

"MATUSHRI PUSHPABEN VINUBHAI VALIA
COLLEGE OF COMMERCE"

MASTER OF COMMERCE (BUSINESS MANAGEMENT)

PROGRAMME OUTCOME:

PO1: Learner enables to get theoretical and practical experience in Commerce sector which includes Commerce, Marketing, Management, Economics, Accounting etc.

PO2: Builds the capability of decision making at personal and professional level, developing skills in application of research methods and knowledge in organizational dynamics and imbibes value of integrity, fairness and ethical standards in management.

PO3: Learner enables to construct innovative thinking through entrepreneurship skills, analytical skills, research skills so that as a prospective manager he/she can face the challenges.

Programme Specific Outcome:

PSO1: Learner is able to develop an ability to apply knowledge in problem solving, ability to work with a team by imparting interpersonal skill and also a learner can go for further for professional courses like CS / CA / ICWA and also able to give competitive exams after completing masters.

PSO2: Learner will venture into different domains like HR department, Marketing department as also in teaching profession or also can start their own business.

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STRATEGIC MANAGEMENT

OBJECTIVE:

1. To enable the learners to understand new forms of Strategic Management concepts and their use in business
2. To provide information pertaining to Business, Corporate and Global Reform.

COURSE OUTCOME

CO1: The learner will gain knowledge about importance, scope and concept of strategy and strategic management process.

CO2: The learner will comprehend strategy formulation, its implementation and evaluation. The learner will be able to develop and prepare organizational strategies that will be effective for the current environment.

CO3: The learner will gain knowledge pertaining to Business, Corporate and Global Reforms. The learner will develop learning and analytical skills and that will enable them to provide strategic solutions to various problems.

CO4: The learner will gain knowledge of recent developments and trends in the business corporate world. The learner will be able to devise strategic approaches to managing a business efficaciously in a global context.

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ECONOMICS FOR BUSINESS DECISIONS

OBJECTIVE:

1. The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking
2. In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics

COURSE OUTCOME

CO1: The learner will get familiarizes with the basic concepts of micro economics and its applications to business situations. The learner will be able to apply economic principles in business decisions.

CO2: The learner will be able to apply elasticity of demand and supply to economic issues like paradox of bumper harvest, tax on price and quantity, minimum floor and maximum ceilings.

CO3: The learner will be able to apply law of variable proportion and returns to scale to undertake production decisions. The learner will also be able to undertake economic analysis of cost.

CO4: The learner will be able to understand the relationship between different market structures and analyse their comparison with one another.

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COST & MANAGEMENT ACCOUNTING

OBJECTIVE:

1. To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business
2. To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates.

COURSE OUTCOME

CO1: The learner will be able to get knowledge on different types of cost. Learner will be able to find the cost of product manufactured.

CO2: The learner will be able to compare actual cost with the standard cost of a product. Learner will be able to discuss on the performance of the organization.

CO3: The learner will be able to categorize cost into fixed cost, variable cost and semi-variable cost.

CO4: The learner will be able to identify the cost of service provided by various sectors. Learner can construct cost sheet statement for transport service, hospitals, etc.

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BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

OBJECTIVE:

1. To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2. To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

COURSE OUTCOME

CO1: The learner will acquire knowledge about the importance, scope and functions of business ethics. The learner will also understand Indian ethos, values and business ethics as a reflection of standard of business that either an individual or business uses when conducting transactions.

CO2: The learner will acquire knowledge about Indian ethical practices in business and corporate governance. The learner will be able to examine ethical practices in Marketing, Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents.

CO3: The learner will be able to explain the scope and functions of corporate social responsibility towards the Society. The learner will be able to apply tools and ideas to problems of CSR.

CO4: The learner will be able to analyse areas of CSR and evaluate CSR Policy of the companies.

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RESEARCH METHODOLOGY FOR BUSINESS

OBJECTIVE:

1. To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
2. To enable the learners in understanding and developing the most appropriate methodology for their research
3. To make the learners familiar with the basic statistical tools and techniques applicable for research

COURSE OUTCOME

CO1: The learner will understand the concept of research, identifying research problem, research design, hypothesis and sampling. The learner will be able to develop the skill of identifying research problem, formulating research problems and hypothesis.

CO2: The learner will be able to choose suitable methods of data collection; construct questionnaire on the basis of knowledge on measurements and scaling techniques and carry out pilot study.

CO3: The learner will be able to analyse collected data by applying statistical tools like parametric and non-parametric test.

CO4: The learners will be able to develop the report writing skills and its documentation by using computers in research.

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MACRO ECONOMICS CONCEPTS AND APPLICATIONS

OBJECTIVE:

1. The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level
2. This course the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies

COURSE OUTCOME

CO1: The learner will get knowledge about various macroeconomics concepts of aggregate income and its dimensions such as national income, circular flow of national income, etc.

CO2: The learner will understand about various concepts like Aggregate Demand Function (ADF), Aggregate Supply (ASF), Tradeoff between Inflation and Unemployment, stagflation, Phillips curve, etc. The learner will be able to analyse interrelationships among prices, income and interest rates as they affect consumption, saving and investment.

CO3: The learner will be able to analyse goods and money market. The learner will be able to evaluate IS-LM of India.

CO4: The learner will be able to create understanding of the rate of exchange and how the rate of exchange is determined. The learner will also be able to evaluate fiscal and monetary policies and how these policy influences the economy.

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CORPORATE FINANCE

OBJECTIVE:

1. To enhance the abilities of learners to develop the objectives of Financial Management
2. To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates

COURSE OUTCOME

CO1: The learner will get knowledge of the various sources of finance. Learner will be able to list the most suitable source of finance as per the requirements.

CO2: The learner will be able to relate the concept of time value of money in investment decisions. Learner will be able to predict the present value of future cash flows.

CO3: The learner will be able to use the various accounting ratios and interpret the financial statements. Learner will be able to do comparative analysis of financial statements using the ratios.

CO4: The learner will be able to recommend the best source of finance. The learner will be able to design a best capital structure.

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E-COMMERCE

OBJECTIVE:

1. To provide an analytical framework to understand the emerging world of e-commerce
2. To make the learners familiar with current challenges and issues in e-commerce
3. To develop the understanding of the learners towards various business models

COURSE OUTCOME

CO1: The learner will be able to comprehend the emerging world of e-commerce, familiarize with current challenges and issues in e-commerce and develop the understanding towards various business models of E-Commerce.

CO2: The learner will understand the Web-based Commerce and evaluate E-commerce requirements of a business.

CO3: The learner will be able to examine pros and cons of online shopping and analyse electronic payment system.

CO4: The learner will develop understanding relating to Legal and Regulatory Environment and Security issues of E-commerce.

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HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

1. To make students aware about the basic element of Human Resource Management
2. The students will observe about various aspect of HRM which will help them to develop good human relation

COURSE OUTCOME

CO1: The learner will gain knowledge of the concept of human resource management and understand its relevance in organizations. The learner will be able to analyse the strategic issues and strategies required to recruit and select manpower resources.

CO2: The learner will be able to apply various performance appraisal techniques for performance appraisal. The learner will also be able to designing and evaluate effective training programme.

CO3: The learner will gain knowledge of latest development in H.R.M. and labour legislation.

CO4: The learner will have the ability to handle employee issues and evaluate the new trends in H.R.M.

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ENTREPRENEURIAL MANAGEMENT

OBJECTIVE:

1. The students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities.
2. To develop the abilities of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

COURSE OUTCOME

CO1: The learner will have the knowledge of entrepreneurial traits, steps to change entrepreneurial culture and theories of Entrepreneurship.

CO2: The learner will be able to undertake SWOC analysis and financial analysis of entrepreneurial venture.

CO3: The learner will be able to formulate project and undertake its management.

CO4: The learner will gain knowledge of various assistance and incentives available for promotion and development of entrepreneurship.

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ORGANIZATIONAL BEHAVIOUR

OBJECTIVE:

1. To make students understand about the human interactions in an organization.
2. To enhance the skills of leadership and conflict resolution in an organization

COURSE OUTCOME

CO1: The learner will gain basic knowledge of Organisational behaviour, evolution of OB and various types of Organisations.

CO2: The learner will comprehend about foundation of individual behaviour such as personality, perception and attitude.

CO3: The learner will be able to apply skills required for working in groups at workplace and use skills in developing communication and resolving conflicts.

CO4: The learner will be able to apply individual strategies to cope up with the stress, analyse organizational culture and develop strategies to manage workforce diversity.

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LOGISTICS AND SUPPLY CHAIN MANAGEMENT

OBJECTIVE:

1. The broad objectives of Supply Chain Management are to create value, build a competitive infrastructure, leverage worldwide logistics, synchronize supply with demand and measure performance.

COURSE OUTCOME

CO1: The learner will acquire knowledge about concepts, principles and strategies of supply chain management.

CO2: The learner will understand the role of logistics as it relates to transportation, warehousing, packaging and material management.

CO3: The learner will be gain knowledge about various operative systems in SCM and evaluate the use of Internet in SCM.

CO4: The learner will be able to analyse value and efficiency of Global Supply Chain Networks as well as Domestic Supply Chain Networks.

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ADVERTISING AND SALES MANAGEMENT

OBJECTIVE:

1. understand the role of marketing as a fundamental organizational policy process.
2. Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing

COURSE OUTCOME

CO1: The learner will get knowledge about various models, Ad agency and media in advertising.

CO2: The learner will be able to develop advertising copy abiding to regulatory framework of advertising.

CO3: The learner will be able to design an effective sales compensation plan.

CO4: The learner will be able to analyse planning and controlling of sales.

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RETAIL MANAGEMENT

OBJECTIVE:

1. To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.
2. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with general management or entrepreneurial interest.

COURSE OUTCOME

CO1: The learner will gain knowledge about retail sector of India and trends in retailing.

CO2: The learner will understand various strategies involved in retailing. The learner will also understand about consumer strategies in retail context.

CO3: The learner will be able to decide store location, its design and layout.

CO4: The learner will be able to use of technology in retailing, undertake E-retailing and develop a career in retailing.