

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCC - 111

**Subject Name:** - Management Accounting

**Core / Complementary:** - Foundation

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand financial statement analysis, ratio analysis, fund flow statements. To understand long term investment decisions. This course is design to understand and to solve the problems on profit and loss ratio, balance sheet ratio. Overall performance ratio

**Course Objectives:-**

To understand the details about how to prepare financial statement analysis. How to prepare fund flow statement, cash flow statement.

**Course Outcomes:-**

- Students understand working capital management.
- To understand implicit and explicit cost.
- To understand the meaning of preference shares, equity shares and retained earnings.
- Students understand capital budgeting and its evaluation.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCC-112

**Subject Name:** - Principles of Management & Management Information System

**Core / Complementary:** - Foundation

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand the basic concepts of management. To identify the evolution of management thoughts contributed by management thinkers. To understand the functions of management.

**Course Objectives:-**

To understand the concepts of management. To know the explanation of the evolution of management thoughts. To define the functions of management like planning, organizing, forecasting etc.

**Course Outcomes:-**

- Students understand the basic concepts of management
- They appreciate the evolution of management thoughts
- They learn the functions of management and the organizational structure.
- To identify and appreciate the theories of leadership

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCM - 111

**Subject Name:** - Marketing Techniques

**Core / Complementary:** - Core Elective

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand basic concepts of Marketing. To identify the components of marketing, functions of marketing. To understand marketing and environment.

**Course Objectives:-**

To understand Marketing Mix, Price Mix, Promotion Mix, to understand the functions of marketing. To understand the salesmanship and advertising. To know the definition of market segmentation and essentials of effective market segmentation

**Course Outcomes:-**

- Students understand evaluation in marketing
- They understand market environment, its meaning and scope
- They understand the elements of market mix, place mix and promotion mix
- They understand the meaning of sales forecasting and budgeting techniques.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCM - 112

**Subject Name:** - Consumer Behavior

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand meaning of consumer behavior and marketing. To understand consumers behavior its science, consumer perception, formation and brand. To know the consumer learning and attitude.

**Course Objectives:-**

To understand concept of motivation, its process, positive and negative motivation. Students understand integrity of motivation – hierarchy of needs and emerging concepts of involvement.

**Course Outcomes:-**

- Students understand consumer behavior science
- Students understand the changing role of product, marketer and consumer
- They understand consumer protection and business ethics

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCA - 111

**Subject Name:** - Advanced Financial Accounting

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand the advanced topics in Financial Accounting. Practical examples of accounting of business entities like Branches , Royalty Organizations and Cooperative organizations is explained.

**Course Objectives:-**

To understand the role of Branches , Royalty and Lease business entities. The Cooperative form of entity is explained. Some recent trends in Government Accounting is also explained.

**Course Outcomes:-**

- Students understand details of branch accounts
- Students understand details of Royalty accounts
- Students calculate the lease rents
- Students identify the specialties of accounts of Cooperative organization.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCA - 112

**Subject Name:** - Financial Management

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand the advanced part of Corporate accounting and management. Various managerial decisions relating to capital structure , cost of capital , cash and receivables management are studied here.

**Course Objectives:-**

To understand the advanced financial management areas after the final accounts and statutory audits. Advanced topics cover financial leverages, cost of capital , management of cash and receivables are studied.

**Course Outcomes:-**

- Students understand importance of advanced financial management.
- Students understand advanced topic financial leverages,
- Calculate cost of capital
- Determine management of cash and receivables.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCB - 111

**Subject Name:** - Banking Practices

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand advanced topics in banking. Besides rights and duties of bankers, recent terminologies in banking cover RTGS , Electronic transfers and Foreign Exchange management

**Course Objectives:-**

To understand banker customer relationship along with rights and duties of bankers. Advanced topics in banking cover asset liability management , Hi tech banking and forex management.

**Course Outcomes:-**

- Students understand the customer banker relationship.
- Determine rights and duties of a banker
- Explain the role of Hi tech banking and modern instruments
- State the role of RBI in forex management

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCB - 112

**Subject Name:** - Central Banking

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand advanced part of Central banking in India. Role and functions of RBI are explained.

**Course Objectives:-**

To understand the origin and evolution of Central banking in India. Besides the functions of RBI , the NBFCs are explained. International financial Institutes are introduced.

**Course Outcomes:-**

- Students understand the role of the Central bank
- Functions of RBI are explained.
- Identify the role of NBFCs.
- Role of International Organizations IMF , ADB SAARC and WTO are explained.



Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester I

**Subject Code:** - MCAE - 111

**Subject Name:** - Advanced English I

**Core / Complementary:** - Generic

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand advanced English language. grammar and Vocabulary are explained.

**Course Objectives:-**

To understand the importance of advanced English, besides the grammar and vocabulary is explained. Reading and writing skills are expected to be advanced.

**Course Outcomes:-**

- Students understand the importance of advanced English
- Details of Grammar are explained
- Details of Vocabulary are explained
- Reading and writing skills are advanced.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCC - 211

**Subject Name:** - Managerial Economics

**Core / Complementary:** - Foundation

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand advanced part of Managerial Economics. Besides the introductory topics of Demand Analysis , Cost Benefit Analysis, Types of Business organizations, Chambers of Commerce and Public Enterprises are explained.

**Course Objectives:-**

To understand the basics of Managerial Economics , to know the types of organizations and their supporting bodies like Chambers of Commerce and Trade Associations. Agriculture sector in India is explained in detail along with the Public Enterprises in India.

**Course Outcomes:-**

- Students understand the basics of Managerial Economics
- Explanation on the different types of organizations is informed
- Determine the role of Public Sector developments in India.
- Calculate the contribution of the Agriculture Sector in India

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCC - 212

**Subject Name:** - Modern Business Practices

**Core / Complementary:** - Foundation

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand supportive business bodies and organizations. Importance of agriculture sector is explained

**Course Objectives:-**

To understand the organization structure, functions and role of various business supportive bodies. Realizing the importance of agriculture sector , various aspects of agriculture in our economy are explained.

**Course Outcomes:-**

- Students understand organization structure , functions and role of various business related bodies.
- Role and extent of PSUs is explained
- Calculate the extent of contribution of Agriculture sector
- Identify the allied agricultural business.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCM - 211

**Subject Name:** - Customer relationship Management and Retailing (CRM)

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand advanced marketing with reference to CRM. The role of retail business in modern times is explained.

**Course Objectives:-**

To understand advanced marketing with reference to CRM. Role of IT in CRM is explained. Changing sector of retailing and Stores design is explained.

**Course Outcomes:-**

- Students understand the nature of advanced marketing
- Advanced techniques of CRM with the use of IT is explained.
- Changing structure of Retailing is explained
- Design of Stores in modern times is explained.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCM - 212

**Subject Name:** - Services Marketing

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand Services Sector and marketing. Role and management of Services is explained.

**Course Objectives:-**

To understand the role of Services marketing. Services marketing Mix is explained with marketing strategies. Use of IT in Services marketing is explained.

**Course Outcomes:-**

- Students understand role and importance of Services marketing
- Marketing Mix is explained
- Role of IT in Marketing of Services is identified and explained.
- Role and management of Services is explained.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCA - 211

**Subject Name:** - Company Auditing

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand advanced part of corporate accounting. Besides the presentation of final accounts underwriting of issues, effects of amalgamation and reconstruction of corporate in accounting are explained.

**Course Objectives:-**

To understand advanced topics in accounting. valuation and consolidation entries are explained

**Course Outcomes:-**

- Students understand effects of advanced topics in accounting of corporate.
- Explain the effects in accounting by amalgamation and consolidation.
- Identify the effects of Accounting Standards
- Define the International Accounting Standards.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCA - 212

**Subject Name:** - Auditing

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand the concepts, types and audit process. To understand the company audit with the qualification of company auditor, computerized auditing and various concerned of audit.

**Course Objectives:-**

To understand Company audit, audit process with computerized auditing and various concerns of audit.

**Course Outcomes:-**

- Students understand audits of various concerns:- educational institutions, audit of hospital and audit of bank
- Students understand difference between traditional audit and system audit
- Students understand the cases based on appointment and rights of auditor

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCB - 211

**Subject Name:** - Banking Laws

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand Banking regulation Act, Negotiable instrument Act, the RBI Act, the foreign exchange management act.

**Course Objectives:-**

To understand the provision related to banking companies act, power of RBI. To understand the penalties in cases of dishonor of certain cheques, changing rules of RBI, and foreign exchange management with the regulations and provisions relating to it.

**Course Outcomes:-**

- Students understand the regulations and provisions of Banking regulation act
- Students understand negotiable instrument act:- bills of exchange, promissory note, cheques, dishonor of negotiable instrument, noting and protesting
- Students understand the central banking functions with regulatory and furnishing of credit information



Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCB - 212

**Subject Name:** - Monetary policy

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand money supply, monetary management, instrument of monetary policy and the role of RBI.

**Course Objectives:-**

To understand the monetary management of the nation, identify and explain the instruments and to know the role of RBI.

**Course Outcomes:-**

- Students understand the money supply measures of RBI
- Students know definitions and explanation of the instruments of monetary policy
- Students understand the development promotional role of RBI
- Students identify the implications of RBI's policies

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester II

**Subject Code:** - MCAE - 211

**Subject Name:** - Advanced English II

**Core / Complementary:** - Generic

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand advanced English topics like speaking skills, grammar and vocabulary. This course intends to develop writing and speaking skills

**Course Objectives:-**

To understand advanced English grammar and vocabulary to develop speaking and writing skills and to know the applications of the language.

**Course Outcomes:-**

- Students understand the importance of advanced English
- Students develop speaking skills
- Students develop vocabulary skills
- Students identify applications of the advanced English language

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCC-311

**Subject Name:** - Business Finance

**Core / Complementary:** - Core

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand core aspects of business finance. Besides the sources of finance, capital market, financial services relating to capital are explained

**Course Objectives:-**

To understand the advanced aspects of business finance, foreign sources of finance, the mechanism of capital market in India.

**Course Outcomes:-**

- Students understand the sources of finance
- Students identify the foreign direct investments and policies for FDI
- Student understand Explanation about the capital market mechanism and the organizational structure
- Student understand the share ownership pattern in India

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCC-312

**Subject Name:** - Global Business Environment

**Core / Complementary:** - Core

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand the global business environment, identify various approach to environment and set up of industrial environment.

**Course Objectives:-**

To understand the business environment various approach an aspect of environment. The growth of industries in public and private sectors.

**Course Outcomes:-**

- Students understand the meaning of business environment importance.
- Student understand the industrial environment in India
- Students identify the global environmental factors.
- Students understand Indian Public and Private sector developments

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCM-311

**Subject Name:** - International Marketing

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand nature and importance of international marketing. Documents and the procedure in imports and exports need to be understood.

**Course Objectives:-**

To understand nature and meaning of international marketing. Various agencies in exports development are explained. Export import procedure is explained.

**Course Outcomes:-**

- Students understand importance of international marketing.
- Students identify the procedural steps in exports and imports.
- Students note definitions of various terms explained in related laws.
- Students understand importance of development training.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCM-312

**Subject Name:** - Sales promotion and Administration

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand Sales Promotion. This will give knowledge in detail about organization , personnel and legal aspects in marketing.

**Course Objectives:-**

To understand recent trends in Sales promotion. The sales management mechanism is explained and the legal aspects of marketing are introduced.

**Course Outcomes:-**

- Students understand recent trends in sales promotion.
- Students identify the personnel management in sales promotion.
- Students note definitions of related legal aspects of marketing.
- Students understand use of internet and other devises in sales promotion.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCA-311

**Subject Name:** - Advanced Accounting

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand the advanced core topics in accounting. Insurance companies and their final accounts are important. International accounting standards are explained and the recent trends in accounting are identified.

**Course Objectives:-**

To understand the nature and set up of accounts of insurance companies. Accounts of professionals like doctors , lawyers and others are informed. Accounting standards used world wide are to be noted and the new upcoming dimensions in accounting are introduced.

**Course Outcomes:-**

- Students understand the nature and importance of insurance company accounts.
- Students calculate the accounting standards used worldwide.
- Students explain the terms in consignment accounts.
- Students identify the details in accounting for professionals.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCA-312

**Subject Name:** - Costing

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand nature and importance of cost accounting. Various methods in costing and the techniques need to be explained.

**Course Objectives:-**

To understand the meanings and nature of costing terms. Various stages in cost accounting are explained and methods and techniques used in costing are calculated.

**Course Outcomes:-**

- Students identify the meaning and importance of costing
- Students understand the various methods and techniques in costing
- Students calculate the various types of budgets
- Students calculate various types of variances.



Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCB-311

**Subject Name:** - Corporate Banking

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand importance of corporate banking. Advanced topics include investment banking , mergers and acquisitions of business units are important.

**Course Objectives:-**

To understand the meaning and importance of corporate banking. To know details of investment banking and mergers and acquisitions. Project and infrastructural finance is explained

**Course Outcomes:-**

- Students understand importance of corporate banking.
- Advanced areas identified are investment banking and infra finance
- Explanation on Mergers and acquisitions are sought.
- Students understand areas in corporate finance.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCB-312

**Subject Name:** - Retail Banking

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand Retail banking. Various products in modern banking need to be explained. Use of technology in banking and MIS has to be understood.

**Course Objectives:-**

To understand the meaning and importance of Retail Banking. To identify the various banking products offered. To understand the MIS and accounting in retail banking.

**Course Outcomes:-**

- Students understand importance of Retail banking.
- Students identify the various Banking Products offered.
- Calculate the MIS and accounting in Retail banking.
- Students identify other upcoming issues in retail banking

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester III

**Subject Code:** - MCES-311

**Subject Name:** - Ethical Studies I

**Core / Complementary:** - Complementary

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand importance of business ethics. Values of good moral behavior need to be inculcated and developed among the business and industry persons.

**Course Objectives:-**

To understand the meanings of ethics and ethical behavior. Business and industry have a social personality and impact in the society at large. Hence , the social and ethical values have to be identified , inculcated and developed over a period of time.

**Course Outcomes:-**

- Students understand the meanings of values and ethics.
- Students identify the ethical behavior in business and industry.
- Students design excellent practices of moral and ethical behavior.
- Students understand effects of absence of ethical behavior.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester IV

**Subject Code:** - MCC - 411

**Subject Name:** - Modern Entrepreneurship Development

**Core / Complementary:** - Core

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand importance of Modern Entrepreneurship Development. Besides the aspects of training in ED , motivational factors and business opportunity guidance has to be introduced.

**Course Objectives:-**

To understand role and importance of ED. To understand the types of training inputs for ED. To identify the problems in ED and to note the changing concepts in ED.

**Course Outcomes:-**

- Students understand the role and importance of ED
- Students identify the motivational factors in ED
- Students understand the problems in ED
- Define and calculate the changes in the concept of ED.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester IV

**Subject Code:** - MCC - 412

**Subject Name:** - Research Methodology in business

**Core / Complementary:** - Core

**Credits:** - 04

### **Introduction:-**

The course has been designed for students to understand Research methodology essential in business. Detail areas include research design, methodology and importance of analysis of data. Finally the research Reporting has to be understood.

### **Course Objectives:-**

To understand meaning and importance of research methodology in business. Areas include identification of research problem, methodology to be used and analysis of data.

### **Course Outcomes:-**

- Students understand meaning and importance of Research methodology in social sciences.
- Students identify areas in various steps for research/
- Calculate various steps in conducting research
- Design the Research Report writing.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester IV

**Subject Code:** - MCM - 411

**Subject Name:** - Brand Management

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand importance of brands and brand management. Advanced areas cover brand equity , branding strategies .

**Course Objectives:-**

To understand role and importance of branding and brand management. To understand definitions used and the strategies followed in branding. Finally , branding in different sectors is explained.

**Course Outcomes:-**

- Students understand role and importance of branding.
- Students identify the branding strategies.
- Students explain the role of brand management.
- Students understand the branding of different sectors.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester IV

**Subject Code:** - MCA - 411

**Subject Name:** - Business Taxation

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand various aspects of business taxation. After noting the different sources of income and computation of total income, their assessment systems have to be understood. Changing nature of new laws cover GST made applicable recently.

**Course Objectives:-**

To understand the nature of business taxation, to note definitions given by various laws and to be able to compute income from various sources. To understand the meanings of provisions of new GST Act and other procedures.

**Course Outcomes:-**

- Students understand the importance of business taxation
- Students identify the different sources of income and the assesses
- Students calculate total income and tax liabilities under different heads of income
- Students identify the changing nature of GST.

Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester IV

**Subject Code:** - MCB - 411

**Subject Name:** - International Banking

**Core / Complementary:** - Core

**Credits:** - 06

**Introduction:-**

The course has been designed for students to understand importance of International banking. Role of RBI and other bodies in banking , Forex management needs to be studied.

**Course Objectives:-**

To understand the importance of International banking. The role of RBI and other agencies is studied and changing pattern of international trade is understood.

**Course Outcomes:-**

- Students understand the importance of international banking
- They note definitions and explanations given by various laws in international banking
- The procedure in international trade is explained
- Role of various agencies in international trade is narrated.



Tilak Maharashtra Vidyapeeth, Pune

Syllabus - M.com – Semester IV

**Subject Code:** - MCES - 411

**Subject Name:** - Ethical Studies II

**Core / Complementary:** - Complementary

**Credits:** - 04

**Introduction:-**

The course has been designed for students to understand importance of business ethics. Values of good moral behavior need to be inculcated and developed among the business and industry persons.

**Course Objectives:-**

To understand the meanings of ethics and ethical behavior. Business and industry have a social personality and impact in the society at large. Hence , the social and ethical values have to be identified , inculcated and developed over a period of time.

**Course Outcomes:-**

- Students understand the meanings of values and ethics.
- Students identify the ethical behavior in business and industry.
- Students design excellent practices of moral and ethical behavior.
- Students understand effects of absence of ethical behavior.

