

M.com. PO s , PSOs ,COs

Program Outcomes (POs):

1. Advanced Knowledge:

Graduates will demonstrate advanced understanding and knowledge of theoretical concepts and practical applications in commerce and related disciplines.

2. Critical Thinking:

Graduates will be able to critically analyze and evaluate complex business problems and propose effective solutions.

3. Communication Skills:

Graduates will exhibit effective communication skills, both oral and written, to convey ideas and information accurately and persuasively.

4. Ethical Awareness:

Graduates will demonstrate ethical awareness and conduct in professional and business contexts.

5. Research Competence: Graduates will possess research skills to conduct independent investigations, analyze data, and draw conclusions in the field of commerce.

Program Specific Outcomes (PSOs):

1. Financial Understanding:

Graduates will have a deep understanding of financial principles, enabling them to analyze financial statements, assess financial risks, and make informed financial decisions.

2. Managerial Competence: Graduates will possess managerial skills to effectively manage resources, plan and execute business strategies, and lead organizations towards success.

3. Entrepreneurial Skills:

Graduates will be equipped with entrepreneurial skills to identify business opportunities, develop business plans, and initiate and manage their ventures successfully.

4. Taxation Expertise:

Graduates will have specialized knowledge of taxation laws and regulations, enabling them to provide tax planning and compliance services to individuals and businesses.

5. Social Responsibility:

Graduates will recognize their role in society and demonstrate a commitment to social responsibility by engaging in activities that contribute to the welfare and development of communities.

M.com. 1st Sem:

1. Statistical Analysis:

- Understand and apply various statistical techniques to analyze business data effectively.
- Interpret statistical findings to make informed business decisions.
- Demonstrate proficiency in using statistical software for data analysis.

2. Management Accounting:

- Analyze and interpret financial information to support managerial decision-making.
- Apply costing techniques for cost control and performance evaluation.
- Prepare and interpret financial statements for effective communication.

3. Managerial Economics:

- Apply economic theories and concepts to analyze business problems and decision-making.
- Evaluate the impact of market structures and government policies on business operations.
- Understand and predict consumer behavior and demand patterns.

4. Business Communication:

- Develop effective written and oral communication skills for professional settings.
- Craft persuasive business messages tailored to different audiences.
- Utilize appropriate communication channels and technologies in business contexts.

5. Business Environment:

- Analyze the external factors influencing business operations and strategy.
- Understand the global business environment and its impact on organizational decisions.
- Evaluate the legal, political, social, and cultural dimensions of the business environment.

6. Principles of Management:

- Understand the fundamental principles and functions of management.
- Analyze organizational structures and design for effective management.
- Apply management theories to solve practical business problems.

M.com. 2nd Sem:

1. Financial Management:

- Analyze financial statements and ratios to evaluate the financial health of an organization.
- Make capital budgeting and investment decisions based on risk and return analysis.
- Develop and implement financial strategies for maximizing shareholder wealth.

2. Marketing Management:

- Understand the principles of marketing and consumer behavior.
- Develop marketing strategies and plans to achieve organizational objectives.
- Apply marketing research techniques to analyze market trends and consumer preferences.

3. Research Methodology:

- Understand various research methods and their application in business and management.
- Design and conduct research projects effectively, including data collection and analysis.
- Evaluate and critique research findings and methodologies.

4. Organizational Behavior:

- Understand individual and group behavior within organizations.
- Analyze organizational culture and its impact on employee motivation and performance.
- Develop strategies for effective leadership, communication, and conflict resolution.

5. Human Resource Management:

- Understand the role of HRM in achieving organizational goals.
- Develop skills in recruitment, selection, training, and performance management.
- Analyze legal and ethical issues in HRM and apply appropriate practices.

6. Music:

- Appreciate and analyze various genres and styles of music.
- Understand the historical and cultural contexts of different musical traditions.
- Demonstrate proficiency in musical performance or composition.

M.com. 3rd sem:

1. Yoga:

- Develop an understanding of yoga principles and techniques for stress management and overall well-being.
- Acquire practical skills in performing various yoga asanas and breathing exercises.

2. International Business:

- Gain knowledge of global business environments, including cultural, political, and economic factors.
- Develop analytical skills to assess international market opportunities and challenges for businesses.

3. Marketing Research:

- Understand the fundamental concepts and methods used in marketing research.
- Develop proficiency in conducting market research studies, analyzing data, and interpreting results to make informed marketing decisions.

4. Income Tax:

- Acquire knowledge of income tax laws and regulations applicable to individuals and businesses.
- Develop skills in computing tax liabilities, filing tax returns, and complying with tax obligations.

5. Strategic Management:

- Gain insights into strategic planning processes and frameworks for organizations.
- Develop the ability to analyze competitive landscapes, formulate strategies, and implement strategic initiatives to achieve organizational objectives.

6. Consumer Behaviour:

- Understand the psychological and sociological factors influencing consumer behavior.
- Develop skills in analyzing consumer preferences, attitudes, and decision-making processes to formulate effective marketing strategies.

M.com. 4th sem:

1. International Marketing:

- Gain knowledge of global marketing principles, including market entry strategies and international marketing mix.
- Develop skills in designing and implementing marketing strategies tailored to diverse international markets.

2. Foreign Trade Policy:

- Understand the regulatory frameworks and policies governing international trade.
- Analyze the impact of trade policies on businesses and economies, and identify opportunities and challenges for international trade.

3. Corporate Governance:

- Gain an understanding of corporate governance principles, practices, and regulatory frameworks.
- Develop awareness of ethical considerations, accountability mechanisms, and best practices for effective corporate governance.

4. Corporate Tax Planning:

- Acquire knowledge of corporate tax laws and regulations to optimize tax liabilities.
- Develop skills in tax planning strategies, including tax credits, deductions, and exemptions, to minimize tax burdens for corporations.

5. Entrepreneurship Development:

- Develop entrepreneurial mindset, creativity, and innovation skills to identify and exploit business opportunities.

- Acquire knowledge of startup processes, business planning, funding options, and risk management strategies for successful entrepreneurship.

6. Service Marketing:

- Understand the unique characteristics and challenges of marketing intangible services.
- Develop skills in designing and delivering service offerings, managing customer relationships, and enhancing service quality to create competitive advantages.