

Semester-wise distribution of Credits for MCom:

Srl. No.	Semester	Number of Credits
1	Semester – 1	20
2	Semester – 2	20
3	Semester – 3	20
4	Semester – 4	20
	Total Credits	80

Curriculum Matrix

M.COM SEMESTER I											
S.No.	Board of Studies	Subject Code	Subject	Category				Scheme of Examination			Credits
								External Marks	Internal Marks	Total Marks	
1	MSBS	ODL/MCM101	Research Methodology	Major				70	30	100	4
2	MSBS	ODL/MCM102	International Business	Major				70	30	100	4
3	MSBS	ODL/MCM107	Apprenticeship training	Project				70	30	100	4
SPECIALISATION											
Accounting & Finance											
1	MSBS	ODL/MCM103	Elective I Financial Institutions, Markets and Services	Major				70	30	100	4
2	MSBS	ODL/MCM104	Elective II Advance Financial Management	Major				70	30	100	4
SPECIALISATION											
Marketing											
1	MSBS	ODL/MCM105	Elective I Brand Management	Major				70	30	100	4
2	MSBS	ODL/MCM106	Elective II Advertising and Sales Management	Major				70	30	100	4
Total credits Semester I											20



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M.COM SEMESTER III											
S.No.	Board of Studies	Subject Code	Subject	Category				Scheme of Examination			Credits
								External Marks	Internal Exam	Total Marks	
1	MSBS	ODL/MCM 301	Statistical Analysis	Major				70	30	100	4
2	MSBS	ODL/MCM 302	Project Management	Minor				35	15	50	2
3	MSBS	ODL/MCM 303	Corporate Tax Planning & Management	Major				70	30	100	4
4	MSBS	ODL/MCM 308	Yoga & Meditation	VAC				35	15	50	2
SELECT ANY ONE SPECIALISATION											
Accounting & Finance											
1	MSBS	ODL/MCM 304	Corporate Finance	Major				70	30	100	4
2	MSBS	ODL/MCM 305	International Financial Management	Major				70	30	100	4
Marketing											
1	MSBS	ODL/MCM 306	Service Marketing	Major				70	30	100	4
2	MSBS	ODL/MCM 307	Customer Relationship Management	Major				70	30	100	4
Total credits Semester III											20

SEMESTER IV											
Sl. No.	Board of Studies	Subject Code	Subject	Category				Scheme of Examination			Credits
								External Marks	Internal Exam	Total Marks	
1	MSBS	ODL/MCM 401	Quantitative Techniques	Major				70	30	100	4
2	MSBS	ODL/MCM 402	Production Management	Major				70	30	100	4

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M.COM SEMESTER II											
S.No.	Board of Studies	Subject Code	Subject	Category				Scheme of Examination			Credits
								External Marks	Internal Exam	Total Marks	
1	MSBS	ODL/MC M201	Business Policy & Strategic Management	Major				70	30	100	4
2	MSBS	ODL/MC M202	Entrepreneurship development	Major				70	30	100	4
3	MSBS	ODL/MC M207	Research Project/Internship	Project				70	30	100	4
SPECIALISATION											
Accounting & Finance											
1	MSBS	ODL/MC M203	Elective I International Finance	Major				70	30	100	4
2	MSBS	ODL/MC M204	Elective II Security Analysis and Portfolio Management	Major				70	30	100	4
SPECIALISATION											
Marketing											
1	MSBS	ODL/MC M205	Elective I Rural Marketing	Major				70	30	100	4
2	MSBS	ODL/MC M206	Elective II Logistics and Supply Chain Management	Major				70	30	100	4
Total credits Semester II											20

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Dharmendra S. P.



3	MSBS	ODL/MCM 407	Dissertation/Project Work/ Case Studies	Project				70	30	100	4
SELECT ANY ONE SPECIALIZATION											
Accounting and Finance											
1	MSBS	ODL/MCM 403	Financial Derivatives	Major				70	30	100	4
2	MSBS	ODL/MCM 404	Insurance and Risk Management	Major				70	30	100	4
Marketing											
1	MSBS	ODL/MCM 405	Consumer Behavior	Major				70	30	100	4
2	MSBS	ODL/MCM 406	Marketing Research	Major				70	30	100	4
Total credits Semester IV											20
Total Credits at the end of M. Com Final Semester											80

Detailed Syllabi:

SEMESTER – I

Name of the Programme/Semester: M. Com - I	Branch: Business Studies
Subject: Research Methodology	Subject Code: ODL/MCM101
Total Marks for Evaluation: 70	Credit: 04

Course Objective: To equip students with a basic understanding of the underlying principles of quantitative and qualitative research methods.

Course Outcome:

After successfully completion of this course, the students will be able to: -

- CO1: Understand the basics and various approaches to research.
- CO2: Discuss appropriate method to accomplish research studies in the fields of marketing, HR and Finance.
- CO3: Examine the research, sources of data and select appropriate method of sampling and analysis.
- CO4: Analyze research problems in the current scenario of business.
- CO5: Point-out the critical approach in decision making and forward planning.

COURSE CONTENT

Module I

Introduction to Research methodology: Meaning, objectives, types and significance, process of research and criteria of a good research.

Module II

Problems and Sampling Research problems: Meaning of research problem, defining the research problem and selecting the problem. Sample design: Meaning, sample selection, sample size, types of samples and methods involved in sample design.

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