Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE (Autonomous)

Reaccredited by NAAC with 'A' Grade (3rd Cycle) | ISO 9001:2015 Certified

Programme Code: PMCOM-M
Post Graduate Programme: Master of Commerce(Management)
Programme Outcome:

M. Com. Programme is structured to provide learners with adequate skills required in the fields of Accountancy and Management.

The main objectives are:-

- To provide intensive theoretical & practical knowledge in Accounting and Management.
- To provide a comprehensive understanding of management along with extensive exposure to real life cases /technical knowhow.
- To train learners and enhance their skills in the field of Advanced Accounting & Costing, Finance, Taxation, Entrepreneurship, Strategic Management, E-Commerce, Corporate Governance, Ethics and CSR, etc.
- To enhance learners' fundamental concepts and create confident individuals who are employable and ready to face the challenges of the real world.

Program Specific Outcomes: M.Com (Management)
Specialization in M.com (Management) has been designed to prepare post-graduating students for attaining the following specific outcomes:

1. Strong understanding of the management functions.
2. Ability to perform management and marketing roles in various organizations.
3. Ability to undertake research in managerial areas for decision making.
4. Design strategies for marketing of products and services.

Semester I
Core 1: Strategic Management

SN	Course Outcome
1	To enable the learners to understand new forms of Strategic Management concepts and their use in business
2	To provide information pertaining to Business, Corporate and Global Reforms
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions
4	To acquaint the learners with recent developments and trends in the business corporate world

Core 2: Economics For Business Decisions: Microeconomics

SN	Course Outcome
1	To provide a clear understanding and firm foundation of basic microeconomic concepts
2	To analyse consumer and producer behaviour as well as market structure.
3	To introduce the learner to advanced microeconomic concepts like moral hazards and adverse selection.
4	To train the learner in the application of tools of business decision making like Game Theory, Signalling and contracts under asymmetric information.

DSE- 1:   Services Marketing

Course Outcome	
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.

DSE- 1:   Business Ethics and Corporate Social Responsibility

SN	Course Outcome
1	To familiarize the learners with the concepts and relevance of Business Ethics and Corporate Governance in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

Semester II

Core 3:   Research Methodology for Business

SN	Course Outcome
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

Core 4:   Macroeconomics Concepts & Applications

SN	Course Outcome
1	To provide a clear understanding and firm foundation of basic macroeconomic concepts.

2	The Course aims at introducing the learner to advanced macroeconomic concepts like Ricardian Equivalence and Theories of Development.
3	To train the learner in application of tools of business decision making like DSGE modelling..
4	To analyse the impact of macroeconomic policies on business decision making.

DSE- 2: Retail Management

Course Outcome
1. The concepts of retail & retail management
2. Size & trends in Indian retail sector
3. Retail management strategies & challenges
4. Importance of retail location, merchadising, store design & its layout
5. Importance of using technology in retailing & the career options in retail industry

DSC- 2: E-Commerce

SN	Course Outcome
1	To make students learn new concepts of trade and business with respect to e-commerce.
2	To provide learners an in depth insights 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.

Semester III

CORE 5: Rural Marketing

SN	Course Outcome
1	To enable the learners to understand Rural Marketing and its use in business
2	To provide information pertaining to Business Reforms
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide practical solutions to rural marketing
4	To acquaint the learners with recent developments and trends in the rural business world

CORE 6 : **Entrepreneurship**

SN	Course Outcome
1	To familiarize the learners with the concepts and relevance of Entrepreneurship in the modern era
2	To enable learners to understand the scope and complexity of Entrepreneurship and setting up a business unit

Core 7 **Organizational Behaviour**

SN	Course Outcome
1	To understand the concepts, nature and principles of Organizational Behavior at Work.
2	To introduce applied behavioral science principles and practices into the ongoing organization towards the goal of improving organizational effectiveness.
3	To create awareness about the role and importance of Psychological factors and processes in the world of work.

DSC 3 **Internship Based project Work**

Internship/ Training is compulsory to be taken between the 2nd and 3rd Semester by all students which will be evaluated at the end of the 3rd semester. It is Compulsory to complete the course for all the M. Com. students to get the degree.

Semester IV

Core 8 **Supply chain management and logistics**

Course Outcome
1. The concept, evolution process and barriers of supply chain management (SCM)
2. Principles and participants in SCM
3. Global, Indian and customer perspectives of SCM
4. Logistics management, its importance and process
5. Elements of logistics such as transportation, warehousing, materials management, etc.
6. Design of SCM & logistics and importance of using internet in it.

Core 9 **Brand Management**

SN	Course Outcome
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

Core 10   **Management of Business Relations**

| SN	Course Outcome
1	To enable the learners to understand Business Relations and its use in business
2	To provide information pertaining to Business Reforms in the field of Relationship management
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide practical insights to Business relation issues
4	To acquaint the learners with recent developments and trends in the global business

DSC 4   **Research Based Project**

Course Outcome
The project topic may be undertaken in any area of DSE Core/Core Courses.

1. Each of the students has to undertake a Project individually under the supervision of a teacher-guide.
2. The student shall decide the topic in consultation with the teacher-guide concerned.
3. College will allot P G Teacher for guidance to the students based on her / his specialization.
4. There shall be double valuation of project by the teacher- guide concerned and an external examiner appointed by the College with equal weightage.
5. The teacher-guide along with the external examiner appointed by the College for the valuation of project shall conduct viva voce examination with equal weightage.
6. The project report shall be prepared as per the broad guidelines given below:

   a. Project Report shall be typed in Times New Roman with one and half line spacing in 12 Font Size and 1.5 spacing.

   b. The size of the Project Report shall be with a minimum of 50 pages.

   c. Project Report shall be printed on both sides of the paper.
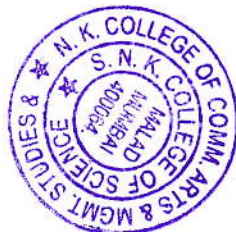
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