



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES & COMMERCE, SAINIKPURI, SECUNDERABAD-50094
Autonomous College
DEPARTMENT OF COMMERCE

M.COM w.e.f. 2017-18 CBCS

M.com Structure CBCS

FIRST SEMESTER

| Code | Name of the Paper | THPW | Credits | Exam Hrs | Sem Exam | IA | Total |
|--------------------------|---------------------------------|------|---------|----------|----------|-----|-------|
| Mcom 101 | Managerial Economics | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 102 | Principles of Marketing | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 103 | Organization Theory & Behaviour | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 104 Elective - 1 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 105 Elective - 2 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 106 | Seminar | 2 | 1 | | 25 | | 25 |
| | Total | 27 | 26 | | 375 | 150 | 525 |

SECOND SEMESTER

| Code | Name of the Paper | THPW | Credits | Exam Hrs | Sem Exam | IA | Total |
|--------------------------|---------------------------------|------|---------|----------|----------|-----|-------|
| Mcom 201 | Business environment and policy | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 202 | Marketing Management | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 203 | Human Resources Management | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 204 Elective - 1 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 205 Elective - 2 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 206 | Seminar | 2 | 1 | | 25 | | 25 |
| | Total | 27 | 26 | | 375 | 150 | 525 |

Prof. S V Satyanarayana
Chairman, BOS
Department of Commerce OU, Hyderabad.



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THIRD SEMESTER

| Code | Name of the Paper | THPW | Credits | Exam Hrs | Sem Exam | IA | Total |
|--------------------------|---|----------------|-----------|----------|------------|---------------|------------|
| Mcom 301 | Research Methodology & Statistical Analysis | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 302 | E-Commerce and Digital Marketing | 5 (3T + 2P) | 4 | 3 | 70 | 14IA+ 16LB | 100 |
| Mcom 303 | Cost Accounting and Control | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 304 Elective - 1 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 305 Elective - 2 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| ID PAPER | ID from Other Departments | 4 | 4 | 3 | 70 | 30 | 100 |
| | ID to MSc – Tax planning for individuals – 2hrs-2 credits -50 marks | | | | | | |
| | Seminar | 2 | 1 | | 25 | | 25 |
| | Total | 31 | 29 | | 445 | 180 | 625 |

FOURTH SEMESTER

| Code | Name of the Paper | THPW | Credits | Exam Hrs | Sem Exam | IA | Total |
|--------------------------|--|------------|------------|----------|--------------|------------|-------------|
| Mcom 401 | Quantitative Techniques for Business Decisions | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 402 | Tax Planning | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 403 | Strategic Management | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 404 Elective - 1 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| Mcom 405 Elective - 2 | Specialisation | 5 | 5 | 3 | 70 | 30 | 100 |
| | Project Work | 8 | 4 | | 50VV+ 50D | | 100 |
| | Seminar | 2 | 1 | | 25 | | 25 |
| | Total | 35 | 30 | | 475 | 150 | 625 |
| | GRAND TOTAL | 120 | 111 | | 1670 | 630 | 2300 |

Notation: THWP= Teaching Hours Per Week; ID–Inter Disciplinary; IA – Internal assessment; D–Dissertation (50-75 Pages); VV – Viva-Voce; LB – Lab Practical Exam. * - “Project Work – Guidelines” for details, SOI – Standard of Instruction.

Notes:

1. For each paper there will be semester examination for 70 marks and 30 marks for internal assessment [25 marks for tests (average of the two tests) and 5 marks for assignment in the subject].
2. In E Commerce paper semester end examination is for 70 marks, Internal Assessment is for 14 marks and Computer Lab Practical examinations is for 16 marks.

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**** AREA OF SPECIALIZATION**

| Sl. No. | Specialization | Semester-I | Semester-II | Semester-III | Semester-IV |
|---------|------------------------------------|--|--|---|---|
| I | Finance (F) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) IFM: International Financial Management (6) SAPM: Security Analysis and Portfolio Management | (7) FS: Financial Services (8) FD: Financial Derivatives |
| II | Accounting (A) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) ACA: Advanced Corporate Accounting (6) FSA: Financial Statement Analysis | (7) ACAC: Advanced Cost Accounting and Control (8) M&A: Mergers & Acquisitions |
| III | Taxation (T) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) DT: Direct Taxation (6) IDT: Indirect Taxation | (7) Tax : Tax planning (8) IT: International Taxation |
| IV | International Business (IB) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) IFM: International Financial Management (6) ITTP: International Trade – Theory and Practice | (7) IBE: International Business Environment (8) IM: International Marketing |

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