

MASTER OF COMMERCE (M.COM.) – ANNUAL SCHEME

**DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF COMMERCE & MANAGEMENT STUDIES,
JAI NARAIN VYAS UNIVERSITY, JODHPUR**

PROGRAM OUTCOME

PO1	To equip Post Graduate students fundamental knowledge in different functional areas of management to enable them to accept the challenges of business world
PO2	To develop managerial skills, independent logical thinking and facilitate personality development of students by adopting practical approaches.
PO3	To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.

PROGRAM SPECIFIC OUTCOME

PSO1	Students develop ability to comprehend and imbibe core and functional management concepts.
PSO2	Equip the students with requisite knowledge, skills and right attitude necessary to provide effective leadership.
PSO3	Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors.
PSO4	Develop skills for analyzing of business data, application of relevant analysis, and problem solving in functional areas such as marketing, human resources, business strategy etc

COURSE OUTCOME

COURSE CODE	COURSE NAME	COURSE OUTCOME
M.Com. (Previous)		
MCOMBAAS101	Strategic Management	On completion of this course, the students will be able to: <ul style="list-style-type: none">• CO1: describe major theories, background work, concepts and research output in the field of strategic management.• CO2: demonstrate a clear

		<p>understanding of the concepts, tools & techniques used by executives in developing and executing strategies and appreciate its integrative and interdisciplinary nature.</p> <ul style="list-style-type: none"> • CO3: demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems. • CO4: demonstrate capability of making their own decisions in dynamic business landscape. • CO5: develop their capacity to think and execute strategically.
MCOMBAAS102	Principles of Marketing	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Demonstrate strong conceptual knowledge in the functional area of marketing management. • CO2: Demonstrate effective understanding of relevant functional areas of marketing management and its application. • CO3: Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
MCOMBAAS103	Human Resource Management	<p>On completion of this course, the students will be able:</p> <ul style="list-style-type: none"> • CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations. • CO2: To develop necessary skill set for application of various HR issues. • CO3: To analyse the strategic issues and strategies required to select and develop manpower resources. • CO4: To integrate the knowledge of HR concepts to take correct business decisions
MCOMBAAS104	Financial Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the

		<p>fundamental financial concepts and develop an understanding of the theory, principles and practices of financial management.</p> <ul style="list-style-type: none"> • CO2: To be aware of determinants of dividend policies and fundamentals of Working capital, Management, Treasury management, Cash management and Inventory management. • CO3: To learn and understand the latest developments in Financial Management.
M.Com. (Final)		
MCOMBAAS201	Organization Behaviour	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. • CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization. • CO3: Analyze the complexities associated with management of the group behavior in the organization. • CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
MCOMBAAS202	Fundamentals of Management Research	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. • CO2: Have basic knowledge on qualitative research techniques • CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

		<ul style="list-style-type: none"> • CO4: Have basic awareness of data analysis-and hypothesis testing procedures
MCOMBAAS203H	Human Resource Development	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand human resources development (HRD) and its theories • CO2: Critique the relationship between organisational development (OD) and HRD contribution to organisational effectiveness; • CO3: Evaluate the HRD role dealing with contemporary challenges
MCOMBAAS203M	Retailing and Distribution Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the functions of retail business and various retail formats and retail channels. • CO2: Understand, key drivers of retail supply chain and analyze Retail Market & Strategy. • CO3: Gain a holistic understanding of the of distribution function. • CO4: Analyse the various dimensions of channel design and management issues
MCOMBAAS203F	Working Capital Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. • CO2: Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.
MCOMBAAS203I	Management of Public Enterprises	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Develop understanding of Ministerial Control and Bureaucratic intervention. • CO2: Learn different functional areas of public enterprises. • CO3: Gain understanding of

		working of various public undertaking in India.
MCOMBAAS204H	Labour Management Relations	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: To develop an understanding of the concepts, institutions and approaches to Industrial Relations and managing employee relations at work • CO2: Understand the nature and scope of labor laws and the rationale of labour laws in organizations. • CO3: To learn about worker's participation in management and International Labour Organization.
MCOMBAAS204M	Marketing Research and Consumer Behaviour	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Demonstrate how knowledge of consumer behaviour can be applied to marketing. • CO2: Identify and explain factors which influence consumer behaviour. • CO3: Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. • CO4: Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations. • CO5: In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.
MCOMBAAS204F	Financial Analysis and Investment Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Develop an understanding of published statements and analysis of financial health. • CO2: Learn about security evaluation and investment management. • CO3: Understand application of computers in investment management.

MCOMBAAS204I	Principles of Insurance	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Develop an understanding of insurance and socio-economic progress. • CO2: Learn about various insurance laws and administration
MCOMBAAS205H	Industrial and Labour Legislation	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: To develop an understanding various Labour Laws. • CO2: To get acquaint with provisions of various laws pertaining to Labour
MCOMBAAS205M	Marketing of Services	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Develop an understanding of the Service Sector and Service Marketing environment. • CO2: Learn & analyze the role of quality in service and recent developments in service industry.
MCOMBAAS205F	Advanced Financial Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the nitty-gritty of financial management, risk return framework and financial planning and decision making. • CO2: Analyze and evaluate various investment alternatives and options of raisings capital from abroad. • CO3: Understand foreign exchange markets and dealings therein. • CO4: Grasp knowledge about portfolio management, money market operations and financial management in PSU.
MCOMBAAS205I	Insurance Practices in India	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Develop an understanding of principles and practices of miscellaneous insurance. • CO2: Learn about insurance legislation in India. • CO3: Understand working of

		insurance and related problems.
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