



				5. Develop practical understanding among the students associated with salesmanship through classroom discussion/participation and projects.
2.	M.Com NEP-2022	M.Com F.Y. Sem.-I	RM-1	<b>Research Methodology</b> 1. Describe the meaning, objectives of Research. 2. Determine the research problem and understanding the major research designs. 3. Determine data sources and learn the art of designing a questionnaire. 4. Identify various sampling techniques used for data collection. 5. Identify the Data collection and Fieldwork. 6. Learn how to communicate for feedback and follow up.
			DSC-1	<b>Management Process &amp; Organizational Behaviour</b> 1. Students are aware about the Importance & Role of Management in the Organizations. 2. Evaluate the different aspects related to Decision Making and Controlling Process. 3. Describe the different theories related to Individual behaviour in the Organization. 4. Analyse Group Behavioural influence in the Organization. 5. To practice the process of management's four functions: planning, organizing, leading, and controlling.
			DSC-2	<b>Managerial Economics</b> 1. Describe various approaches of consumer behaviour and derivation of demand accordingly. 2. To know about the elasticity of demand. 3. Describe the probable outcomes of concept of Production and Cost their functions and relations. 4. Understand transformation of inputs into output and associated cost in short run as well as in long run, 5. Know specific laws related to behaviour of production and cost functions. 6. Determination of price under different market condition.
			DSC-3	<b>Corporate Financial Accounting</b> 1. Nature and classifications of accounting theory, the use of GAAP and selected accounting principles 2. Acquired the knowledge in company accounts. 3. Construct the financial statements of company within the frame work of AS. 4. To know the accounting and reporting requirements of the Corporators Act relevant to AS. 5. Record and illustrate the effects of a range of corporate financial accounting issues.



			<p>6. Familiarize the analytical skills in corporate accounting.</p> <p>7. Gain the confidence in various methods for calculating good will and shares, and preparation of financial statements.</p>
		DSC-5/6 Elective-1	<p><b>Interpretation of Corporate Financial Statement/ Industrial Economics</b></p> <ol style="list-style-type: none"> <li>1. Define and explain the fundamental concepts of industrial economics.</li> <li>2. Apply various economic theories to real-world industrial scenarios, enhancing decision-making skills in business contexts.</li> <li>3. Evaluate the behaviour of firms under different market structures and understand the implications for pricing and output.</li> <li>4. Identify the determinants of industrial location and assess their impact on regional economic development.</li> </ol>
	M.Com F.Y. Sem.-II	OJT-1	
		DSC-10	<p><b>Advance Cost Accounting</b></p> <ol style="list-style-type: none"> <li>1. To Know various types of Budgets and its controlling system.</li> <li>2. To know about standard Costing, distinguishing between standard costing and budgetary control calculating variance and its analysis.</li> <li>3. Can become expert in marginal costing and absorbing costing.</li> <li>4. Can determine Break Even Point and prepare cost volume profit.</li> <li>5. Can prepare financial and cost information report for various type of managerial decision.</li> </ol>
		DSC-11	<p><b>Marketing Management</b></p> <ol style="list-style-type: none"> <li>1. Identify the scope and significance of Marketing in Industry and will be able to illustrate market research skills for designing innovative marketing strategies for business firms and to marketing communication skills relevant to the corporate world.</li> <li>2. Understand the dynamics of marketing in business.</li> <li>3. Demonstrate the ability to carry out market research projects.</li> <li>4. Apply key marketing theories, frameworks and tools.</li> </ol>
		DSC-12	<p><b>Financial Management</b></p> <ol style="list-style-type: none"> <li>1. Understand the basis of financial transaction which are applied in business and industry.</li> <li>2. Demonstrate an understanding of the overall role and importance of the finance function, describe the financial environment.</li> <li>3. Provide an in-depth view of the process in financial management of the firm.</li> </ol>



			<ol style="list-style-type: none"> <li>4. Develop knowledge on the allocation, management and funding of financial resources.</li> <li>5. Enhancing student's ability in dealing in working capital decision and also long-term capital, which involves major capital investment decisions.</li> <li>6. Identify legal issues that impact financial and other risks affecting business.</li> </ol>
		DSC-14 Elective-2	<p><b>E-COMMERCE</b></p> <ol style="list-style-type: none"> <li>1. Understand and articulate the fundamental concepts and significance of e-commerce in the modern business environment.</li> <li>2. Analyse various e-commerce models and determine their applicability in different business scenarios.</li> <li>3. Design and implement e-commerce solutions, utilizing appropriate technologies and platforms.</li> <li>4. Identify and evaluate security measures essential for protecting e-commerce transactions and data.</li> <li>5. Understand and apply legal and ethical considerations in the development and management of e-commerce activities.</li> <li>6. Create effective digital marketing strategies to enhance online business presence and customer engagement.</li> <li>7. Stay informed about emerging trends and technologies in e-commerce to adapt to the evolving digital landscape.</li> </ol>
	M.Com S.Y. Sem.-III	DSC-17	<p><b>Business Environment</b></p> <ol style="list-style-type: none"> <li>1. Understand the role and relevance of business environment.</li> <li>2. Identify factors leading to economic environment of business.</li> <li>3. Determine the impact of political and legal environment on business decision.</li> <li>4. Identify the socio-cultural and international environmental factors</li> <li>5. Analyse the technical environment for business in India.</li> </ol>
		DSC-19	<p><b>Strategic Management</b></p> <ol style="list-style-type: none"> <li>1. Understand the basic concepts and principles of strategic management analyse the internal and external environment of business</li> <li>2. Develop and prepare organizational strategies that will be effective for the current business environment.</li> <li>3. Devise strategic approaches to managing a business successfully in a global context.</li> </ol>
		DSC-20	<p><b>International Marketing</b></p>



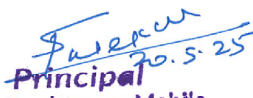
			<ol style="list-style-type: none"> <li>1. To understand and articulate the fundamental concepts and significance of international marketing.</li> <li>2. To evaluate the impact of various environmental factors on international marketing decisions.</li> <li>3. To formulate effective marketing strategies for international markets, including market entry, segmentation, and positioning.</li> <li>4. To Plan and manage product development, branding, and pricing strategies suitable for global markets.</li> <li>5. To create comprehensive promotion and distribution plans tailored for international audiences.</li> <li>6. To identify and analyse emerging issues in international marketing, including ethical considerations and the impact of globalization.</li> </ol>
		DSC-21 Elective-3	<b>Statistical Analysis (Elective)</b> <ol style="list-style-type: none"> <li>1. Determine an understanding of the theory of probability, rules of probability and probability distributions.</li> <li>2. Comprehend the decision-making process under uncertainty using statistical tools.</li> <li>3. Describe the concepts in sampling, sampling distributions and estimation.</li> <li>4. Identify the meaning and importance of correlation and regression analysis including both simple and multiple correlation and regression.</li> </ol>
	B.A.S.Y. Sem.-IV	RP-2	<b>Research Project</b> <ol style="list-style-type: none"> <li>1. Determination and Carrying out a substantial research-based project</li> <li>2. Describe and Demonstrate capacity to improve student achievement, engagement and retention</li> <li>3. Describe and Demonstrate capacity to lead and manage change through collaboration with others</li> <li>4. Describe and demonstrate an understanding of the ethical issues associated with practitioner research</li> <li>5. Determine and Analysis of data and synthesize research findings</li> <li>6. Report research findings in written and verbal forms</li> <li>7. Determine the uses of research findings to advance education theory and practice.</li> </ol>
		DSC-26	<b>Security Analysis</b> <ol style="list-style-type: none"> <li>1. Classification of the various alternatives available for investment.</li> <li>2. Determine and Measure risk and return.</li> </ol>



			<ol style="list-style-type: none"><li>3. Identify the relationship between risk and return.</li><li>4. Determine the value of the equities and bonds.</li><li>5. Gain knowledge of the various strategies followed by investment practitioners.</li></ol>
		DSC-27	<p><b>Advertising and Media Management</b></p> <ol style="list-style-type: none"><li>1. Perceive about Media Planning, Strategy and Management with reference to current business scenario.</li><li>2. Understand and analyse the relevant research in advertising and marketing communication.</li><li>3. Expand the knowledge of emerging media advertisement.</li><li>4. Design effective visual communication for various advertising approaches.</li><li>5. Careers in advertising &amp; Agency selection.</li><li>6. Examines the impact of Advertising on Production Cost/ Distribution Cost &amp; Consumer Price.</li></ol>
		DSC-28	<p><b>Marketing Research</b></p> <ol style="list-style-type: none"><li>1. It leads to innovation and research for the businessman and entrepreneurs</li><li>2. It leads to increase the job opportunities in the field of marketing and service sector,</li><li>3. It will be utilizing the available resources of country, with the help of proper marketing,</li><li>4. It is very important to go with global trade and commerce through the marketing and service sector due to the proper market study and research,</li><li>5. It will be help to fill up the gap in regional development of the country, by providing industrial development opportunities due to the proper market knowledge.</li></ol>
		DSC-30 Elective-4	<p><b>Travel and Tourism</b></p> <ol style="list-style-type: none"><li>1. Familiar with all the basic/background knowledge of travels and tourism.</li><li>2. Familiar with Indian and Maharashtra Tourism.</li><li>3. Able to handle travels and tours in India.</li><li>4. Familiar with Travel Agency and Tour Operation Business.</li><li>5. Able to start their own tours and travel agencies.</li></ol>

  
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