

GNDG COMMERCE COLLEGE NAGAON

PROGRAM OUTCOME

M.COM COURSE

NAME OF THE PROGRAM: MASTER OF COMMERCE

MODE OF STUDY: FULL TIME (SEMESTER SYSTEM)

PURPOSE OF THE COURSE: The commerce stream has witnessed tremendous changes over the past decades, with a range of promising career opportunities and other specialized knowledge and skill options. M.com is two year full time post graduate program in commerce. This two year course focuses on enhancing what had been taught in B.com with an aim to develop commerce professionals with specialized skills and applied competencies in theoretical and practical knowledge of Accounting, Finance and Marketing field.

PROGRAM OUTCOME

- ❖ **PO1:** To impart quality education in order to meet the needs of academics and prepares students for research and teaching backed with critical thinking and problem solving capabilities.
- ❖ **PO2:** To acquaint with conventional and contemporary areas of commerce as well as to be well versed in national as well as international trends.
- ❖ **PO3:** To encourage sense of responsibility and accountability by promoting ethics, professional and moral values for conducting Business, Accounting and research practices.
- ❖ **PO4:** To understand role of regulatory bodies in corporate and financial sectors and to have focus on various aspects of national and global development on commerce and its relevant areas.

GNDG COMMERCE COLLEGE NAGAON

Department of M.com

COURSE OUTCOME

Course	Course Outcome
CO ₁ : Business Policy Analysis	<ol style="list-style-type: none">1. This course will bring clarity about the various role performed by the government and various structural initiative undertaken to boost economic development in the country.2. This course aim to make students understand about the government control over business environment.
CO ₂ : Financial Reporting Analysis	<ol style="list-style-type: none">1. The primary objective of the paper is to familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.2. To strengthen the theoretical and applied knowledge base in understanding the role of IFRS/Ind-AS in accounting discipline and in interpreting the conceptual framework of accounting and the regulatory framework for the preparation of financial statements.
CO ₃ : Marketing policy Analysis	<ol style="list-style-type: none">1. To acknowledge the students with the basic concept and principles of Marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm course2. Ability to implement the conceptual and analytical skills required to manage marketing operation of a business firm

CO ₄ : Business Statistics	<ol style="list-style-type: none"> 1. The objective of this paper is to acquaint the students with the knowledge of basic statistics required for business data analysis in quantitative terms. 2. Ability to implement various statistical techniques and tools in research and business decision making process.
CO ₅ : Financial Markets and Institutions	<ol style="list-style-type: none"> 1. This paper provides knowledge regarding the role of a proper financial system in an economy. This paper helps the students to understand the role of each and every components of a financial system in the business environment. 2. The paper is designed to impart knowledge regarding financial markets and institutions and ability to apply various principles from finance and economics in real life situations.
Course(M.com 2nd semester)	
CO ₆ : Economic legislation	<ol style="list-style-type: none"> 1. This paper aims at the ability to identify various regulatory bodies working for financial growth and to recognize various unscrupulous forces working against it as well as the consequences of violations of the legal bindings. 2. This paper encourages students to learn professionalism and make students socially conscious and responsible citizen which contributes towards the development of the country.

<p>CO7: Organizational Behaviour</p>	<ol style="list-style-type: none"> 1. This course aims to provide an overview of theories and practices in Organizational behavior in individual, group and organizational level. Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance. 2. Ability to identify the framework for managing individual and group performances in an organizational structure.
<p>CO8: Operation Research & Computer in Business</p>	<ol style="list-style-type: none"> 1. The objective of the course is to equip students with the knowledge of higher statistics as applied in commerce as well as business study and with elementary ideas relating to computer in business. 2. Ability to enumerate complex business issues and research related activities with the aid of Statistical Models.
<p>CO9(A): Advanced Financial Management (Group A)</p>	<ol style="list-style-type: none"> 1. To equip the students with the basics of finances and the advanced analytical tools and techniques that are used for making sound financial management decisions. 2. To enhance the ability to analyse and interpret financial theories and practices and to implement this knowledge in making informed financial decisions.

<p>CO₉(B): Strategic Human resource Management (Group B)</p>	<ol style="list-style-type: none"> 1. It aims to educate students about the key aspects of HRM. It also aims to make the students aware of correlation between Human Resource Strategies and corporate strategies. 2. It also gives overview of the role and impact of SHRM in the performance of an organization.
<p>CO₁₀(A): Security Analysis and Portfolio Management (Group A)</p>	<ol style="list-style-type: none"> 1. This paper aims at providing knowledge of investment management and application of Finance theory to various matters related to portfolio management and security analysis. 2. This paper enhances the ability to examine investment related decisions as well as financial decisions in order to engage in security markets.
<p>CO₁₀(B): Marketing Research and consumer Behaviour (Group B)</p>	<ol style="list-style-type: none"> 1. The objectives of this course is to make students aware with the concept, tools and techniques of marketing research and to provide an in-depth knowledge about the consumer buying behaviour and their determinants as relevant for marketing decision making.
<p>Course(M.com 3rd semester)</p>	

<p>CO₁₁: Research Methodology</p>	<ol style="list-style-type: none"> 1. The objective of the course is to enlighten the students in respect of the methodology to be pursued in any research topic relating to commerce and business study. 2. Ability to carry out a research work with an understanding of the procedures, techniques as well as challenges involved in research activities.
<p>CO₁₂: Project Management</p>	<ol style="list-style-type: none"> 1. This paper focuses on imparting basic idea of planning, organizing, controlling and monitoring industrial project and various issues involved in project implementation. 2. Ability to plan time scales, Budget, controlling cost as well as monitoring and taking corrective actions in case of deficiencies.
<p>CO₁₃(A): International Financial Management (Group A)</p>	<ol style="list-style-type: none"> 1. The objective of this paper is to provide a proper conceptual framework for engaging in international financial activities through MNCs. This framework includes principles regarding international financial issues and information. 2. Ability to apply Critical thinking skills in identifying international financial issues as well as the ability to adapt new trends relating to international financial management.

<p>CO₁₃(B): Industrial Relation And Labour Laws (Group B)</p>	<ol style="list-style-type: none"> 1. Ability to comprehend the need for maintaining peace and harmony in the industrial work life. 2. The objective of the course is to make student appraised of various issues of labour in India and to ameliorate the conditions of labour in India.
<p>CO₁₄(A): Advanced cost And management Accounting (Group A)</p>	<ol style="list-style-type: none"> 1. The objective of the course is to introduce the students with the application of management accounting tools for pricing, budgetary control, cost allocation and performance evaluation as well as new developments in management accounting knowledge and techniques and how to assess these through cost-benefit analysis. 2. To provide students with an understanding of management and cost accounting concepts related to the management functions of planning, control and decision making.
<p>CO₁₄(B): International Marketing (Group B)</p>	<ol style="list-style-type: none"> 1. The objective of the course is to introduce the students with the concept and various matter of concern associated with the IM and empower them to be able to look over the foreign market environment. 2 Ability to depict and evaluate the various challenges involved in IM.

CO ₁₅ : Dissertation	<ol style="list-style-type: none"> 1. To make aware student with field exposure and how to prepare a project report Report Writing=75 marks Viva-voce= 25 marks 2. Ability to collect, evaluate and interpret ideas and information so as to apply these skills in their research enquiry.
Course (M.com 4th Semester)	
CO ₁₆ : Strategic management	<ol style="list-style-type: none"> 1. To introduce the subject of strategic management to the students and make them understand its process, and levels. To help students identify and link strategy formulation and implementation with environmental analysis. 2. To familiarize with the concepts of organisation's mission, vision, and objectives and to interpret and analyse the implementation of strategic decisions in organizational units.
CO ₁₇ : Entrepreneurship Management	<ol style="list-style-type: none"> 1. The objective of this course is to make the students understand about the concept of entrepreneurship and transmitting entrepreneurial education by giving outline of who the entrepreneur are and what skills are needed to become an entrepreneur.

<p>CO₁₈(A): Tax Planning (EL)</p>	<ol style="list-style-type: none"> 1. To familiarize the students with the basic structure of Income Tax Act and related legislations and the various tools for interpreting and applying the legislation having implications for tax planning. 2. To introduce to the accounting for income taxes with a particular focus on analysing difference between accounting and tax treatments, computing tax provisions, and disclosing tax information in corporate financial statements.
<p>CO₁₈(B): Strategic Service Marketing (EL)</p>	<ol style="list-style-type: none"> 1. To develop students understanding of marketing strategies that meets the unique challenges and opportunities of the service sector. 2. Ability to interpret the variation in the strategies applied in products and services marketing.
<p>CO₁₉: Management of financial services</p>	<ol style="list-style-type: none"> 1. This paper is an extension of the graduate level financial services paper and designed to enable students to acquire theoretical as well as practical knowledge in broad spectrum so that they can apply those in the work place in the financial services industry. 2. This paper aims at enhancing the ability to understand various dimensions of financial services industry and how one can engage in financial services industry.

CO₂₀: International Business

1. The objective of this paper is to acquaint the students with nature, scope, structure and operations of international business and familiarize them with recent trends and developments in international business.
2. Ability to understand various agreements, terms and conditions and principles related to cross border trade and businesses.