

## **M.Com SEM-I**

**Subject: Managerial Economics**

**Subject Code: MCO01001T**

**Periods per week: 5**

**Duration of Period: 40 Minutes**

### **Course Objectives**

- To help the students form a clear idea of Managerial Economics.
- To enable the students understand determination of price under different market forms.
- To enable the students understand the situation of consumer and producer equilibrium.
- To describe the concept of Inflation and its consequences in an economy.
- To illustrate the calculation of national income.

### **Course Outcomes**

- Ability to forecast demand in light of changing circumstances and to formulate business plans.
- Ability to chalk out Business Policies.
- Knowledge about Profit Planning and control.
- Skill to analyze effects of Government Policies.

**Subject: Statistical Analysis for Business**

**Subject Code: MCO01002T**

**Periods per week: 5**

**Practicals per week: 3**

**Duration of period: 40 minutes**

### **Course Objectives**

- To bring out clearly the importance of statistics in solving different research problems.
- To enable the students in-depth understanding of the concepts of probability, sampling, correlation and their applicability.
- To help the students gain a comprehensive view of the usage and importance of SPSS in solving different statistical problems.

### **Course Outcomes**

- Development of logical reasoning ability in students.
- Knowledge about the applicability of various parametric and non-parametric tests. · Ability to use SPSS to solve statistical problems.
- Ability to make decisions under uncertain business situations.

**Subject: Management Principles and Organization Behavior**

**Subject Code: MCO01004T**

**Periods Per Week: 5**

**Duration of Period: 40 Minutes**

### **Course Objectives**

- To enable the students analyze the implementation of different functions of management.
- To develop an understanding regarding the role of leadership and motivational techniques in an organization.
- To help students get an insight into the behavior of individuals and groups in an organization.
- To apprise the students regarding the impact of important developments on organization specification would be better.
- To assess the role of emotional intelligence in an organization.

### **Course Outcomes**

- Ability to execute managerial tasks of planning, organizing and controlling.
- Understanding of different styles of leadership and different techniques of motivation in an organisation.
- In-depth understanding of different types of emotions, emotional labour, emotional intelligence.
- Ability to analyze human behaviour as well as challenges and opportunities in the field of organization behavior.

**Subject: Business Environment**

**Subject Code: MCO01005T**

**Periods per week: 5**

**Duration of period: 40minutes**

**Course Objectives**

- To give an insight into meaning of business environment and its components.
- To familiarize with Economic System & its types.
- To enable the students analyze Positive and Negative impact of Liberalization, Privatization and Globalization in Indian economy.
- To make the students aware about provisions of FEMA, The Consumer Protection Act 1986, The Environment Protection Act 1986 and various regulatory policies of Indian Government.
- To describe implication of Deficit Financing, Disinvestment of Public enterprises and Demonetization etc. in Indian Economy.

**Course Outcomes**

- Skill to identify and differentiate various Micro and Macro factors affecting functioning of Business.
- Ability to analyze Indian Economy in light of changing government regulatory policies.
- Understanding of the targets and priorities of five years plans.
- Ability to file complaint against unfair trade practices under Consumer Protection Act.
- Familiarization with the objectives and strategies in Economic planning with special reference to Planning Commission and NITI Aayog.

**Subject: Management Accounting and Control Systems**

**Subject Code: MCO01006T**

**Periods per week: 5**

**Duration of Period: 40 Minutes**

**Course Objectives**

- To introduce a separate branch of accounting i.e. Management Accounting and its relevance in a business organization.
- To enable the students understand Managerial behavior, Control structure and Control Process under different circumstances.
- To understand the applicability of certain contemporary techniques of management i.e. Target Costing, Value Chain Analysis, Activity Based Costing etc.
- To familiarize the students about the various measures of segment performance evaluation like Balance Scorecard, Economic Value Added.
- To enable the students to understand objectives of managerial reporting and reporting requirements at different levels of management.

**Course Outcomes**

- Familiarization with the Management Control Systems.
- Ability to understand Managerial behaviour and Control Structure prevalent under varied business environment.
- Skill to evaluate the Segment Business Units.
- Familiarization with Contemporary issues in management.
- Clarity about the reporting requirements of management.

**Subject: Banking and Insurance Services**

**Subject Code: MCO03001T**

**Periods per week: 5**

**Duration of Period: 40 Minutes**

### **Course Objectives**

- To provide fundamental understanding of the structure of commercial banking in India and its management.
- To apprise the students regarding the regulatory environment in which insurance companies operate.
- To give an insight into new innovations in the banking sector.
- To apprise the students regarding the status of bancassurance in India.
- To make the students understand the various risks faced by the banking sector in India.

### **Course Outcomes**

- Understanding the operations, working and regulations of insurance companies in India.
- Capability to assess the significance of online banking and other innovations in banking.
- Understanding the functions and structure of commercial banking in India.
- Knowledge regarding different models of bancassurance in India.
- Understanding of the different techniques of risk management.

**Subject: Security Analysis and Portfolio Management**

**Subject Code: MCO03003T**

**Periods per week: 5**

**Duration of period: 40 minutes**

### **Course Objectives**

- To gain knowledge of importance of Security Analysis and Portfolio Management in taking investment decisions.

- To enable students to understand various dimensions of managing an investment programme.
- To understand the intricacies of analyzing securities to design a portfolio. · To familiarize the students regarding the techniques of analyzing securities being applied by fund managers.
- To develop an insight into various issues in portfolio construction, revision and evaluation.

### **Course Outcomes**

- Familiarization with the designing and construction of portfolios.
- Knowledge about techniques of doing investment analysis.
- Ability to identify and study the trends of stock markets.
- Ability to take investment decisions taking into consideration various determinants influencing investment decisions.

**Subject: Contemporary Accounting**

**Subject Code: MCO03004T**

**Periods per week: 5**

**Duration of each period: 40 minutes**

### **Course Objectives**

- To introduce the students regarding contemporary issues in Accounting.
- To enable the students account for human resources and price level changes in the books of accounts.
- To enable the students to understand the process leading to the formulation of accounting standards.
- To make students understand the concept of Value added reporting, Economic value added and corporate social reporting.
- To help the students understand the effect of various environmental factors on contemporary accounting.

### **Course Outcomes**

- Practical knowledge about the application of HRA and Price level accounting in Indian context.
- Ability to write report with respect to recent trends in published accounts.

- Understanding of the practical use of Accounting Standards in preparation of financial statements.
- Skill to prepare value added statement and calculate economic value added.

**Subject: Consumer Behaviour**

**Subject Code: MCO03009T**

**Periods per week: 5**

**Duration of period: 40 minutes**

### **Course Objectives**

- To enable the students understand varying behavior patterns of Consumer.
- To elaborate the considerations for consumer decision making.
- To enable the students to draw a relationship between the culture, sub-culture, peer group, family influence and consumer behaviour.
- To enable the students to understand the theories of personality, consumer attitude and perception of consumers.

### **Course Outcomes**

- Knowledge about the consumer decision making process.
- Understanding of the influence of various environmental factors on consumer behaviour.
- Have practical insight at the various stages of purchasing.

**Subject: Retail Management**

**Subject Code: MCO03010T**

**Maximum Marks:100**

**Periods per week: 5**

**Duration of Period: 40 Minutes**

**Program Objectives:**

- To highlight the importance of retailing in increasing market share.
- To enable the students understand retail shopper behavior and its decision making process.
- To familiarize the students with different types of retail locations and concepts like retail store design and visual merchandising, retail merchandising etc.
- To make students understand the concept of category management.
- To make the students familiar to the concept of retail franchising.

**Course Outcomes:**

- Knowledge about retailing practices followed in India.
- Ability to understand behavior of retail shopper.
- Basics of retail merchandising and merchandising planning process.
- Familiar with merchandise procurement and retail pricing issues.
- Understanding of the types of retailers and the retail formats.