

Netaji Subhas Open University School of Professional Studies

PROGRAMME GUIDE

For

Master of Commerce (M. Com)

Prepared by

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PREFACE

In the curriculum structure introduced by the University for Bachelor Degree Programme/ Post Graduate Degree Programme in various disciplines is equally available to all learners. Instead of being guided any presumption about ability level, it would perhaps stand to reason if receptivity of a learner is judged in the course of the learning process. That would be entirely in keeping with the objectives of open education which does not deliver in artificial differentiation.

Keeping this in view, Self Learning Materials of the programme in different disciplines are being prepared on the basis of a well laid out syllabus. The course structure combines the best elements in model syllabi of UGC in respective subject. It has been so designed as to be upgradable with addition of new information as well as of fresh thinking and analysis. The University has also taken initiatives to prepare the Programme Guide for the benefit of the learners. The Programme Guide will help the learners in completing the course successfully by well designed plan of entire learning process. It also provides different sources of e-Resources.

The more a learner would seriously follow the Programme Guide the easier it will be for her/ him to reach out to longer horizons of a subject. If anything remains still difficult to follow, the learners are advised to attend the counselling sessions arranged at designated Learner Support Centres (LSCs) of the University.

Needless to add, a great part of these efforts is still experimental – in fact, pioneering in certain areas. Naturally, there is every possibility of some lapse or deficiency here and there. With the new initiatives of the University, I hope that the Programme Guide would be beneficial to the learners and as well as to the Academic Counsellors. I also welcome suggestions and feedback from the users for its further improvement.

Professor Subha Sankar Sarkar Vice-Chancellor Netaji Subhas Open University

MASTER OF COMMERCE (M.Com)

Expectations from the Learners:

Master of Commerce (M. Com) is a two-year Post Graduate Degree Programme in the field of Commerce having a range of specializations and career options emerging in recent years. This programme is suitable for students, who want to pursue higher studies or research work in the area of commerce and other related areas. There are lots of job opportunities in Private & Public sector. You can also apply for government sector jobs. Learners can work as a teacher/lecturer in different colleges & universities after clearing the requisite exams such as UGC NET/JRF, SET etc.

Thus, the expectations from the learners are a systematic and rigorous learning and exposure to day to day business activities along with Banking and Finance related issues. They will also be trained with a conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine activities relevant to financial management and Banking Transactions of a business.

Such expectations from the learners of M.Com. are mentioned below:

- Getting higher level knowledge and understanding of contemporary trends in commerce and business finance;
- Capable of evaluating the environmental factors that influence business operation with the conceptual requirements and skills on preparation and interpretation of financial statements;
- Knowing the technique of Statistical methods and proficient use of tools for modelling and analysis of business data;
- Getting proficiency in capital budgeting techniques for investment decisions;
- Having an in-depth analysis of investment, portfolio management, investment banking and liquidation of investments;
- Growing competency about the laws and regulations, and roles of commercial, government and central banks in controlling money market and inflation

- Imparting within them the concept of risk mitigation in financial sectors and their role in investment decisions of individuals and business enterprises;
- Capable of having self-guidance to plan and undertake independent research in a chosen discipline;
- Capable of doing teamwork, lifelong learning and continuous professional development.

Programme Information:

Masters of Commerce is ideal for candidates who wish to make a career in banking, financial services and insurance as well as accounting and commerce sectors. After obtaining a Bachelor's degree (10+2+3) in B.Com. / BBA, one can pursue M. Com. Programme from NSOU. As it is a professional course in commerce, therefore the learners are supposed to develop their knowledge and skills in the business studies in a specific way so as to enable them to develop the desired professional skills to understand the necessities of trade and commerce. They also will become equipped to tackle day to day business problems by their inner strength. It is a two years course having 20 papers of 50 Marks each. The total marks of the course are 1,000. With the vision "to nurture the young brains, to make them better employable and socially responsible citizens by encapsulating them with the right set of knowledge for a better tomorrow", Department of Commerce focuses on building conviction with impartiality and modesty, create an enabling environment for innovative thought processes and nurture open-mindedness, equitability and perseverance.

The learners after completion of the course may go for M. Phil / Ph. D. They may get lots of job opportunities in Private & Public sectors. They can also apply for government sector jobs and even can work in the corporate world. Learners may also work as a teacher/lecturer/ professor in different colleges & universities after clearing the requisite exams such as UGC NET/JRF, etc.

The courses are run through Personal Contact Programmes (PCPs) in the selected study centre and various regional centres of the university. The PCP sessions are mostly conducted on Sundays. 12 hours of general Personal

Contact Programme (PCPs) are offered to the learners for each paper of 50 Marks are taken by the internal faculties and experienced academic counsellors who are from various eminent College or University teachers.

Recommended Approach:

Master of Commerce (M. Com) Programme is conducted through Personal Contact Programme (PCP)at designated Study Centre/LSCs. Besides these PCP sessions the University also conducts special lectures at its Regional Centers from time to time. The learners are expected to read the Self learning materials before coming to the PCP sessions and clarify their doubts. They are supposed to participate in the discussions during counselling sessions.

There is a strong relationship between the coordinators of the study centers and the concerned authorities of the university so that an effective mode of communication is established and relevant information are timely disseminated amongst the learners about the various curriculum like submission of assignments and matters related to examinations. The university has its own e -repositories along with a ICT support which enable the learners to access the e-learning materials whenever they require. The learners are welcome to meet the concerned faculty at the Regional Centre whenever they feel. The learners and the concerned faculties are in regular contact through social networking sites. The University therefore adopts a very democratic and flexible approach where the learners are encouraged to learn from anywhere anytime.

Programme Objectives:

The objective of this programme is to equip the learners with necessary conceptual, entrepreneurial and analytical skills required for handling business operations so as to develop specialized competency in the field of Commerce and business including the oral and written communication, Information Technology and statistical skills as well as legal knowledge. Considering the importance of self-employment, the programme aims to develop and inculcate entrepreneurial skills among the students. The post graduate degree in commerce is designed for the workforce who wish to

work in commerce and industry. The fresh graduates and existing workforce can take the advantage of ODL system to increase their skills and competency in this particular field without disturbing their work schedule. The programme thus aims to provide students with the opportunity to develop and broaden their management and leadership skills.

Course Objective:

Master of Commerce (M. Com) programme contains 20 courses/ papers of having 50 Marks each.

(A) First Year (Part - I)

There are 10 Papers of having 50 Marks each in the 1st year of M. Com. The course wise objectives of the 1st year are shown in the following table-

S1.	Courses	Objectives of the Course	
No.			
1	Principles &	After completion of this course the learners will be able to	
	Practice of	know the Principles and Practices of Management which	
	Management	is concerned with organization-level outcomes such as	
		economic, social, or environmental performance,	
		innovation, or ability to change and adapt in a	
		managerial way.	
2	Managerial	The objective of the course is to acquaint learners with	
	Economics	the basic principles of micro and macroeconomics for	
		developing the understanding of theory of the firm,	
		markets and the macro environment, which would help	
		them in managerial decision-making processes.	
3	Macro	Broadly, the objective of macroeconomic policies is to	
	Economics	maximize the level of national income, providing	
	and	economic growth to raise the utility and standard of living	
	International	of participants in the economy. There are also a number	
	Economic	of secondary objectives which are held to lead to the	
	Problems	maximization of income over the long run.	

		After completion of this course the learners will be able to	
		know theseproblems which include global inequality and	
		unequal economic development, global poverty, the	
		exhaustion of non-renewable resources, depletion of the	
		environment and global warming, and systemic problems	
		associated with inadequate regulation of financial	
		markets.	
4	Business	The course aims to develop the understanding about the	
	Environment	Business Environment and the role of corporations in	
		society keeping oversight on the functioning of the	
		company, global developments in Governance and	
		Corporate Citizenship. The course will also provide about	
		necessary knowledge and skills for building professional	
		boards, stakeholder engagement and shareholder	
		activism.	
5	Direct &	The primary purpose of this course of taxation is to raise	
	Indirect	revenue to meet huge public expenditure. Most	
	Taxation	governmental activities must be financed by taxation. In	
		other words, taxation policy has some non-revenue	
		objectives.	
		After completion of this course the learners will be able to	
		know the policies formulated in developed countries, the	
		purpose of indirect taxes which is to catch the general	
		public in the tax net. In most of these countries, on an	
		average, a major per centage of tax revenue is collected	
	A 4 !	through indirect taxation.	
6	Accounting	After completion of this course the learners will be able to	
	Theory	know the objective of accounting theory which is to	
		explain and predict accounting practice. Explanation	
		provides reasons for observed practice. For example, an	
		accounting theory should explain why certain firms use	
7	Pasis	LIFO method of inventory rather than the FIFO method.	
7	Basic	After completion of this course the learners will be able to	

know the which is a branch of mathematics with its own	
concepts, methods and values, which find many	
applications in geography and other disciplines. The	
basic aim of statistics in this sense of a subject of study	
is to provide methods of organising and simplifying data	
so that their significance is comprehensible.	
The objective of this course is to equip learners with such	
important statistical techniques for managerial decision	
making and to provide ground for learning advanced	
analytical tools used in research.	
After completion of this course the learners will be able to	
develop the knowledge of quantitative tools for decision	
making and to prepare for application of these tools in	
different organisational settings.	
After completion of this course the learners will be able to	
know the objectives of Cost Accounting such as (i)	
Ascertainment of cost, (ii) Determination of selling price,	
(iii) Cost control and cost reduction, (iv) Ascertaining the	
profit of each activity, (v) Assisting management in	
decision-making.	
After completion of this course the learners will be able to	
know the practical sense of accounting. The main	
objective of financial accounting is to accurately prepare	
an organization's financial accounts for a specific period,	
otherwise known as financial statements. The three	
primary financial statements are the income statement,	
the balance sheet, and the statement of cash flows.	

(B) 2nd Year (Part - II)

There are 10 Papers of having 50 Marks each in the 2^{nd} year of M. Com. The course wise objectives of the 2^{nd} year are shown in the following table-

S1.	Courses	Objectives of the Courses
No.		
11	Strategic	After completion of this course the learners will be able to
	Management	develop the knowledge about strategy making process
		that is informed, integrative and responsive to rapid
		changes in organization environment and also about
		tasks implementing in a global market.
12	Marketing	After completion of this course the learners will be able to
	and Human	know the basic or fundamental objective of marketing
	Resource	management which is to maximise consumer satisfaction;
	Management	and maximising enterprise profitability through
		maximising consumer satisfaction. The twin aspects of
		this fundamental objective seek to reconcile the objectives
		of consumers with those of the organisation.
		After completion of this course the learners will be able to
		know the primary objective of Human Recourse
		Management (HRM) which is to ensure the availability of
		competent and willing workforce to the organization as
		well as to meet the needs, aspirations, values and dignity
		of individuals/employees and having due concern for the
		socio-economic problems of the community and the
		country.
13	Corporate	The purpose of this course is to equip students with an
	Financial	understanding of the Corporate Financial System, its
	Environment	constituents, the principles on which it operates, inter
		linkages, regulatory concerns, and implications for
		society &policy formulation.
14	Advanced	After completion of this course the learners will be able to
	Statistical	know as it is a branch of mathematics with its own
	Concepts &	concepts, methods and values, which find many
	Tools	applications in geography and other disciplines. The basic
		aim of statistics in this sense of a subject of study is to
		provide methods of organising and simplifying data so
	10015	aim of statistics in this sense of a subject of study is to

		that their significance is comprehensible.	
		The objective of this paper is to equip Learners with the	
		important statistical techniques for managerial decision	
		making and to provide ground for learning advanced	
		analytical tools used in research.	
15	Financial	The Course aims to develop the understanding about	
	Statement	various present-day Financial Statement Analysis and	
	Analysis &	Reporting techniques of accounting which is to develop	
	Reporting	the skills and competencies that management	
		accountants in order to take advantage of the	
		opportunities offered by the new management accounting	
		techniques.	
16	Corporate	After completion of this course the learners will be able to	
	Tax Planning	develop in learners the ability to consider tax implication	
	and	in business and financial decisions. The objectives of	
	Management	corporate tax planning are to implement strategies that	
		potentially reduce your tax liability and improve your	
		profitability. We can also keep you compliant, so that you	
		understand when submissions and payments to HM	
		Revenue & Customs are due so as to avoid the pitfalls of	
		stringent fines.	
		And the tax planning is insurance of tax efficiency. Tax	
		planning allows all elements of the financial plan to	
		function in sync to deliver maximum tax efficiency. Tax	
		planning is critical for budgetary efficiency. A reduced tax	
		liability and maximized the ability of retirement plans.	
17	Management	The objective of this course is to equip the learners with	
	Accounting	the knowledge of concepts, methods and techniques of	
		management accounting and enable them to use various	
		techniques of cost ascertainment, budget preparation and	
		variance analysis, while focusing on its need for	
		managerial decision making.	
18	Financial	The Course in Financial Management intent to enable	

	Management	critical thinking in learners with respect to analysis and	
		application of innovative solutions to varied financial	
		problems. To make them understand various issues	
		involved in financial management of a company and	
		equip them with advanced analytical tools and techniques	
		which can enhance their analytical ability for making	
		sound financial decisions and policies in a company.	
19	Auditing	After completion of this course the learners will be able to	
		know the primary objective of audit which is to express	
		an opinion on financial statements. To give the opinion	
		about the financial statements, the auditor examines the	
		financial statements to satisfy himself about the truth	
		and fairness of the financial position and operating	
		results of the enterprise.	
20	Computer	The aims of Computer Application are providing students	
	Applications	with an opportunity to develop understanding of the basic	
	is Business	operations of a computer system and computer	
		applications software. After completion of this course the	
		learners will be able to develop the skill of using	
		computer applications software for solving problems.	

Expected Learning Outcome:

After successful completion, the learners are expected to acuire knowledge in the domain of commerce and management which intern increase their employability in the trade and commerce. The employed persons may take this course for their vertical/ horizontal mobility in their work place. The fresh graduates may join this course to increase their employability in the trade, commerce and industry *particularly* to make them more productive, self-reliant and constructive for self and society's benefit.

Examination System:

There are 20 papers of 50 Marks each having both theoretical and practical papers. All the enrolled learners can appear for the term end examination of each year. The total marks allotted for the course is 1000 which is equally

divided into each year. The learner has to submit assignment for all the papers, followed by the term end examination each year. The total weightage of 20% for assignment while 80% is given for the term end examination.

Course Structure:

	1st Year			2 nd Year	
S1.	Name of the	Full	S1.	Name of the	Full
No.	Course/Paper	Marks	No.	Course/Paper	Marks
1	Principles & Practice of	50	11	Strategic Management	50
	Management				
2	Managerial Economics	50	12	Marketing and Human	50
				Resource Management	
3	Macro Economics and	50	13	Corporate Financial	50
	International Economic			Environment	
	Problems				
4	Business Environment	50	14	Advanced Statistical	50
				Concepts & Tools	
5	Direct & Indirect	50	15	Financial Statement	50
	Taxation			Analysis & Reporting	
6	Accounting Theory	50	16	Corporate Tax Planning	50
				and Management	
7	Basic Statistical	50	17	Management Accounting	50
	Concepts & Tools				
8	Quantitative Techniques	50	18	Financial Management	50
9	Cost Accounting	50	19	Auditing	50
10	Advanced Financial	50	20	Computer Applications is	50
	Accounting			Business	
	Total of 1st Year	500		Total of 2 nd Year	500

Full Marks: 1000 of 20 Papers of 50 each.

Detailed Syllabus:

http://www.wbnsou.ac.in/student_zone/courses/school_of_professional_studies/syllabus/ Master_Degree_Programmes/MCom_Syllabus.pdf

Previous Year's Question Papers:

http://www.wbnsou.ac.in/student_zone/eresources/question_bank/pg/guestion_bank_pg.shtml#questionbank_pg

Sources of E-resources:

The university has its own e -repositories along with a strong ICT support which enables the learners to access the e-learning materials whenever they require. Various e-content, self-learning materials (e-SLM), audio-video lectures (A/V Lectures) and other relevant information pertaining to the course are available in the university website for the learners both in Bengali as well as in English version. Learners can download and read the study materials as per their convenience. Learner friendly Android based mobile application is also developed for the benefit of the learners. The relevant link of e-SLM are given in the following table-

S1.	Name of the paper	Link to the E-resources (e-SLM)
No.		
1	Macro Economics	http://www.wbnsou.ac.in/online_services/SLM
	and International	/PG/MCOM-03.pdf
	Economic	
	Problems	
2	Business	http://www.wbnsou.ac.in/online_services/SLM
	Environment	/PG/MCOM-04.pdf
3	Direct & Indirect	http://www.wbnsou.ac.in/online_services/SLM
	Taxation	/PG/MCOM-5A.pdf
		http://www.wbnsou.ac.in/online_services/SLM
		/PG/MCOM-5B.pdf
4	Accounting Theory	
5	Basic Statistical	http://www.wbnsou.ac.in/online_services/SLM
	Concepts & Tools	/PG/MCOM-07.pdf
6	Quantitative	http://www.wbnsou.ac.in/online_services/SLM
	Techniques	/PG/MCOM-08.pdf
7	Cost Accounting	http://www.wbnsou.ac.in/online_services/SLM
		/PG/MCOM-09.pdf

8	Corporate	http://www.wbnsou.ac.in/online_services/SLM
	Financial	/PG/MCOM-13.pdf
	Environment	
9	Financial	http://www.wbnsou.ac.in/online_services/SLM
	Statement Analysis	/PG/MCOM-15.pdf
	& Reporting	
10	Corporate Tax	http://www.wbnsou.ac.in/online_services/SLM
	Planning and	/PG/MCOM-16.pdf
	Management	
11	Financial	http://www.wbnsou.ac.in/online_services/SLM
	Management	/PG/MCOM-18.pdf
12	Auditing	http://www.wbnsou.ac.in/online_services/SLM
		/PG/MCOM-19.pdf

For further readings and references some other useful external links are also provided below.

S1.	Name of the Portal	Web link / Website
No.		
1	NSOU OER Repository	http://nsouoer.krc.net.in/
2	NSOU Audio Visual	http://www.wbnsou.ac.in/online_services/econ
	Lectures	tent_List_AV_Lecture.shtml#active_econtent_avl
		<u>ecture</u>
3	NSOU Web TV	http://www.wbnsou.ac.in/online_services/webt
		v.shtml#active_webtv
4	e-PG Pathshala	http://epgp.inflibnet.ac.in/Home/ViewSubject?
		catid=6
5	e-GyanKosh	http://egyankosh.ac.in/simple-
		search?location=%2F&query=master+of+comme
		rce&rpp=10&sort_by=scoreℴ=desc
		http://egyankosh.ac.in/simple-
		search?location=%2F&query=commerce&rpp=1
		0&sort_by=scoreℴ=desc

6		https://www.swayamprabha.gov.in/index.php/
	SWAYAM PRABHA	program/archive/6
		https://www.swayamprabha.gov.in/index.php/
		program/archive/26
7	CEC-UGC You Tube	https://www.youtube.com/user/cecedusat
	Channel	
8	National Digital Library of	https://ndl.iitkgp.ac.in/
	India (NDLI)	
9	Shodhganga	https://shodhganga.inflibnet.ac.in/
10	Directory of Open Access	https://doabooks.org/
	Books	
11	BCIT Open Educational	https://open.bcit.ca/oer/islandora/object/oer
	Resources	<u>%3Aroot</u>
12	CCCOER: OER By	http://www.ltcconline.net/greenl/oer/oerlistfro
	Subject	mlistserve.htm
13	cIRcle UBC	https://circle.ubc.ca/about/
14	Commonwealth of	http://oasis.col.org/handle/11599/2402
	Learning -Oasis OER	
15	CTE Online	https://www.cteonline.org/
16	e-Campus Ontario Open	https://openlibrary.ecampusontario.ca/
	Library	
17	Galileo Open Learning	https://oer.galileo.usg.edu/
	Material	
18	GoOpen VA	https://goopenva.org/
19	Learning Activities:	https://learningactivities.trubox.ca/
	Remix, Reuse and	
	Reshare	
20	Mason OER Metafinder	https://mason.deepwebaccess.com/mason_M
		asonLibrariesOpenEducationResources_5f4/des
		ktop/en/search.html
21	Merlot II	https://www.merlot.org/merlot/index.htm
22	Maryland Open Source	https://most.oercommons.org/
	Textbook (MOST	

	Commons)	
23	National Science Digital	https://nsdl.oercommons.org/
	Library	
24	NCLOR: Open	https://explorethelor.org/collections/open-
	Educational Resource	educational-resources/
25	OASIS	https://oasis.geneseo.edu/
26	OER Commons	https://www.oercommons.org/
27	Ohio Link	https://ohiolink.oercommons.org/
28	Open Knowledge	https://openknowledge.worldbank.org/
	Repository	
29	Open Research Library	https://openresearchlibrary.org/
30	Open Syllabus Explorer	http://explorer.opensyllabusproject.org/
31	SOL*R	https://solr.bccampus.ca/wp/
32	Skills Commons	https://www.skillscommons.org/
33	Sun West Resource Bank	https://resourcebank.ca/
34	UBC Open Case Studies	http://cases.open.ubc.ca/case-studies/
35	Open Stax College	https://openstaxcollege.org/books
36	College Open Textbook	http://www.collegeopentextbooks.org/
37	Open Textbook Library	http://open.umn.edu/opentextbooks/
38	BC Open ED	http://open.bccampus.ca/find-open-textbooks/
39	Global Textbook Project	http://globaltext.terry.uga.edu/books
40	Wikibooks	http://www.wikibooks.org/
41	Project Gutenberg	http://www.gutenberg.org/
42	Google Books	http://books.google.com/
43	American Institute of	http://aimath.org/textbooks/approved-
	Mathematics	textbooks/
44	FreeBookDoctorss	http://www.freebooks4doctors.com/
45	Lyryx Open Textbooks	https://lyryx.com/products/how-it-
		works/open-textbooks/
46	Bloomsbury Academic	http://www.bloomsbury.com/us/academic/onl
		<u>ine-resources-and-ebooks/bloomsbury-open-</u>
		<u>content/</u>

'Thank You'