

Master of Commerce (M.Com.)

Department of Business Administration

Program outcomes

367	M.Com. (Business Administration)	<ul style="list-style-type: none">• To provide a systematic and rigorous learning and exposure to management and administration related disciplines.• 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 of business.• To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.• To enable a student well versed in national as well as international trends.• 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.
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Course Outcome

Course Code	Course Name	Course Outcome
BA 101	Research Methods	<ul style="list-style-type: none">• Explain the concept of Research in business.• Grasp why nations are engaged in research and why their economic growth has accelerated.• Understanding the procedure and process of research business.
BA 102	Statistical Analysis	The basic objective of this course is to develop a sense of computation amongst the students and this course shall be helpful in developing the knowledge of control tendency, symmetrical & asymmetrical distribution pattern, index

		number, probability and hypothesis testing etc.
BA 103	Management of Industrial Relations	The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.
BA 104	International Marketing Management	<ul style="list-style-type: none"> • To acquaint the students with key concepts of Strategic management in the area of Foreign Trade such- As take over, diversification and expansion • To equip them with necessary skills in the applied and functional areas in international marketing management Foreign Trade.
BA 105	Industrial Project - I	•
BA 106	Minor	
BA 201	Management Concept and Application	<ul style="list-style-type: none"> • To enable students to have a basic perspective of Management Theories and Practices. • This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior.
BA 202	Business Ethics	<ul style="list-style-type: none"> • To understand the Business Ethics and to provide best practices of business ethics. • To learn the values and implement in their careers to become a good managers.
BA 203	Corporate Governness & CSR	The objective of the course is to familiarize the students with the nature and scope of Corporate Governance & C.S. R.
BA 204	Business Policy & Strategic	The basic objective of this course is to develop in the mindset of a student a quest for strategic planning and thinking. Students shall be equipped with analytical ability

	Management	and would be able to raw long term plans for an organization in the best possible manner.
BA 205	Organizational Behavior	<ul style="list-style-type: none"> • The basic objective of the course is to familiarize the students with the various aspects of organizational behaviour which is must for every manager at work. • The course will be able to help a student to develop an acumen on dynamics of interaction, interpersonal and group behaviour. It will also develop an understanding of personality, Power, Politics and Motivation in an organization.
BA 206	Industrial Project- 2	
BA 301	Project Planning & Control	<ul style="list-style-type: none"> • Understanding the concept of planning, monitoring and controlling projects; scope, time and cost • Monitor and control project progress – manage changes and deviations • Establishing project status and calculating forecasts based on the Earned Value technique • Use best practice examples to significantly improve project outcomes.
BA 302	Entrepreneurship in India	<ul style="list-style-type: none"> • To understand the concept of entrepreneurship and skill sets of an entrepreneur. • To examine historical and theoretical perspective of entrepreneurship. • To enable recognition and shaping of various opportunities for new venture. • To develop a credible business plan for real life situations.
BA 303	Basics of Export Marketing	The objective of the course is to familiarize the students with the nature and scope of export marketing as also the

		Basics four P's in Export Marketing
BA 304	Advertisement Management	<ul style="list-style-type: none"> • Explain the structure of the advertising industry, the main functions and relationships within it, and current developments within the industry. • Offer a critical account of the process and context of advertising/communications planning, informed by both practitioner and academic literature on advertising.
BA 305	Disaster Management	<ul style="list-style-type: none"> • The purpose of this course is to provide an understanding of basic concepts of various disasters and its management. In addition, the course will enable them to understand the usage of information system and disaster management.
BA 306	Operation Research & QT	This module aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.
BA 307	Research Project-I	
BA 401	Security Analysis & Port Folio Management	<ul style="list-style-type: none"> • The basic objective of this course is to provide a student with a sound knowledge of the concept and theories of security analysis and portfolio management. • The student will devote himself whole heartedly for the implementation of these concepts in the best possible manner for the overall growth of the organization.
BA 402	International Human Resource Practices	The main objective of this course is to explore the dynamics of global business environment and to prepare the students about examining the maximization of returns in context with human resources.

BA 403	Rural & Agriculture Marketing	The course aims to familiarize the students with the basic concepts of Rural Marketing and marketing of agricultural inputs and produce.
BA 404	Advanced Sales Management	<ul style="list-style-type: none"> • Explain the basic principles of sales management; • Demonstrate an understanding of the role of the sales force as a part of the marketing mix. • Understand the role of the function of sales management in the corporate structure.
BA 405	Retail Management	<ul style="list-style-type: none"> • State the various types of retailing formats. • Analyse the growth of retail sector in India. • State the retail industry in India- a complete region wise analysis. • Reproduce the career growth prospects in retail industry. • Identity the importance of retail location.
BA 406	Supply Chain & Logistic Management	<ul style="list-style-type: none"> • To describe the increasing significance of logistics and its impact on both costs and service in business and commerce. • To incorporate and learn the critical elements of logistics and supply-chain management processes based on the most relevant application in forward-thinking companies.
BA 407	E- Marketing	<ul style="list-style-type: none"> • This course provides a thorough understanding of the principles and practices associated with using the internet to market goods and services. • It explores how the internet can be used effectively to enhance marketing activities of corporate enterprises, non-profits and government agencies.
BA 408	Research Project	<ul style="list-style-type: none"> •