Programme Outcomes and Course Outcomes
Master of Commerce (Business Management)

Navneet Education Society's

NAVNEET COLLEGE
OF COMMERCE & SCIENCE
Recognised under Section 2(f) of the UGC Act, 1956

Master of Commerce (Business Management)

Program Outcomes

PO1: Ability to frame complex problems, analyze data to produce meaningful conclusions and recommendations and to increase awareness of the factors influencing decisions and the risks involved.

PO2: Ability to design and develop solutions that meet specific management related problems within realistic constraints and an ability to apply the knowledge of management to plan, execute and evaluate projects.

PO3: Ability to adopt current technologies and modern IT tools to the various domains of management.

PO4: An ability to understand the impact of management decisions from a sustainability and environmental context and take suitable measures to mitigate the emerging risks.

Course Outcomes

MCOM– SEMESTER – I

COURSE TITLE: STRATEGIC MANAGEMENT

CO1: To provide information pertaining to business, corporate and Global reforms.

CO2: To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions.

COURSE TITLE: ECONOMICS FOR BUSINESS DECISIONS

CO1: To aim at familiarising the students with the understanding of the economic Aspects of current affairs and thereby prepares them to analyze the market behavior with Economic way of thinking.

CO2: To equip the students with basic tools of economic theory and its practical applications.

COURSE TITLE: COST AND MANAGEMENT ACCOUNTING

CO1: To enable the learners to understand, develop and apply the techniques of costing indecision making in the business corporation.

CO2: To enhance the abilities of learners to develop the concept of cost and management accounting and its significance.

COURSE TITLE: BUSINESS ETHICS

CO1: To familiarize the learners with the concept and relevance of business ethics in the modern era.

CO2: To enable learners to understand the scope and completely of Corporate Social Responsibility.

MCOM– SEMESTER –II

COURSE TITLE: Research Methodology for Business

CO1: To enhance the abilities of learners to undertake research in business& social sciences.

CO2: To enable the learner to understand, develop and apply the fundamental skills in formulating research problems.

COURSE TITLE: Macro Economics Concepts and Applications

CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country.

CO2: To enable the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies.

COURSE TITLE: Corporate Finance

CO1: To enhance the abilities of learner's to develop the objectives of Financial Management.

CO2: To enhance the abilities of learner's to analyse the financial statements.

COURSE TITLE: E-Commerce

CO1: To provide an analytical framework to understand the emerging world of ecommerce.

CO2: To make the learners familiar with current challenges and issues in ecommerce.

MCOM– SEMESTER –III

COURSE TITLE: Rural Marketing

CO1: To understand the importance of Agriculture marketing its problems and initiatives taken by the government.

CO2: To get an insight into recent trends in rural markets, E-commerce, Role of IT and online marketing.

COURSE TITLE: Entrepreneurial Management

CO1: To acquaint the learner with the concept, importance of entrepreneurial, the culture and Theories of Entrepreneurship.

CO2: To familiarize the learner with the assistance and incentives available for promotion and Development of Entrepreneurship.

COURSE TITLE: Marketing Strategies and practices

CO1: To develop Marketing Strategies and plans.

CO2: To develop thorough understanding of the process of environment analysis building customer value and customer loyalty.

MCOM– SEMESTER –IV

COURSE TITLE: Supply chain management and logistics

CO1: To introduce the learners to the concept of supply chain management (SCM), its principles and participants.

CO2: To acquaint the learner with the global, Indian and Customer perspective of SCM.

COURSE TITLE: Advertising and sales management

CO1: To introduce the learners to fundamentals of advertising and various New Media options and Ad agencies.

CO2: To enable the learners to develop and apply creativity and understand social and Regulatory Framework of Advertising.

COURSE TITLE: Retail management

CO1: To introduce and Exhibit the application of various Retail management, marketing and Consumer Strategies.

CO2: To understand the recent trends and career option in thus sector and the impact and issue of technology.

_____