

MASTERS OF COMMERCE

Vision:

To be an institute of academic excellence with total commitment to quality education in commerce with the holistic concern for better life, environment and society.

Mission:

To impart effective, supportive, accessible and affordable knowledge in commerce to empower students to respond to the challenges in corporate world in an academic environment, that capitalizes on state-of-the-art technology.

Programme Educational Objectives (PEO's):

PEO1: To train graduates in corporate tax planning.

PEO2: To develop skills for solving real time management problems relating to consumer behavior.

PEO3: To develop innovative skills for marketing and advertising.

PEO4: To generate manpower skilled with institutional accounting.

PEO5:

To prepare graduates for futuristic business environment and management practices.

Programme Outcome (PO's):

- This program prepares students to be professionals for the Industries, Banking Sectors, Insurance Companies, Financing companies, Logistics, distribution channel management, Application of Information technology in Business, Alternative investment management technique etc
- The graduates will get hands on experience in various aspects acquiring skills for Marketing Manager, Sales Manager, Bank manager, Cost accountant, Academicians, Project management, Research Analysts, and Over all Administration abilities of the Company.
- The Program equip Post Graduate students to accept the challenges of business world, develop independent logical thinking and facilitate personality development .

Programme Specific Outcome (PSO's):

After Completing Masters in Commerce (M.Com) Students are able to:

1. The students will develop an ability to apply knowledge acquired in problem solving. Ability to identify, formulate research literature and analyze complex accounting problems using basic principles of accounting knowledge.
2. Ability to work in teams with enhanced communication and inter-personal skills.
3. Ability to start entrepreneurial activities.
4. To inculcate ethical values, team work, leadership and managerial skills.

5. By virtue of the training and curriculum, Students exhibit inclination towards pursuing professional courses such as CA/ CS/CMA/CFA etc.
6. The students will be ready for employment in functional areas like Accounting, Taxation, Banking, Insurance and Corporate Law. They can become an Managers, Accountants , Cost Accountants, Bank Managers, Auditors, Company Secretaries, Teachers, Professors, Stock Agents, Government jobs etc.,

Course Outcome:

Course: Managerial Economics

1. The students acquires the knowledge of-
2. Demand forecasting in sales management, Price fixing, market competitors, and management of business firms.
3. Describe methods of demands for costing. Evaluate the concept of production function and isoquants. Evaluate concept of cost and the theory of the revenue.
4. Describe market structures and firm and industry and pricing of products.
5. Classify perfect and imperfect competition, markets and monopoly and monopolistic competition.
6. Explain theories of distribution, theories of rent theories of wages and theory of interest and theory of profit.
7. Paraphrases the concept of business cycle and national income, Understand the meaning of money, evolution, theory of money, inflation and deflation , role of monetary policy and fiscal policy.
8. Understand money market and policies, impact, recent changes/trends. Describe the concept of public finance, taxation and types of taxation.
9. Understand the objectives of economic Planning and strategy of India's development plans, concept of economic growth and economic development. Analyse Indian Industry and industrial policy 1991.
10. Describe Indian Service sector, growth of services sector in India governments reforms n various conditions. Understand foreign trade, Multinational Corporation, world trade organisation.

Course: Advanced Statistical Analysis

1. Write the meaning, scope, function and limitation of statistics.
2. Calculate mean, median, and mode and geometric mean and the moronic mean.
3. Evaluate mean, division, standard and deviation and quartile deviation.
4. Solve sequence, Karl, persons and co-efficient of sequence.

Course: Cost Analysis and Control

1. Understand the difference between cost accounting and financial accounting
2. Prepare the profit, reconciliation statement
3. Define job costing the process costing
4. Determine contract, and costing its elements and features and contracts costing
5. Classify normal loss and abnormal loss and normal gain and abnormal gain.

Course: Marketing Management

On successful completion of this course the students should have the practical knowledge and he tactics in the marketing.

1. Understand the traditional and modern concept of marketing
2. Compare between industrial market and service market
3. Understand the issues and challenges of pricing policy
4. Define branding, packaging and product life cycle
5. Discuss techniques of product, promotion advertising and E-marketing.

Consumer Behavior

Rural and Agricultural marketing

International Marketing

Course: Accounting for Managerial decisions

1. Compare difference between cost accounting and management accounting
2. Calculate the break- even point analysis
3. Prepare cash budget and flexible budget
4. Explain the meaning, importance and limitation of ratio analysis
5. Calculate ratio, acid test ratio, inventory turnover ratio
6. Prepare statement showing changes in working capital and fund show statement

Course: Business Environment:

1. Ability to analyze Indian economy in light of changing government regulatory policies.
2. Understanding of the targets and priorities of five year plans.
3. Skill to identify and differentiate various micro and macro factors affecting functioning of business.
4. Familiarization with the objectives and strategies in economic planning.

Course: Organizational Behavior:

1. Understanding of different styles of leadership and its impact on decision making process in an organization.
2. In-depth understanding of emotional labour and different types of emotions.
3. Ability to analyze challenges and opportunities in the field of organizational behavior.

Course: Tax Planning & Management:

1. Ability to identify the difference between tax evasion, tax planning and tax avoidance.
2. Understanding of various deductions, rebates and reliefs to reduce the taxable income and tax liability.
3. Skill to take managerial decisions keeping in view the Income Tax rules.

Course: Corporate Accounting:

1. Ability to calculate goodwill, evaluate shares adopting different methods.
2. Ability to prepare final accounts of Indian companies.

Course: Cost Analysis and Control:

1. Understanding about the higher application of cost accounting techniques and me
2. Ability to apply the cost control techniques.

Course: Institutional Accounting:

1. Acquire knowledge about the accounting like double entry system in specialized institutions.
2. Acquire skills to solve current issues of organization in accounting.

Course: Advanced Accounting:

1. Understanding the accounting procedure for non-profit organizations.
2. Acquire knowledge of hire-purchase system and lease accounting.

Course: Corporate Legal Framework:

1. Familiarization with the relevant provisions of the Companies Act regarding formation as well as winding up.
2. Acquire knowledge of the restrictive and unfair trade practices and their implications.
3. Understanding of the regulatory environment for international business.

Course: Functional Management:

1. Sound knowledge of the concepts of financial management, marketing policies and management of human resources in the organizations.
2. Understanding of the production systems, production planning and control.

Course: Entrepreneurship Skill Development:

1. In-depth understanding of entrepreneurial behavior.
2. Familiarization with the various Entrepreneurial Development Programmes.
3. Role of the Central and State government in the planning and growth of industrial development.

Course: Accounting Theory

1. Knowledge of accounting environment and approaches of accounting theory.
2. Skills to measure revenues, income under operating and non operating activities.
3. Acquire understanding of social accounting and human resource accounting.