

**TEACHERS' UNIVERSITY CENTRE FOR DISTANCE EDUCATION  
PROGRAMME PROJECT REPORT (PPR)**

**TRADITIONAL PROGRAMS AT CTU**

**Course:** Masters in Commerce

**Duration:** 2 Years

**A. Program Mission and Objective:**

The aim of CTU in starting Masters in Commerce is to create Commerce professionals for delivering better in educational as well as professional sector.

**(a) Rationale: The main reason for offering this program are:**

**Commerce is an exciting and growing field-** Commerce, thus is an emerging field of opportunities to study finance, economics, business studies, accountancy, statistics etc. Commerce as a stream of education can be defined as a study of trade and business activities such as exchange of goods and services from producer to final consumer.

In M.Com, students are given a choice to major in any of the given specializations. Students who want to go for further studies or courses like in research or doctorate level can get a bonus with this course. Many companies and organizations in today's life are looking for specialized and expert marketers to get higher profit in a smarter way.

**Commerce is a diverse and dynamic field-** It is open for students from varying educational backgrounds such as Commerce or Science.

**(b) Goals and objectives:**

To provide a career for students as practicing Chartered Accountants, Cost Accountants, Company Secretaries, Financial Analysts, Senior Managers Etc. M.Com graduate is also eligible for various specialized certified courses like Banking, Stock Market, Income Tax, Derivatives, Accounting, Micro Finance, Investment Banking Etc. Other sectors where one can seek job are Auditing, Banking and Finance, Electronic Marketing, Funds Management, Management Consulting, Stock Broking Etc.

To train students with required skills as human resource in Commercial domain.

**B. Relevance of the program with HEI's Mission and Goals:**

The program is entirely in line with the CTU strategic goals as well as its Mission to provide superior professional education, nurturing translational and transformational research in Commercial sector for the benefit of the society. The program is also consistent with Higher Education vision 2020 to transform society towards knowledge society and making education an improve tool to realize knowledge, economy and society.

**C. Nature of prospective target group of learners:**

A bachelor's degree in Commerce from any statutory university in the country or abroad.

The degree should have been obtained from a university recognized by UGC, established by law in India and the medium of instruction for the degree should be English. A candidate who has scored a minimum of 50% of the marks in the qualifying examination will be eligible for admission to the M.Com Course.

#### **D. Appropriateness of program to be conducted in open and distance learning mode to acquire specific skills and competence**

This course is intended for professional's practitioners, researchers and students from widerange of backgrounds who aim to develop their knowledge and insights pertaining to the Commerce discipline. The course is designed to provide critical and practical skills to analyze, evaluate, design and implement solution and strategies with regards to Commerce and its issues.

#### **E. Instructional Delivery Mechanism**

CTU follows a modern ICT enabled approach for instruction. The methodology of instruction in CTU is different from that of the conventional /regular programs. Our system is learner-oriented and the learner is an active participant in the teaching-learning process. Most of the instructions are imparted through online and distance mode. Academic delivery systems of CTU are:

**Print Material:** CTU mainly focuses on Self Learning Material (SLM) and their up gradation by eminent teachers/academicians both from CTU and other reputed universities/institutions. As text information plays a vital role in distance education, print based instruction has a critical role in CTU distance learning initiatives.

**Audio-Visual Material Aids:** The learning package contains audio and video program which have been produced by the University for the Enhancement of understanding of the course material given to the student. The video lectures are uploaded in the University website for the student's access.

**Online/Virtual Classes:** Delivery of classroom-like lectures will also be available in the student portal for enhanced learning experience.

**Laboratory facilities:** CTU has advanced laboratory for practical training for younger minds to get hands on experience in cutting edge techniques.

##### *I) Identification of Media*

Print, Audio-Video and Online media will be utilized for the dissemination of knowledge relevant to the program enrolled.

##### *II) Student support system*

CTU provides an exclusive online portal for students to cater to all of their academic related matters such as notification of contact classes, assignment details, course material, and examination schedule. In addition, each student has provision to seek guidance, counseling and career guidance throughout the program.

#### **F. Procedure for admissions, curriculum transaction and evaluation**

Admission to all the programs is through notification in newspaper and on University website. The admission procedure involves submission of filled application by the candidates after paying the prescribed fees. The admission scrutiny committee evaluates all the submitted applications and recommend the eligible candidates. The selected candidates are notified through admissions

office and also on the University website. The selected candidates are expected to report within the stipulated timeframe for provisional admission to the program.

Curriculum transaction for the program is through the designated online student portal as detailed below.

## Skill based ODL Programs at CTU

By now, open and distance learning (ODL) Institutions have established themselves as an alternative to provide education especially at tertiary level. But from past few years many ODL institution also diverted their attention towards improving skills of teachers and industrial workforce through in-service teaching program and skill development program. Yet, despite the rapid expansion of ODL institutions, policy-makers have limited evidence regarding the actual outcomes and impact of such initiatives. Such ODL based model of improving skills of learners either in job or as their pre-jobs requirement has great importance and relevance in countries like India where there is an urgent need of providing, cost effective training to a large number of untrained work force and need of continuing education at different levels for improve overall their skills and enable them to be part of the productive force in fast growing Indian economy.

## Master of Commerce (MCOM)

### Semester-I

Code	Paper	Credit	Internal Assessment	External Assessment	Duration of Examination
MCOM- 201	Financial Economics	4	30	70	3hrs
MCOM-202	Financial Management	4	30	70	3hrs
MCOM- 203	Marketing Management	4	30	70	3hrs
MCOM- 204	Business Research Methods	4	30	70	3hrs
MCOM- 205	Financial Markets	4	30	70	3hrs
	Optional Course	4	30	70	3hrs

### Semester II

Code	Paper	Credit	Internal Assessment	External Assessment	Duration of Examination
MCOM - 206	Accounting for Managers	4	30	70	3hrs
MCOM – 207	Financial Services	4	30	70	3hrs
MCOM – 208	Strategic Management	4	30	70	3hrs
MCOM – 209	International Business	4	30	70	3hrs

<b>MCOM – 210</b> ( Choose either of group A,B,C or D)	A- Advanced Financial Accounting	4	30	70	3hrs
	B- Consumer Behaviour				
	C- Probability Theory and probability distributions				
	D- International Economy and Policy				
<b>MCOM – 211</b> ( Choose either of group A,B,C or D)	A- Cost Accounting	4	30	70	3hrs
	B- Marketing Research				
	C- Statistical Interference				
	D- Indian Financial and Accounting System				

### Semester-III

<b>Code</b>	<b>Paper</b>	<b>Credit</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Duration of Examination</b>
<b>MCOM - 212</b>	Investment Management	4	30	70	3hrs
<b>MCOM - 213</b>	Tax Planning and Management	4	30	70	3hrs
<b>MCOM - 214</b>	Economic Regulation & Business Control	4	30	70	3hrs
<b>MCOM - 215</b>	A- Management Accounting	4	30	70	3hrs
	B- Service Marketing				
	C- Applied Econometrics				
	D- E Business				
<b>MCOM - 216</b>	A/B/C – Corporate Financial Reporting	4	30	70	3hrs
	D- International Business Procedures				
<b>MCOM - 217</b>	A/B/C – Corporate Governance and Business Ethics	4	30	70	3hrs

	D- Exim & Logistics Management				
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## Semester-IV

Code	Paper	Credit	Internal Assessment	External Assessment	Duration of Examination
<b>MCOM - 218</b>	Operational Research	4	30	70	3hrs
<b>MCOM - 219</b>	Risk Management	4	30	70	3hrs
<b>MCOM - 220</b>	International Finance	4	30	70	3hrs
<b>MCOM - 221</b>	A/D- International Accounting	4	30	70	3hrs
	B- International Marketing				
	C- Applied Multivariate Techniques				
<b>MCOM - 222</b>	A/B/C – Strategic Financial Management	4	30	70	3hrs
	D- Export – Import Policies and Procedures				
<b>MCOM - 223</b>	Project and Presentation	2	50		-
<b>MCOM - 224</b>	Industrial Training	2	50		-

### • Optional Papers

Code	Paper	Credit
<b>MCOM - 225</b>	Business Environment	4
<b>MCOM - 226</b>	Human Resource Management	4
<b>MCOM - 227</b>	Industrial Relations and Labour Laws	4