



(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: IV	
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)	PC04ACOM01	Professional Career Planning –II	T/P	4	3	30/12	70/28	100/40
		PC04ACOM02	Information & Knowledge Management -II	T	4	3	30/12	70/28	100/40
		PC04ACOM03	Management Leadership Skills – II	T	4	3	30/12	70/28	100/40
2	Core Courses (Three)	PC04CCOM01	Research Methodology- II	T	4	3	30/12	70/28	100/40
3		PC04CCOM02	Startup and Entrepreneurship Development - II	T	4	3	30/12	70/28	100/40
4		PC04CCOM03	Corporate Finance and Financial Strategy -II	T	4	3	30/12	70/28	100/40
5	Elective Courses (Any One)								
	Advanced Accounting	PC04ECOM01	Advanced Corporate and Financial Reporting -II	T	4	3	30/12	70/28	100/40
	Marketing Management	PC04ECOM02	Consumer Insights and Behavior	T	4	3	30/12	70/28	100/40
	Human Resource Management	PC04ECOM03	Strategic Human Resource Management	T	4	3	30/12	70/28	100/40
	Financial Management	PC04ECOM04	Strategic Financial Management-II	T	4	3	30/12	70/28	100/40
	Tax Planning and Management	PC04ECOM05	Goods and Services Tax – II	T	4	3	30/12	70/28	100/40
Total					20		150/60	350/140	500/200

