Nagindas Khandwala College (Autonomous)

Name of the Programme: MCom(Management)
Programme Code : PMCOM-M

PROGRAMME OBJECTIVES

PO1: Learners will be able to familiar with ICT to thrive in the information age
PO2: Learners will be able to cultivate aptitude for undertaking research activity
PO3: Learners will be able to develop the skills of analysis and capability of making business decisions based on ethical value system.
PO4: Learners will be able to enhance the competencies to be employed or to be self-employed.

PROGRAMME OUTCOME

M.Com (Management)
After completing the M. Com.program the learners will:

PO1- To develop comprehensive knowledge of Management, Marketing, Organizational Behaviour and Entrepreneurship.
PO2 – To enable learners to apply management concepts to find innovative solutions to business problems.
PO3- To encourage learners to apply ethical practices to business and professional work environment and enhance their skills for employability.
PO4 – To develop the managerial abilities and a research mindset of the learners.
PO5 – To encourage an entrepreneurial thinking amongst learners and enhancing their soft skills.

Semester 1

Strategic Management
1611PCMSM

Course objectives
1.To comprehend the concept of strategy management.
2.To relate their understanding of strategy formulation to various corporate houses by means of case study.
3.To assess strategy implementation at various levels and scale of business organization.
4.To utilize skills on various control strategies that the companies adopt.

Course Outcomes:

CO1: Describe the concepts of strategic management and strategic management process in the business setting. (Level: Understand)
CO2: Apply environmental scanning for finding solutions to business problems and formulate and implement strategies for business. (Level: Apply)
CO3: Analyze different strategies and techniques in business. (Level: Analyze)
CO4: Appraise the various types of evaluations and controls in business. (Level: Evaluate)
CO5: Apply the techniques of operation control to business situations. (Level: Apply)

Economics for Business Decisions
1612PCMEB

Course objectives
1.To provide a clear understanding and firm foundation of basic microeconomic concepts.
2.To analyze   consumer and producer behavior as well as market structure in the context of national, local, and regional development needs.
3.To introduce the learner to advanced microeconomic concepts like moral hazards, adverse selection, Signaling and contracts under asymmetric information.
4.To compare the different market structures and Pricing methods from an ethical point of view
5.To train the learner in the application of tools of business decision making like Demand
6.Forecasting, Cost, Revenue and Breakeven analysis and Game Theory to real world situations.

Course outcomes
CO1: Explain the concepts of microeconomics in a business setting. (Level: Understand)
CO2: Analyze the consumer and producer behavior as well as market structure in the context of national, local, and regional development needs. (Level: Analyze))
CO3: Apply advanced microeconomic concepts like moral hazards, adverse selection, signaling and contracts under asymmetric information. (Level: Apply)
CO4: Compare the different market structures and pricing methods from an ethical point of view (Level: Analyze)
CO5: Apply the tools of business decision making like demand forecasting, cost, revenue and breakeven analysis and game theory to real world situations. (Level: Apply)

Business Ethics & CSR
1614PCMBE

Course Objectives
1.To understand business ethics and corporate governance in business.
2.To familiarize the leaner with the corporate social responsibility and its impact on the stakeholders.
3.To understand CSR & global trends, areas, policy and future of CSR.

Course outcomes
CO1: Explain concepts and relevance of Business Ethics and Corporate Governance in the modern era. (Level: Understand)
CO2: Apply corporate social responsibility in the Indian context. (Level: Apply)
CO3:   Analyze the ethical and social responsibilities of the business towards various stakeholders (Level: Analyze)
CO4:   Analyze the issues involved in Corporate Governance Norms for the corporate sector while listing the companies on the stock exchanges. (Level: Analyze)
CO5: Create the business set-up, meeting ethical, social and governance norms that would ensure ecological and global sustainability (Level: Create)

Services Marketing
1715PCMMK

Course Objectives
1.To understand distinctive features of services and key elements in services marketing.
2.To provide insight into ways to improve service quality and productivity.
3.To understand marketing of different services in Indian context.

Course outcomes
CO1: Explain concepts of service marketing in business.(Level: Understand)
CO2: Apply the key elements of services marketing mix in marketing (Level: Apply)
CO3:   Compare quality aspects of different services in business. (Level: Evaluate)
CO4: Demonstrate the strategies for marketing of services in the business environment. (Level: Apply)
CO5: Design services keeping the customer's perspective in mind and maintaining ethics in services. (Level: Create)

Semester II

Research Methodology for Business
1621PCMRM

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

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

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

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

Course outcome

CO1: Describe the research concepts. (Level: Understand)

CO2: Apply the research skills in formulating the research problem. (Level: Apply)

CO3: Design a research proposal. (Level: Design)

CO4: Evaluate data and analyze it. (Level: Evaluate)

CO5: Develop a research report (Level: Create)

Macro Economics concepts and Applications
1622PCMME

Course Objectives

1.To provide a clear understanding and firm foundation of basic macroeconomic Concepts The course aims at introducing the learner to advanced macroeconomic concepts like Ricardian Equivalence and Theories of Development.

2.To train the learner in application of tools of business decision making like DSGE modelling.

3.To analyze the impact of macroeconomic policies on business decision making.

Course outcome

CO1: Describe the macroeconomic concepts.
(Level: Understand)

CO2: Apply the theory of income and employment to business decisions. (Level: Apply)

CO3: Explain concepts like the Ricardian Equivalence and Theory of Development. (Level: Understand)

CO4: Explain the concepts of inflation and types of inflation. (Level: Understand)

CO5: Analyze the monetary and fiscal policy and its impact on business decisions. (Level: Analyze)

CO6: Evaluate the balance of payments and foreign exchange market in the context of national and global markets. (Level: Evaluate)

E-Commerce
1624PCMEC

Course Objectives
1.To make students learn new concepts of trade and business with respect to e-commerce.
2.To provide learners an in-depth insight of e-business.
3.To sensitize and create awareness about online safety, security, and payment methods.
4.To acquaint the learners with legal and regulatory framework for e-commerce activities.

Course outcome
CO1: Describe the concepts of trade and business with respect to e-commerce. (Level: Understand)
CO2: Analyze the various types of e-business and its e-applications. (Level: Analyse)
CO3: Evaluate the electronic payment methods for e-business (Level: Evaluate)
CO4: Explain the legal and regulatory framework for e-commerce (Level: Understand)

Retail Management
1723PCMRM
Course Objectives
1.To make the learner acquainted to the concepts of retail & retail management.
2.To enable the learner, understand the size & trends in Indian retail sector.
3.To enable the learner to apply retail strategies.
4.To enable the learner to understand the use of technology in the retail sector.

Course outcome
CO1: Describe the retail concepts. (Level: Understand)
CO2: Apply the retail strategies to the Indian retail sector. (Level: Apply)
CO3: Analyze the retail location and layout and merchandising for retail outlets. (Level: Analyze)
CO4:   Evaluate the merchandise needed at a retail outlet (Level: Evaluate)
CO5: Explain the application of technology in the retail sector. (Level: Understand)

Semester III

Rural Marketing
1731PCMRM
Course Objectives
1.Develop basic understanding in learners about Rural Marketing and its need in business
2.Analyze trends of rural consumer demand and behavior
3.Familiarize learners about challenges and solutions on agricultural marketing
4.Create awareness in learners about recent developments and trends in the rural business world

Course outcome
CO1: Describe the concepts of rural marketing, Indian rural marketing and understand the problems in rural marketing. (Level: Understand)
CO2: Compare and contrast the difference in consumer behavior in rural and urban markets. (Level: Analyze)
CO3: Apply the Government Schemes and understand the role of banks in rural marketing. (Level: Apply)
CO4: Apply the principles of marketing to rural markets and understand the role of Commodity Boards in India. (Level: Apply)
CO5:   Analyze the recent trends in rural marketing of E-Commerce and Online Retailers. (Level: Analyze)

Entrepreneurship
1732PCMEP

Course Objectives
1.To familiarize the learner with entrepreneurship.
2.To explain the process of creating an entrepreneurship venture and preparing a business plan.
3.To provide an understanding of incentives required for promotion and development of entrepreneurship.

Course outcome
CO1: Describe entrepreneurship, entrepreneurship culture and theories of entrepreneurship. (Level: Understand)
CO2: Apply the skills required to set up an entrepreneurial venture and management it. (Level: Apply)
CO3: Design a business plan with emphasis on the location, financials, and marketing. (Level: Design)
CO4: Analyze the business life cycle and feasibility analysis. (Level: Analyze)
CO5: Apply the incentives and promotions for entrepreneurship and demonstrate an understanding of schemes for women entrepreneurs.   (Level: Create)

Organisational Behaviour
1733PCMOB

Course outcome
CO1: Explain the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace. (Level: Understand)

CO2: Evaluate personality, attitude and perception in individuals and groups. (Level: Evaluate)
CO3: Develop an ability to work in groups and communicate effectively. (Level: Develop)
CO4: Analyse and suggest measures to resolve the real-life conflicts. (Level: Analyse)

Internship Based Project Work
1734PCMIP

Course Objectives
1. To evaluate the business environment while working during internship.
2. To construct a report based on the experience gained during internship.
3. To analyze the experience gained during internship to make a presentation.

Course outcome
CO1: Evaluate the business environment while working during internship (Level: Evaluate)
CO2: Recognise the interpersonal communication skills required in a business set-up (Level: Remember)
CO3: Construct a report based on the experience gained during internship (Level: Create)
CO4: Analyze the experience gained during internship to make a presentation (Level: Analysis)

Semester IV

Supply Chain Management & Logistics
1741PCMML

Course Objectives
1.To describe the concept, evolution process and barriers of supply chain management (SCM)
Principles and participants in SCM Global, Indian and customer perspectives of SCM
Logistics management, its importance and process
3.To analyze elements of logistics such as transportation, warehousing, materials management, etc.
4.To know SCM & logistics and importance of using internet in it.

Course outcome
CO1: Describe the concepts of supply chain management, its principles, strategies and participants. (Level: Understand)

CO2: Analyze the perspective towards supply chain management with respect to national, global and customer perspective. (Level: Apply)
CO3: Apply the concepts and process of logistics management, warehousing and materials management. (Level: Apply)
CO4: Evaluate a supply chain management plan. (Level: Evaluate)
CO5: Describe the use of internet in supply chain management and explain the operative systems. (Level: Understand)

Brand Management
1742PCMBM

Course Objectives
1.To understand the meaning and significance of Brand Management
2.To Know how to build, sustain, and grow brands
3.To know the various sources of brand equity

Course outcome
CO1: Explain the concepts of brand, branding and brand managemen.t (Level: Understand)
CO2: Design brand management programs and leverage secondary brand associations. (Level: Create)
CO3:   Analyze and interpret brand performance with models like The Brand Value Chain, Young & Rubicam Model and Comparative Methods. (Level: Analyze)
CO4: Apply strategies for sustaining brands (Level: Apply)
CO5: Analyze brand extension strategies and its applicability (Level: Analyze)

Management of Business Relations
1743PCMBR

Course Objectives
1.Study and develop basic understanding of learners about Business Relations and its use in business
2.Analyze new trends in customer relationship management and channel relations
3.To develop learning and analytical skills of the learners in the area of employee relation issues
4.To familiarize the learners with recent developments and trends in the global business

Course outcome
CO1: Describe the concepts of business relations and explain its needs and importance. (Level: Understand)
CO2: Apply the knowledge of customer relations management and channel relations. (Level: Apply)

CO3:   Evaluate the need for employee relationship management in various organizations. (Level: Evaluate)

CO4: Apply the supplier relations and investor relations to business. (Level: Apply)

Research Based Project Work – II
1744PCMRP

Course Objectives

1. To evaluate the business environment while working during internship.
2. To construct a report based on the experience gained during internship.
3. To analyze the experience gained during internship to make a presentation.

Course outcome

CO1: Identify topic for research (Level: Remember)

CO2: Apply proper research methodology to conduct the research (Level: Apply)

CO3: Analyze the data collected (Level: Analysis)

CO4: Evaluate the research findings and conclusions (Level: Evaluate)

CO5: Construct a research report (Level: Create)

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MCom Management PO CO Mapping Matrix - 2020-21

Semester	Course	Course Code	PROGRAMME OUTCOMES				
			PO1	PO2	PO3	PO4	PO5
Sem 1	Strategic management	1611PCMSM					
	Economics for Business Decisions	1612PCMEB					
	Service marketing	1715PCMMK	*	*	*	*	*
	Business ethics and CSR	1614PCMBE					
Sem 2	Research methodology	1621PCMRM					
	Macroeconomics	1622PCMME					
	Retail management	1623PCMRM	*	*	*	*	*
	E commerce	1624PCMEC					
Sem 3	Rural marketing	1731PCMRM	*	*			*
	Entrepreneurship	1732PCMEP	*	*	*	*	*
	Organisational behaviour	1733PCMOB	*	*	*		
	Internship based project work	1734PCMIP					
Sem 4	Research based project	1744PCMRP					
	Supply chain management	1741PCMML	*	*			*
	Brand management	1742PCMBM	*	*	*		*
	Management of business relations	1743PCMBR	*	*	*		*