

Government College, Chhachhrauli (Yamuna Nagar)

COURSE : MASTER OF COMMERCE (M.COM.)

Program Outcome
Master of Commerce (M.Com.) is a two-year Post-Graduate degree program recognized by Kurukshetra University, Kurukshetra and follows the syllabus prescribed by the university. After completing the two-year Post Graduate degree program, the students will be able to attain Entrepreneurship Skills, Teaching Skills, Employability Skills and Critical Thinking Skills in the various field of Commerce/ Business/ Industry. The program also empowers the graduates to appear for various competitive examinations or choose the research program.

Course Outcomes
Year: 1st Semester: 1st
Course: MC-101 Organizational Behavior
After successful completion of the course, the students will learn about <ul style="list-style-type: none">• the origin, approaches and models of Organizational Behavior as a discipline and its contribution in the efficient management.• an insight into the behavior of individuals in an organization by studying Personality and Perception.• the various aspects of the individual life positions and ego state and accordingly reacts to them using Transactional Analysis.• the tools necessary to understanding the dynamics of group behavior, the importance of the group and how to take decision as group• the tools necessary for efficient and effective utilization of human resources.
Course: MC-102 Business Environment
After successful completion of the course, the students will learn about <ul style="list-style-type: none">• Interaction matrix of business environment,• Economic planning in India,• Various economic policies,• Environmental Act• Consumer Protection Act
Course: MC-103 Managerial Economics
After successful completion of the course, the students will learn about <ul style="list-style-type: none">• Nature of Managerial Economics• Theory of Demand• Utility• Cost and Production function• Price determination under different Market conditions and phase of business cycle

Government College, Chhachhrauli (Yamuna Nagar)

<ul style="list-style-type: none"> • Effects of Inflation
Course: MC-104 Company Law
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Meaning, characteristics & types of Companies • Memorandum of Association and Articles of Association • Powers of SEBI • Share Capital • Appointments, powers & legal positions in companies • Concept of Reconstruction and Amalgamation of companies • Winding up of companies
Course: MC-105 Accounting for Managerial Decision
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Management Accounting tools & techniques • Responsibility Accounting and Divisional Performance Measurement • Budgeting • Standard Costing and Variance Analysis • Marginal Costing and Break-even Analysis • Contemporary issues in Management Accounting
Course: MC-106 Marketing Management
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Understanding marketing in new perspective • Managing the Marketing Mix • Marketing Research Process • Understanding customer behavior • Product life cycle strategies • Price determination Strategies • Promotion programme • Social, ethical & legal aspects of Marketing
Year: 1st Semester: 2nd
Course: MC-201 Human Resource Management
<p>After successful completion of the course, the students will be able to know about</p> <ul style="list-style-type: none"> • Concept & evaluation of HRM • Role of HR Manager in dynamic environment • HR planning & policy • Various recruitment methods • Methods to evaluate the performance of employees.
Course: MC-202 International Business Environment

Government College, Chhachhrauli (Yamuna Nagar)

<p>After successful completion of the course, the students will be able to know about</p> <ul style="list-style-type: none"> • Framework for analyzing international business environment • Various functions of international economics institutions like WTO, IMF, World Bank etc. • Regional economic co-operation • Foreign exchange markets and foreign exchange risk
Course: MC-203 Strategic Marketing
<p>After successful completion of the course, the students will be able to know about the</p> <ul style="list-style-type: none"> • Strategic role of marketing • Corporate strategy decisions • Environmental Analysis • Marketing strategies for various markets • Relationship between business strategies and marketing mix
Course: MC-204 Financial Management & Policy
<p>After successful completion of the course, the students will be able to know about the</p> <ul style="list-style-type: none"> • Nature and scope of Financial Management, • Recent Development in Financial Management • Understanding of Financial Planning & forecasting • Cost of Capital • Working Capital Management and Control • Capital Budgeting Decisions
Course: MC-205 Corporate Accounting
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Company Accounts • Practical knowledge about valuation of shares • Knowledge about the amalgamation • Human Resource Accounting • Lease Accounting • Absorption and reconstruction of companies • Corporate reporting requirements and current practices
Course: MC-206 Business Statistics
<p>After successful completion of the course, the students will be able to deal with numerical and quantitative issues in Business using various statistical tools like</p> <ul style="list-style-type: none"> • Multiple Regression and Correlation • Index Numbers • Time Series Analysis • Theory of Probability

Government College, Chhachhrauli (Yamuna Nagar)

<ul style="list-style-type: none"> • Probability Distributions
Course: MC-207 Viva-Voce cum Case Study
<p>Students will be benefitted in</p> <ul style="list-style-type: none"> • Acquisition of knowledge in a particular field • Growth of Cognitive Skills • Oral Communication • Developing New Ideas
Year: 2nd Semester: 3rd
Course: MC-301 Computer Applications in Business
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Basic Computer Organization • Understanding System Software viz. operating system • Understanding Application Software viz. word processing, spreadsheets • Introduction to databases • Fundamentals of Computer Networks and Internet
Course: MC-302 Advanced Financial Management
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Dividend Decisions • Capital Structure Decision • Corporate Restructuring • Merger and Takeover • Financial Restructuring
Course: MC-308 Marketing Research
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Process of marketing research and its applications in business marketing • Applications of different research designs like exploratory, conclusive and causal research • Need of data types, variables, scaling used in research • Different survey methods used in marketing research • Conduct the research in the field of marketing
Course: MC-309 Advertising Management
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Advertising • Advertisement Management Process • Advertising Objectives and Budget • Copy Development and Testing • Media Selection and Scheduling

Government College, Chhachhrauli (Yamuna Nagar)

<ul style="list-style-type: none"> • Organization and Control of Advertising Effort
Course: MC-314 Entrepreneurship Development
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Basic concepts of entrepreneurship, role and importance of entrepreneurship for economic development • Entrepreneurship Development Programmes and institutional support provided by Government to support new entrepreneurs • MSMEs, their importance in economy, registration process and ownership structure of small enterprises • Concept of business idea, opportunity identification, market survey, feasibility report and Project report preparation • Stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures • Necessary Environmental considerations that should be kept in mind by entrepreneurs • Practical examples by studying different case studies related to entrepreneurs • Develop unique and innovative business ideas
Course: MC-315 Business Ethics & Social Responsibility
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Ethical theories in relation to business • Ethical decision making in business • Creating an ethical organization • Business ethics and environment protection • Business ethics and human resources • Corporate Social Responsibility (CSR)
Year: 2nd Semester: 4th
Course: MC-401 IT and E-Commerce
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • E -Commerce and its business applications • Business models in e-commerce • Electronic Payment Systems • Online marketing • CRM and Information Technology • Security issues in e-commerce
Course: MC-403 Project Planning and Control
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Project Planning • Market and Demand Analysis

Government College, Chhachhrauli (Yamuna Nagar)

<ul style="list-style-type: none"> • Technical Analysis • Financial Analysis • Appraisal Criteria and Process • PERT/CPM Techniques
Course: MC-408 Sales Management
<p>After successful completion of the course, the students will learn about</p> <ul style="list-style-type: none"> • Sales Management • Sales Planning • Sales Organization • Territory and Quota Management • Managing the Sales-force • Control Process
Course: MC-409 Services Marketing
<p>After successful completion of the course, the students will be able to know about the</p> <ul style="list-style-type: none"> • Services Marketing • Service Quality • Relationship Marketing • Service Development • Communication and Promotion of Services • Pricing of Services • Managing Service Employees • Managing Customers and strategies for enhancing customer participation
Course: MC-414 Corporate Governance
<p>After successful completion of the course, the students will be able to know about the</p> <ul style="list-style-type: none"> • Corporate governance • Financial disclosure, Business Ethics and corporate governance • Composition of Board of directors & their role • Banks, Financial Institutions and Corporate governance
Course: MC-415 International Human Resource Management
<p>After successful completion of the course, the students will be able to know about the</p> <ul style="list-style-type: none"> • International Management • Comparative Management • Management styles and practices in US, Japan, China, Korea, Europe and India • Trans-national Organizational Behaviour and human resource management • Managing multinational business operation
Course: MC-420 Viva-Voce cum Case Study
Students will be benefitted in

Government College, Chhachhrauli (Yamuna Nagar)

- Acquisition of knowledge in a particular field
- Growth of Cognitive Skills
- Oral Communication
- Developing New Ideas