

MASTER OF COMMERCE (M.COM.) – CBCS

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
SEMESTER I		
MCOMBACS101	Representative Management Thinkers	On completion of this course, the students will be able to: <ul style="list-style-type: none">• CO1: Understand the theoretical foundations of Management.• CO2: Demonstrate the knowledge on the Thoughts of Management Thinkers
MCOMBACS102	Marketing Management	On completion of this course, the students will be able to: <ul style="list-style-type: none">• CO1: Demonstrate strong

		<p>conceptual knowledge in the functional area of marketing management.</p> <ul style="list-style-type: none"> • 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.
MCOMBACS103	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
MCOMBACS104	Financial Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the fundamental financial concepts and develop an understanding of the theory, principles and practices of financial management. • 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.
MCOMBACSSK1	E-Marketing	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Comprehend the importance of e-marketing and

		<p>the role of e-marketing.</p> <ul style="list-style-type: none"> • CO2: Understand the use of e-marketing tactics and their contribution to the Marketing strategy • CO3: Apply leading edge e-marketing tools available today for effective campaign execution and optimization
SEMESTER II		
MCOMBACS201	Strategic Management	<p>On completion of this course, the students will be able to:</p> <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 understanding of the concepts, tools & techniques used by executives in developing and executing strategies and appreciate its integrative and interdisciplinary nature. • 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.
MCOMBACS202	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.
MCOMBACS203	Entrepreneurship and Small Business	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the concepts of entrepreneurship and small business management. • CO2: Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship. • CO3: Understand various issues related to production, marketing, finance and HR in new venture • CO4: Understand the concepts of turnaround, creativity and innovation.
MCOMBACS204	Production & Operations Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: To understand the basic concepts and theories of the production management. • CO2: To comprehend the operations management situations with greater confidence. • CO3: To anticipate issues in production and operations processes they may face during their careers • CO4: To expand individual knowledge of operations management principles and practices. • CO5: To apply operations management concepts and their influence on business decisions.
MCOMBACSSK2	Consumer Rights and Education	<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 consumer and his rights. • CO2: To learn the recent developments in the Consumer Protection Movement. • CO3: To develop an understanding of Consumer

		Education and Consumer Laws in India.
SEMESTER III		
MCOMBACS301	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 • CO4: Have basic awareness of data analysis-and hypothesis testing procedures
MCOMBACS302	International Business	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Explain the concepts in international business with respect to foreign trade/international business • CO2: Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects • CO3: Analyse the principle of international business and strategies adopted by firms to expand globally • CO4: Integrate concept in international business concepts with functioning of global trade
MCOMBACS303M	Consumer Behaviour and Marketing Research	<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

		<p>to the choices consumers make.</p> <ul style="list-style-type: none"> • 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.
MCOMBACS303H	Organization Development & Change Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Gain overall understanding in the historical framework of organizational development • CO2: Identify the key steps of an organizational development and change process • CO3: Acquire knowledge in interventions designed for organizational development. • CO4: Acquire knowledge of change management and its role and needs in organization development.
MCOMBACS303F	Financial Market and Institutions	<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 Financial Markets. • To understand exchange and currency markets together with various financial institutions and credit policies. • To understand the working of Banks. • To gain an insight into financial sector reforms and Non-Banking financial institutions.
MCOMBACS304M	Logistics & Supply Chain Management	<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 basic concepts and role of Logistics and supply chain management in business. • CO2: To understand how supply chain drivers play an important role in redefining value chain excellence of Firms. • CO3: To develop analytical and critical understanding & skills for

		<p>planning, designing and operations of supply chain.</p> <ul style="list-style-type: none"> • CO4: To understand, appraise and integrate various supply chain strategies.
MCOMBACS304H	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.
MCOMBACS304F	Security Analysis and Portfolio Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: To provide a theoretical and practical background in the field of investments. • CO2: Designing and managing the bond as well as equity portfolios in the real word. • CO3: Valuing equity and debt instruments. • CO4: Measuring the portfolio performances.
MCOMBACSSK3	E-Commerce	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Demonstrate an understanding of the foundations and importance of E-commerce • CO2: Demonstrate an understanding of retailing in E-commerce by analyzing branding and pricing strategies, determining the effectiveness of market research, assessing the effects of disintermediation. • CO3: Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.

SEMESTER IV

MCOMBACS401	Labour and Industrial Laws	<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
MCOMBACS402	Corporate Governance, Ethics and Social Responsibility	<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 business ethics and social responsibility. • CO2: To learn the conceptual framework of Corporate Governance and regulatory framework in India & other countries. • To understand the whistle blowing and Corporate Social Responsibility (CSR) concepts.
MCOMBACS403M	Retail Marketing	<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 how to select a retail store location? • CO3: Analyze Retail Market and Strategy.
MCOMBACS403H	Performance Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: To under the concept of performance management and different approaches to performance management systems. • CO2: To understand different approaches to performance measurement. • CO3: To design a performance management system. • CO4: To understand and develop key skills involved in effective performance management.
MCOMBACS403F	Management of Financial Services	<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 Indian Financial System. • CO2: To learn about concept and recent developments in financial services and leasing • CO3: To understand about credit rating and venture capital.
MCOMBACS404M	Service Marketing and Customer Relationship 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 the Service Sector and Service Marketing environment. • CO2: Learn & analyze the role of quality in service and recent developments in service industry. • CO3: Understand the basic concepts of Customer relationship management • CO4: Enable the students to understand the issues and challenges in CRM implementation, tools of CRM and CRM Metrics
MCOMBACS404H	Strategic Human Resource Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: Understand the basic concepts and value of key strategic human resource management concepts. • CO2: Focus on how firms formulate, implement and evaluate corporate business strategies • CO3: Promote skills of evaluating and implementing strategies to sustain a firms competitive advantage • CO4: Study role of HR in strategic formulation
MCOMBACS404F	Corporate Tax Planning	<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 structure of direct and indirect taxes in India. • CO2: To learn the recent developments in tax planning.
MCOMBACSSK4	Social Ethics	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • CO1: To develop an

		<p>understanding of ethics and moral judgment.</p> <ul style="list-style-type: none">• CO2: To learn about business ethics and social responsibility of firm.
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