

# **JIWAJI UNIVERSITY, GWALIOR**

## **School of Commerce & Business Studies**

The School of Commerce and Business Studies, Jiwaji University, Gwalior came into existence in 1980 as teaching and research centre. Over a period of time, it has acquired prestigious status at National level. Major area of research carried out in this department includes management accounting, business ethics, stock market, insurance, banking sector, micro finance, consumer satisfaction, work life balance, human resource development etc. There have been significant contributions in the frontier areas of Commerce and Business studies by way of research publications in journals of repute. Various funding agencies is providing financial assistance. The department has various post-doctoral fellows, senior research fellows and junior research fellows who are working in various research areas. To prepare students, academicians and trained researchers for professional and teaching area, the school is running following programmes:

**M.Com**

**M.Phil.**

**Ph.D.**

### **Programme Outcomes (POs)**

The designing of the Commerce programme at the Jiwaji University is to provide the key knowledge to prepare students for careers as professionals in the field of commerce, for further study in Commerce and Business studies and related fields. The faculty is committed to providing an environment that addresses the individual needs of each student and encourages them to develop their potential.

Our distinguishing features are:

- 1. PO1. Holistic Approach:** The programme gives an insight into the holistic concept of Commerce.
- 2. PO2. Critical Thinking:** Identifying the assumptions that frame our actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational and personal) from different perspectives.

- 3. PO3. Effective Communication:** Read, write, speak and listen clearly in English and Hindi (Bilingual).
- 4. PO4.Ethics:** Recognize different value and moral systems and correlate them with present business environment and economic system.
- 5. PO5. Effective Citizenship:** Demonstrate social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- 6. PO6. Environment and sustainability:** Understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge and need for sustainable development.
- 7. PO7. Business and Commerce:** Up-to-date knowledge of broad range of disciplines of Commerce and Business studies. Understanding theoretical and practical knowledge of the economy with the various business studies and commerce principles.

#### **Programme Specific Outcomes (PSOs)**

Curriculum of Commerce is designed to prepare graduates and post graduates to attain the following program specific outcomes:

- PSO1:** An ability to practice or apply commerce principles, communication and other skills in a wide range of commercial and professional employment areas.
- PSO2:** An ability to design or develop business studies practices and incorporating its impact on economic, business, social, safety and sustainability.
- PSO3:** Display critical thinking for creating new ideas and design innovative pathways.
- PSO4:** Explore global level research opportunities for doctoral and post-doctoral studies.
- PSO5:** Demonstrate broad mind-set with respect to knowledge penetration and accumulation in his/her professional activities.
- PSO6:** To enhance the potential of students and get appropriate endorsement through qualifying NET//SLET/ State Civil Services and other competitive examinations.
- PSO7:** Acquire the ability to engage in independent and life-long learning in the broadest context of commerce and business studies.

**Course Outcomes (COs)**  
**For M.Com. Programmes**  
**Semester I**

**Management of Principles and Practices**

Students after studying Management of Principles and Practices course are expected:

- CO1:** To learn and understand the process and the importance of principles of management, Professional Management in India, Managerial Roles and managerial Skills.
- CO2:** To understand the Planning Process, principles of Planning, Types of Plans, Management By objective (MBO) and Environmental Analysis.
- CO3:** To learn and understand the process and Principles of Organization, Forms of Organization, Structure, Organizational Charts and manual, Span of Management Concept of Authority, Types Of Authority Relationships. Concept, Process of Delegation of Authority and its barriers.
- CO4:** To understand the Nature and process of Decision Making, Types of Decisions, coordination, Principles and Techniques of Effective Coordination.
- CO5:** To understand the Nature and process of Decision Making, Types of Decisions, coordination, Principles and Techniques of Effective Coordination. process of Communication, communication Network, Direction of Communication, Barriers in Communication, Ten Commandments of Good Communication

**BUSINESS ENVIRONMENT**

Students after studying Business Environment course are expected:

- CO1:** To learn and understand the Concept of business environment. Components of business environment. Socio culture environment base of business. Concept of business ethics and morality. Concept of social audit.
- CO2:** To understand the Economic Environment of Business. New Economic Policy, second generation reforms. Present industrial Policy. Industrial licensing policy. export-import Policy. Monetary Policy. Fiscal Policy.
- CO3:** To learn and understand Political and Legal environment of Business- Critical elements of political environment Government and business, changing dimensions of legal environment in India.
- CO4:** To understand the Patent Act 1951. Competition Act 2002 Liberalization Policy Implications of Globalization. Policy in Business.

**CO5:** To understand the International and Technological Environment, Foreign Collaborations and Indian Business, W.T.O. World Bank IMF Foreign trade Policy, Technological Environment in India. Policy & Research and development Technology Transfer.

## **ADVANCED FINANCIAL ACCOUNTING**

Students after studying Advanced Financial Accounting course are expected:

- CO1:** To understand Final Accounts with (Advanced (IFRS) International Adjustment), Financial Reporting System.
- CO2:** To learn to analyse Accounting from Incomplete Records. Accounting for non-profit organisation.
- CO3:** To learn Investment Accounting, Branch and Departmental Accounts.
- CO4:** To understand Accounting for Hire Purchase and Instalment System, Insolvency Accounts.
- CO5:** To understand Dissolution of Partnership firm, Amalgamation of firm, sale of firm.

## **STATISTICAL ANALYSIS**

Students after studying Statistical Analysis course are expected:

- CO1:** To understand Regression, Interpolation and Extrapolation.
- CO2:** To learn to analyze Association of Attributes coefficient of association by Yule's formula and association of attributed up to 3rd order, Chi-square Test.
- CO3:** To learn Probability –Concept and uses of probability in Permutation and computation Probability theories – addition, multiplication, Bernoulli theories, Theoretical Frequency Distribution.
- CO4:** To understand Sampling Theory – Basic concepts, Types, Techniques and Testing, Practical uses of sampling, Standard errors and its computation. Test of single proportions and difference of proportions.
- CO5:** To understand Test of significance based on 'T', 'F' and 'Z' distribution, Analysis of variance.

## **SEMESTER II ORGANIZATIONAL BEHAVIOUR**

Students after studying Organisational Behaviour course are expected:

- CO1:** To understand Concepts, Nature and Determinants of organization behavior, Models of organization behavior, natural Process of perception, Components of Learning, Principles and Theories of Learning.
- CO2:** To learn Values and attitudes, Types and sources, Measurement of Attitude, Defining and classifying groups, stages of Group Development, Group Structure, Group processes, Group Dynamics, Group V/S Team, Team Effectiveness.
- CO3:** To learn Emerging perspective of Motivation, Types of motivation, theories of Motivation.
- CO4:** To understand Nature and significance of leadership, leadership in Different Cultures, Leadership Styles and transformational Leadership.
- CO5:** To understand Transitions in conflict thought, functional versus Dysfunctional conflict, conflict Process, conflict Management Techniques, Organizational culture, Organizational change and Development-forces of changes, techniques of Organizational Development.

## **CORPORATE ACCOUNTING**

Students after studying Corporate Accounting course are expected:

- CO1:** To understand Issue and Forfeiture of shares, Accounting for Redemption of Preference Share and Debenture, Buy back of Equity Share, Bonus Shares.
- CO2:** To learn Company Final Accounts.
- CO3:** To learn Computation of prior and post incorporation profit and loss. Accounting of under writing commission.
- CO4:** To understand Valuation of Goodwill, Valuation of Share, Accounting for Liquidation.
- CO5:** To understand Merger of Companies, AS-14, Internal reconstruction of a Company.

## **FINANCIAL MANAGEMENT**

Students after studying Financial Management course are expected:

- CO1:** To understand concept of finance functions, Types of Financial Decisions, Importance, Objective organization and responsibility of finance Management.
- CO2:** To learn Financial Planning, Capitalization, over and under capitalization, capital structure, Trading on equity.
- CO3:** To learn Leverage Analysis: Operating and financial, long term medium term, short term requirement sources of funds Share Capital & Debenture.
- CO4:** To understand Cost of capital: objectives, Types and Analyses, Dividend Decision Policy, Management of Income and Ploughing back of profits.
- CO5:** To understand Management of working capital, Management concepts of working capital, significance of working capital, sources of working capital, methods of working capital control techniques of cash, receivable, Inventory.

## **ACCOUNTING FOR MANAGERIAL DECISIONS**

Students after studying Accounting for Managerial Decision course are expected:

- CO1:** To understand Management Accountancy Role of Management Accounting in decision making, tools & techniques of Management Accounting.
- CO2:** To learn Financial Statements, Financial Statement Analysis.
- CO3:** To learn Capital Budgeting - Nature, Characteristics and Methods of Capital Budgeting.
- CO4:** To understand Fund flow, cash flow statement.
- CO5:** To understand Cost of Capital, Responsibility Accounting and Management Reporting.

## **SEMESTER III MARKETING MANAGEMENT**

Students after studying Marketing Management course are expected:

- CO1:** To understand Marketing and marketing Management, Retailing and selling, Role of marketing in economic development.
- CO2:** To learn Marketing Information System, Marketing Research Concept and process, Sales forecasting Product life Cycle, Product Positioning and diversification, Development of New Product.

- CO3:** To learn about Product Branding, Product pricing decision, Challenges before modern Marketing in India, Marketing and Social responsibility, marketing Ethics.
- CO4:** To understand sales promotion, strategies, sales management, Recruitment and selection, Training Compensation to sales staff. Personal selling Channels of
- CO5:** To understand Concept of Advertisement, Social effects and Ethical issues in Advertising. Advertisement Effectiveness.

## **INDIAN FINANCIAL SYSTEM**

Students after studying Indian Financial System course are expected:

- CO1:** To learn Financial System, to understand Financial System and Economic growth.
- CO2:** To learn Money Market in India development of Money Market in India, Money Market Instruments.
- CO3:** To learn about Depositories and Custodians NSDL, CSDL, Stock holding corporation of India, derivative Market.
- CO4:** To understand Credit Rating, credit rating agencies in India.
- CO5:** To understand Mutual Funds, Regulation of Mutual Funds, need of Financial system Reforms.

## **PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS**

Students after studying Personal Management and Industrial Relations course are expected:

- CO1:** To understand Personnel Management, Organisation of personnel department, manpower planning, Personnel policies, personnel Management in Indian perspective.
- CO2:** To learn Job Analysis, Recruitment, Selection, Placement, Induction & Training, Performance Appraisal, Merit rating, Executive Development, employee counseling.
- CO3:** To learn about Industrial Relations, Conditions and Approaches for Congenial Industrial Relations, How to manage Industrial Relations in Hospitals.
- CO4:** To understand Industrial Conflicts, Prevention and Settlement of Industrial Conflicts. Workers' Participation in Management, Work committees and Employees Empowerment.
- CO5:** To understand compensation planning, methods of compensation, incentives & Fringe benefits, Industrial Efficiency. Industrial Psychology

## **CONSUMER BEHAVIOUR**

Students after studying Consumer Behaviour course are expected:

- CO1:** To understand consumer behavior, determinants of consumer behavior consumer Movement in India.
- CO2:** To learn Organizational Buying behavior and consumer research
- CO3:** To learn about Consumer needs and motivations Measurement of motives and Development of Motivational Research.
- CO4:** To understand Personality and consumer behavior
- CO5:** To understand social class and consumer Behavior, Social class Mobility.

## **MANAGEMENT OF MARKETING SERVICES**

Students after studying Management of Marketing Services course are expected:

- CO1:** To understand Concept of services, Management of marketing services, market segmentation and market mix for services.
- CO2:** To learn Marketing of Bank and Insurance services product planning and segmentation, marketing mix, personal selling.
- CO3:** To learn Marketing of Hotel and Hospital services market segmentation, Market mix, pricing decision, Hotel Marketing in India, Hospital Marketing in India.
- CO4:** To Understand Marketing of consultancy services, product planning and development, Market segmentation concept and need of personal care services education service Indian scenario.
- CO5:** To understand Marketing of Transport services, product planning, market segmentation, Marketing Mix, price policy, marketing management for Rail and Road Transport.

## **MANAGEMENT OF COST ACCOUNTING**

Students after studying Management of Cost Accounting course are expected:

- CO1:** To understand various cost concepts, Techniques of inventory control methods of wage payment, classification and allocation of overheads.
- CO2:** To learn Process Accounting, joint product and By product, Equivalent Production and Inter process profit, Operating costing
- CO3:** To learn Marginal Costing, Break Even Analysis, Applications of Break-even analysis. Use of Marginal Costing in business decision.



**CO4:** To Understand Budgetary Control, Preparation of Functional budgets. Cost Audit, Preparation of cost Audit Programme, Cost audit report.

**CO5:** To understand Standard Costing and Variance Analysis, standard costing, Activity based costing, Balanced score card.

## **INVESTMENT MANAGEMENT**

Students after studying Investment Management course are expected:

**CO1:** To understand Investment, factors of sound investment, Financial Markets Investment opportunities available in India.

**CO2:** To learn Investment process, negotiable and Not negotiable investment, concept of Return and Risk sources, types and measurement of risk. Portfolio Management, Markowitz Model, Capital Assets pricing Model.

**CO3:** To learn Security Analysis: Fundamental, economic Industry and Technical Analysis. Dow theory, Elliott wave theory, efficient Market Hypothesis.

**CO4:** To Understand Stock exchange in India: BSE, NSE, O.T.S.C., Interconnection of stock exchange in India, Stock Indices and their computation. SEBI - their powers and functions.

**CO5:** To understand Emerging Trends in Indian Capital Market Depositories and Scriptless trading. Book Building, Stock tending scheme, Rolling settlement Green shoe option, Responsibilities and Code of Conduct for Portfolio Manager.

## **RESEARCH METHODOLOGY**

Students after studying Research Methodology course are expected:

**CO1:** To understand Business Research, Research Process.

**CO2:** To learn Research Design, Types of Research, Hypothesis Types, Formulation of Hypothesis.

**CO3:** To understand sources of Primary Data and Secondary Data and its uses in Research, Questionnaires, Interviews And Surveys, Observation, Contents analysis and measurement Scales, Techniques of Developing Scales.

**CO4:** To Understand Data Analysis Using Statistical Packages, Hypothesis Testing - Parametric And Non-parametric Tests, Statistical Inferences for one or two samples Application of SPSS.

**CO5:** To understand Research Report Formulation of Research Report, layout of Research Report.

## **INCOME TAX LAW AND PRACTICES**

Students after studying Income Tax Law and Practices course are expected:

- CO1:** To understand Computation of tax liability of Individual.
- CO2:** To learn Assessment of HUF and Co-operative society.
- CO3:** To understand Assessment of partnership firm and computation of tax.
- CO4:** To Understand Assessment of company and computation of tax.
- CO5:** To understand Income tax, Authorities Appeal and Revisions, Advanced payment of tax, Tax deducted at sources, PAN, Types of Assessment.

## **MANAGERIAL ECONOMICS**

Students after studying Managerial Economics course are expected:

- CO1:** To understand Introduction Managerial Economics, Principles of managerial decision, micro & macro economics.
- CO2:** To learn Demand Analysis Elasticity of demand Theories of demand, Demand Forecasting Test marketing, Opinion pooling, Life cycle.
- CO3:** To understand Production and Cost Analysis
- CO4:** To Understand Analysis of Revenue & price determination Price determination under perfect competition, Monopoly, monopolistic competition and oligopoly.
- CO5:** To understand Profit Management Theories of profit, Tools of profit planning. Business Cycles Theories of Business cycles, Hawtrey, Haywek, Hick and Kalecki.

## **PUBLIC FINANCE**

Students after studying Public Finance course are expected:

- CO1:** To understand public finance, Role of Public Finance in Economic development.
- CO2:** To learn and understand Public expenditure, effect of Public expenditure.
- CO3:** To understand concept of taxation, principles of taxation Indian taxation system, taxable capacity, effect of taxations.
- CO4:** To understand Public debt, redemption of public debt, debt burden over India.
- CO5:** To understand Financial Relation between Central and State Government report of latest financial Commissions. Trends of Public expenditure India.

## **APPLIED STATISTICS**

Students after studying Applied Statistics course are expected:

- CO1:** To understand Statistical System in India, Central Statistical organization (C.S.O.), National Sample Survey Organization (NSSO) and State Statistical organization (SSO).
- CO2:** To learn and understand National Income Statistics, Methods of calculating national income, Estimation of National income in India, Agriculture Statistics and Industrial Statistics.
- CO3:** To understand Trade Statistics, Labor Statistics, Price Statistics.
- CO4:** To understand Population Statistics, Method of Census, Vital Statistics, Measurement of Fertility, Measurement of Mortality.
- CO5:** To understand Organizational Structure, Department of Research and Statistics, RBI, Statistical Branch of Central Board of Direct Taxes, Indian Agricultural Statistics Research Institute (TASRI). General Shortcomings of Indian Statistic.

## **Semester IV STRATEGIC MANAGEMENT**

Students after studying Strategic Management course are expected:

- CO1:** To understand business strategy & policy, strategic management process.
- CO2:** To learn evaluating company resources and competitive strengths disinvestments, retrenchment.
- CO3:** To understand positioning of the business portfolio, strategic business units, product life cycles.
- CO4:** To understand strategy and competitive advantage, organization design.
- CO5:** To understand strategic evaluation and control, designing strategic control systems.

## **INSURANCE PRINCIPLES AND PRACTICES**

Students after studying Insurance Principles and Practices course are expected:

- CO1:** To understand insurance, classification and organisation of insurance, insurance organization in India.
- CO2:** To learn about insurance contract, relationship between compensation and life insurance contract, double insurance, re-insurance, ordinary contract and insurance contract.

**CO3:** To understand life insurance, insurance contracts, annuity life insurance packages, computation of presences valuation, disinbetion of profit & management.

**CO4:** To understand marine insurance, valuation clause, assignment clause, general survey losses, special losses of marine claim of losses procedure.

**CO5:** To understand Fire Insurance,ssential elements of fire insurance.

### **MANAGEMENT OF SALE PROMOTION & ADVERTISING**

Students after studying Management of Sale Promotion & Advertising course are expected:

**CO1:** To learn and understand role of advertising in marketing mix and the advertising process.

**CO2:** To learn Pre-Launch Advertising Decision.

**CO3:** To understand Promotional Management.

**CO4:** To understand Personal Selling.

**CO5:** To understand Sales Management.

### **MANAGEMENT OF RURAL & AGRICULTURAL MARKETING**

Students after studying Management of Rural and Agricultural Marketing course are expected:

**CO1:** To learn Rural Marketing.

**CO2:** To learn Agricultural Marketing.

**CO3:** To understand Market Management and Channel Strategy.

**CO4:** To understand Regulated Market in India.

**CO5:** To understand Marketing of Farm Product.

### **INTERNATIONAL MARKETING**

Students after studying International Marketing course are expected:

**CO1:** To learn and understand about International Marketing.

**CO2:** To learn about Export Organization.

**CO3:** To understand Direct Trading and Indirect Trading.

**CO4:** To understand Export Credit, Corporation of India Limited, The Export-Import Bank of India.

**CO5:** To understand Export and Import Procedure, SAARC, Role of WTO in Foreign Trade.

### **INSTITUTIONAL ACCOUNTING**

Students after studying Institutional Accounting course are expected:

**CO1:** To learn Accounting for Holding Company

**CO2:** To learn about Accounts relating to Bank and Insurance Company

**CO3:** To understand Double Accounts System final Account, of Electricity Companies, Gas, Water & Railway Company.

**CO4:** To understand Government Accounting, Local Government Accounting for co-operative societies

**CO5:** To understand Inflation Accounting, Human Resources Accounting.

### **STRATEGIC FINANCIAL MANAGEMENT**

Students after studying Strategic Financial Management course are expected:

**CO1:** To learn Strategic Financial Management, Cost volume Profit analysis and operating leverage.

**CO2:** To learn about Financial Aspects of supply chain management and Distribution chain management.

**CO3:** To understand Financial Aspects of Corporate Restructuring.

**CO4:** To understand Ethical Aspects of strategic Financial Management.

**CO5:** To understand Mutual Funds. Regulatory framework. Evaluation of various schemes of mutual funds.

### **ECONOMICS LEGISLATION**

Students after studying Economic Legislation course are expected:

**CO1:** To learn The industries Development and Regulation Act 1951, Consumer protection Act 1986

**CO2:** To learn about Essential Commodities Act 1953, The standard of weight and measures Act 1976

**CO3:** To understand Foreign Trade Development and Regulation Act 1992, Foreign contribution Regulation Act 1976.

**CO4:** To understand Securities and exchange Board of India Act 1992, Industrial companies

**CO5:** To understand Copyright Act 1957, Trade and Merchandise mark Act 1958. Registration Act 1988.

## **FOREIGN TRADE POLICIES – DOCUMENTATION AND PROCEDURE**

Students after studying Foreign Trade Policies course are expected:

**CO1:** To learn Foreign Trade Policy

**CO2:** To learn Processing an export order, pre-shipment Inspection and quality control.

**CO3:** To understand Foreign Exchange and GR Formalities Excise and Custom Clearance of export Cargo.

**CO4:** To understand Shipment of goods and port procedures customs clearance of import cargo.

**CO5:** To understand Port shipment formalities and procedures claiming duty drawbacks and other benefits.

## **INDIRECT TAXES**

Students after studying Indirect Taxes course are expected:

**CO1:** To learn about Central Excise Duty, CENVAT, Administrative Set-up of Central Excise, M.P. Excise duty set/procedure.

**CO2:** To learn Custom Duty, computation of custom duty.

**CO3:** To understand Central Sales Tax, Determination of Gross and Taxable Turnover.

**CO4:** To understand MPVAT, Assessment Procedure, Computation of Taxable Turnover and VAT

**CO5:** To understand Service Tax, Computation of Service, Tax Return, Payment & Credit.