



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE
An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)
ISO 9001:2015



PROGRAMME STRUCTURE
Master of Commerce: III

Programme Outcome (POs)
-For M.Com

- Apply practical tools (e.g., MS Excel, E-Commerce platforms) and communication strategies to develop essential soft skills for professional settings.
- Understand and apply strategic management models and principles to analyze and address business challenges.
- Analyze the components and dynamics of the business environment to make informed managerial decisions.
- Apply cost and management accounting concepts to evaluate financial performance and support business decision-making.
- Integrate interdisciplinary knowledge from Accounting, Marketing, HRM, and Financial Management to propose effective business solutions.
- Apply research methodology and statistical tools to collect, analyze, and interpret business data for informed decision-making and policy development.

Programme Specific Outcome (PSO) –For M.Com

- Demonstrate proficiency in using practical tools like MS Excel, E-Commerce platforms, and corporate communication to enhance workplace productivity and soft skills.
- Analyze and apply strategic management principles to assess real-world business challenges and formulate effective solutions.
- Evaluate the external and internal business environment to support decision-making in dynamic organizational contexts.
- Integrate interdisciplinary knowledge from accounting, marketing, HR, and finance to design innovative and strategic business solutions.
- Apply research methodology and analytical tools to conduct business research, interpret data, and support evidence-based decision-making.



Sr. No.	Course Type	Course Code	Course Name	T/P	Credit	Exam Duration	Components of Marks		
							Internal	External	Total
1	Ability Enhancement Course (Any One)	PC03ACOM01	Professional Career Planning -I	T/P	4	3	30/12	70/28	100/40
		PC03ACOM02	Information & Knowledge Management -I	T	4	3	30/12	70/28	100/40
		PC03ACOM03	Management Leadership Skills – I	T	4	3	30/12	70/28	100/40
2	Core Courses (Three)	PC03CCOM01	Research Methodology- I	T	4	3	30/12	70/28	100/40
3		PC03CCOM02	Startup and Entrepreneurship Development - I	T	4	3	30/12	70/28	100/40
4		PC03CCOM03	Corporate Finance and Financial Strategy -I	T	4	3	30/12	70/28	100/40
5	Elective Courses (Any One)								
	Advanced Accounting	PC03ECOM01	Advanced Corporate and Financial Reporting -I	T	4	3	30/12	70/28	100/40
	Marketing Management	PC03ECOM02	Strategic Marketing Communication	T	4	3	30/12	70/28	100/40
	Human Resource Management	PC03ECOM03	Human Resource and Industrial Relations Management	T	4	3	30/12	70/28	100/40
	Financial Management	PC03ECOM04	Strategic Financial Management-I	T	4	3	30/12	70/28	100/40
	Tax Planning and Management	PC03ECOM05	Goods and Services Tax – I	T	4	3	30/12	70/28	100/40
Total					20		150/60	350/140	500/200

