

**ARAFA COLLEGE OF ARTS AND SCIENCE PEZHAKKAPILLY**

**DEPARTMENT OF COMMERCE**

**M.Com syllabus (CSS) and objectives of each programme**

**PROGRAMME-M.Com MARKETING AND INTERNATIONAL BUSINESS**

**SEMESTER I**

**COURSE CODE : CM010101**

**COURSE NAME :Specialised Accounting**

**COURSE OUTCOME**

- 1.To know the methods of valuation of goodwill and share
- 2.To acquaint with the amalgamation and reconstruction procedures of companies
- 3.To learn the proceedings and concept of mutual funds.

**COURSE CODE:CM010102**

**COURSE NAME :OrganisationalBehaviour**

**COURSE OUTCOME**

- 1.To help the students to understand the conceptual frame work of management and organizational behaviour
- 2.To understand the managerial applicability of the concepts.

**COURSE CODE :CM010103**

**COURSE NAME :Marketing Management**

**COURSE OUTCOME**

- 1.To introduce the subject of marketing management
- 2.To acquaint the student with various methods and techniques of marketing management

**COURSE CODE : CM010104**

**COURSE NAME :Management optimization Techniques**

**COURSE OUTCOME**

- 1.To understand statistical tools for quantitative analysis
- 2.To understand the statistical tools for research and business decision making

**COURSE CODE :** CM010105

**COURSE NAME :** Methodology for social science research

**COURSE OUTCOME**

- 1.To help the students to understand how to do research in the area of commerce and management.
- 2.To help the students to understand the techniques of research reporting.

**SEMESTER II**

**COURSE CODE:**CM010201

**COURSE NAME :**Advanced corporate accounting

**COURSE OUTCOME**

- 1.To understand the proceedings of the preparation of consolidated financial statements.
- 2.To get an idea about bankruptcy and liquidation proceedings of companies .

**COURSE CODE:**CM010202

**COURSE NAME** Human Resource Management

**COURSE OUTCOME**

To help the students to understand the human resource functions in an organization.

**COURSE CODE :**CM010203

**COURSE NAME :**International Business And Finance

**COURSE OUTCOME**

To acquaint students with the advanced concept of financial management and to develop financial strategies for the organization.

**COURSE CODE :**CM010204

**COURSE NAME :**Quantitative Techniques

**COURSE OUTCOME**

To enable the students to understand various techniques used in operation management decisions

**COURSE CODE:**CM010205

**COURSE NAME** Strategic Management

**COURSE OUTCOME**

To understand the frame work across strategic analysis, strategy formulation, and strategic implementation

**SEMESTER III**

**COURSE CODE :**CM010301

**COURSE NAME :**Strategic Financial Management

**COURSE OUTCOME**

To understand and compare the performance of business ethics.

**COURSE CODE:** CM010302

**COURSE NAME:**Income Tax Law and Practice

**COURSE OUTCOME**

To make the students familiar with the direct tax law of the country and to give advanced level of knowledge on direct tax laws and computation and assessment

**COURSE CODE.** CM010303

**COURSE NAME :**Security analysis and portfolio management

**COURSE OUTCOME**

To understand different aspects of modern portfolio theories and construct optimum portfolio.

**COURSE CODE:**CM800301

**COURSE NAME :** Logistics and Supply Chain Management

**COURSE OUTCOME**

- 1.To understand the importance of logistics management and principles.
- 2.To understand and analyse the role of computers in modern day warehousing.

**SEMESTER IV**

**COURSE CODE.** CM010401

**COURSE NAME** Advanced Cost and management Accounting

**COURSE OUTCOME**

- 1.To learn about the higher application of cost accounting techniques and methods.
- 2.To know the application of cost control techniques.

**COURSE CODE.** CM010402

**COURSE NAME** :Income Tax Assessment and procedures.

**COURSE OUTCOME**

- 1.To give a detailed idea about assessment of companiesand determine their tax liability.
- 2.To give a comprehensive knowledge about tax planning concepts.

**COURSE CODE:**CM810401

**COURSE NAME** :Retail and Rural Marketing

**COURSE OUTCOME**

- 1.To understand an idea on emerging trends of retailing in India.
- 2.To understand the elements of marketing mix.

**COURSE CODE.** CM810402

**COURSE NAME** : International Marketing

**COURSE OUTCOME**

- 1.To understand an idea about international logistics ,mode of entry and promotional measures.
- 2.To understand the idea about international marketing and global marketing .