



**Programme Outcomes and Course Outcomes**  
**Master of Commerce (Business Management)**

**LALA LAJPATRAI COLLEGE**  
**OF COMMERCE & ECONOMICS**

Lala Lajpatrai Marg, Mahalaxmi, Mumbai – 400034. Tel. No. 23548240/ 23548241 Fax: 23532896  
E-mail: llcolcom@mtnl.in | principal.llc@gmail.com | website: www.lalacollege.edu.in

# Master of Commerce (Business Management)

## Program Outcomes

PO1: Ability to frame complex problems, analyze data to produce meaningful conclusions and recommendations and to increase awareness of the factors influencing decisions and the risks involved.

PO2: Ability to design and develop solutions that meet specific management related problems within realistic constraints and an ability to apply the knowledge of management to plan, execute and evaluate projects.

PO3: Ability to adopt current technologies and modern IT tools to the various domains of management.

PO4: An ability to understand the impact of management decisions from a sustainability and environmental context and take suitable measures to mitigate the emerging risks.

## Course Outcomes

### MCOM– SEMESTER – I

#### **COURSE TITLE: STRATEGIC MANAGEMENT**

CO1: To provide information pertaining to business, corporate and Global reforms.

CO2: To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions.

#### **COURSE TITLE: ECONOMICS FOR BUSINESS DECISIONS**

CO1: To aim at familiarising the students with the understanding of the economic Aspects of current affairs and thereby prepares them to analyze the market behavior with Economic way of thinking.

CO2: To equip the students with basic tools of economic theory and its practical applications.

#### **COURSE TITLE: COST AND MANAGEMENT ACCOUNTING**

CO1: To enable the learners to understand, develop and apply the techniques of costing in decision making in the business corporation.

CO2: To enhance the abilities of learners to develop the concept of cost and management accounting and its significance.

#### **COURSE TITLE: BUSINESS ETHICS**

CO1: To familiarize the learners with the concept and relevance of business ethics in the modern era.

CO2: To enable learners to understand the scope and completely of Corporate Social Responsibility.

## MCOM– SEMESTER –II

### **COURSE TITLE: Research Methodology for Business**

CO1: To enhance the abilities of learners to undertake research in business& social sciences.

CO2: To enable the learner to understand, develop and apply the fundamental skills in formulating research problems.

### **COURSE TITLE: Macro Economics Concepts and Applications**

CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country.

CO2: To enable the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies.

### **COURSE TITLE: Corporate Finance**

CO1: To enhance the abilities of learner's to develop the objectives of Financial Management.

CO2: To enhance the abilities of learner's to analyse the financial statements.

### **COURSE TITLE: E-Commerce**

CO1: To provide an analytical framework to understand the emerging world of ecommerce.

CO2: To make the learners familiar with current challenges and issues in ecommerce.

## MCOM– SEMESTER –III

### **COURSE TITLE: Rural Marketing**

CO1: To understand the importance of Agriculture marketing its problems and initiatives taken by the government.

CO2: To get an insight into recent trends in rural markets, E-commerce, Role of IT and onlinemarketing.

### **COURSE TITLE: Entrepreneurial Management**

CO1: To acquaint the learner with the concept, importance of entrepreneurial, the culture and Theories of Entrepreneurship.

CO2: To familiarize the learner with the assistance and incentives available for promotion andDevelopment of Entrepreneurship.

### **COURSE TITLE: Marketing Strategies and practices**

CO1: To develop Marketing Strategies and plans.

CO2: To develop thorough understanding of the process of environment analysis building customer value and customer loyalty.

## MCOM– SEMESTER –IV

### **COURSE TITLE: Supply chain management and logistics**

CO1: To introduce the learners to the concept of supply chain management (SCM), its principles and participants.

CO2: To acquaint the learner with the global, Indian and Customer perspective of SCM.

### **COURSE TITLE: Advertising and sales management**

CO1: To introduce the learners to fundamentals of advertising and various New Media options and Ad agencies.

CO2: To enable the learners to develop and apply creativity and understand social and Regulatory Framework of Advertising.

### **COURSE TITLE: Retail management**

CO1: To introduce and Exhibit the application of various Retail management, marketing and Consumer Strategies.

CO2: To understand the recent trends and career option in this sector and the impact and issue of technology.



*Naveen*  
Principal  
Lala Lajpat Rai College  
of Commerce & Economics  
Lala Lajpat Rai Marg,  
Mumbai - 400 034.