

M.Com 3rd Semester

MC-301: Computer application in business

CO-1	Understanding basic computer organisation
CO-2	Knowledge of input and output devices
CO-3	Familiar with software and operating system
CO-4	Use of it in business
CO-5	Understanding the concept of networking and use
CO-6	Concept of electronic data processing
CO-7	Difference between internet, intranet and extranet.
CO-8	Understanding multimedia technologies, video conferencing and broadband network.

MC-302: Advanced Financial Management

CO-1	Understanding the importance of dividend decision and dividend models.
CO-2	What type of components dividend practices in india are being adopted?
CO-3	Familiar with the concept of capital structure using models.
CO-4	How to form an optimum capital structure?
CO-5	Study of EBIT-EPS Analysis and its utility.
CO-6	Need and broad areas of corporate restructuring
CO-7	Legal and procedural aspects of merges and takeover`
CO-8	Case study of merges and takeover in india
CO-9	Importance of financial restructuring
CO-10	Financial management of nick units.

MC-304: Financial institutions and markets

CO-1	Financial Management-Need, role and economic development
CO-2	Forms of various market- Money, capital,market,govt securities market
CO-3	SEBI-Role and act
CO-4	Functional areas of development banks, state development banks and SFCs.
CO-5	Understanding the concept and functional areas of merchant banking
CO-6	Designing and marketing of mutual funds schemes.

MC-308: Marketing Research

CO-1	Importance of research in marketing and its process
CO-2	How to formulate a research problem?
CO-3	Understanding various types of research design
CO-4	How to collect data and frame samples in research
CO-5	How to design research instruments.?
CO-6	Understanding Sampling and non sampling errors.
CO-7	Distinguish between qualitative and quantitative research
CO-8	Methodologies of Qualitative research

MC-309: Advertising Management

CO-1	Understanding advertising as a promotion mix communication process.
CO-2	Ethics and aspects of advertising
CO-3	How to determine advertising budget
CO-4	Copy development and testing advertising messages.
CO-5	Media planning for advertising
CO-6	Advertising agency and client relationship
CO-7	Evaluation of advertising effectiveness.

MC-314: Entrepreneurship Development

CO-1	Major motives influencing entrepreneur and entrepreneurship
CO-2	Understanding various entrepreneurship development progress
CO-3	Understanding ownership structures
CO-4	Assessment of demand and supply on potential areas of growth
CO-5	Data collection for setting up small ventures
CO-6	Feasibility reports for managerial and operational aspects of small business
CO-7	Ecosystem of entrepreneurship
CO-8	Safety at work places.

M.Com 4th Semester

MC-401: IT and E-commerce

CO-1	Business application of E-commerce and Models of E-commerce
CO-2	Understanding electronic payment system, E-banking and online fund transfer
CO-3	How to make online marketing and web based advertising
CO-4	How to use search engine optimization
CO-5	Familiar with social media and marketing
CO-6	Concept of cloud Computing and uses in business
CO-7	Understanding ERP system
CO-8	Security issues, privacy issues and ITACT

MC-402: Corporate tax planning and management

CO-1	How to make effective and successful tax planning
CO-2	Distinguish among tax planning, tax avoidance, tax evasion and tax management
CO-3	Tax planning with reference to setting up of new business and form of business organization
CO-4	Tax planning and financial management decisions.
CO-5	Tax incentives to exporters.
CO-6	Tax planning in case own or lease, make or buy, shut down or continue decisions.
CO-7	Tax planning in relation to corporate restructuring.

MC-403: Project planning and control

CO-1	Identification of investment opportunities.
CO-2	Project idea generation, analysis and government regulatory framework.
CO-3	Making market and demand analysis.
CO-4	Selection of facility and plant layout.
CO-5	Understanding financial analysis and various financing schemes.
CO-6	Making financial and profitability projections.
CO-7	Understanding appraisal criteria and process.
CO-8	Analysis of social cost benefit and its impact in india
CO-9	Evaluation of project and project implementation practices in india

MC-408: Sales Management

CO-1	Functional areas of sales management
CO-2	Understanding buyer seller dyads and theories of selling
CO-3	Importance, approaches and process of sales planning.
CO-4	Process of setting up sales organization and various sales organizational structures.
CO-5	Determining size of sales force and managing sales force.
CO-6	Administration of sales quota and types of sales quota
CO-7	Evaluating sales force performance.
CO-8	Ethical issues in sales management

MC-409: Services Marketing

CO-1	Concept of marketing of services and buying process of services.
CO-2	Analysis of services quality.
CO-3	Understanding service market segmentation and targeting and customer retention strategies.
CO-4	Steps in service development and approaches to service delivery.
CO-5	Understanding communication and promotion of services and strategies.
CO-6	Approaches to pricing of services and strategies of pricing.
CO-7	Strategies for effective service delivery.
CO-8	Managing service employees and customers.
CO-9	Customer protection and ethics in services.

MC-414: Corporate Governance

CO-1	Evolutionary process of corporate governance and its position in india.
CO-2	Understanding financial disclosure, business and corporate governance.
CO-3	Role of audit committee in corporate governance.
CO-4	Corporate governance in india in public enterprises.
CO-5	Role of corporate boards and good governance.
CO-6	Cotemporary issues in banking industry, mutual funds.
CO-7	Steps for effective corporate governance.