

Programme Objectives :

- 1) To enable the student to acquire the process of managerial economics, demand analysis, production theory, price determination and pricing practices, etc.
- 2) To acquaint the student with basic issues in services marketing and customer relationship management.
- 3) To enable the student to understand & master the accounting concepts as well as tools and techniques used for taking managerial decisions.
- 4) To impart the knowledge of ratio analysis, cash flow and budgetary control.
- 5) To enhance decision making abilities of students in situation of uncertainty in dynamic business environment.
- 6) To help the student to understand and master the conceptual framework of Management and organizational behavior.
- 7) To provide understanding of computer operating system and application of relevant softwares in managerial decision making
- 8) To impart the knowledge of commercial banks and its transactions, nature and scope of insurance and its kinds.

Programme Outcomes :-

The student would be able-

- 1) To acquire a job as an Economist, Market Research Analyst, a banker, management consultant, stockbroker/trader, Actuary, Financial analyst, Financial advisors or Advisor to Tax Law Court etc.
- 2) To acquire the process of managerial economics, demand analysis, production theory, price determination and pricing practices, etc.
- 3) To acquire proficiency in the accounting concepts as well as tools and techniques used for taking managerial decisions.
- 4) To master the knowledge of ratio analysis, cash flow and budgetary control.
- 5) To achieve decision making abilities in the situation of uncertainty in dynamic business environment.
- 6) To master the conceptual framework of Management and organizational behavior.
- 7) To attain understanding of computer operating system and application of relevant softwares in managerial decision making.
- 8) To gain the knowledge of commercial banks and its transactions, nature and scope of insurance and its kinds.

Employability Potential of the Programme

Master of Commerce is a 2 Year PG Degree programme a student who is done graduation in Commerce and Management i.e B.Com & BBA can take admission in M.Com it is one of the PG course which helps to get knowledge of subject such as accounting , International Business Management finance Banking Economics etc

Some of the high paying jobs are as below

There are many jobs after completing after Masters of commerce degree

- 1) **Economics:** Jobs after holding an M.Com degree can get the jobs as an Economist, Market Research Analyst, Credit Analyst, Statistician, Financial Analyst, Lecturer, etc.
- 2) **Accounting:** Candidates having a M.Com degree and knowledge of Tally can get the job in accounting field
- 3) **Banking and Insurance :** With an M.Com specialization of Banking and Insurance, one can get jobs in banking sector such as at cash counter, loan department as well as insurance sector
- 4) **Educational Institute :** A students after M.Com Degree can pursue **Ph.D. In Commerce, Management and Economics. Even they can appear for NET/SET examination on the basis of which they can get the job of lectureship and eligible for Assistant Professor**
- 5) **Finance:** With an M.Com degree, one can become a banker, management consultant, stockbroker/trader, Actuary, Financial analyst, among other job roles.
- 6) **Accounting And Auditing :** with M.Com degree one can get the job as a internal auditor or an accounting an accountant at various business and services sector.
- 7) **Taxation :** With M.Com degree one can get a Jobs of an tax advisor to file income tax return at GST return

Taxation: Graduates with an M.Com degree specialising in Taxation can get jobs as Financial advisors or Advisor to Tax Law Court. In addition, one can become a financial analyst, tax accountant, or tax consultant

Employment Sector After M.Com

- Insurance Industry
- Educational Institutes
- Customs Department
- Economic Consulting Firms
- Commercial Banking
- International Banking
- Investment Banking
- Accounting and auditing
- Tax advisory services
- Financial services
- Insurance services
- Government service

M.Com Specialisations with Job Opportunities

There are innumerable jobs after completing a commerce degree. Job opportunities after M Com majorly depend upon the specialisation of the PG degree course. Some of the MCom specialisations that help in landing a high paying job are as follows.

- 8) **Finance:** With an M.Com degree majoring in finance, one can become a banker, management consultant, stockbroker/trader, Actuary, Financial analyst, among other job roles.
- 9) **Banking and Insurance:** With an M.Com specialisation of Banking and Insurance, one can get a decent paying job as Internal Auditor, Development Officer, Insurance Manager, Investment Analyst, Loan Counsellor, Loss Control Specialist, etc.
- 10) **International Accounting:** Candidates holding an M.Com degree with International Accounting as a major can get several job opportunities as an accountant in international firms.
- 11) **Economics:** Jobs after holding an M.Com degree majoring in Economics include becoming an Economist, Market Research Analyst, Credit Analyst, Statistician, Financial Analyst, Lecturer, etc.
- 12) **Taxation:** Graduates with an M.Com degree specialising in Taxation can get jobs as Financial advisors or Advisor to Tax Law Court. In addition, one can become a financial analyst, tax accountant, or tax consultant.

Career Options After M.Com

With an M.Com degree, candidates become well-equipped for the job position of an Auditor, Business Analyst, Company Secretary, Consultant, Tax Accountant, Finance Officer, Stock Broker, Sales Analyst, and Economist. In addition, an M.Com graduate can also appear for government exams to get public sector jobs. Some of the high paying job roles offered to M.Com graduates are as follows.

Cost Accountant

A Cost Accountant is a financial expert who is involved in evaluating the cost associated with a service or its manufacturing. Primary roles of a cost accountant include evaluating overall profit and loss statement, analysing a position and suggesting a budget to make the same profitable. In addition, a Cost Accountant takes into account the costs incurred in manufacturing, shipping and administration.

Even though the knowledge obtained during an M.Com degree course is apt to land a decent job as a cost accountant, one can pursue professional courses to delve deeper knowledge of Cost and Management Accounting.

Also Read: Career as Cost Accountant

Tax Consultant

A Tax Consultant or a career in taxation revolves around professionals guiding individuals with their tax-related queries and helps them in short term and long term tax optimisation. Taxation refers to imposing a tax by a taxing authority generally the Government. Taxes can include income, estate, capital gains, etc. Tax consultants generally hold a degree in law, accounting, finance or any related field. To establish a career as a tax consultant, one will need an understanding of accounting practice and theory, tax laws, and finance management.

With an M.Com degree, one can get a job in a taxation consultancy firm; however, individuals with an LLB degree are preferred by taxation firms to manage legal tax matters.

Also Read: Career as Consultant

Certified Public Accountant

Certified Public Accountant is a designation given to licensed accounting professionals. CPA is a financial advisor who helps businesses, and individuals plan and reach their financial goals. CPAs are generally confused with accountants; however, not all accountants are CPAs, but all CPAs are accountants. The primary difference between a CPA and an accountant is education and certification. One holding an M.Com degree can proceed for a CPA certification imparted by the American Institute of Certified Public Accountants (AICPA).

The services of a CPA are required by the smallest start-up to the Fortune 500 companies. CPAs are hired by businesses and industries as corporate accountants, government, not-for-profit government organisations among other entities. Reviewing a company's financial information, preparing finance-related documentation, performing audits, and filing taxes are the primary roles of a CPA.

Sales Analyst

A sales analyst is a professional hired by an organisation to evaluate and identify the past trends of sales. Sales analysis is required to boost business by analysing the industry data. Sales analysts prepare a defined plan in the form of weekly/monthly reports and present the same to the Senior Management and sales team. Besides preparing reports, a sales analyst is responsible to identify new sales trends in the industry and undertake relevant marketing campaigns.

A sales analyst takes into consideration a company's manufacturing, supply chain, and marketing systems to analyse the shortcomings. The job position of a sales analyst is a perfect fit for candidates with a keen interest in sales and marketing with an M Com degree. The M.Com degree holder has adequate knowledge of finance to prepare a suitable plan of action.

Investment Banker

An investment banker is a professional who helps organisations, governments, or other entities to raise capital via different sources. Investment bankers are the professionals hired by financial institutions to examine the financial health of an organisation, its capital needs, and goals. In addition, an investment banker's role includes recommending strategies to manifest them. Besides laying out problems and suggesting strategies, the primary role of an investment banker is to act as a bridge between organisations that are in need to raise money and individuals/organisations looking to make financial investments.

With an interest in the investment sector, an M.Com degree holder can land a high paying job after completing the degree. Candidates can also proceed for specialised investment banking courses to land a job as an investment banker.

Also Read: Career as Investment Banker

Financial Analyst

A financial analyst studies the financial health of an organisation and prescribes measures to fulfil the interests of a company's stakeholders. Studying market trends along with microeconomic factors are the key responsibilities of the financial analyst. A study by the financial analyst in turn helps companies make smart investment and business decisions. The professional can also advise an organisation to issue bonds, release IPO/ split stocks and other finance consultancies. Besides helping organisations in their future investment plans, a financial analyst studies how and where a company has invested, along with its security and viability.

Good knowledge in finance is a way to become a financial analyst. Although, an individual with a B.Com Hons. degree majoring in finance gets a job as a financial analyst, an M.Com majoring in Finance is preferred. Besides bachelors or a masters degree, an individual can complete levels 1, 2, and 3 of the CFA course by appearing for the CFA exam conducted by a US-based CFA institute.

Also Read:

- [Career as Financial Analyst](#)
- [All about CFA Placement](#)

Chartered Accountant

A Chartered Accountant in other words is a certified accountant who is responsible to handle all the financial reports to be produced by the business. Chartered Accountant, commonly known as CA, reviews financial reports/bills and organises the finances for easy knowledge of an organisation about its spending and investments. With the help of a CA, senior management finds it easy to make business decisions to reduce spending and upscale production to increase revenue.

Aspirants need a certification of Chartered Accountancy to practice as a professional CA in India. One needs to qualify for three levels of the ICAI CA exam conducted by the Institute of Chartered Accountants of India (ICAI). Some prefer to pursue Chartered Accountancy with a bachelor's degree in Commerce, while some prefer the same with an MCom degree.

Also Read: [Career as Chartered Accountant](#)

Internal Auditor

Internal Auditors, as the name suggests, are responsible to check the internal affairs of the companies. Internal audits by the professionals help find strengths and weaknesses within the organisational framework. Internal Auditors generally report to upper-level management such as the Board of Directors. The role of an auditor varies across businesses. Internal auditors evaluate certain business standards including sales, manufacturing, the performance of an employee, etc. Typically, accounting is an area where internal auditors are placed.

With an M.Com degree becoming an internal auditor in the field of accounting is a piece of cake. Big 4 companies hire accounting professionals for the role of internal auditors. Being the expertise required, hiring a bachelor's degree holder is not preferable by several companies. Some companies tend to hire individuals with a bachelor's degree holder and are Certified Internal Auditors.

Corporate Secretary

A Corporate Secretary, also known as Company Secretary (CS), is a position held by an individual who is certified to handle all key aspects of the firm as per the rules and regulations laid by the government. Filing company's tax returns, keeping financial records, advising Board of Directors on financial aspects of the company.

Corporate Secretaries are expected to hold a bachelor's degree along with a Company Secretary certification regulated by the Institute of Company Secretaries of India (ICSI). With the knowledge obtained by an M.Com degree, qualifying the ICSI CS exam becomes easier.

Also Read: [Career as Company Secretary](#)

Stock Broker

Stock Brokers are shareholders registered representatives are individuals who provide financial advisory services. In addition, stockbrokers execute stock trades on behalf of the shareholders such as the sale or purchase of stocks, debentures, and other financial securities. In return, the stockbrokers charge a commission or fee for their services. Individuals or organisations providing such services are termed, stockbrokers.

Stockbrokers help their clients manage their portfolios and provide investment advisory in the best interest of the clients. Stockbrokers need to have excellent interpersonal and communication skills to work in sync with the client's interests. A B.Com and M.Com degree is not a prerequisite of becoming a stockbroker; however, it can help individuals gain knowledge of the debt and security markets.

Part B

Syllabus prescribed for 1st Year Post Graduate Programme

Programme : Master of Commerce

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
MCOM – 11	Managerial Economics	75

Course Outcomes

1. Application of concepts of Managerial Economics in the process of business decision making
2. Application of demand supply concepts towards consumer choices
3. Compare economies and dis-economies scale of production in real life situation
4. Assessment of Production process determination in various industries
5. Impact of business cycles in Agriculture, Industry, Services and Share Market
6. Application of pricing practices in various markets and bargaining tendencies thereof.

Unit	Content	No. of Periods
I	Concepts of Managerial Economics, Nature & scope of Managerial Economics:	15

	Economic theory & Managerial theory. Role & responsibilities of Managerial Economists. Fundamental Principles: Opportunity Cost Principle, Equi Marginal Principle.	
II	Demand Analysis Individual & market, Law of demand. Elasticity of demand its meaning and importance. Price elasticity, Income elasticity & Cross elasticity, Use of elasticity in Managerial decisions. Theory of consumer choice: Indifference approach-theory of consumer choice under risk. Demand estimation & forecasting.	15
III	Production Theory: Production function. Production with one and two variable inputs. Economics and dis-economics of scale. Short & Long run cost functions. Law of variable proportions. Law of supply, Cost and Managerial Decisions.	15
IV	Price determination & pricing practices. Characteristics of different market structures, Objectives of firm. Price determination in short-run and long run under perfect competition. Monopolistic competition, oligopoly and monopoly. Price-discrimination.	15
V	Business cycles: Nature and phases of business cycle. Theories of business cycles. Monetary innovation. Samuelson and Hicks theories. Inflation: Characteristics and types. inflation in terms of demand pull and cost push factors. Effects of Inflation	15

BOOKS RECOMMENDED

1. Chopra O.P/. Managerial Economics: Tata McGraw Hill, Delhi
2. Petersen, H. Craig and W.Cris Liwis: Managerial Economics, Prentice Hall, Delhi
3. Varshney R.L. and Maheshwari K.L.: Managerial Economics Sultan Chand and Sons, New Delhi
4. Dwivedi D.N. : Managerial Economics, Vikas Publishing House, New Delhi
5. Adhikary M.: Managerial Economics, Excel Books, New Delhi
6. Mehta P.C. : Managerial Economics, Sultan Chand and Sons, New Delhi
7. Baumol W.J. : Economic Theory and operations Analysis, Prentice hall of India Pvt. Ltd. New Delhi
8. Dwivedi K.K.: Modern Economic Theory
9. एस.पी. दुबे, वि.सी. सिन्हा - अर्थशास्त्र के सिद्धांत
10. डॉ. एस.एच. अग्रवाल - अर्थशास्त्र के सिद्धांत
11. डॉ. श्रीनिवास खादेवाले Ó द्विंमत सिद्धांत
12. केळकर व भावे - मुल्य सिद्धांत
13. प्रा. रामदास माहोरे - व्यापार चक्रांचे सिद्धांत
14. श्री साबळे व सौ. साबळे - व्यापार चक्रांचे सिद्धांत

Part B

Syllabus prescribed for 1st Year Post Graduate Programme

Programme : Master of Commerce

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
MCOM – 12	Service Marketing & Customer Relationship Management	75

Course Outcome

- Students will understand seven phases of marketing of service in depth.
- Student will understand strategic issues peculiar of service marketing.
- Students will understand an importance of new and innovative concepts of CRM, especially E-CRM.
- Demonstrate idea creation and implementation of CRM for different service sector.

Unit	Content	No. of Periods
I	SERVICES MARKETING 1.1 Nature and type of services. 1.2 Difference between services and goods marketing. 1.3 Services marketing triangle. 1.4 Micro and macro environment for services marketing.	15
II	SERVICES MARKETING PROCESS. 2.1 Service market segmentation, Targeting and positioning. 2.2 Services marketing mix-Need, Pricing of services. 2.3 Promotion and Distribution of services. 2.4 Matching of demand for supply of services.	15
III	SERVICE MARKETING APPLICATIONS. 3.1 Marketing of financial services. 3.2 Marketing of hospital. 3.3 Marketing of tourism. 3.4 Marketing of educational services.	15
IV	CUSTOMER RELATIONSHIP MANAGEMENT 4.1 Relationship marketing- Meaning, nature and scope. 4.2 Types of relational exchanges. 4.3 Attributes and determinants of relational exchange. 4.4 Reasons for relationship marketing.	15
V	DEVELOPING AND MANAGING RELATIONSHIP	15

5.1 Customer Expectation and Perception 5.2 Relationship strategies. 5.3 Implementing customer relationship management. 5.4 Corporate social Responsibility and CRM.	
---	--

BOOKS RECOMMENDED

- * The Essence of Services Marketing, by Payne and Adrian. Prentice Hall.
- * Services Marketing, by Zeithaml. McGraw Hill, Inc, New York.
- * Services Marketing by S.M. Jha. Himalaya Publishing House.
- * Customer Relationship Management, by Jagdish Seth et. al. Tata McGraw Hill New Delhi
- * Customer Relationship Management Essentials, by John W. Gosney. Prentice Hall
- * Services Marketing and Customer Relationship Management, By Dr. L.K. Karangale & Dr. P.N. Ladhe; Payal Prakashran Nagpure

Part B

Syllabus prescribed for 1st Year Post Graduate Programme

Programme : Master of Commerce

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
MCOM – 13	Advanced Financial & Cost Accounting	75

Course Outcomes :

1. Investments are assets held by an enterprise for earning income
2. Final Accounts gives an idea about the profitability and financial posting of business to its management, owners and other interested parties.
3. The cost sheet is prepared to ascertain cost of product/job/operation or to give autatier or to determine tender price for supply of goods or providing service
4. Operating result the operating result is the surplus or deficit for the year under the Accounting Standard framewok an geeting result recognises all revenues and operating expenditure
5. Accounting for construction contracts is the allocator of contract revenueand contract.

Unit	Content	No. of Periods
I	Final Accounts of Companies (an overview) Final Accounts and Financial Statement of Companies (Schedule VI Part I & II)	15
II	Investment Accounting (as per AS-13)	15
III	1) Cost Accounting :- Meaning importance and scope of Cost Accounting. 2) Typical Problems on ascertainment to total cost Net Profit and Selling Prices.	15
IV	Unit costing, Batch costing & service costing (Operating)	15
V	1) Job & Contract costing 2) Cost Audit ,Concept and definition, scope kind of Audit Distinction between financial and cost Audit. Cost Audit Procedure Programme and Report Advantages of Cost Audit.	15

BOOKS RECOMMENDED:

1. Advanced Accounting : By ó M.C.Shukla & T.S.Grewal
2. Advanced Financial Accounting : By R.L.Gupta
3. Financial Accounting : A Managerial Perspective by R.Narayanswamy
4. Advanced Cost Accounting : By B.M.Lall Nigam & G.L.Sharma
5. Cost Accounting : By R.K.Gupta
6. Cost Accounting : By Bigg.
7. Cost Accounting & Costing Methods : By Wheldon.

Part B

Syllabus prescribed for 1st Year Post Graduate Programme

Programme : Master of Commerce

Semester I

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
MCOM – 14	Banking & Insurance Services	60

Course Outcomes :

1. Application of CIBIL Score in qualifying the proposal of advances
2. Impact of Monetary Policy on various industries
3. Impact of PMJJBY & PMSBY
4. Assessment of Claim Settlement Procedure of Life Insurance
5. Assessment of Claim Settlement Procedure of General Insurance

Unit	Content	No. of Periods
I	COMMERCIAL BANKS: Functions, Credit Creation, Priority Sectors, Mobilization of Resources, Current trends in giving loans-CIBIL. NPA-Bad bank concept and functions,	12

	Merger of Banks-Concept, Importance, Advantages & Disadvantages.	
II	R.B.I: Functions, Instruments of credit control: Quantitative& Qualitative, Monetary Policy Importance and Limitations and its role in economic development. NABARD : Functions, Importance& in its role in agriculture and rural development.	12
III	Insurance: Concept, Definition and General Principles. Life Insurance: Need and importance, Selection of Life Insurance policy and Settlement of policy claims. Term Insurance: Concept, Need and importance Health Insurance: Concept, Need and importance PMJJBY & PMSBY Scheme: Concepts and features	12
IV	General Insurance Fire Insurance, Marine Insurance, Crop Insurance, Livestock Insurance, Motor, Personal, Accident, Theft: Concepts, Importance, Scope, Coverage & Claim Settlement Procedure.	12
V	IRDA: Introduction, Structure, Functions, Importance, and its role in regulation of insurance industry. LIC and GIC: Introduction, Structure, Functions & Importance	12

BOOKS RECOMMENDED

1. Banking systems: Beck Hart : Times of India, Mumbai
2. Indian Banks, Their Portfolios, Profits and Policy : Donald D. Hester, University of Mumbai
3. Monetary policy and Reserve Bank of India : K.N. Raj.
4. Public sector Banking : K.N. Kabra and R.R. Suresh, People Publishing House.
5. Corporation finance : Principles and problems, S.C Kuchhal.
6. The Reserve Bank of India, functions and working : Reserve Bank of India Publication.
7. Theory and practice of Development Banking : S.K. Basu, Asia Publication.
8. Comparative Banking Systems : Backhart.
9. बँकिगची तत्वे आणि बँकिग पध्दती- लेखक र.पु. कुरळकर, म.वि.ग्रं.वि.मं.
10. बँक व्यवसाय आणि वित्तीय संस्था- लेखक-कवडे
11. अधिकोष आणि मुद्रा बाजार- लेखक-पाटील, डबीर, मंगेश प्रकाशन, नागपुर
12. Insurance in India : R. M. Roy
13. Insurance, Principles and practice : R.S. Sharma
14. Marine Insurance : Keats.
15. Principles and practice of fire Insurance : Godwing.
16. Life Insurance Corporation Act, 1956
17. विमा व्यवसाय- प्रा. गुजराथी, प्रा.वि.वि मोजरकर
18. Chartered Insurance : Insitue marine Insurance.
19. Federation of Insurance Institute : Fire Insurance.
20. आयुर्विमा विक्री मंत्र आणि तंत्र- लेखक- ए.एच. शिरोळकर

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
MCOM 6 14	Banking & Insurance Services Ability Enhancement Course	15

Course Material for AEC :-

- 1) Application of CIBIL score
- 2) Procedure of Loan Disbursement
- 3) Procedure of Claim Settlement of all types of insurances