

Shri Agrasen Kanya Post Graduate College
Bulanala/Parmanandpur Varanasi
Department of Commerce (M.Com)

Course Outcome:-

Master of Commerce
1st Year (1st Semester)

Master of Commerce	Semester I	Max. Marks:25+75
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Code: C010701T	Accounting for Managerial Decision	Paper Ist
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Course Objective: The objective of this course is to familiarize students with the accounting Concepts and methods used by managers for Planning and controlling business operations.

Master of Commerce
1st Year (1st Semester)

Master of Commerce	Semester I	Max. Marks:25+75
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Code: C010702T	Financial Management	Paper IInd
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Objective: The objective of this course is to help students to understand the conceptual framework of Financial Management and its applications under various environmental constraints.

Master of Commerce
1st Year (1st Semester)

Master of Commerce	Semester I	Max. Marks:25+75
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Code: C010703T	Marketing management	Paper IIIrd
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Objective: To develop in students an understanding of the underlying concepts, strategies and issues involved in the marketing of product and services.

**Master of Commerce
1st Year (1st Semester)**

Master of Commerce	Semester I	Max. Marks:25+75
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Code:C010704T	Human Resource Management	Paper IVth
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Objectives: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation.

**Master of Commerce
1st Year (IInd Semester)**

Master of Commerce	Semester II	Max. Marks:25+75
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Code:C010801T	Advanced Statistical Analysis	Paper I
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Objectives: The objective of this course is to give advance knowledge of the subject to make the students learn the application of Statistical Tools and Techniques for decision making.

**Master of Commerce
1st Year (IInd Semester)**

Master of Commerce	Semester II	Max. Marks:25+75
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Code:C010802T	Organisational Behaviour	Paper II
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Objective: To impart the students an understanding of behavioural components in the process of management & to develop an understanding of organizational and individual variants that effect organizations.

**Master of Commerce
1st Year (IInd Semester)**

Master of Commerce	Semester II	Max. Marks:25+75
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Code:C010803T	Managerial Economics	Paper IIIrd
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Unit-I: Nature and Scope of Managerial Economics : Managerial Economist' s Roles and Responsibilities; Relation with Economics and other Disciplines; Business Objective Models - Profit Maximization, Sales Maximisation, Managerial Discretion and Behavioural Models; Fundamental Economic Concepts - Incremental, Opportunity Cost, Discounting and Equi-Marginal or Substitution Concepts.

Master of Commerce
1st Year (IInd Semester)

Master of Commerce	Semester II	Max. Marks:25+75
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Code:C010804T	Strategic Management	<i>Paper IVth</i>
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Objective: To impart an understanding of the comprehensive process of top management of a business enterprise so as develop the ability to analyze business problems and their solutions.

Master of Commerce
2nd Year (IIIrd Semester)

Master of Commerce	Semester III	Max. Marks:25+75
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Code:C010901T	Accounting For Planning & Control	<i>Paper I</i>
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Objective: The objective of this course is to Familiarize students with the accounting concepts and methods used by managers for Planning and controlling business operations

Master of Commerce
2 Year (IIIrd Semester)

Master of Commerce	Semester III	Max. Marks:25+75
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Code:C010902T	Research Methodology	<i>Paper IInd</i>
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Objectives: The objective of the course is to impart basic understanding and steps involved in a good research. Students should understand research design, sampling and report writing.

Master of Commerce
2nd Year (IIIrd Semester)

Master of Commerce	Semester III	Max. Marks:25+75
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Code: C010903T	Services Marketing	<i>Paper IIIrd</i>
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Objective: To develop in students an understanding of the underlying concepts, strategies and issues in the Service Marketing.

Master of Commerce
2nd Year (IIIrd Semester)

Master of Commerce	Semester III	Max. Marks:25+75
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Code:C010904T	Industrial Relations	Paper IV th
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Objective: The course intends to educate and create awareness among the participants about various aspects to industrial relation and thus equip them to handle this delicate subject with maturity, objectivity and understandings.

Master of Commerce
2nd Year (IVth Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010001T	Management Information System	Paper I st
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Objective: To acquaint the students with the basics of Information technology and related aspects

Master of Commerce
2NDYear (IV Semester)

Master of Commerce	Semester II	Max. Marks:25+75
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Code:C010002T	Corporate Tax Planning & Management	Paper II
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Objective: To emphasize the role of tax factors in the use of management accounting techniques along with tax laws and their impact on management decisions.

Master of Commerce
2nd Year (IVth Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010003TA	Security Analyses And Portfolio Management	Paper III rd
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Objective: To impart knowledge to students regarding the theory and practice of Security Analysis and Portfolio Management.

Master of Commerce
2nd Year (IVth Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010004TA International Financial Management *Paper IV*

Objective: To impart knowledge to students regarding the theory and practice of International Financial Management.

Master of Commerce
2nd Year (IVth Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010003TB *Sales Advertising* Management *Paper IIIrd*

Objective: This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

Master of Commerce
2nd Year (IVth Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010004TB International Marketing *Paper IV*

Objective: The course aims at exposing the students to the global business activities, marketing in international business and global forces transforming the international business today.

Master of Commerce
2nd Year (IVth Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010003TC Labour Legislation In India *Paper III*

Objective: To provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues.

Master of Commerce
2nd Year (IV Semester)

Master of Commerce	Semester IV	Max. Marks:25+75
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Code:C010004TC	Management Training & Development <i>Paper IV</i>
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Objective: To provide an in-depth understanding of the role of Training in the HRD and to enable the course participants to manage the training systems and processes.