividend practices in  
CO- India. Capital structure decision, Merger and Takeover, Financial  
302 Restructuring, reorganization of capital, buy-back of shares-concept,  
Financial management of sick units

## II Year Semester-III

### Course -MC-308 Marketing Research

To understand about the Nature, scope and importance; Marketing research Process,, Research Design: Exploratory, experimental and descriptive research, Sampling design; Designing questionnaire; Methods of data Scaling techniques; Sampling and non-sampling error.Qualitative Research Techniques.

### Course: MC-309 Advertising Management

To Provide the knowledge of Advertising Management Introduction to Advertising: Advertising nature Communication Process. Copy development and Testing, Planning Media Selection and Scheduling . Organization and Control of Advertise Management

### Course MC-314 Entrepreneurship Development

To understand the ability of Entrepreneurship:Small Enterprises, Market Survey and Opportunity Identification: Environmental considerations: Personal Protection Equipment (PPEs) for safety at work places.

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To Provide the knowledge of Advertising Management Introduction to Advertising: Advertising nature Communication Process. Copy development and Testing, Planning Media Selection and Scheduling. Organization and Control of Advertise Management

### Course MC-314 Entrepreneurship Development

To understand the ability of Entrepreneurship:Small Enterprises, Market Survey and Opportunity Identification: Environmental considerations: Personal Protection Equipment (PPEs) for safety at work places.

### Course:MC-316 Human Resource Development

To understand the knowledge of Human Resource Development Concept, goals, scope, principles and functions; Knowledge Management: Employee Socialization and Orientation: Organization health, Organization climate

## II Year Semester-IV

### Course MC-401 It and E-Commerce

To understand the ability of It and E -Commerce Meaning of electronic commerce, business applications ofE-commerce, comparison with traditional commerce; Business models in E-commerce –e-shops, e-procurement. Online marketing, Web-based advertising, Types of online advertisements; Viral Marketing

### Course:MC-403 Project Planning and Control

To understand the ability of Project Planning and Control Identification of Investment Opportunities; Market and Demand Analysis: Technical Analysis: Financial Analysis: Appraisal Criteria and Process

### Course- MC-411 Consumer Behavior

C0- To understand the knowledge of Consumer Behavior, Internal Determinants  
411 of Consumer Behavior: Opinion Leadership and Diffusion of Innovations.

Course **MC-412 Rural Marketing**

To understand the ability of Rural Marketing Nature, characteristics,  
CO- opportunities and challenges to rural market in India, Segmenting rural  
412 markets, Rural market vs. urban market, Rural marketing mix, Marketing of  
agricultural produce's-Initiatives by Government in Rural Sector.

Course **MC-414 Corporate Governance**

To understand the ability of Corporate governance: Financial disclosure,  
CO- Business Ethics and corporate governance: Board of Directors: Composition  
414 of Board of directors & their role; Banks, Financial Institutions and  
Corporate governance:

Course: **MC-416 Event Management**

To understand the ability of Event Management Introduction to Events:  
CO- Event as a Marketing Tool; Event Infrastructure: Concept of Market in  
416 Events: Concept of Product in Events: Event Management: Strategic Market  
Planning: Evaluation of Event Performance.