

Shri Lal Bahadur Shastri Degree College, Gonda
Faculty of Commerce and Management
Department of Commerce
Programme and Course Outcomes

Effective from Academic Year 2024-25

M. Com. 1st Year [Bachelor (Research) in Faculty - Commerce]

Semester: First, Course Title: Organizational Behavior, Course Code: N-C010701T

The objective of the course is to make the students familiar with Indian organizations of VEDIC period and the basics of organizational behaviour and make them understand the importance of groups and leadership etc. The course also aims to develop in the student the ability to run a business house more efficiently in a situation of stress.

Semester: First, Course Title: Indian and Global Business Environment, Course Code: N-C010702T

After completion of this course, the students will be able to identify and differentiate various micro and macro factors affecting functioning of business, analyze Indian and global economy in the light of changing government regulatory policies and learn about the objectives and strategies in economic planning.

Semester: First, Course Title: Statistical Analysis, Course Code: N-C010703T

The objective of the course is to enable the students to understand the basic concepts of statistical tools and techniques and to develop in them the ability to apply these tools and techniques for managerial decision making and also to work as good researcher.

Semester: First, Course Title: Digital Marketing and E-Commerce, Course Code: C010704T

The course aims to help students understand digital and social media marketing practices to acquire and enhance customer engagement. Students will be able to develop latest digital practices for marketing and promotion.

Semester: First, Course Title: Advertising and Sales Management, Course Code: C010705T

To develop an in- depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management, which constitute the rapidly growing field of marketing.

Semester: First, Course Title: Project Presentation on Digital Marketing and E-Commerce, Course Code: C010706P

This course will help students to understand Digital Marketing and E-Commerce. Students will be able to understand usage, latest trends and future development of Digital Marketing and E-Commerce. It will help them to become entrepreneur as well.

Semester: First, Course Title: Project Presentation on Advertising and Sales Management, Course Code: C010707P

This course will help students to understand Advertising and Sales Management. Students will be able to understand how they can use advertising and manage sales when they become an entrepreneur.

Semester: Second, Course Title: Business Research Methodology, Course Code: C010801T

This course is designed to develop in-depth knowledge of the methodology appropriate for conducting business research. The course includes a review of the scientific methods and its application to the business research process, data preparation, analysis and presentation of the research output (written and oral) for making better decisions.

Semester: Second, Course Title: Logistics and Supply Chain Management, Course Code: N-C010802T

Students will be able to understand local and world class logistics and supply chain management in manufacturing and non-manufacturing sectors as well. They will also learn models of SCM, transportation mix, location strategy, cost analysis and measurement, use of IT in SCM, Future trends and best practices in SCM.

Semester: Second, Course Title: Consumer Behaviour, Course Code: N-C010803T

Students will be able to understand evolution of consumer behaviour, influences on consumer behaviour, significance of personality and attitude of consumers. They will learn different models of consumer decision-making and marketing ethics towards consumers.

Semester: Second, Course Title: Advanced Corporate Accounting and Reporting, Course Code: C010804T

The course focusses on the study of accounting required to understand financial position of the corporate enterprise and understand the statutory requirements so as to manage the enterprise efficiently.

Semester: Second, Course Title: Management of small Business, Course Code: C010805T

The course aims at to impart in-depth knowledge of MSME basically in India. It will help students in setting up of their own unit.

Semester: Second, Course Title: Project Presentation on accounting and reporting of any Company or MSME/ Large industry, Course Code: C010806P

This course will help students to understand the real scenario of accounting and reporting of a company's records.

Students will be able to understand the real scenario of MSME/ Large scale industries. It will empower students in setting up of their own firms.

Semester: Second, Course Title: Field Visit/ Industrial Training/ Practical Work with a Professional Person., Course Code: C010807P

This course will help students to understand how they can use theoretical knowledge in business. It will empower them in getting a job or in setting up of their own firms.

M. Com. 2nd Year [Master in Faculty - Commerce]

Effective in Academic Year 2024-25

Semester: Third, Course Title: Human Resource Management, Course Code: C010901T

The objective of the course is to develop in the student's broad perspective on themes and issues of human resource management along with their relevance and application in the Indian prospective. The course also aims to develop relevant skills required to handle HR related issues.

Semester: Third, Course Title: Entrepreneurship Development, Course Code: C010902T

Provides an insight into institutional support to entrepreneurs and the project Management.

Semester: Third, Course Title: Strategic Management, Course Code: C010903T

The course is concerned with both the determination of strategic direction and the management of the strategic process. As such, it deals with the analytical, behavioural, and creative aspects of business simultaneously. The perspective of this course is to make students aware about the key tasks involved including detection of and adaptation to environmental change; the procurement and allocation of resources; the integration of activities across subparts of the organizations; and, at the most senior levels, the determination of purpose and the setting of corporate directions. The content will enhance the basic understanding of the nature and dynamics of the strategy formulation and implementation processes.

Semester: Third, Course Title: Security Analysis and Portfolio Management, Course Code: C010904T

The course is designed to enforce student's knowledge and understanding of the security analysis and portfolio management process. Focus is to develop understanding of Investments (objectives and constraints), secondary market operations, selection of financial instruments, portfolio formulation, monitoring evaluation techniques. The valuation of equity and interest-bearing instruments provides an insight for decision making required to achieve the core objective of business.

Semester: Third, Course Title: International Marketing, Course Code: C010905T

The objective of the course is to familiarize the students with the conceptual framework, policies and procedures of international marketing. It also aims to provide an exposure of the environmental dynamics of international business to the students so as to enable them to develop international marketing strategies.

Semester: Third, Course Title: Project Presentation on SPSS/ MS Excel/ R Studio/ Jamovi/ Any Other Software used in Business Research, Course Code: C010906P

This course will help students to understand how they can use statistical software in research work. This will enhance their analytical and interpretation abilities as well.

Semester: Third, Course Title: Project Presentation on any Topic Related to Business, Course Code: C010907P

This course will help students to explore the reality on the topics related to business.

Semester: Fourth, Course Title: Project Management and Planning, Course Code: C011001T

The course is designed to provide an understanding of different types of projects and the total approach for project management with a view to understand the reasons for project failures and to familiarize students with recent advances in project management tools and techniques including computers.

Semester: Fourth, Course Title: Managerial Economics, Course Code: C011002T

The course aims to make the students aware of various economic issues, tools and techniques of economic analysis required to enhance the decision-making skills while working in a corporate sector.

Semester: Fourth, Course Title: Indian Financial System and Financial Services, Course Code: C011003T

This course is designed to develop a knowledge about the financial system and functioning of financial sub-systems comprising of financial markets, financial instruments, financial intermediaries, financial services and regulatory authorities. Moreover, the students will be able to understand the core financial services, prudential norms, new technologies and the latest transformation or reforms in mobilizing funds in economy.

Semester: Fourth, Course Title: Customer Relationship Management, Course Code: C011004T

The aim of the course is to provide understanding of comprehensive marketing strategy to improve marketing productivity which can be achieved by increasing marketing efficiency and enhancing marketing effectiveness through a process of acquiring, retaining and partnering with selective customers to create superior mutual value for the organization.

Semester: Fourth, Course Title: Major Research Project/ Dissertation, Course Code: C011005P

- This course will provide an opportunity to the students to acquire necessary research skills as part of the academic activity.

M. Com. 2nd Year [Master in Faculty - Commerce]

Effective from Academic Year 2025-26

Semester: Third, Course Title: Services Marketing, Course Code: N-C010901T

The students will be able to understand Service Marketing, Marketing Mix for Services, Service Blueprint, Integration of New Technologies and other key issues facing today's customer service providers and service managers. It will provide a theoretical and practical base for assessing service performance.

Semester: Third, Course Title: Retail Management, Course Code: N-C010902T

This course will help the students to develop Analytical Skills to identify Retail Business Opportunities and Conditions for access to potential marketers. It will help them to start their own retail outlet.

Semester: Third, Course Title: Strategic Management, Course Code: C010903T

The course is concerned with both the determination of strategic direction and the management of the strategic process. As such, it deals with the analytical, behavioural, and creative aspects of business simultaneously. The perspective of this course is to make students aware about the key tasks involved including detection of and adaptation to environmental change; the procurement and allocation of resources; the integration of activities across subparts of the organizations; and, at the most senior levels, the determination of purpose and the setting of corporate directions. The content will enhance the basic understanding of the nature and dynamics of the strategy formulation and implementation processes.

Semester: Third, Course Title: Security Analysis and Portfolio Management, Course Code: C010904T

The course is designed to enforce student's knowledge and understanding of the security analysis and portfolio management process. Focus is to develop understanding of Investments (objectives and constraints), secondary market operations, selection of financial instruments, portfolio formulation, monitoring evaluation techniques. The valuation of equity and interest-bearing instruments provides an insight for decision making required to achieve the core objective of business.

Semester: Third, Course Title: International Marketing, Course Code: C010905T

The objective of the course is to familiarize the students with the conceptual framework, policies and procedures of international marketing. It also aims to provide an exposure of the environmental dynamics of international business to the students so as to enable them to develop international marketing strategies.

Semester: Third, Course Title: Project Presentation on SPSS/ MS Excel/ R Studio/ JAMOVI/ Any Other Software used in Business Research, Course Code: C010906P

This course will help students to understand how they can use statistical software in research work. This will enhance their analytical and interpretation abilities as well.

Semester: Third, Course Title: Project Presentation on any Topic Related to Business, Course Code: C010907P

This course will help students to explore the reality on the topics related to business.

Semester: Fourth, Course Title: Project Management and Planning, Course Code: C011001T

The course is designed to provide an understanding of different types of projects and the total approach for project management with a view to understand the reasons for project failures and to familiarize students with recent advances in project management tools and techniques including computers.

Semester: Fourth, Course Title: Personal Savings and Investment Management, Course Code: N-C011002T

Enables the students to know various Avenues of personal savings and investment management. They will be able to secure their savings in future.

Semester: Fourth, Course Title: Indian Financial System and Financial Services, Course Code: C011003T

This course is designed to develop a knowledge about the financial system and functioning of financial sub-systems comprising of financial markets, financial instruments, financial intermediaries, financial services and regulatory authorities. Moreover, the students will be able to understand the core financial services, prudential norms, new technologies and the latest transformation or reforms in mobilizing funds in economy.

Semester: Fourth, Course Title: Customer Relationship Management, Course Code: C011004T

The aim of the course is to provide understanding of comprehensive marketing strategy to improve marketing productivity which can be achieved by increasing marketing efficiency and enhancing marketing effectiveness through a process of acquiring, retaining and partnering with selective customers to create superior mutual value for the organization.

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This course will provide an opportunity to the students to acquire necessary research skills as part of the academic activity.

R Singh
5/9/2024