

SNDT Women's University

P. G. Department of Commerce, Mumbai

Name of Programme: Master of Commerce

Program Outcomes	
PO1	To provide a systematic and rigorous learning and exposure to Accounting, Banking, Human Resource, and Finance related disciplines.
PO2	To train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management, Accounting transactions, marketing operations and Banking Transactions of a business.
PO3	To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.
PO4	To enable a student well versed in national as well as international trends.
PO5	To facilitate the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
PO6	To provide in-depth understanding of all core areas specifically Advanced Accounting, International marketing and Business, Financial Management and Services, Security & portfolio management Retail Market Operations and Business Environment, Research Methodology and Tax planning.
PO7	To acquire practical skill in accounting, finance and management through internship programme.
Program Specific Outcomes	
	The Master of Commerce Programme will prepare its graduates to:
PSO1	To inculcate the knowledge of business and the techniques of managing the business with special focus on finance, Accountancy, Taxation, Insurance and Human Resource Management.
PSO2	To impart the knowledge of accounting principles and Accounting Standards with latest application oriented corporate accounting, Cost Accounting and Management Accounting principles and methods.
PSO3	To enhance the horizon of knowledge in various field of commerce through Accounting and Finance, advertising and sales promotion, auditing, Human Resource management and entrepreneurial development.
PSO4	To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
PSO5	To create awareness in application oriented research through research for business decisions.
PSO6	

PS07	To inculcate the practical work experiences among students through Internship	
Course Outcomes		
MCOM Semester-I		
Course Code	Course Name	Course Outcomes: The Course would help the learner to
100001	Financial management	<ol style="list-style-type: none"> 1. Explore various Functions of financial Management in managing the finance of an organization. 2. Learn application of theories , policies, models and various functions of Finance for profit and wealth maximization.
100002	Strategic Management	<ol style="list-style-type: none"> 1. Understand the strategic decisions that organisations make and have an ability to engage in strategic planning. 2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
100003	Corporate Accounting	<ol style="list-style-type: none"> 1. Learn and account the various intercompany transactions involved in holding and subsidiaries companies as well as to prepare consolidated balance sheet of Holding and more than one subsidiary companies. The learner would be able to make managerial decisions such as make or buy product, export or domestic sale, operate or shut down the production etc. 2. Analyze procedure of and prepare financial statements after internal and external reconstruction of the Companies. 3. Gain in-depth knowledge of accounting ratios and to prepare financial statements from various accounting ratios. 4. Learn the theoretical framework and application of IFRSs and Ind AS and apply it in preparation and presentation of Financial Statements
100004	Economic & Business Environment	<ol style="list-style-type: none"> 1. Know and understand the changing environment of India's economy 2. Learn macro policy changes of India since 1991.
100005	Basics of Finance & Accounts	<ol style="list-style-type: none"> 1. Explore various disciplines of Accounting. 2. Apply accounting knowledge in preparation and analysis of Financial Statements.

MCOM Semester-II

200001	Economic and Business Policies	<ol style="list-style-type: none"> 1. Explain the policy changes introduced by the government in various sectors of the economy since 1991 2. Analyze the focus of the government on MSME and SEZ 3. Gain comprehensive knowledge on infrastructure policy issues and need for privatization and commercialization in this sector
200002	Accounting for Managerial Decisions	<ol style="list-style-type: none"> 1. Evaluate various capital investment proposals using capital budgeting techniques. 2. Make managerial decisions such as make or buy product, export or domestic sale, operate or shut down the production etc. 3. Compute and analyze the material, labour, overhead and sales variances. 4. Discuss the theoretical framework Responsibility Accounting, Inflation Accounting, Human Resource Accounting
200004	Research Methodology	<ol style="list-style-type: none"> 1. Learn the process of research formulation and review literature. 2. Identify the various types of sampling Techniques. 3. Formulate hypothesis of research . 4. Learn analyse the data. 5. Prepare research report.
210101	Specialization A: Finance: Financial Institutions & Markets	<ol style="list-style-type: none"> 1. Explore the functioning of the Indian financial system. 2. Analyze the functioning and operations of various financial institutions. 3. Learn the functioning of the financial markets .
210102	Security Analysis & Portfolio Management	<ol style="list-style-type: none"> 1. Explain the fundamental concepts associated with investment analysis and avenues of investment. 2. Identify the various techniques of portfolio analysis and apply the knowledge to take investment decisions . 3. Analyse the approaches to valuation of securities .
210201	Specialization B: Marketing Introduction to Marketing Management	<ol style="list-style-type: none"> 1. Understand the implications of marketing on Indian economy. 2. Identify the significance of social media in enhancing marketing effectiveness. 3. Apply the relevant concepts of Green, Guerrilla and Database Marketing while developing marketing strategies.

210202	Integrated Marketing Communication	<ol style="list-style-type: none"> 1. Understand the various concepts related to advertising, sales promotion, publicity, and corporate communication. 2. Choose the right media for its effectiveness in marketing
210301	Specialization C: HRM Organizational Behaviour	<ol style="list-style-type: none"> 1. Explore fundamentals of Organisational behaviour and Organisational Development. 2. recognise the implications of Organisational Culture in successful Organisation.
210302	Talent Management and Reward System	<ol style="list-style-type: none"> 1. Identify and develop potential Talent to fulfill the present and future needs of the organization. 2. Apply the understanding of salary structure while designing the Salary template.
210401	Specialization D: Retail Management Modern Retailing Operations	<ol style="list-style-type: none"> 1. Explore various retailing services and its management. 2. Identify and apply the fundamentals of retailing in day to day practice.
210402	E Commerce	<ol style="list-style-type: none"> 1. Understand the dimensions of E-Commerce and its significance 2. Apply the process of developing and deploying the online business system.
210501	Specialization E: Finance & Taxation Corporate Tax Planning & Management-I	<ol style="list-style-type: none"> 1. Apply provisions of Companies Act & Income Tax Act in computation of direct taxation. 2. Filing of relevant forms, including returns & challans for joint stock companies under Income Tax Act 1961.
210502	Financial Auditing & Taxation-I	<ol style="list-style-type: none"> 1. Apply test check for audit & auditors liability in conducting the audit. 2. Apply Auditing assurance standards in audit process.
210601	Specialization F: Advanced Management Accounting & Auditing Advanced accountancy-I	<ol style="list-style-type: none"> 1. Develop insight on various facets of Insurance Accounts, Educational Institutions Accounts, Foreign exchange transactions and IFRSs. 2. Apply gained knowledge on ERP tally in preparation of Final Accounts of various entities 3. Analyze IFRSs in bridging the accounting gap between India and foreign countries.
210602	Advanced Cost Accountancy-I	<ol style="list-style-type: none"> 1. Analyze financial statements through comparative analysis, common size analysis, trend analysis and ratio analysis. 2. Reconcile the profit or loss as per financial records and cost

		<p>records.</p> <p>3. Develop insights on financial audit, cost audit and audit report and to apply it in auditing work.</p>
MCOM Semester-III		
300002	Consumer Behaviour	<ol style="list-style-type: none"> 1. Explain the fundamental concepts associated with consumer and organizational buying behaviour. 2. Identify the various bases of market segments and apply the knowledge to develop effective marketing strategies. 3. Analyse the dynamics of human behaviour and the basic factors that influence the consumer's decision process.
300003	International Business	<ol style="list-style-type: none"> 1. Elaborate on International Marketing Scenario. 2. Apply the knowledge of International Marketing in developing marketing strategies in future while working in the corporate world.
310103	Specialization A: Finance: Treasury & Risk Management	<ol style="list-style-type: none"> 1. Explain the fundamental concepts associated with treasury operations. 2. Identify the benefits of integrated treasury. 3. Analyse the role of information technology in treasury management. 4. Identify role of treasury in managing risks and explain the mechanisms of measurement and control of risks.
310104	Financial Instruments & Derivatives	<ol style="list-style-type: none"> 1. Explain the various types of financial instruments in financial markets. 2. Explore the stock trading mechanisms. 3. Identify with the different types of financial Derivatives and explore the emerging trends in the derivatives market.
310203	Specialization B: Marketing Product and Brand Management	<ol style="list-style-type: none"> 1. Enable the learners to have an in-depth knowledge about managing a product and creating a dependable brand. 2. Understand the important issues in planning and evaluating branding strategies across goods and services.
310204	Service Marketing and Customer Relationship Management	<ol style="list-style-type: none"> 1. Understand the various concepts related to quality of services, significance of CRM. 2. Facilitate the learners to understand the opportunities and challenges of good CRM and its significance in Retaining customers.

310303	Specialization C: HRM Leadership Skills and Change Management	<ol style="list-style-type: none"> 1. Familiarize the learner with the Leadership Theories, Styles, Skills and Traits which are essential for effective leadership. 2. Understand role of a leader in coaching, leading and developing great performing teams.
310304	Key People Management, Retention and Human Resource Audit	<ol style="list-style-type: none"> 1. Facilitate the learners to get acquainted with the Concepts of Career planning and Succession planning. 2. Enable the learners to assess role of HR audit in measuring the effectiveness of HR function in an organization
310403	Specialization F: Retail Management Brand Management	<ol style="list-style-type: none"> 1. Enable the learner to understand various dimensions of Brand Management. 2. Learn application of Brand management in developing Branding strategies.
310404	Logistics & Supply Chain Management	<ol style="list-style-type: none"> 1. Enable the learner to have a deep insight of logistic and supply chain management. 2. Learn application of Logistics and Supply Chain Management in Retail Management.
310503	Specialization E: Finance & Taxation Corporate Tax Planning & Management-II	<ol style="list-style-type: none"> 1. Apply gained knowledge of Chapter VI A deductions in Computing Total Income under Income Tax Act relating to Joint Stock Companies. 2. Develop insights on Tax Payment – Tax deductions & collection at source, Advance Payment of Tax. 3. Learn Tax issues relating to Amalgamation, Merger & Acquisitions
310504	Financial Auditing & Taxation-II	<ol style="list-style-type: none"> 1. Develop insights on Social Audit, Cost Audit, Management Audit & Tax Audit. 2. Learn Corporate Governance, Systems Audit & Online Auditing.
310603	Specialization F: Advanced Management Accounting & Auditing Advanced accountancy-II	<ol style="list-style-type: none"> 1. Learn the theoretical foundation of Indian and Global Accounting Standards. 2. Develop problems solving skill relating to accounts of Non profit organizations including educational institutions. 3. Apply the procedure of buyback in preparing the financial statements of buyback company. 4. Compute profit or loss prior to incorporation and prepare their financial statements.
310604	Advanced Cost Accountancy-II	<ol style="list-style-type: none"> 1. Apply various techniques of costing in service industry, construction industry and manufacturing industry. 2. Develop insights on special areas of Accounting like HRA, Environmental Accounting and Auditing. 3. Learn the qualification, disqualifications, appointments, duties and powers of an auditor of Limited companies.

300077	Research Project	<ol style="list-style-type: none"> 1. Identify their research skills . 2. Conduct review of literature in proposed area of research and prepare a bibliography. 3. Develop a research proposal .
MCOM Semester-IV		
400001	Retail Banking	<ol style="list-style-type: none"> 1. Identify the various retail banking products . 2. Apply the payments and settlement systems of retail banks. 3. Analyse forex services of retail Banks. 4. Analyse the distribution channels of retail banking.
400002	Financial Services	<ol style="list-style-type: none"> 1. Explore various financial services and its management. 2. Explain application of financial services in financial and non financial management of corporate and service sector.
400077	Research Project	<ol style="list-style-type: none"> 1. Prepare questionnaire on research topic approved 2. Collect data from targeted sample. 3. Classify analyse the research data 4. Prepare Research project
400088	Internship	<ol style="list-style-type: none"> 1. Develop self confidence and self esteem among the students. 2. Moving the students from academia to Industry . 3. Create awareness among students about ownership of their own professional life in terms of time management, productivity, efficiency, accountability and work life balance. 4. Promote the students in different fields like in banking, finance, marketing, and accounting.