

COURSE OUTCOME & OBJECTIVES 2021

Master of Commerce (M. Com.)

**P.G. Department of Commerce
Utkal University, Vani Vihar
Bhubaneswar**

Course Structure

Paper	Subject	Paper Code	Credit Points
<u>Semester I</u>			
1.1	Advanced Accounting	MC1001	4
1.2	Macro Economics	MC1002	4
1.3	Organizational Behavior	MC1003	4
1.4	Corporate Legal Framework	MC1004	4
1.5	Financial Modeling and Valuation	MC1005	4
1.6	Digital Marketing	MC1006	4
Total			24
<u>Semester II</u>			
2.1	Advanced Cost and Management Accounting	MC2007	4
2.2	Strategic Management	MC2008	4
2.3	International Business and Environment	MC2009	4
2.4	Quantitative Techniques and Operational Research	MC2010	4
2.5	Human Capital Development	MC2011	4
2.6	Research Methodology & Summer Internship Program (SIP)	MC2012	4
Total			24
<u>Semester III</u>			
3.1	Forensic Accounting and Auditing	MC3013	4
3.2	Business Data Analytics	MC3014	4
3.3	Basic Econometrics	MC3015	4
Specialization (Accounting and Finance)			
3.4.1	IFRS and Ind AS	EAF3001	4
3.4.2	Corporate Tax Planning and GST	EAF3002	4
3.4.3	International Finance	EAF3003	4
Specialization (Marketing and Human Resource Management)			
3.5.1	Consumer Behavior	EMH3001	4
3.5.2	International Marketing	EMH3002	4
3.5.3	Human Resource Planning and Development	EMH3003	4
Specialization (Banking and IT)			
3.6.1	Bank Management and FinTech	EBI3001	4
3.6.2	Treasury, Investment and Risk Management	EBI3002	4
3.6.3	International Banking and Finance	EBI3003	4
Total			24
<u>Semester IV</u>			
4.1	Dynamics of Banking & Insurance	MC4016	4
4.2	Investment Management	MC4017	4
4.3	General Seminar Presentation & Project, Viva and Dissertation	MC4018	4
Specialization (Accounting and Finance)			
4.5.1	International Accounting	EAF4003	4
4.5.2	Corporate Reporting Practices	EAF4004	4
4.5.3	Risk Management and Derivative	EAF4005	4

	Specialization (Marketing and HR)		
4.6.1	Customer Relationship Management	EMH4003	4
4.6.2	Supply Chain Management and Logistics	EMH4004	4
4.6.3	Human Resource Audit and Human Capital accounting	EMH4005	4
	Specialization (Banking and IT)		
4.7.1	Data Science for Business	EBI4003	4
4.7.2	Forex Management	EBI4004	4
4.7.3	Banking Law	EBI4005	4
Total			24
Grand Total			96

MasterofCommerce

Objective:

The M.Com programme of Utkal University is a two years' Masters' programme in Commerce. With a curriculum design that reflects the best and updated Commerce papers and practice, and the objective of the programme is to impart Commerce education with an employability outlook. The focus being making students' future-ready i.e. to become entrepreneurs or executives in the industry by equipping students with a holistic view of the business environment and its operations. The thrust of the programme is on personality development of the students through helping to acquire conceptual, analytical, problem-solving capabilities and emotional maturity. The innovative curriculum and proven pedagogy will equip participants with actionable knowledge and skills along with deep insights into leadership and strategy.

Pedagogy:

The programme's teaching methodology and approach are designed to leverage technology and maximise interaction seamlessly and simultaneously. The programme follows a pedagogy that is a blend of Lectures, Case Studies, Lecture-discussions, Behavioural and Computer-based Simulations, Projects, Assignments, Class Presentations, Quizzes *et al.*

Curriculum:

The duration of the M. Com is two academic years split into four semesters. Student must choose any one Specialisation of their choice.

Evaluation:

The M. Com Programme will follow a continuous examination and evaluation system in the following pattern:

Assignment/Quiz (5 Units X 4 Marks)	10 Marks
Presentation/Viva	10 Marks
Mid-Semester	10 Marks
End-Semester	70 Marks
Total	100 Marks

Semester-I

Paper- 1.1

ADVANCED ACCOUNTING

MC-1001 (Credit 4)

Course Objective:

To expose students with definitive and comprehensive accountancy covering advanced and specialised accounting for companies as well as different types of organisations.

Course Outcome: After completion of this paper student will be able to -

- Develop Insights about Corporate Restructuring and Accounting for various Types of Restructuring
- Present and Analyze Consolidated Financial Statements of Holding and Subsidiary Companies
- Understand Double Account System and Prepare Final Accounts of Electricity Companies
- Develop the Skill of Preparation of Financial Statements of Banking Companies
- Gain Knowledge and Competency in Accounting for Insurance companies.

Paper- 1.2

MACRO ECONOMICS

MC-1002 (Credit 4)

Course Objective:

This course aims at introducing the students to the specialized concepts of Macroeconomics. This course discusses the concepts associated with the National Income Accounting and Determination, Determination and measurement of aggregate macroeconomic variable like GDP, money, inflation, and the social costs of macroeconomic variable.

Course Outcome: After completion of this paper student will be able to -

- Acquire a fair degree of Proficiency in National Income accounting
- Build Competence in National Income Determination and various sectoral models
- Have Better Idea about money, credit creation and monetary policy
- Develop an understanding of the concept of Inflation and its social costs
- Know the IS-LM Model and different equilibrium conditions
- ✓ .

Paper- 1.3

ORGANISATIONAL BEHAVIOUR

MC-1003 (Credit 4)

Course Objective:

The Objective of this course is to help students understand the Conceptual Framework of Interpersonal and Organizational Behaviour.

Course Outcome:After completion of this paper student will be able to -

- Understand the Concepts of Organizational Behavior
- Learn about Group Dynamics, Team Spirit Development, and Motivation Theories
- Have a Better Insight about Leadership Concept, Styles, and Theories
- Know the Basics of Interpersonal and Organizational Communication
- Develop Competence on Sources and Types of Organizational Conflicts and their Resolution.

Paper-1.4

CORPORATE LEGAL FRAMEWORK

MC-1004 (Credit - 4)

Course Objective:

The Objective of this course is to familiarize students with the relevant provisions of various laws influencing business.

Course Outcome: After completion of this paper student will be able to -

- Have an insight of the Indian Companies Act and its requisite provisions
- Develop an idea on Banking Regulation Acts prevailing in India and its policies
- Gain awareness about the IRDA Act and SEBI Act and their norms
- Gain knowledge about the Depository Act, Fugitive and Economic Offenders Act
- Understand the concepts of Intellectual Property Rights and its various Acts.

Paper-1.5

FINANCIAL MODELING AND VALUATION

MC-1005 (Credit 4)

Course Objective:

The Objective of this course is to enable the students to understand the financial management in the context of a corporate entity and acquaint them with different dimensions of financial management with application of the relevant tools and techniques of financial decision-making aimed at shareholders wealth maximization.

Course Outcome: After completion of this paper student will be able to -

- Understand the concept of Financial Management, Valuation & Risk Management
- Develop the skill of Capital Investment Decisions of corporates
- Equip themselves with concept of capitalization, financial structure and capital structure
- Gain insights about determinants of Dividend, Dividend policies and dividend decisions
- Enable the skills for management of Current Assets & Working Capital

Paper 1.6

DIGITAL MARKETING

MC-1006 (Credit 4)

Course Objective:

The objective of this paper is to help students to acquire the basic conceptual knowledge of E-Marketing and to impart skills for use of technology in marketing.

Course Outcome: After completion of this paper student will be able to -

- Have an insight of the Internet in India, Search Engine Optimization, and Search Advertising
- Develop an idea on Display advertising, Web Analytics, and Consumers Online
- Gain awareness about Social Media Marketing and Social Media Analytics
- Gain knowledge on Mobile Marketing and Email Marketing
- Understand the concepts of Internet marketing strategy and Content marketing, Privacy concerns and Cyber Security.

✓

Semester-II

Paper- 2.1

ADVANCED COST AND MANAGEMENT ACCOUNTING

MC2005(Credit 4)

Course Objective:

To acquaint the students with the advanced concepts used in cost and management accounting, various methods involved, and tools and techniques used for costing and managerial decision making at the macro level

Course Outcome:

- Understand the concept of standard costing and interpretation of variances
- Gain the knowledge about budgeting process and preparation of budget
- Know the concept and estimation of process costing
- Understand the procedure of contract costing
- Know how to reconcile cost and financial accounting

Paper- 2.2

STRATEGIC MANAGEMENT

MC-2008(Credit 4)

Course Objective:

The Objective of this course is to help students understand the Conceptual Framework of Business Strategies to sustain in an economy.

Course Outcome: After completing this course, the student should be able to:

- Understand the role of strategist and various types of strategies used in an organisations while facing various situations.
- Understand how strategies are formulated and implemented in an organisation
- Know the strategies used by the multinational companies
- Know the basics of strategic alliance
- Know the challenges faced by an organisation while formulating strategies and what are the recent trends in strategic management

Paper- 2.3
INTERNATIONAL BUSINESS ENVIRONMENT
MC-2009(Credit 4)

Course Objective:

To Understand about various national and international factors that are having impact on the functioning of business.

Course Outcome: After completing this course, the student should be able to:

- Define international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
- Identify and describe factors and forces that affect an organisation's decision to internationalize its business
- Describe and compare strategies for internationalization
- Identify and analyse challenges in working, communicating, and negotiating in a cross-cultural context

Paper- 2.4
Quantitative Technique and Operational Research
MC-2010(Credit 4)

Course Objective:

To understand about various national and international factors that are having impact on the functioning of business.

Course Outcome: After completing this course, the student should be able to:

- Understand the basics of network analysis and its implications in a business
- Understand the general structure of transportation problem
- To know the solutions and strategies for solving assignment problems
- Understand the method of solving linear programming
- To know the structure of queuing models

Paper- 2.5

HUMAN CAPITAL DEVELOPMENT

MC2011 (Credit 4)

Course Objective:

The Objective of this course is to help students understand the Concept of Human Capital Development and measurement of value addition to the organisation.

Course Outcome: After completing this course, the student should be able to:

- Understand the importance of Human Capital for an organization.
- Acquire the conceptual knowledge of human resource development in an organisation.
- Know the importance Strategic Human Resource Management & planning for the organization
- Explain the importance of Human Resource Training & Development.
- Appraise the Human Resource Accounting and its measurement.

Paper- 2.6

Research Methodology & Summer Internship Program

MC-2012 (Credit 4)

Objective: The Objective of this course is to help the students to understand the use of various techniques of econometrics in research and writing a project report.

Course Outcomes:

1. Describe the research process and list the characteristics of various types of research.
2. Formulate Research Problem, Research Objectives and Hypothesis from a given research problem.
3. Describe various research designs and methods of data collection
4. Creating a Database and Use of Statistical Techniques in Analysis

Semester III

Paper- 3.1

Forensic Accounting and Auditing

MC-3013 (Credit 4)

Course Objective:

To expose students with definitive and comprehensive accountancy covering Forensic Accounting Auditing for companies as well as different types of organisations.

Course Outcome: After completion of this paper student will be able to -

- Develop Insights about the Forensic Accounting
- Present and Analyse audit environment
- Understand various forensic accounting tools and technique
- Gain knowledge about the frauds done by corporates
- To understand the reasons for bankruptcy and money laundering.

Paper- 3.2

Business Data Analytics

MC-3015 (Credit 4)

Course Objective:

To expose students with the horizons of information technology and its implication on business

Course Outcome: After completion of this paper student will be able to -

- To know the basics of information technology
- Present and Analyse the importance of information technology for managers
- Understand the process of implementation of IT on business
- Develop the Skill to apply information technology on business
- Gain Knowledge about the professional ethics and responsibility while using IT

Paper- 3.3

BASIC ECONOMETRICS

MC3015 (Credit 4)

Course Objective:

The Objective of this course is to help the students to understand the use of various techniques of econometrics in research and statistical problems.

Course Outcome: After completing this course, the student should be able to:

- Understand the use and scope of econometrics.
- Estimate ANOVA and testing of significance.
- Understand the Multicollinearity of the variables and its consequences.
- Understand the heteroscedasticity of the data and how to detect it.
- Understand the use of dummy variable in regression model
- To acquainted with available statistical

Specialization (Accounting and Finance)

Paper- 3.4.1
IFRS and IndAS
EAF-3001 (Credit 4)

Course Objective:

The objective of this paper is to let the students know the fundamentals of Accounting standards and corporate reporting practices. This paper will help the students to gain the knowledge on selective accounting standard.

Outcomes:

- Understand the concepts of Indian Accounting Standards along with the difference between Ind AS and IFRS.
- Know the contents of Annual Report and concept of triple bottom line.
- Prepare statement of Cash flow statement and to have broad idea about PPP and inventory valuation.
- Know basic ideas about fair value of items of financial statement and the history of adoption of Indian Accounting Standards.
- Understand concepts of corporate reporting practices.

Paper- 3.4.2
Corporate Tax Planning and GST
EAF 3002 (Credit 4)

Course Objective:

The objective is to equip students with the principles and provisions of corporate tax structure and Goods and Services Tax (GST), which is, implemented from 2017 under the notion of One Nation, One Tax and One Market and to acquaint students with basic provisions of GST Law and basic working knowledge.

Course Outcome: After completion of this paper student will be able to -

- To understand the corporate tax structure.
- Present and Analysetax implication on corporates.
- Understand tax procedure and assessment.
- Develop the Skill of Assessmentand filling of GST

Paper- 3.4.3**International Finance****EAF 3003 (Credit 4)****Course Objective:**

This course provides students with a broad understanding of international monetary systems and banking with a specific focus on the effects of financial markets and trade balances on international trade and the analysis of regions, countries and markets for international trade. Students are encouraged to analyse and consider international financial management decisions and are taught tools and methodologies to employ as global managers to mitigate risk and take advantage of opportunities in the marketplace.

Course Outcome:

After completion of this paper student will be able to -

1. An understanding of the foundations of international financial management
2. An understanding of the foreign exchange market and exchange rate determination
3. A realization of the risks involved in international financial management and how to mitigate them
4. An understanding of world financial markets and the institutions involved
5. An understanding of tools and tactics used in the financial management of a multinational firm

Specialization (Marketing and Human Resource Management)**Paper- 3.5.1****Consumer Behaviour**

EMH3001 (Credit 4)

Course Objectives:

The basic objective of this course is to develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

Course Outcome:After completion of this paper student will be able to -

- Understand the basics of consumer behaviour
- Know the needs of the consumer
- Learn various theories developed to understand consumer behaviour
- Understand the self concept of consumer behaviour
- Gain Knowledge about the family life cycle.

Paper- 3.5.2

International Marketing

EMH 3002 (Credit 4)

Course Objective:

The objective of this course is to acquaint the students with the environment, principles and strategies of and trends in international marketing and related aspects.

Course Outcome:After completion of this paper student will be able to -

- Develop Insights about the need of international market in present scenario
- Present and analysevarious situation of market
- Understand international market situation and segmentation
- Learn the importance of the international marketing organisation
- Gain Knowledge about the foreign trade strategy

Paper- 3.5.3

Human Resource Planning and Development

EMH3003 (Credit 4)

Course Objective:

The objective of this course is to acquaint the students with the man power planning and development of the human resources in an organisation

Course Outcome:After completion of this paper student will be able to -

- Understand the macro level man power planning
- Present and analyse the work force flow mapping
- Understand the models and techniques of manpower demand and supply
- Learn the strategies of redeployment
- Gain Knowledge about the career management

Specialization (Banking and IT)

Paper- 3.6.3

Bank Management and FinTech

EBI 3005 (Credit 4)

Course Objectives:

Banks today are primarily technology companies, working in the “money business”. This module introduces the various dimensions of the contemporary issues banking COOs/CIOs/CTOs facing: how is the next generation IT operating model of a bank should look like in terms of hardware infrastructure, application and data landscape, organization and business-IT interface, key IT processes, as well as the major challenges arising from the technology native FinTech world.

Course Outcome:

- Students will become familiar with the key components of key components of banking IT hardware and software infrastructure, big data/advanced analytics use cases and IT governance and organization challenges.
- Furthermore, they gain insight in which way and in which part of the value chain the FinTechs are challenging the incumbents, and/or how they can cooperate with established banks.

Paper- 3.6.2
Treasury, Investment and Risk Management
EBI 3002 (Credit 4)

Course Objective:

To equip students with tools and methods of analysing aspects related to international financial systems, Balance of Payments and International financial markets, besides making them aware of mitigating forex risk.

Course Outcome:

After completion of this paper student will be able to -

- Develop Insights about Corporate Restructuring and Accounting for various Types of Restructuring
- Present and Analyse the management of liquidity
- Understand how to analyse risk and how to control
- Develop the Skill of Preparation of Financial Statements of Banking Companies
- Gain Knowledge and Competency in treasury management.

Paper- 3.6.3
International Banking and Finance
EBI 3003 (Credit 4)

Course Objective:

To equip students with tools and methods of analysing aspects related to international financial systems, Balance of Payments and International financial markets, besides making them aware of mitigating forex risk.

Course Outcome:

After completion of this paper student will be able to -

- Develop Insights about international banking operation
- Know the activities of various international financial institution
- Understand the treasury and risk mitigation
- Develop the Skill to understand the international corporate finance

- Gain Knowledge about the international bond market

Semester IV

Paper- 4.1

Dynamics of Banking & Insurance

MC4016 (Credit 4)

Course Objective:

To equip students with tools and methods of analysing aspects related to financial systems, settlement of banks and the workings of the insurance companies and its regulations.

Course Outcome:

After completion of this paper student will be able to -

- Know the Indian banking system
- Understand the various functions of the RBI
- Understand how the settlement works in the banking system
- Learn how the clearing system works
- Gain Knowledge and Competency to understand the workings of the insurance companies

Paper- 4.2

Investment Management

MC-3014 (Credit 4)

Course Objective:

To let the students aware of the different types of investment avenues and to learn the impact of the various investment decision on an organisation.

Course Outcome: After completion of this paper student will be able to -

- Develop the knowledge of the investment decisions
- Present and Analyse the investment environment.
- Understand various forensic accounting tools and technique
- Gain knowledge about the frauds done by corporates
- To understand the reasons for bankruptcy and money laundering.

Paper- 4.3
General Seminar and Presentation&Project, Viva and Dissertation
MC4018 (Credit 4)
Specialization (Accounting and Finance)

Paper- 4.4.1
International Accounting
EAF4003 (Credit 4)

Course Objective:

- To expose students to the prevailing International Accounting Systems
- To increase the employability of students in MNCs.

Course Outcome: After completion of this paper student will be able to -

- Develop Insights about the different dimensions of the international accounting
- Know the country differences and harmonization of accounting practices
- Understand the operations of International Accounting Standard Committee
- Know the major accounting issues
- Gain Knowledge about the accounting difference and financial statement analysis

Paper- 4.4.2
Corporate Reporting Practices
EAF4004 (Credit 4)

Course Objectives:

To provide an understanding of the contemporary corporate financial reporting theories and practice and developing necessary skills for analysing and interpreting financial statement information for different stakeholders

Course Outcome:

After completion of this paper student will be able to -

- Develop the skills to understand the financial reports

- Know the corporate reporting practices in India
- Understand the Segment Reporting and Voluntary Disclosures in Annual Reports
- Know the basics of financial statement analysis tools
- Gain Knowledge and Competency to purpose wise analyse the financial statements

Paper- 4.4.3
Risk Management and Derivative
EAF4005 (Credit 4)

Course Objectives:

To provide an understanding of the risk surrounds the business and the mechanism of the financial derivatives

Course Outcome:

After completion of this paper student will be able to -

- Understand the concept of risk
- Know the Factors effecting individual demands for insurance
- Understand the financial derivatives
- Develop the Skill to understand the hedging strategy
- Gain Knowledge about the options and commodity market

Specialization (Marketing and Human Resource Management)

Paper- 4.5.1
Customer Relationship Management
EMH 4003 (Credit 4)

Course Objectives:

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function
- To enable managing Customer Relationship.

Course Outcome:

After completion of this paper student will be able to -

- Understand the concept of the CRM
- Know the importance of the CRM in Marketing
- Learn how to manage and share customer data
- Develop the Skill to implement CRM in a business

Paper- 4.5.2
Supply Chain Management and Logistics
EMH 4004 (Credit 4)

Course Objectives:

To provide an understanding of the supply chain management system and the distribution system

Course Outcome:

After completion of this paper student will be able to -

- Develop Insights about the supply chain management system
- Know the designing of supply chain management
- Understand the basics of the inventory management system
- Develop the Skill of purchasing and vendor management
- Gain Knowledge of logistic management

Paper- 4.5.3
Human Resource Audit and Human Capital accounting
EMH 4005 (Credit 4)

Course Objectives:

To provide an understanding of Huma Resource Audit and its accounting. Students will get fair idea about the need of the human resource audit.

Course Outcome:

After completion of this paper student will be able to -

- Know the basics of the human resource audit
- Understand the methods and techniques of the human resource audit

- Understand the benefits of human capital accounting
- Learn the different aspects of the human capital accounting

Specialization (Banking and IT)

Paper- 4.5.3 Data Science for Business EBI4003 (Credit 4)

Course Objective:

This course will introduce students to this rapidly growing field and equip them with some of its basic principles and tools as well as its general mind-set. Students will learn concepts, techniques and tools they need to deal with various facets of data science practice, including data collection and integration, exploratory data analysis, predictive modelling, descriptive modelling, data product creation, evaluation, and effective communication.

Learning Outcomes

At the conclusion of the course, students should be able

- To Describe What Data Science is and the skill sets needed to be a data scientist. Explain in basic terms what Statistical Inference means. Identify probability distributions commonly used as foundations for statistical modeling. Fit a model to data.
- Use R to carry out basic statistical modeling and analysis.
- Explain the significance of exploratory data analysis (EDA) in data science. Apply basic tools (plots, graphs, summary statistics) to carry out EDA.
- Describe the Data Science Process and how its components interact.
- Identify common approaches used for Feature Generation. Identify basic Feature
- Work effectively (and synergically) in teams on data science projects. •
- Reason around ethical and privacy issues in data science conduct and apply ethical practices.

Paper- 4.5.4 Forex Management EBI4004 (Credit 4)

Course Objectives:

To provide an understanding of the foreign exchange management system and technical analysis of the trend lines in the trade finance.

Course Outcome:

After completion of this paper student will be able to -

- Develop Insights about the foreign exchange rate policies
- Present and analyse central bank policies for exchange rate
- Understand the treasury set up
- Develop the skills to analyse trend lines
- Gain Knowledge about the export and import procedures.

Paper- 4.5.3
Banking Law
EBI4005 (Credit 4)

Course Objectives:

To provide an understanding of the different laws prevailing for regulating banking and insurance sector

Course Outcome:

After completion of this paper student will be able to –

- Understand the Relationship between banker and customer
- Know the Law and procedure governing banking instruments
- Understand the Lending policies
- Know the law relating to banking policies
- Gain Knowledge about the prevailing insurance law