IK. Gujral Punjab Technical

Masters of Commerce (M.COM)

Course outcomes(CO)

Master of Commerce SEM 1

MCOP101-18 MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR

CO1: Understand the principles, functions, and evolution of management, including contributions from key management thinkers.

CO2: Apply decision-making processes, organizational structures, delegation, and control techniques in managerial contexts.

CO3: Analyze individual behavior in organizations through personality, motivation, perception, and leadership theories.

CO4: Evaluate group behavior, conflict management, organizational politics, and strategies for organizational change and development.

MCOP 102-18 MANAGERIAL ECONOMICS

CO1: Understand the principles of managerial economics, including demand determination, elasticity, and indifference curve analysis for decision-making.

CO2: Learn about production functions, cost theories, revenue concepts, and the relationship between cost, production, and revenue.

CO3: Analyze market structures, pricing practices, and factor pricing, including the role of collective bargaining and interest rates in economic decisions.

CO4: Gain knowledge of macroeconomic concepts such as national income, consumption function, IS-LM analysis, inflation, unemployment, and trade cycles.

MCOP 103-18 QUANTITAIVE TECHNIQUES

CO1: Students will understand the basic concepts, definitions, functions, and limitations of statistics, and apply various measures of central tendency and variation for data interpretation.

CO2: Students will learn to analyze the relationship between variables using correlation and regression, and apply fundamental probability concepts and theorems in decision-making.

CO3: Students will apply probability distributions and optimization techniques such as linear programming and game theory to solve real-world business problems.

CO4: Students will develop the ability to solve transportation and assignment problems and use PERT/CPM techniques for efficient project scheduling and management.

MCOP 104-18 ACCOUNTING THEORY

CO1: Students will understand the foundational concepts and history of accounting, differentiate between major types of accounting, and learn the principles and policies including GAAP and accounting for depreciation and inventories.

CO2: Students will be able to apply accounting treatment for leases, hire purchase, and derivatives, and explore modern developments in accounting such as human resource accounting, social and environmental accounting, and accounting for crypto currencies.

CO3: Students will understand and apply accounting standards and treatments related to amalgamations, holding companies, and compare Indian, international, and US accounting standards with a focus on harmonization.

CO4: Students will gain insights into financial reporting including its components, interim and segment reporting, corporate social responsibility reporting, and contemporary trends in global financial reporting.

MCOP 105-18 LEGAL ASPECTS OF BUSINESS

CO1: Students will understand the fundamental principles of the Indian Contract Act, including valid contract essentials, performance, breach, and the legal provisions related to contracts of indemnity, guarantee, and agency.

CO2: Students will learn the key provisions of the Sale of Goods Act and Negotiable Instruments Act, covering contracts of sale, rights of unpaid sellers, types of negotiable instruments, endorsements, and liability of parties.

CO3: Students will gain knowledge of company law under the Companies Act 2013, including company formation, documents, and directors, as well as an overview of FEMA 2000 and the Competition Act 2002.

CO4: Students will understand consumer rights and protection mechanisms under the Consumer Protection Act 1986 and legal aspects of digital transactions, intellectual property, and the IT Act 2000.

MCOP 106-18 Business Communication

CO1: Understand communication process, barriers, channels, and ethics in verbal and non-verbal communication.

CO2: Learn managerial communication, message adaptation, and business writing (emails, reports, etc.).

CO3: Master recruitment correspondence, including job applications, CVs, and employment letters.

CO4: Develop interpersonal skills for meetings, presentations, public speaking, and group discussions.

SEM 2

MCOP 201-18 Indian Financial System

CO1: Understand the meaning, components, functions, and evolution of the financial system, with a focus on Indian financial system reforms and regulatory frameworks.

CO2: Learn about various financial institutions, including commercial banks, co-operative banks, non-banking financial institutions, insurance companies, and mutual funds.

CO3: Analyze the structure, role, and functions of Indian financial markets, including money, capital, debt, equity, derivatives, and forex markets, and understand financial instruments.

CO4: Gain knowledge of financial services like merchant banking, credit rating agencies, stock brokerage, leasing, hire-purchase, and financial guarantees, along with their regulatory frameworks.

MCOP 202-18 Management and Cost Accounting

CO1: Understand cost accounting principles, including cost classification, material control, inventory management, and methods of costing like job, contract, and process costing.

CO2: Learn marginal costing, cost-volume-profit analysis, standard costing, variance computation, and budgeting techniques like zero-base and performance budgeting.

CO3: Gain insights into management accounting, its evolution, scope, and role in decision-making, with a focus on profit vs. Value maximization principles.

CO4: Develop skills in financial statement analysis, including ratio analysis, cash flow statements, fund flow statements, and management reporting.

MCOP 203-18 Business Research Methods

CO1: Understand research fundamentals, types of research design, data collection methods, and questionnaire construction.

CO2: Learn sampling techniques, measurement scales, and data processing methods like editing, coding, and tabulation.

CO3: Grasp sampling distributions, estimation, index numbers, and time series analysis for business decisions.

CO4: Apply hypothesis testing methods using statistical tools like t-test, Z-test, F-test, Chi-square, and ANOVA.

MCOP 204-18 Marketing Management

CO1: Understand core marketing concepts, the marketing environment, competition, and the role of marketing strategies and information systems.

CO2: Analyze consumer behavior, segmentation, targeting, positioning, and product-related decisions including branding and services marketing.

CO3: Learn pricing strategies, supply chain management, and promotion tools including advertising, personal selling, and online marketing.

CO4: Explore emerging marketing trends such as green marketing, CRM, digital marketing, rural and global marketing practices.

MCOP 205-18 Human Resource Management

CO1: Understand the nature, scope, and strategic role of HRM, human resource planning, and job analysis methods.

CO2: Learn recruitment, selection, training, career planning, and internal mobility practices in organizations.

CO3: Gain knowledge of performance appraisal, compensation management, QWL, and employee welfare systems.

CO4: Understand industrial relations, collective bargaining, grievance handling, and modern HRM tools like HRIS and HR audit.

HVPE 101-18 HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES

CO1: Course Introduction – Need, Basic Guidelines, Content and Process for Value Education

CO 2: Understanding Harmony in the Human Being – Harmony in Myself!

CO3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

CO 4: Understanding Harmony in the Nature and Existence – Whole existence as Co-existence

CO 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics

SEM 3

MCOP 301-18 Direct and Indirect Tax

CO1: Understand the historical background of taxation, key definitions, residential status, and income computation under five heads.

CO2: Learn aggregation of income, loss set-off, deductions, and individual/HUF assessment with PAN, TDS, advance tax, and return filing.

CO3: Understand GST basics, constitutional framework, taxable events, supply concepts, ITC, and procedural compliance.

CO4: Gain knowledge of customs law, types of duties, classification and valuation of goods, and import/export exemptions.

MCOP 302-18 Strategic Financial Management

CO1: Understand strategic financial decisions, value creation, and tools for corporate risk management including derivatives.

CO2: Learn corporate valuation models, shareholder value metrics, and evaluation techniques for long-term investment projects.

CO3: Analyze capital structure theories, dividend policies, and their impact on firm performance and market value.

CO4: Understand working capital management strategies and methods of corporate restructuring for distressed firms.

MCOP 303-18 Corporate Governance, Ethics and Corporate Social Responsibility

CO1: Understand global corporate governance models, agency problems, and key governance reports like Cadbury and SOX.

CO2: Learn the evolution of corporate governance in India and fundamentals of business ethics and ethical decision-making.

CO3: Analyze ethical issues in various business functions and the role of ethical leadership and integrity.

CO4: Understand the concept, relevance, and integration of Corporate Social Responsibility with ethics and governance.

MCOPGE 301-18 Entrepreneurship Development and Project Management

CO1: Understand the concept, traits, and types of entrepreneurs, including women, rural, and social entrepreneurship, and the role of government and intrapreneurship.

CO2: Learn about entrepreneurial motivation, opportunity identification, innovation, creativity, and strategies for new business entry.

CO3: Gain knowledge of legal issues, IPR, business plan development, venture launch, succession planning, and causes of entrepreneurial failure.

CO4: Understand project management concepts including idea generation, analysis, financing, implementation, and evaluation using tools like PERT/CPM.

MCOPAF 311-18 International Accounting

CO1: Understand international accounting diversity and the role of IASB.

CO2: Learn international taxation, transfer pricing, and relevant IFRS standards.

CO3: Handle foreign currency transactions, exchange rates, and hedging.

CO4: Explore strategic accounting in MNCs, ethical issues, and IFRS vs US GAAP.

MCOPAF 312-18 INTERNATIONAL FINANCIAL MANAGEMENT

CO1: Understand the foundations of international financial management, foreign exchange markets, and exchange rate determination.

CO2: Gain knowledge of international financial markets, instruments, and sources of finance including derivatives trading.

CO3: Learn to manage foreign exchange exposure, risk, and hedging strategies using derivatives.

CO4: Comprehend financial management for multinational firms, including foreign direct investment, capital structure, and cost of capital.

MCOPBI 321-18 Principles and Practices of Banking

CO1: Understand the structure and services of different types of banks in India, including retail, wholesale, and international banking.

CO2: Learn banker-customer relationships, consumer protection, and operational aspects like cheque management and account opening.

CO3: Master asset-liability management, risk management, NPAs, and financial inclusion strategies.

CO4: Explore electronic banking, technological advancements, IT security, and the role of ICT in financial inclusion.

MCOPBI 322-18 Principles and Practice of Insurance

CO1: Understand the nature and scope of risk management, handling risk, and the fundamentals of insurance business, including reinsurance and insurance contracts.

CO2: Learn about life insurance policies, LIC, marketing strategies, and the roles of development officers and insurance agents.

CO3: Gain knowledge of general insurance, including marine and fire insurance contracts, claims, and miscellaneous insurance types.

CO4: Understand various insurance schemes (e.g., agricultural, health, motor vehicle), the role of IRDA, and the current state of the insurance sector in India.

SEM 4

MCOP 401-18 Management Control System

CO1: Understand accounting as a management information system, including the role of management control systems, strategic planning, and the behavioral aspects of management control.

CO2: Learn the structure of management control, responsibility centers, transfer pricing methods, and techniques for measuring and controlling assets employed.

CO3: Explore the management control process, including strategic planning, budgeting, the balanced scorecard, and the use of variance analysis for cost control.

CO4: Gain knowledge of advanced management control techniques like activity-based costing, activity-based management, and the ethical dimensions in management control processes.

MCOP 402-18 Security Analysis and Portfolio Management

CO1: Understand the nature of investment, types of financial assets, risk-return analysis, and the functioning of capital markets and stock exchanges.

CO2: Learn fundamental and technical analysis techniques for evaluating industries and companies to support investment decisions.

CO3: Explore efficient market theory, portfolio construction, analysis, and evaluation techniques.

CO4: Understand risk models like the Single Index Model and Arbitrage Pricing Theory, and apply portfolio performance evaluation methods.

MCOP 403-18 Corporate Accounting and Auditing

CO1: Understand the preparation of company final accounts as per the Companies Act 2013 and the concept of managerial remuneration and divisible profits.

CO2: Learn the purpose and types of audits and methods for valuation of goodwill and shares.

CO3: Gain knowledge of the role, duties, and responsibilities of statutory and cost auditors, including cost audit procedures.

CO4: Understand management audit processes, including auditing of management functions and functional areas within an organization.

MCOPGE 401-18 E Commerce

CO1: Understand the fundamentals of e-commerce, its impact on business models, legal and regulatory issues, and implications for the accounting profession.

CO2: Learn about EDI systems, their integration with the internet, associated risks, and the importance of risk management in secure systems.

CO3: Gain knowledge of cryptography, authentication methods, and the role and design of firewalls in securing digital communication.

CO4: Understand e-commerce payment mechanisms, intelligent agents in e-commerce, and strategies for effective web-based marketing.

MCOP 411-18 Management of Financial Services

CO1: Understand the scope and significance of financial services, reforms in India's financial sector, and the role of institutions like SEBI and depository systems.

CO2: Gain insights into credit rating, leasing, merchant banking, and venture capital, along with related regulatory frameworks.

CO3: Learn the concepts and processes of debt securitization, factoring, and the use of plastic money, including their impact on financial services.

CO4: Understand asset liability management and risk management in banks, including techniques and regulatory frameworks like Basel norms.

MCOP 412-18 Tax Planning and Personal Finance

CO1 – The students will be familiarised with the concepts of tax management, tax avoidance and tax evasion.

CO2 – To familiarise the students with the methods of ways of tax planning.

CO3 – To acquaint students with the provision of the current finance act with regard to various head of income.

CO4 – To enable students to compute the tax liability of individuals after considering their residential status, various exempted incomes, permissible deduction, clubbing of income and setting off of losses.

MCOPBI 421-18 Banking Laws

CO1: Understand the legal framework of the Banking Regulation Act, the roles and responsibilities of banks, and the regulation of banking companies.

CO2: Learn about negotiable instruments, including types, parties involved, endorsements, and legal procedures under the Negotiable Instruments Act.

CO3: Understand the functions and regulatory roles of the Reserve Bank of India, including its control over financial institutions and credit.

CO4: Gain knowledge of legal provisions related to banking operations including the Law of Limitation, recovery laws, and the SARFAESI Act.

MCOP 422-18 Risk Management in Insurance Business

CO1: Understand the fundamental concepts of risk, risk management, and the role of insurance in managing personal and corporate risk exposure.

CO2: Apply analytical tools to assess liability risks and evaluate appropriate techniques for financing and transferring risk in corporate environments.

CO3: Analyze the evolution, structure, and regulation of the Indian insurance industry, including the impact of liberalization and legal frameworks.

CO4: Understand the financial aspects of insurance, including pricing, taxation, documentation, and modern practices like reinsurance and bancassurance.

PROGRAM OUTCOMES (POs)

Program: M.COM

- Acquire Advanced Knowledge: Develop a deep understanding of core subjects such as advanced financial accounting, corporate finance, marketing management, human resource management, international business, taxation, and entrepreneurship.

- Enhance Analytical and Research Skills: Gain proficiency in research methodology and statistical analysis, enabling them to conduct in-depth research and data interpretation.

- Develop Practical Competencies: Engage in practical training sessions, workshops, case studies, and real-life projects to apply theoretical knowledge in real-world scenarios.

- Cultivate Critical Thinking: Enhance their ability to think critically and make informed decisions in complex business environments.

- Strengthen Communication and Interpersonal Skills: Improve their ability to communicate effectively and work collaboratively in diverse teams.

- Prepare for Leadership Roles: Develop leadership qualities and managerial skills necessary for roles in finance, accounting, marketing, and management.

- Foster Ethical and Social Responsibility: Understand the importance of ethical practices and social responsibility in business decision-making.

Program educational objectives (PEO)

1. Advanced Knowledge in Commerce and Management

Equip students with comprehensive knowledge in commerce, accounting, finance, and management to prepare them for professional roles in diverse sectors.

2. Analytical and Research Skills

Develop students' abilities to analyze financial data, conduct research, and apply quantitative and qualitative methods to solve business problems.

3. Ethical and Social Responsibility

Install a strong sense of ethics and social responsibility, enabling students to make decisions that consider societal impacts and uphold professional integrity.

4. Lifelong Learning and Professional Development

Encourage continuous learning and adaptability, preparing graduates for further studies or certifications and evolving industry demands.

5. Leadership and Communication Skills

Foster leadership qualities and effective communication skills to enable graduates to lead teams and interact proficiently in professional settings.