



**KURUKSHETRA UNIVERSITY KURUKSHETRA**

[Established by the State Legislature Act XII of 1956]

(\*A<sup>++</sup> Grade, NAAC Accredited)

## **AQAR-2020-21**

**1.2.2 : Scheme of Examination for the programmes in  
the Department/Institute of**

**Commerce**

**Scheme of Examination of Master of Commerce (M.Com.) Choice Based Credit System (CBCS) under Semester System with Massive Open Online Courses (MOOC) to be implemented w.e.f. 2020-2021 in a phased manner. It will be initially applicable on the course run on KUK campus only i.e. Department of Commerce, KUK.**

### COURSE STRUCTURE

**Note:** There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours. The Viva-Voce papers (MC 207 & MC 420) will carry 50 marks each.

Also, the students will have to study two Open Elective papers to be offered by other departments within the faculty only, one each in II<sup>nd</sup> and III<sup>rd</sup> Semester. However, Students will have also a choice of opting one MOOC Course offered on the SWAYAM Portal of Ministry of Human Resource Development in each of IInd and IIIrd Semester in lieu of open elective paper(s). The MOOC course(s) will be decided/chosen by the Department out of list of MOOC courses notified on SWAYAM portal for respective semester.

<b>M.Com. Ist Semester</b>								<b>Time: 3 Hours</b>
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload (Hours)</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
MC 101	Organisational Behaviour	04	04	80	32	20	08	100
MC 102	Business Environment	04	04	80	32	20	08	100
MC 103	Managerial Economics	04	04	80	32	20	08	100
MC 104	Company Law	04	04	80	32	20	08	100
MC 105	Accounting for Managerial Decisions	04	04	80	32	20	08	100
MC 106	Marketing Management	04	04	80	32	20	08	100
<b>Total</b>		<b>24</b>	<b>24</b>	<b>480</b>	<b>192</b>	<b>120</b>	<b>48</b>	<b>600</b>

<b>M.Com. IInd Semester</b>								<b>Time: 3 Hours</b>
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
MC 201	Human Resource Management	04	04	80	32	20	08	100
MC 202	International Business Environment	04	04	80	32	20	08	100
MC 203	Strategic Marketing	04	04	80	32	20	08	100
MC 204	Financial Management & Policy	04	04	80	32	20	08	100
MC 205	Corporate Accounting	04	04	80	32	20	08	100

MC 206	Business Statistics	04	04	80	32	20	08	100
MC 207	Viva-Voce cum Case Study	02	—	50	20	—	—	50
	<b>Open Elective / MOOC</b>	02	02	50	20	—	—	50
	<b>Total</b>	<b>28</b>	<b>26</b>	<b>580</b>	<b>232</b>	<b>120</b>	<b>48</b>	<b>700</b>

### M.Com 3<sup>rd</sup> and 4<sup>th</sup> Semester

In M.Com. 3<sup>rd</sup> and 4<sup>th</sup> Semester, a student will take six papers in all comprising of one compulsory paper and five optional papers. The optional papers will be chosen in the following manner:

- (i) The student will choose at least one paper (upto maximum three papers) of each Specialization: A, B and C as below:
  - A) Finance & Taxation
  - B) Marketing,
  - C) HRM & General Management.
- (ii) Each of the specializations comprises of two mutually exclusive Optional Groups (I & II) and the student has to choose only one Optional Group.
- (iii) If the student chooses more than one paper from same Specialization, it must be from within the three papers of the same Optional Group already chosen at (ii) above.

In 4<sup>th</sup> semester, in addition to above six papers, MC-420 Viva Voce cum Case Study is a compulsory paper.

<b>M.Com. IIIrd Semester</b>								<b>Time: 3 Hours</b>
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
<b>Compulsory Paper</b>								
MC 301	Computer Applications in Business	04	04	50 (Th.) 30 (Pr.)	20  12	20	08	100
	<b>Open Elective / MOOC</b>	02	02	50	20	—	—	50

### SPECIALIZATIONS

#### Specialization A: Finance & Taxation

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
<b>Optional Group I (Finance &amp; Taxation)</b>								
MC 302	Advanced Financial Management	04	04	80	32	20	08	100
MC 303	Security Analysis and Investment Management	04	04	80	32	20	08	100
MC 304	Financial Institutions and Markets	04	04	80	32	20	08	100

**OR**

<b>Optional Group II (Finance &amp; Taxation)</b>								
MC 305	Fund Management in Banking and Insurance Companies	04	04	80	32	20	08	100
MC 306	Merchant Banking and Financial Services	04	04	80	32	20	08	100
MC 307	Advanced Tax Laws and Practice	04	04	80	32	20	08	100

### **Specialization B: Marketing**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
<b>Optional Group I (Marketing)</b>								
MC 308	Marketing Research	04	04	80	32	20	08	100
MC 309	Advertising Management	04	04	80	32	20	08	100
MC 310	Applications of Statistical Methods in Business	04	04	80	32	20	08	100

**OR**

<b>Optional Group II (Marketing)</b>								
MC 311	International Marketing	04	04	80	32	20	08	100
MC 312	Foreign Trade Policy & Procedures	04	04	80	32	20	08	100
MC 313	Retail Management	04	04	80	32	20	08	100

### **Specialization C: HRM & General Management**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
<b>Optional Group I (HRM &amp; General Management)</b>								
MC 314	Entrepreneurship Development	04	04	80	32	20	08	100
MC 315	Business Ethics & Social Responsibility	04	04	80	32	20	08	100
MC 316	Human Resource Development	04	04	80	32	20	08	100

**OR**

<b>Optional Group II (HRM &amp; General Management)</b>								
MC 317	Management of Industrial Relations	04	04	80	32	20	08	100
MC 318	Cross-Cultural and Global Human Resource Management	04	04	80	32	20	08	100
MC 319	Compensation Management	04	04	80	32	20	08	100
<b>Total</b>		<b>26</b>	<b>26</b>	<b>530</b>	<b>212</b>	<b>120</b>	<b>48</b>	<b>650</b>

<b>M.Com. IVth Semester</b>							<b>Time: 3 Hours</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>	
<b>Compulsory Paper</b>									
MC 401	IT and E-Commerce	04	04	80	32	20	08	100	

### SPECIALIZATIONS

#### **Specialization A: Finance & Taxation**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
<b>Optional Group I (Finance &amp; Taxation)</b>								
MC 402	Corporate Tax Planning and Management	04	04	80	32	20	08	100
MC 403	Project Planning and Control	04	04	80	32	20	08	100
MC 404	International Financial Reporting Standards	04	04	80	32	20	08	100

**OR**

<b>Optional Group II (Finance &amp; Taxation)</b>								
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
MC 405	Portfolio Management	04	04	80	32	20	08	100
MC 406	Multinational Financial Management	04	04	80	32	20	08	100
MC 407	Stock Market Operations	04	04	80	32	20	08	100

#### **Specialization B: Marketing**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
<b>Optional Group I (Marketing)</b>								
MC 408	Sales Management	04	04	80	32	20	08	100
MC 409	Services Marketing	04	04	80	32	20	08	100
MC 410	Supply Chain Management	04	04	80	32	20	08	100

**OR**

<b>Optional Group II (Marketing)</b>								
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Workload</b>	<b>Ext. M.M.</b>	<b>Ext. M.P.M.</b>	<b>Int. M.M.</b>	<b>Int. M.P.M.</b>	<b>Total</b>
MC 411	Consumer Behaviour	04	04	80	32	20	08	100
MC 412	Rural Marketing	04	04	80	32	20	08	100
MC 413	International Economics	04	04	80	32	20	08	100

## Specialization C: HRM & General Management

Course Code	Course Title	Credits	Workload	Ext. M.M.	Ext. M.P.M.	Int. M.M.	Int. M.P.M.	Total
<b>Optional Group I (HRM &amp; General Management)</b>								
MC 414	Corporate Governance	04	04	80	32	20	08	100
MC 415	International Human Resource Management	04	04	80	32	20	08	100
MC 416	Event Management	04	04	80	32	20	08	100

OR

<b>Optional Group II (HRM &amp; General Management)</b>								
MC 417	Organizational Change and Intervention Strategies	04	04	80	32	20	08	100
MC 418	Strategic Management	04	04	80	32	20	08	100
MC 419	Corporate Level & Centre Level Strategies	04	04	80	32	20	08	100
MC 420	Viva-Voce cum Case Study	02	—	50	20	—	—	50
	<b>Total</b>	<b>26</b>	<b>24</b>	<b>530</b>	<b>212</b>	<b>120</b>	<b>48</b>	<b>650</b>
	<b>Grand Total (Semester 1 to 4)</b>	<b>104</b>	<b>100</b>	<b>2120</b>	<b>848</b>	<b>480</b>	<b>192</b>	<b>2600</b>

**Th. = Theory**

**Pr. = Practical**

**Ext. M.M.= External Maximum Marks**

**Ext. M.P.M. = External Minimum Pass Marks**

**Int. M.M. = Internal Maximum Marks**

**Int. M.P.M. = Internal Minimum Pass Marks**