

**J.D. BIRLA INSTITUTE**  
**Department of Commerce**  
**M.Com**

**Programme Outcomes (PO)**

**Programme Specific Outcome (PSO)**

**Course Outcomes**

<b>Programme Outcomes (PO)</b>		
<p><b>PO1:</b> Enhancing the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.</p> <p><b>PO2:</b> Solving real life problems through use of knowledge and aptitude acquired.</p> <p><b>PO3:</b> Fostering ability to accommodate the learners in the corporate world.</p>		
<b>Programme Specific Outcome (PSO)</b>		
<p><b>PSO1:</b> Spread of research approach opportunities of corporate sector.</p> <p><b>PSO2:</b> Maintain critical approach and analysis.</p> <p><b>PSO3:</b> Guidance of various examinations.</p> <p><b>PSO4:</b> Competitiveness in changing world.</p> <p><b>PSO5:</b> Statistical techniques.</p> <p><b>PSO6:</b> Study of business.</p>		
<b>Class/ Paper/Semester</b>	<b>Title</b>	<b>Course Outcome</b>
1 <sup>st</sup> year M.Com-I	Mathematics and Statistics in Business Decisions (MCOMC 101)	<ul style="list-style-type: none"> <li>Acquire a fair degree of proficiency in comprehending statistical data, processing and analyzing it using descriptive and inferential statistical tools.</li> </ul>
1 <sup>st</sup> year M.Com-I	Organizational Behaviour (MCOMC102)	<ul style="list-style-type: none"> <li>Understand the development of organizational behavior and its importance in managing people at the workplace</li> </ul>
1 <sup>st</sup> year M.Com-I	Management Information System and IT Applications (MCOMC 103)	<ul style="list-style-type: none"> <li>Relate the basic concepts and technologies used in the field of management information systems</li> </ul>
1 <sup>st</sup> year M.Com-I	Term Paper (MCOMC 104)	<ul style="list-style-type: none"> <li>Carry out independent research</li> </ul>
1 <sup>st</sup> year M.Com-II	Operation Research (MCOMC 201)	<ul style="list-style-type: none"> <li>Understand the basics of decision making by using different methods of Operation research.</li> </ul>
1 <sup>st</sup> year M.Com-II	Marketing Management (MCOMC202)	<ul style="list-style-type: none"> <li>Understand the fundamentals of marketing including marketers' perspectives and their market orientations while sensitizing them about the dynamic and volatile marketing environment to enable them to take better marketing decisions.</li> </ul>
1 <sup>st</sup> year M.Com-II	Managerial Economics and Indian Business Environment (MCOMC 203)	<ul style="list-style-type: none"> <li>Understand the concepts and applications of Micro Economics and Indian economy and relate the current scenario and various economic aspects in such interrelated and globalized world and able to link various probable outcomes.</li> </ul>
1 <sup>st</sup> year M.Com-II	Seminar (MCOMC 204)	<ul style="list-style-type: none"> <li>Carry out independent research</li> </ul>
2 <sup>nd</sup> year M.Com-III (Elective 1)	Corporate Financial Accounting and Auditing (MCOME/A301)	<ul style="list-style-type: none"> <li>Understand the theoretical framework of corporate financial accounting and to prepare financial statements</li> <li>Understand the concept of corporate governance in organizations and its essence for management.</li> </ul>

2 <sup>nd</sup> year M.Com-III (Elective 1)	Sales and Distribution Management (MCOME/M301)	<ul style="list-style-type: none"> <li>• Understand nature, types and importance of selling, Sales management process, managing ethics in selling environment.</li> </ul>
2 <sup>nd</sup> year M.Com-III (Elective 2)	Financial Management and Financial Engineering (MCOME/A302)	<ul style="list-style-type: none"> <li>• Understand the meaning, nature scope and objectives of Financial Management.</li> <li>• Analyze various financial decisions and risk return trade off.</li> </ul>
2 <sup>nd</sup> year M.Com-III (Elective 2)	Rural Marketing (MCOME/M302)	<ul style="list-style-type: none"> <li>• Understand different concepts related to rural marketing.</li> <li>• Learn to organize &amp; control marketing activities and simultaneously developing the skill to effective</li> <li>• Analyze the sales, cost and profit in case of rural marketing.</li> </ul>
2 <sup>nd</sup> year M.Com-III (Elective 3)	Advanced Cost and Management Accounting (MCOME/A303)	<ul style="list-style-type: none"> <li>• Understand the concept management accounting and different cost concepts and its relationship with other branch of accounting and applicability in the business environment.</li> </ul>
2 <sup>nd</sup> year M.Com-III (Elective 3)	Integrated Marketing Communication (MCOME/M303)	<ul style="list-style-type: none"> <li>• To understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.</li> </ul>
2 <sup>nd</sup> year M.Com-III	Corporate Environmental Management (MCOM 304)	<ul style="list-style-type: none"> <li>• Learn to evaluate existing frameworks, inquire into environmental issues in organizations and industries, and develop sensitive business practices, preparing you for any corporate-focused environmental career.</li> </ul>
2 <sup>nd</sup> year M.Com-III	Project I (MCOMC 305)	<ul style="list-style-type: none"> <li>• Carry out independent research.</li> </ul>
2 <sup>nd</sup> year M.Com-IV (Elective 1)	Taxation and Tax Planning (MCOME/A401)	<ul style="list-style-type: none"> <li>• Learn the latest provisions of the Indian Corporate tax laws and related judicial pronouncements having implications for corporate tax planning and its future.</li> </ul>
2 <sup>nd</sup> year M.Com-IV (Elective 1)	Consumer Behaviour and Marketing Research (MCOME/M401)	<ul style="list-style-type: none"> <li>• In-depth understanding of the consumer and industrial buying processes and their determinants as relevant for marketing decision making.</li> <li>• Learn how to conduct research, communicate the results and follow up.</li> </ul>
2 <sup>nd</sup> year M.Com-IV (Elective 2)	Security Analysis and Portfolio Management (MCOME/A402)	<ul style="list-style-type: none"> <li>• Understand the investment environment and investment decision process.</li> <li>• Analyze various investment options in terms of risk and return.</li> <li>• Examine contemporary issues in investment management.</li> </ul>
2 <sup>nd</sup> year M.Com-IV (Elective 2)	Services Marketing (MCOME/M402)	<ul style="list-style-type: none"> <li>• Identify and interpret the nature and role of service marketing in the light of changing consumer needs and appreciate the importance &amp; requirement of highly effective customer relationship management system.</li> <li>• Understand the implications of current trends in social media marketing and emerging marketing trends.</li> </ul>
2 <sup>nd</sup> year M.Com-IV (Elective 3)	International Finance (MCOME/A403)	<ul style="list-style-type: none"> <li>• Equip the students with an understanding of the international financial system, its evolution, growing importance as well as challenges thrown up by increasing globalization of finance.</li> </ul>
2 <sup>nd</sup> year M.Com-IV (Elective 3)	Supply Chain Management (MCOME/M403)	<ul style="list-style-type: none"> <li>• Acquaint with the concepts and tools of supply chain management and logistics as relevant for a business firm.</li> </ul>

2 <sup>nd</sup> year M.Com-IV	Internship (MCOMC 404)	<ul style="list-style-type: none"> <li>• Demonstrate the application of knowledge and skill sets acquired from the course and workplace in the assigned job functions.</li> <li>• Solve real life challenges in the workplace by analyzing work environment and conditions, and selecting appropriate skill sets acquired from the course.</li> <li>• Articulate career options by considering opportunities in company, sector, industry, professional and educational advancement.</li> <li>• Communicate and collaborate effectively and appropriately with different professionals in the work environment through written and oral means.</li> </ul>
2 <sup>nd</sup> year M.Com-IV	Project II (MCOMC 405)	<ul style="list-style-type: none"> <li>• Carry out independent research</li> </ul>