DEPARTMENT OF COMMERCE (PG)

ACADEMIC YEAR : 2025 – 2026

COURSE OUTCOME

CORE PAPER 1: BUSINESS FINANCE

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
25PCM101	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To outline the fundamental concepts in finance
☐ To estimate and evaluate risk in investment proposals
☐ To examine cash and inventory management techniques

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Explain important finance concepts		Understanding
CO2	Estimate risk and determine its impact on return		Understanding
CO3	Explain leasing and other sources of finance for startups	**K1 TO K5**	Applying
CO4	Summarise cash receivable and inventory management techniques		Analyzing
CO5	Evaluate techniques of long-term investment decision incorporating risk factor		Evaluating

CORE PAPER 2: DIGITAL MARKETING

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
25PCM102	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To assess the evolution of digital marketing
☐ To infer the techniques of digital marketing
☐ To interpret data from social media and to evaluate game based marketing

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Explain the dynamics of digital marketing		Understanding
CO2	Examine online marketing mix		Applying
CO3	Compare digital media channels	**K1 TO K5**	Analyzing
CO4	Interpret online consumer behavior		Analyzing
CO5	Analyse social media data		Analyzing

CORE PAPER 3: BANKING AND INSURANCE

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM103	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To understand the evolution of new era banking
☐ To analyse the role of insurance sector
☐ To analyse risk and its impact in banking and insurance industry

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Relate the transformation in banking from traditional to new age		Understanding
CO2	Apply modern techniques of digital banking	K1 TO K5	Applying
CO3	Evaluate the role of insurance sector		Analyzing
CO4	Examine the regulatory mechanism		Applying
CO5	Assess risk mitigation strategies		Analyzing

CORE PAPER 4: ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM104	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To understand the behaviour of people expected in the organization.
☐ To make the students to be capable for building effective teams in organizations.
☐ To enrich the knowledge of the students about human performance in the organizations

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Keep in mind the framework of organizational behavior		Understanding
CO2	Understand the processes and models of organizational behaviour	K1 TO K5	Applying
CO3	Apply personality and leadership traits and styles in bringing desirable changes in the conduct of the organization		Analyzing
CO4	Keep in mind the basic concepts of HRM framework		Understanding
CO5	Understand the goals of HRM and organizational outcomes		Applying

<div align="center">**CORE PAPER 5: CORPORATE ACCOUNTING**</div>

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM			
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM205	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception to their liquidation
☐ To develop corporate accounting skills and knowledge
☐ To know the application of accounting methods in corporate

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Prepare Financial Statements of companies as per schedule III of CompaniesAct, 2013		Understanding
CO2	Apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of Life Insurance and General Insurance Companies.	K1 TO K5	Understanding
CO3	Prepare Consolidated Financial Statements of Holding Companies in accordance with AS21.		Applying
CO4	Assess contemporary accounting methods		Analyzing
CO5	Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility		Evaluating

<div align="center">**CORE PAPER 6: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**</div>

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM			
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM206	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To instruct the students with the basic investment concepts and avenues
☐ To develop the analytical skills for making investment decision.
☐ To update the students with the present stock market trends and operations

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Obtain thorough knowledge on the concept of investment		Understanding
CO2	Understand the structure and types of capital market and other institutions involved in it	K1 TO K5	Applying
CO3	Excavate the various analysis used for the formation of portfolio		Analyzing
CO4	Procure adequate information about the investment alternatives		Analyzing
CO5	Analyze and Evaluate the best possible diversified portfolio		Analyzing

CORE PAPER 7: STRATEGIC COST MANAGEMENT

SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
PROGRAMME CODE: 10							**PROGRAMME NAME: M.COM**		
25PCM207	**6**	**-**	**-**	**5**	**90**	**25**	**75**	**100**	

COURSE OBJECTIVES

- ☐ To analyse the aspects of strategic and quality control management
- ☐ To apply activity based costing for decision making
- ☐ To utilise transfer pricing methods in cost determination

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Discuss strategic cost management and QC		Understanding
CO2	Choose the appropriate technique for cost control	K1 TO K5	Remembering
CO3	Utilise activity based costing in practice		Applying
CO4	Identify transfer pricing methods		Remembering
CO5	Build cost structure for Agriculture and IT sector		Applying

CORE PAPER 8: SETTING UP OF BUSINESS ENTITIES

SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
PROGRAMME CODE: 10							**PROGRAMME NAME: M.COM**		
25PCM208	**6**	**-**	**-**	**5**	**75**	**25**	**75**	**100**	

COURSE OBJECTIVES

- ☐ To understand the startup landscape and its financing
- ☐ To analyse the formation and registration of Section 8 company
- ☐ To understand the procedure for obtaining registration and license

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Assess the various avenues of acquiring finance to setup a business entity		Analyzing
CO2	Recall the legal requirements for Section 8 Company	K1 TO K5	Remembering
CO3	Examine the proceedings for LLP and joint venture		Applying
CO4	Describe the registration and licensing procedure		Remembering
CO5	Assess the various avenues of acquiring finance to setup a business entity		Applying

CORE PAPER 9: GLOBAL BUSINESS ENVIRONMENT

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM			
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM309	5	-	-	3	75	25	75	100	

COURSE OBJECTIVES
☐ To familiarize the learners with various constituents of business environment
☐ To know the need and importance of formulating strategies
☐ To understand the challenges in the implementation of strategies

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Recognize the significance of the changing business environment		Understanding
CO2	Acquire knowledge on the multilateral institutions involved in global trade	K1 TO K5	Applying
CO3	Apply know Understand the role and growth of globalization		Analyzing
CO4	Analyze the various components in foreign investment		Analyzing
CO5	Comprehend the role of FEMA in building India's forex market		Applying

CORE PAPER 10: TAXATION

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM			
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM310	6	-	-	4	90	25	75	100	

COURSE OBJECTIVES
☐ To understand the procedure for filing of returns and tax planning
☐ To analyse the structure on international business taxation
☐ To assess Goods and Services Tax and filing GST returns

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Estimate taxable income		Understanding
CO2	File returns and plan taxes	K1 TO K5	Remembering
CO3	Illustrate the nuances of international business taxation		Understanding
CO4	Apply the provisions of GST		Analyzing
CO5	Assess the provisions of Customs Act		Evaluating

CORE PRACTICAL 1: COMPUTERS IN BUSINESS

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM			
CORE PRACTICAL 1: COMPUTERS IN BUSINESS									
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM3CL	6	-	-	4	90	40	60	100	

Course Outcomes (COs)

K1 TO K5	CO1	Remember the methods to construct business and academic documents using computer applications
	CO2	Create spread sheets with formulas, graphs and forms
	CO3	Develop report presentations and accounting applications using computers
	CO4	Analyze the usage of each menu and its practical application
	CO5	Evaluate the need for computer application in modern business

CORE PAPER 11: RESEARCH METHODOLOGY

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM			
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM311	6	-	-	3	90	25	75	100	

COURSE OBJECTIVES
☐ To know the significance of social science research ☐ To develop the analytical skills of the students ☐ To impart the process of report writing

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Remind the process of research		Remembering
CO2	Understand the different types of research methods and sampling techniques	K1 TO K5	Understanding
CO3	Apply statistical tools for analyzing the data		Analyzing
CO4	Analyze various types of research problems for finding suitable solutions		Analyzing
CO5	Evaluate the impact of using software packages in analyzing the data		Evaluating

CORE PAPER 12: ACCOUNTING FOR MANAGERS

SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
							PROGRAMME NAME: M.COM		

PROGRAMME CODE: 10							PROGRAMME NAME: M.COM		
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM412	6	-	-	3	90	25	75	100	

COURSE OBJECTIVES

- To obtain knowledge on managerial decision making
- To analyze and interpret the financial statements
- To learn the preparation of various financial statements

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Remember the need for the preparation of financial statements		Understanding
CO2	Understand the tools and techniques management accounting	K1 TO K5	Applying
CO3	Apply financial and non-financial information in decision making.		Analyzing
CO4	Analyze the complex ideas and tolerate ambiguity in managerial problem solving.		Analyzing
CO5	Determine and extract the accounting balances		Evaluating

CORE PAPER 13: CORPORATE AND ECONOMIC LAWS

PROGRAMME CODE: 10							PROGRAMME NAME: M.COM		
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
25PCM413	6	-	-	4	90	25	75	100	

COURSE OBJECTIVES

- To analyse current and capital account transactions and dealings in foreign currency under FEMA
- To understand the procedure for obtaining patents and copyright under The Copyright and Patents Act
- To evaluate offences and punishment for money laundering under Prevention of Money Laundering Act

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Recall important provisions of FEMA		Remembering
CO2	Evaluate the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer	K1 TO K5	Analyzing
CO3	Recall the process relating to obtaining copyrights and patents.		Remembering
CO4	Examine the provisions of Money Laundering Act		Applying
CO5	Analyse the provisions relating to regulation of real estate.		Analyzing

CORE PAPER 14: HUMAN RESOURCE ANALYTICS

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
25PCM414	6	-	-	3	90	25	75	100	

COURSE OBJECTIVES
☐ To understand the concept and framework of human resource analytics
☐ To illustrate the evolution, types and design of HR metrics
☐ To deal with data collection and transformation

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Examine the concept of human resource analytics		Applying
CO2	Apply the HR tools and techniques in decision making	**K1 TO K5**	Analyzing
CO3	Examine the different types of HR metrics and their relative merits		Applying
CO4	Collect and transform data leading to HR reporting		Understanding
CO5	Build models for predictive analysis		Applying

CORE PAPER 15: INTERNATIONAL BUSINESS

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
25PCM415	6	-	-	2	90	25	75	100	

COURSE OBJECTIVES
☐ To analyse the different theories of International Business.
☐ To understand the legal procedures involved in International Business.
☐ To evaluate the different types of economic integrations.

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Recall the concepts of International Business and International Business Environment		Remembering
CO2	Analyze different theories of International Business	**K1 TO K5**	Analyzing
CO3	Evaluate the legal procedures involved in International Business.		Analyzing
CO4	Explain the different types of economic integrations.		Applying
CO5	Identify the operations of MNCs through real case assessment		Understanding

PROJECT VIVA – VOCE

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
25PCM4z1	-	-	-	4	-	20	80	100	

CO	COURSE OUTCOMES	
CO1	Remember the conceptual framework on research methodology	K1 TO K5
CO2	Understand on the field level realities	
CO3	Apply the statistical tools for proving the hypothesis	
CO4	Analyze the data and draw inferences	
CO5	Evaluate the gap between academic skills and industrial requirements	

MAJOR ELECTIVE : BUSINESS ETHICS AND CORPORATE GOVERNANCE

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To familiarize the learners with the concept and relevance of Business Ethics in the modern era
☐ To main aim to learn about theories and concept relates to Economic law
☐ To enable to the students learn Corporate Governance ,E-Governance and social ethics in the Industrial world

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Apply the concepts of business ethics in practice	K1 TO K5	Analyzing
CO2	Demonstrate ethical decision making by applying various theories		Understanding
CO3	To enumerate recent trends in CSR Understand the Procedural Aspects		Applying
CO4	To provide a understanding on Corporate Governance practices and the provisions of the Companies		Understanding
CO5	To evaluate Whistle Blowing concepts		Analyzing

MAJOR ELECTIVE : MARKETING RESEARCH

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To familiarize the students with the basic concepts and principles of marketing research
☐ To develop their conceptual and analytical skills to be able to manage marketing operations of a business firm
☐ To explain the tools and techniques of marketing research

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Keep in mind the concepts and principles of marketing research		Analyzing
CO2	Know the processes and types of marketing research	K1 TO K5	Understanding
CO3	Apply the research techniques in the marketing decision making.		Applying
CO4	Analyze the practical approaches in conducting marketing research		Understanding
CO5	Evaluate the recent trends in marketing research		Analyzing

MAJOR ELECTIVE : SERVICES MARKETING

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	L	T	P	CREDITS	TOTAL HOURS	CIA	EXTERNAL	TOTAL	EMPLOYABILITY / ENTREPRENEURSHIP
	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To impart the knowledge of service organizations along with marketing mix
☐ To develop modern services with quality to attract the consumers
☐ To update the students with technological intervention in providing services

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Keep in mind the ideologies of service marketing and its various applications.		Analyzing
CO2	Understand the modern services provided by the service organization	K1 TO K5	Understanding
CO3	Apply appropriate marketing mix in various services		Applying
CO4	Analyze suitable strategies for promoting the services		Understanding
CO5	Evaluate the scope of service marketing		Analyzing

MAJOR ELECTIVE : E – COMMERCE AND MANAGEMENT INFORMATION SYSTEM

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ Acquire the basic concept of E-Commerce;
☐ Enable the students on network security and firewall
☐ Know the basics of computer systems and information technology.

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Accumulate information about the term international marketing and its environment	K1 TO K5	Analyzing
CO2	Identify the trails to market products and services across the borders		Understanding
CO3	Categorize the global customers based on the needs and fixing of competitive price internationally		Applying
CO4	Understand the concept of supply chain management		Understanding
CO5	Evaluate and select the optimum promotional strategy alternatives		Analyzing

MAJOR ELECTIVE : LOGISTIC AND SUPPLY CHAIN MANAGEMENT

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To identify the primary differences between logistics and supply chain management
☐ To evaluate the management components of supply chain management
☐ To create awareness about the professional opportunities in supply chain management.

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Recall the concepts and features of SCM	K1 TO K5	Remembering
CO2	Assess global and Indian perspectives of SCM		Analyzing
CO3	Examine changing logistics environment pertaining to materials management, warehousing and distribution		Applying
CO4	Assess strategic warehousing for SCM including global level		Analyzing
CO5	Assess the role of internet in SCM		Analyzing

MAJOR ELECTIVE : INTERNATIONAL FINANCIAL MANAGEMENT

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
	6	-	-	5	90	25	75	100	

COURSE OBJECTIVES
☐ To understand the importance and nature of international flow of funds
☐ To understand the flow of funds in the international banks
☐ To become familiar with various international instruments

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Explain the importance and nature of international flow of funds		Applying
CO2	Assess the fluctuations in exchange rate and impact on exchange markets	**K1 TO K5**	Analyzing
CO3	Analyse the techniques of international investment decisions for building a better portfolio		Analyzing
CO4	Determine the flow of funds in the international banks		Analyzing
CO5	Evaluate various international financial market instruments		Evaluating

EXTRA DEPARTMENTAL COURSE: MANAGERIAL SKILLS

PROGRAMME CODE: 10						PROGRAMME NAME: M.COM		
SUBJECT CODE	**L**	**T**	**P**	**CREDITS**	**TOTAL HOURS**	**CIA**	**EXTERNAL**	**TOTAL**	**EMPLOYABILITY / ENTREPRENEURSHIP**
25PCM3X1	2	-	-	2	30	25	75	100	

COURSE OBJECTIVES
☐ To impart appropriate theories and concepts of management
☐ To know the functions of management
☐ To understand the effective discharge of managerial functions

CO	COURSE OUTCOMES		KNOWLEDGE LEVEL
CO1	Remember the concepts and the functions of management.		Applying
CO2	Understand the roles of manager and their qualities	**K1 TO K5**	Analyzing
CO3	Apply principles and theories of managing business organizations		Analyzing
CO4	Analyze the need for exercising effective coordination and control in achieving managerial objectives		Analyzing
CO5	Evaluate the management principles in various business organizations		Evaluating

Programme Code:		PG		
NON-MAJOR ELECTIVE PAPER : INFORMATION SECURITY				
Batch 2025-2026	**Semester**	**Hours/Week** 4	**Total Hours** 60	**Credits** 4

COURSE OBJECTIVES

➢ Students will identify the core concepts of Information security.

➢ To examine the concepts of Information Security.

➢ To design and implement the security features for IT and Industrial sectors.

COURSE OUTCOMES

After Completion of the Course the student will be able to

K1	CO1	To Learn the principles and fundamentals of information security.
↕	CO2	To Demonstrate the knowledge of Information security concepts
	CO3	To Understand about Information Security Architecture.
	CO4	To Analyze the various streams of security in IT and Industrial sector.
K5	CO5	To know about Cyber Laws and Regulations.

Programme Code : 10		M.COM		
NON MAJOR ELECTIVE 2: MANAGERIAL ECONOMICS				
Batch 2025 – 2026	**Hours / Week** 4	**Total Hours** 60	**Credits** 3	**Employability**

Course Objectives

1) To be aware of the economic concepts, tools and techniques.
2) To encourage the students to start operating in the different markets
3) To keep them update with the changing economic policies of the government.

Course Outcomes (COs)

	CO1	Keep in mind the concepts and goals of corporate
K1 TO K5	CO2	Understand the production and cost functions
	CO3	Apply economic policies in managerial decisions
	CO4	Analyze the monetary and fiscal policies
	CO5	Determine the scope of managerial economics

NON - MAJOR ELECTIVE : STRATEGIC MANAGEMENT

Subject Code	L	T	P	Credits	Inst. Hours	Programme Code:10		Programme Name:M.COM	
						CIA	External	Total	Employability
	5			4	5	25	75	100	

Course Objectives

❖ To understand strategic management and its levels and phases
❖ To familiarize with the business and functional level strategies
❖ To gain knowledge on organisational and strategic leadership

CO	Course Outcomes		Knowledge level
CO1	Discuss strategic management principles at different levels and phases	K1 to K5	Analyzing
CO2	Interpret the dynamics of competitive strategic management techniques		Applying
CO3	Examine business and functional level strategies		Applying
CO4	Identify strategic leadership and organisational skills		Understanding
CO5	Apply latest concepts in strategy implementation and control		Analyzing

Programme Code : 10		M.COM		
NON MAJOR ELECTIVE 4: MANAGEMENT OF FINANCIAL SERVICES				
Batch 2025 – 2026	Hours / Week 4	Total Hours 60	Credits 3	Employability

Course Objectives

1. To emphasis the need for managing various financial services
2. To develop them to deal with innovative financial instruments
3. To keep informed with the recent concepts and practice of financial markets

Course Outcomes (COs)

K1 TO K5	CO1	Evoke the role of financial service sector
	CO2	Know the various types of financial services
	CO3	Pertain the skills to manage the financial instruments
	CO4	Analyze the features and benefits of various financial services
	CO5	Evaluate the effectiveness of modern financial services

ADVANCED LEARNERS COURSE (ALC)

Programme Code : 10	M.COM			
ALC-1 DIGITAL MARKETING				
Batch 2025 – 2026	Hours / Week	Total Hours	Credits 2	Employability

Course Objectives

1) To understand the concept of Digital Marketing
2) To know the role of Digital Marketing in the modern business world
3) To find out the Digital Marketing environment and the challenges involved in it

Course Outcomes (COs)

K1 TO K5	CO1	Comprehend the different terms involved in Digital Marketing
	CO2	Grasp cognizance on internet advertising and its future trends
	CO3	Obtain thorough information on the online consumer buying behaviour
	CO4	Acquire ample of knowledge on Search Engine Optimization and its working
	CO5	Employ the ethics of digital marketing in real business life

Programme Code : 10	M.COM			
ALC-2 ENTERPRISE INFORMATION SYSTEMS				
Batch 2025 – 2026	Hours / Week	Total Hours	Credits 2	Employability

Course Objectives

1) To understand the basic concepts of E – Commerce .

2) To know the modern Enterprise Information Systems.

3) To develop students' practical skills in the use of enterprise information systems

Course Outcomes (COs)

K1 TO K5	CO1	Understanding the basic concepts of E – Commerce
	CO2	Identifying the components of an Enterprise information system
	CO3	Applying the strategies for implementing enterprise information systems as well as criteria for selecting/evaluating different systems
	CO4	Gaining the knowledge different types of enterprise information systems and the roles they play within an organization
	CO5	Demonstrate skills in using industry proven enterprise information systems

SUBJECT CODE : 25PCM0J1

Programme Code : 10	M.COM			
JOC-1 TALLY 9.0 PRACTICAL				
Batch 2025 – 2026	Hours / Week 2	Total Hours 30	Credits 2	Employability

Course Objectives

1) To understand the computer applications in business
2) To solve a range of problem using computers in accounting practices
3) To get practical knowledge on tally accounting

SUBJECT CODE : 25PCM0J2

Programme Code : 10	M.COM			
JOC-2 SHARE TRADING OPERATIONS				
Batch 2025 – 2026	Hours / Week 2	Total Hours 30	Credits 2	Employability

Course Objectives

1) To provide an overview of the Indian Securities Market.
2) To develop them to deal with innovative financial instruments
3) To update the students with the legal framework