

Programme Outcome MCom (Management)

1. Acquisition of management knowledge

Ability to gain and apply knowledge of management principles, concepts and theories by understanding the impact of change in various environment on business and society.

2. Ability to frame, analyse and solve complex management problems and take decision by being aware of the risk factors

Ability to frame complex problems, analyse data to produce meaningful conclusions and recommendations and To increase awareness of the factors influencing decisions & the risks involved.

3. Capability to design and develop management systems and efficiently manage Projects

Ability to design and develop solutions that meet specific management related problems within realistic constraints and an ability to apply the knowledge of management to plan, execute and evaluate projects.

4. Skilled in using modern technology and tools

Ability to adopt current technologies and modern IT tools to the various domains of management.

5. Demonstrating sensitivity towards environment and sustainability

An ability to understand the impact of management decisions from a sustainability and environmental context and take suitable measures to mitigate the emerging risks.

6. Practicing ethics and life management skills

An ability to understand and commit to personal and professional ethics, responsibilities and norms and code of conduct of management practices.

7. Showing leadership and team work

An ability to apply managerial skills by working effectively as an individual, as a member of a team or as a leader of a team on multidisciplinary management projects.

8. Communicating effectively & developing interpersonal Skills

An ability to display efficient verbal, non-verbal and written communication.

10. Engaging in lifelong learning and research

An ability to recognize the need for and engage in independent and life-long learning through additional certifications and research

10. Being innovative and entrepreneurial

An ability to become intrapreneur and entrepreneurs through an innovative attitude seeking to provide solutions to the problems in the business world as well as address the needs of the society.

H. Kapoor

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Master of Commerce (M.Com) Programme Two Year Integrated Programme –

Four Semesters Course Structure Under Choice Based Credit, Grading and Semester System Implemented from Academic Year- 2016-2017 Progressively

Faculty of Commerce, University of Mumbai

Course Objectives

Semester I

1.Strategic Management

CO-1 To enable the learners to understand new forms of Strategic Management concepts and their use in business

CO-2 To provide information pertaining to Business, Corporate and Global Reforms

CO-3 To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions

CO-4 To acquaint the learners with recent developments and trends in the business corporate world

2. Economics for Business Decisions

CO.1 This course is designed to equip the students with basic tools of economic theory and its practical applications

CO.2 The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking

CO.3 In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics

CO.4 In order to make the study practical oriented, the paper requires discussion of some cases involving the use of concepts of business economic

3. Cost and Management Accounting

CO.1 To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business

CO.2 To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates

CO.3 To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporate



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4. Business Ethics and Corporate Social Responsibility

CO.1 To familiarize the learners with the concept and relevance of Business Ethics in the modern era

CO. 2 To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

Semester II

1. Research Methodology for Business

CO.1 To enhance the abilities of learners to undertake research in business & social sciences

CO.2 To enable the learners to understand, develop and apply the fundamental skills in formulating research problems

CO.3 To enable the learners in understanding and developing the most appropriate methodology for their research

CO.4 To make the learners familiar with the basic statistical tools and techniques applicable for research.

2. Macro Economics Concepts and Applications

CO.1 The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level

CO.2 This course the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies

CO.3 Learners are expected to regularly read suggested current readings and related articles in the dailies and journals are analysed class rooms

3. Corporate Finance


CO.1 To enhance the abilities of learners to develop the objectives of Financial Management

CO.2 To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates

CO.3 To enhance the abilities of learners to analyse the financial statements

4. E-Commerce

CO.1 To provide an analytical framework to understand the emerging world of ecommerce


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CO.2 To make the learners familiar with current challenges and issues in ecommerce

CO.3 To develop the understanding of the learners towards various business models

CO.4 To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business

CO.5 To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.

Semester III

1. Rural Marketing

CO.1 Understanding the concept, scope and profile of the rural markets and make the learner familiar with the problems and future challenges

CO.2 To familiarise with the unique consumer behaviour, the government initiative and the Role of banks in Rural development

CO.3 To understand the importance of Agriculture marketing its problems and initiatives taken by the government.

CO.4 To get an insight into recent trends in rural markets, E-commerce. Role of IT and online marketing.

2. Entrepreneurial Management

CO.1 To acquaint the learner with the concept, importance of entrepreneurship, the culture and theories of Entrepreneurship

CO.2 To enable the learner to analyse the environment, SWOC analysis. Understand the relevance of Social entrepreneurship

CO.3 To acquaint him with the process of preparing a business Plan, project formulation and project management.

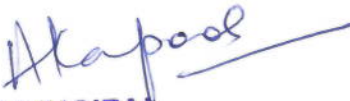
CO.4 To familiarise the learner with the assistance and Incentives available for Promotion and Development of Entrepreneurship

3. Marketing Strategies and practices

CO.1 To introduce the concept of Marketing Strategies its Importance, Formulation of Marketing Strategies and Marketing Opportunities and New Marketing Strategies

CO.2 The learner should be able to Develop Marketing Strategies & Plans

CO.3. The learner should develop through understanding of the process of environment analysis, Building customer value and customer loyalty


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CO.4. To develop understanding of Recent Trends in Marketing Strategies , Global Marketing Strategies, E-Marketing, Digital Marketing , Experiential Marketing ,Hospitality Marketing & Social Marketing:

Semester IV

1. Supply chain management and logistics

CO.1 To Introduce the learners to the concept of Supply Chain Management (SCM), its Principles and Participants

CO.2 To acquaint the learner with the Global, Indian and Customer perspective of SCM.

CO.3 To equip the learners with the understanding the concept of Logistics and its elements.

CO.4 To familiarise the students with the process of Design of SCM & Logistics and the use of Internet and operative system in SCM.

2. Advertising and sales Management

CO.1 To introduce the learners to Fundamentals of Advertising and various New Media options and Ad agencies.

CO.2 To enable the learners to develop and apply Creativity and understand Social and Regulatory Framework of Advertising.

CO.3 To acquaint the learner with the concept of Sales and sales force management and its organisation.

CO.4 To enable the learner to understand the process of sales planning and control and familiarise with the recent trends

3. Retail Management

CO.1 To acquaint the learner about Retailing Concept, Management and Formats and get an understanding of the Retail Environment and Recent Trends in Retailing.

CO.2 To introduce and exhibit the application of various Retail Management, marketing and consumer Strategies.

CO.3 To acquaint the learner about Retail Location, Layout and Merchandising. To understand the process of store designing and layout planning.

CO.4 To understand the recent trends and career option in this sector and the impact and use of technology.

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