

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19 (Odd)

Learning Objective & Outcomes

M.Com 1st Semester

Subject: Organizational theory and behavior

Subject Code: COM - 101

Learning objectives

1. Student will have the knowledge of the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.
2. Student will have potential effects of organizational-level factors (such as structure, culture and change) on organizational behavior.
3. Student will critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior.
4. Student will analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts.
5. Student will have the knowledge of theories of organizational behavior

Learning outcomes

1. Student will be able to define, explain and illustrate a range of organizational behavior theories;
2. Student will be able to analyze the behavior of individuals and groups in organizations in terms of organizational behavior theories, models and concepts;
3. Student will be able to apply organizational behavior concepts, models and theories to real life management situations through case analysis;
4. Student will be able to demonstrate a critical understanding of organizational behavior theories and current empirical research associated with the topics covered in this course; and,
5. Student will be able to communicate effectively in oral and written forms about organizational behavior theories and their application using appropriate concepts, logic and rhetorical conventions.

GDC Memorial College, Bahal (Bhiwani)
Department of Commerce
2018-19 (Odd)

Learning Objective & Outcomes
M.Com 1st Semester

Subject: Accounting for Business

Subject Code: COM - 102

Learning Objective

1. The main objective of this subject explain concept of financial accounting, management accounting and cost accounting.
2. It also provides knowledge of accounting concept, postulates and conventions.
3. This subject also describes the various accounting ratio, cash flow statements etc.
4. It also provide the knowledge about the Human resource accounting, inflation accounting.
5. It also explains the rules and books of accounts in an organisation.

Learning Outcomes

After the completion of the course, Students will be able to

1. Students aware the concept of accounting and also differentiate cost accounting and management accounting.
2. Students also aware the accounting postulates, conventions and principles.
3. Students also learn about the cash flow statement and accounting ratios.
4. They are also able to prepare the inflation accounting and human resource accounting.
5. They learn golden rules of accounts and subsidiary books of accounts.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19 (Odd)

Learning Objectives & Outcomes

M.Com. 1st Semester

Subject: Business Economics

Subject Code: COM - 103

Learning Objectives

On successful completion of this course, the student will have an understanding of:

1. Supply and demand analysis.
2. The theory of the firm.
3. Perfect competition and monopoly models.
4. Oligopolistic decision making.
5. Macroeconomics and aggregate supply and demand.
6. Macroeconomic policies
7. International trade and exchange rates.
8. Quantitative skills in an economic context.

Learning Outcomes

By the end of the course the students will be able to:

1. Think in the terms of a professional economist on the basis of business economics concepts.
2. Solve stylized quantitative questions in a business context
3. Understand the roles of managers in firms .
4. Understand the internal and external decisions to be made by managers.
5. Analyze the demand and supply conditions and assess the position of a company.
6. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19 (Odd)

Learning Objectives & Outcomes

M.Com. 1st Semester

Subject: Business Environment

Subject Code: COM - 104

Learning Objective

1. To understand the meaning and the importance of changing international business environment.
2. To understand the significance of liberalization, privatizations and Globalization.
3. To make aware of monetary and fiscal policies of a country.
4. To know the importance of foreign exchange in foreign trade and various act governing foreign exchange.
5. To stimulates the students for meaningful observation of international Economic institutions. EU, NAFTA, SAFTA.

Learning Outcomes

After the completion of the course, Students will be able to

1. Outline how an entity operates in a business environment.
2. Explain the effects of government policy on the economic environment.
3. Explain the legal framework that regulates the insurance industry
4. Memorize the competition act 2002.

GDC Memorial College, Bahal (Bhiwani)
Department of Computer Science
2018-19 (Odd Sem)

Learning Objective & Outcomes

M. Com. 1st Sem

Subject: E-Commerce

Subject Code: COM-105

Learning Objective

1. To understand the main activities of E-Commerce.
2. Learn about the various components of E-Commerce.
3. To understand the concept of online shopping and models of Electronic market.
4. To understand the concepts of instant messaging and Electronic Data Exchange.
5. Learn about the implementation of HTTP and Secure Electronic transaction.

Learning Outcomes

After the completion of the course, Students will be able to

1. Logically observed and experienced the main activities of E-Commerce.
2. Learned and evaluated about the various components of E-Commerce.
3. Conceptually learned the concept of online shopping and models of Electronic market.
4. Thoroughly learned the concepts of instant messaging and Electronic Data Exchange.
5. Learned about the implementation of HTTP and Secure Electronic transaction.

GDC Memorial College, Bahal (Bhiwani)

Department of commerce

2017-18(odd)

Learning Objective & Outcomes

M.Com 1st Semester

Subject: Communication Skills

Subject Code: COM - 107

Learning objectives

1. To make students capable to communicate ethically, responsibly.
2. To make students capable to communicate competently in groups and organizations.
3. Improve their skills to effectively deliver formal and informal oral presentations to a variety of audiences in multiple contexts.
4. To aware the students about effective written messages in various formats and styles.
5. To make them capable to understand multiple theoretical perspectives and diverse intellectual traditions in Communication.
6. To make the student competent in skills related to the construction and analysis of argumentation and persuasive discourse.

Learning outcomes

1. Student will able to demonstrate the ability to research topics and present them using various mediums, including written reports, group presentations, and multimedia projects
2. Student will able to Understand different writing techniques and styles based on the communication medium being used
3. Student will able to interpret and adapt communication messages to global audiences in a constantly changing media environment
4. Student will able to understand the constant interplay between form and content in various communication modalities
5. Student will able to Synthesis and analysis of the written text; proficiency in utilizing standard forms of writing and grammar for a variety of audiences in multiple contexts
6. Students will able to prepare and present competencies necessary for oral communication in a variety of contexts, as both a speaker and a listener

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19 (Odd)

Learning Objectives & Outcomes

M.Com. 1st Semester

Subject: Business Ethics & Social Responsibility

Subject Code: COM - 108

Learning Objectives

1. To understand the ethical aspect of business towards the interests of stakeholders and society.
2. To understand the concept of ethical decision making in corporate governance.
3. To understand the concept of developing, implementing and auditing an effective ethical program.
4. To understand the concept of developing and implementing corporate social responsibility CSR in business value.
5. To understand the concept of improving corporate risk management and accountability for creating sustainable value.
6. To make aware about CSR norms & practices with regard to provisions of companies act, 2013.

Learning Outcomes

After conclusion of study the students will be able to:

1. Provide ethical protection to the interests of stakeholders and society from business act.
2. Provide benefits to business as well as society by ethical decision making.
3. Implementing ethical policies by executing an effective ethical program.
4. Assure the role of NGO & CSR committees for improving corporate community relationship and accountability.
5. Assure CSR management with regard to financial, social, ethical and environmental issues.

Learning Objective & Outcomes
M.Com 2nd Semester

Subject-Statistical Analysis for Business

Subject Code: COM - 201

Learning Objectives

1. Student will able to calculate and apply measures of location and measures of dispersion -
- grouped and ungrouped data cases.
2. Student will able to apply discrete and continuous probability distributions to various
business problems.
3. Student will able to Perform Test of Hypothesis as well as calculate confidence interval
for a population parameter for single sample and two sample cases. Understand the
concept of p-values.
4. Student will Learn non-parametric test such as the Chi-Square test for Independence as
well as Goodness of Fit.
5. Student will able to Compute and interpret the results of Bivariate and Multivariate
Regression and Correlation Analysis, for forecasting and also perform ANOVA and F-
test. Further, understand both the meaning and applicability of a dummy variable and the
assumptions which underline a regression model.
6. Student will be able to perform a multiple regression using computer software

Learning outcomes

1. Students are prepared for working with correlation and regression
2. Students are aware about the concept of hypothesis testing in research.
3. They knows about t-test , chi-square test etc. with various numerical.
4. They also describe the characteristics of population on the basis of sample.
5. Students aware about the concept of sampling method which are practical used.
6. Student will able to Perform Test of Hypothesis as well as calculate confidence interval
for a population parameter for single sample and two sample cases. Understand the
concept of p-values.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce
2018-19 (Even)
Learning Objective & Outcomes
M.Com. 2nd Semester

Subject: Management Accounting

Subject Code: COM - 202

Learning objectives:

1. Students will Learn the ability to calculate costs in a job order and a process cost accounting system and understand how the costs flow through the system,
2. Students will Learn the types of costs and how they behave in order to calculate cost-volume-profit relationships,
3. Students will Learn the types of budgets and be able to prepare operating budgets, financial budgets and capital budgets,
4. Students will Learn And gain an understanding of management's decision-making process as it relates to product pricing, production, equipment replacement, etc.
5. Students will Learn to demonstrate the ability to recognize when change is needed, adapt to change as it occurs, and lead change
6. Students will Learn to demonstrate an understanding of their personal interests, abilities, strengths, and weaknesses as the pertain to their chose career field

Learning Outcomes:

1. Student will communicate the major concepts in the functional areas of accounting, marketing, finance, information technology, and management.
2. Student will describe the legal, social, ethical, and economic environments of business in a global context.
3. Student will solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.
4. Student will demonstrate professional communication and behavior.
5. Student will apply knowledge of business concepts and functions in an integrated manner.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19 (Even)

Learning Objective & Outcomes

M.Com 2nd Semester

Subject: Financial Management

Subject Code: COM - 203

Learning Objective

1. Student will be able to measure risk and return and explain the trade-off between risk and return
2. Student will be able to list the primary sources of capital and incorporate their cost when making investment decisions.
3. Student will be able to estimate project cash flows to distinguish between value-creating and value destroying investments
4. Student will be able to estimate the required return on projects of differing risk and how to use the required return in evaluating investment decisions
5. Student will be able to evaluate the corporate governance structure of firms and examine the interactions, from a governance perspective, between firm management, financial markets and stakeholders.
6. Student will be able to discuss the operations of three distinct capital markets: the equity market, the bond market and the derivatives market, and the financial assets traded in each of these markets.
7. Student will be able to apply foundation business knowledge and skills to develop competent decisions in the areas of accounting, economics, finance, information systems, management and marketing.

Learning outcomes

1. Student will identify legal issues that impact financial and other risks affecting business.
2. Student will analyze relevant case law for the purpose of finding legal precedents that will be used to persuade a judge or jury.
3. Student will interpret statutory law for purposes of risk avoidance, and to establish control mechanisms.
4. Student will contrast the decision-making process across industries characterized by pure competition, monopolies, and oligopolies.
5. Student will describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.

GDC Memorial College, Bahal (Bhiwani)
Department of Commerce
2018-19 (Even)

Learning Objectives & Outcomes
M.Com. 2nd Semester

Subject: Human Resource Management

Subject Code: COM - 204

Learning Objectives

1. To understand the techniques of job analysis, job description and job specification.
2. To understand the procedure of recruitment, selection and performance appraisal.
3. To understand the various methods of training and job evaluation.
4. To understand the concept of E-HRM and HRIS.
5. To study about various models of International HRM.

Learning Outcomes

After conclusion of study the students will be able to:

1. Fulfill corporate objectives and face challenges.
2. Define pay band system, ESOP and flexi-time schedule.
3. Capable to measure intellectual capital.
4. Define international dimensions of HRM and employee empowerment.
5. Define importance and implication of international HRM models.

GDC Memorial College, Bahal(Bhiwani)
Department of Commerce
2018-2019(Even)

Learning Objective & Outcome
M.Com. 2nd Semester

Subject: Marketing Management

Subject code: COM - 205

Learning objectives

1. The concept of market, marketing, marketing management.
2. To learn the scope of product planning in marketing.
3. To understand product life cycle
4. To the meaning of branding and brand policies.
5. To know about the pricing policies.
6. To aware about concept of advertising.

Learning outcomes

1. Students can differentiate between market and marketing management.
2. Communicate effectively in market as they
3. Become aware of market strategies.
4. Examine the role of environment in marketing.
5. Can recognize the different brands and their quality.
6. Able to describe the customer segmentation, target marketing and positioning.

GDC Memorial College, Bahal (Bhiwani)
Department of Computer Science
2018-19 (Even)

Learning Objective & Outcomes

M.Com 2nd Sem

Subject: Computer Applications to Business

Subject Code: COM - 207

Learning Objective

1. To understand the concept of database management system.
2. Learn about the components of accounting information systems.
3. To understand the concept of computer application in costing.
4. To understand about various aspects of cloud computing.
5. Learn about the implementation of cloud computing using cloud operating system.

Learning Outcomes

After the completion of the course, Students will be able to

1. Learned the concept of database management system.
2. Learned about the components of accounting information systems.
3. Studied the concept of computer application in costing.
4. Learned about various aspects of cloud computing.
5. Learned about the implementation of cloud computing using cloud operating system.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19(Odd)

Learning Objective & Outcomes

M.Com 3rd Semester

Subject: Q.T.B.D.

Subject Code: COM - 301

Learning Objectives

1. Understand why statistics are important for making business decisions.
2. Demonstrate a sound knowledge of statistical terms.
3. Be able to explain the merits and limitations of various statistical techniques.
4. Be able to read and interpret statistical information and be able to recognize when meaningful statistics are being used.
5. Be able to apply quantitative techniques to solve a variety of business problems.

Learning Outcomes

On completion of this course, the students should be able to:

1. Understand statistical inference in relation to international business decision making
2. Analyze output from both specialist and general office software.
3. Produce quantitative analysis using specialist software.
4. Convey the result of quantitative analysis.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19(odd)

Learning Objective & Outcomes

M.Com 3rd Semester

Subject: Strategic management

Code: COM - 302

Learning Objectives

1. Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
2. Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's competencies.
3. Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real world scenarios.
4. Demonstrate the ability to think critically in relation to a problem, situation or strategic decision through real world scenarios.

Learning Outcomes

On completion of course, the students should be able to:

1. Identify the forces impacting the corporate and business strategies.
2. Be critically aware of factors involved in strategic making.
3. Assess the resources and constraints for strategy making in a business context.
4. Explain the importance of social, economic, technological and political forces.
5. Investigate the impact of internationalization of strategy making.

Learning Objective & Outcomes

M.Com. 3rd Semester

Subject: Company law & Auditing

Subject Code: COM - 303

Learning objectives

1. Students will learn to describe how information technology affects internal control.
2. Students will learn to Determine the appropriate audit report for a given audit situation.
3. Students will learn the process of designing and performing tests of controls
4. Students will learn the five conditions required to issue the standard unqualified audit report.
5. To provide students with awareness of current policy trends and developments in Company Law.
6. To explain the legal nature and significance of limited liability and the price which those using a company as a business structure are required to pay for it.
7. To encourage the development of students skills in legal reasoning and analysis through study of statutes, case law and regulatory practice relating to company law.

Learning Outcomes:

1. Student will understand the audit process from the engagement planning stage through completion of the audit, as well as the rendering of an audit opinion via the various report options.
2. Student will understand auditors' legal liabilities, and be able to apply case law in making a judgment whether auditors might be liable to certain parties;
3. Student will understand to describe the various levels of persuasiveness of different types of audit evidence and explain the broad principles of audit sampling techniques;
4. Student will understand to discuss need for an independent or external audit and describe briefly the development of the role of the assurance provider in modern business society;
5. Student will able describe the quality control procedures necessary to ensure that a competent assurance engagement is performed, and apply professional ethics including Code of Conduct to specific scenarios
6. Student will explain the internal audit process including the professional standards applicable to the internal audit profession.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

Session: 2018-19 (Odd)

Learning Objectives & Outcomes

M.Com. 3rd Semester

Subject: Investment Management

Subject Code: COM - 304

Learning Objectives

1. To understand the process of investment along with risk-return analysis.
2. To understand various aspects of capital market regarding secondary and primary market security transactions.
3. To understand the procedure of listing and trading of securities with stock market/exchange as per SEBI guidelines.
4. To evaluate securities viz., bonds, debentures, preference shares, equity shares, options & futures along with estimating intrinsic value.
5. To understand various techniques of technical trading analysis viz., charting techniques, Dow-theory, moving average analysis, relative strength index & rate of change.
6. To understand conceptual aspect of efficient market theory and random walk theory.

Learning Outcomes

After conclusion of study the students will be able to:

1. Make investment in securities by analyzing market risk and return factor.
2. To define features of public issue IPO, intermediaries and depositories in capital market.
3. Make analytical decision for investment in securities by considering macroeconomic, industry and company factors.
4. To define forms and empirical evidences of various forms of EMH.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19(odd)

Learning Objective & Outcomes

M.Com 3rd Semester

Subject: Marketing of services

Subject Code: COM - 305

Learning Objectives

1. Understand the place and contribution of marketing to the business enterprise.
2. Identify the cost and benefits of marketing channels.
3. Identify the major social criticisms of marketing.
4. Formulation of marketing strategies that incorporate psychological and sociological factors which influence consumers.
5. To understand economic, political, legal and cultural environments that affects company's international marketing decisions.

Learning Outcomes

On completion of course, the students should be able to:

1. Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence and people.
2. Describe how customer relationship marketing, including retention strategies, creates an environment that achieves excellence in customer services.
3. Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services managers.
4. Conduct a services audit plan for a service firm.

GDC Memorial College, Bahal (Bhiwani)

Department of commerce

2018-19 (Odd)

Learning Objective & Outcomes

M.Com. 3rd Semester

Subject: Training and Development

Subject Code: COM - 306

Learning objectives:

1. Student will learn to support the organization in achieving its corporate plan; f
2. Student will learn to support the employee's skill development to enable effectiveness and satisfaction in their role; f
3. Student will learn to support the development of employees to enable career progression both internally and externally
4. Student will learn to evaluate how your leadership impacts employee engagement and the organization's culture.
5. Student will learn to describe and apply how to maximize employee and organizational performance while managing risk.
6. Student will learn different types of training program along with their merits and demerits

Learning Outcomes

Upon successful completion of this course,

1. Explain the role of training and development in human resources management.
2. Describe the psychology of the learning process on which training is based.
3. Analyze the training needs of an organization.
4. Assess, design, access and implement various methods, techniques and sources of training.
5. Evaluate the value of the training once completed from the individual employee and the Organization's viewpoint.
6. Students can easily explain the merits of development and types of development

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19(Even)

Learning Objective & Outcomes

M.Com 4th Semester

Subject: Research Methodology

Subject Code: COM - 401

Learning Objectives

1. To understand a general definition of research design.
2. To know why educational research is undertaken, and the audiences that profit from research studies.
3. To identify a research problem stated in a study.
4. To distinguish between a purpose statement, a research question or hypothesis, and a research objective.
5. Identifying and selecting a good instrument to use in a study

Learning Outcomes

On completion of this course, students should be able to:

1. Familiar with the current uses of the terms reliability and validity in educational research.
2. Design a qualitative purpose statement and a good central question in qualitative research.
3. Describe the inductive nature of qualitative data analysis.
4. Distinguish between the writing structure used for a quantitative study and one used for a qualitative study.
5. Convention with good APA style for scholarly writing.

GDC Memorial College, Bahal (Bhiwani)

Department of commerce

2018-19 (Even)

Learning Objective & Outcomes

M.Com. 4th Semester

Subject: Entrepreneurship

Subject Code: COM - 402

Learning objectives:

1. Our graduates will learn the strategic understanding of entrepreneurship and innovation and be able to take into account the relationships between this discipline
2. Our graduates will assess the interdependent, fast-changing, and diverse world of entrepreneurship and innovation, as well as global economic changes
3. Our graduates will learn critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properly and effectively solve problems and make decisions, as well as develop new and innovative business opportunities
4. Our graduates will learn to communicate using business specific terminology in written and verbal form and facilitate information flow in a variety of organizational, social, and intercultural contexts.
5. Our graduates will learn ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.

Learning outcomes:

1. Graduates will demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.
2. Graduates will demonstrate an understanding of and appreciation for the importance of the impact of globalization and diversity in modern organizations.
3. Graduates will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
4. Graduates will demonstrate an ability to work effectively with others.
5. Graduates will demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

Session: 2018-19 (Odd)

Learning Objectives & Outcomes

M.Com. 4th Semester

Subject: Taxation Laws

Subject Code: COM - 403

Learning Objectives

1. To make aware about provisions of direct tax with regard to IT Act, 1961 and IT Rules, 1962.
2. To make aware about agriculture income, residential status and incidence/charge of tax.
3. To understand the provisions and procedure to compute total income under five heads of income i.e. salaries, house property, profits & gains from business & profession, capital gains and other sources.
4. To understand the provision and procedure for clubbing & aggregation of incomes and set-off & carry forward of losses.
5. To understand the various deductions to be made from gross total income U/s 80-C to 80-U in computing total income.
6. To understand the provisions and procedure to compute total income and tax payable by an individual. HUF, Firms and AOP/BOI.
7. To understand various tax rebate & relief and procedure to file IT return.
8. To understand the concept of TDS and advance payment of tax.
9. To understand the concept of recovery and refund of tax.

Learning Outcomes

1. Define the procedure of direct tax assessment.
2. Able to file IT return on individual basis.
3. Able to compute total income and define tax complications and structure.
4. Able to understand amendments made from time to time in Finance Act.
5. Differentiate between direct and indirect tax assessment.
6. Able to file IT return on individual basis.
7. Define tax complications and structure.
8. Aware about IT authorities and their powers.
9. Aware about appeal & revision, tax penalties, offences and prosecutions.

GDC Memorial College, Bahal (Bhiwani)

Department of commerce

2018-19 (Even)

Learning Objective & Outcomes

M.Com. 4th Semester

Subject: Portfolio Management

Subject Code: COM - 404

Learning objectives:

1. The student will demonstrate an in-depth the impact of taxes on investment decisions through readings and assigned learning activities.
2. The student will demonstrate an in-depth understanding of the basics of risk and return: return measurement, measures of central tendency
3. The student will demonstrate an in-depth understanding of the three-step framework for security analysis: Economy, Industry, and Company (EIC), through readings and assigned learning activities
4. The student will demonstrate familiarity with bond pricing, risk analysis, and management strategies through readings and assigned learning activities
5. The student will demonstrate the focus is on the option positions and strategies, financial engineering, convertible strategies, and portfolio strategies using index futures.
6. The student will demonstrate focus will be on optimum portfolio identification and traditional factors viewed as important in portfolio formulation

Learning outcomes:

1. Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
2. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
3. Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks
4. Review how the main drivers of credit risk are modeled and sensitized
5. Understand how credit portfolio modeling is used within firm-wide risk management and regulatory and economic capital process

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19 (Even)

Learning Objective & Outcomes

M.Com 4th Semester

Subject: International Marketing

Subject Code: COM - 405

Learning Objectives

1. To provide an analytical but practical approach to the subject area of marketing management in an international context.
2. To know about the concept of market orientation, a mix of marketing role, customer behavior, strategic and operational marketing.
3. To solve the problem approach covers area such as customer role and business to business customers.
4. To know about how external and internal factors of a business affects business firm

Learning Outcomes

1. Understand and assess the challenges of turbulent business environment.
2. Be able to apply relevant business skill.
3. Be able to acquire and develop relevant additional knowledge and skills to support subject based expertise and personal development.
4. Be able to show market oriented global, entrepreneurial mind set.
5. Be able to utilize strong analytical skills.

GDC Memorial College, Bahal (Bhiwani)

Department of Commerce

2018-19(Even)

Learning Objective & Outcomes

M.Com 4th Semester

Subject – Performance management and compensation management

Subject Code: COM - 406

Learning Objectives

1. Describe the nature of performance management and outline the core objectives of performance management
2. Outline the performance management cycle and identify and explain the key stages of the cycle.
3. Differentiate between performance management and performance appraisal.
4. Identify the different performance appraisal techniques.
5. Evaluate the advantages and disadvantages of performance appraisal technique.

Learning Outcomes

1. Appreciate the background to the measurement of performance in organization.
2. Describe the type of performance appraisal tools and process used in organization.
3. Discuss organization issues in the measurement of performance and the feedback of performance data.
4. Identify and discuss the various influences on different stakeholders in the performance appraisal process.
5. Review current trends in professional practices in contemporary research.