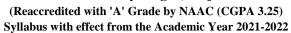


## SARDAR PATEL UNIVERSITY

## Vallabh Vidyanagar, Gujarat





Master of Commerce M.Com. Semester: II



Programme Outcome (PO) -	After successful completion of this course, the student will be able to:					
For M.Com Programme	1. To understand about soft skills chosen by the students. i.e. Tally, E Commerce, Corporate Communications etc.					
Tor M. Com Programme	2. Learn various concepts of Strategic Management.					
	3. Get familiarity with aspects of Business Environment.					
	4. Learn concepts of Cost and Management Accounting.					
	5. Get insights of elective subjects in various areas viz. Accounting, Marketing, HRM, Financial Management etc.					
Programme Specific Outcome	After successful completion of this semester, the student will be able to:					
(PSO) - For M.Com.	1. Get familiarity with computer and its application in Business.					
Semester - 1	2. Get insights to various new concepts of accounting like Environmental Accounting, Human Resource Accounting etc.					
	3. Gain familiarity with recent developments of specific areas like Advanced Accounting, Marketing Management, Human Resource					
	Management, Financial Management and Tax Planning and Management.					

2. At least 40% Marks in the individual Head of passing or 30% marks in aggregate at the internal tests conducted by the Department /PG Centres

	Course Code	Course Title	T/P	Credit	Exam	Components of Marks		
Course Type					Duration in Hours	Internal	External	Total
<b>Ability Enhancement Course</b>	PB02ACOM51	Computer Application in Business-II	T	4	3	30/12	70/28	100/40
(Any One)	PB02ACOM52	E-Commerce-II	T	4	3	30/12	70/28	100/40
(3)	PB02ACOM53	Corporate Communications-II	T	4	3	30/12	70/28	100/40
Core Courses (Three)	PB02CCOM51	Strategic Business Management-II	T	4	3	30/12	70/28	100/40
	PB02CCOM52	Business Environment-II	T	4	3	30/12	70/28	100/40
	PB02CCOM53	Cost and Management Accounting-II	T	4	3	30/12	70/28	100/40
<b>Elective Courses (Any One)</b>								
Advanced Accounting	PB02ECOM51	Management Control System-II	T	4	3	30/12	70/28	100/40
Marketing Management	PB02ECOM52	Service Marketing	T	4	3	30/12	70/28	100/40
Human Resource Management	PB02ECOM53	Human Resource Development	T	4	3	30/12	70/28	100/40
Financial Management	PB02ECOM54	Financial Markets and Services-II	T	4	3	30/12	70/28	100/40
Tax Planning and Management	PB02ECOM55	Direct Tax Planning-II	T	4	3	30/12	70/28	100/40
		Total		20		150	350/140	500/200

## 3 (Lectures) + 1 (CSDS) + 1 (Assignments)

Notes: 1. Each student shall have to offer the same Elective Course Paper at Semester I to IV.

- 2. Class Room Presentation will include CSDS/ Factory Visit/ Field Study / Seminar/ Film Screening/ Audio-Video/ Problem Solving/ Group Study/ Case Study/ Book Review/ Article Review/ Computer Lab / Project work. etc.
- **3.** Computer Application in Business I & II Examination: Theory 1.1/2 Hrs, Practical 1.1/2 Hrs.
- **4.** Practical are based on MS- Excel 2007 & above upgraded office version.
- 5. Student of Computer Application in Business I & II must be remain present both in theory examination as well practical examination.

Prof. Sandip K Bhatt Dean & Head

Dr Kamlesh Dave Chairman Board of Commerce

Dr. V M Vanar Chairman Accountancy Board