

**MCOM**  
**Master of Commerce**

To equip the students with necessary conceptual, entrepreneurial and analytical skills required for handing the Business Operations.

**IBO-1**  
International Business Environment

1. To discuss the International Business Environment and Theories of international Trade
2. To study International Commodity Agreement
3. To understand contemporary development and issues

Assignment and Term-end exam.

**IBO-2**  
International Marketing Management

1. To analyze International Marketing and Foreign Marketing
2. To study International Distribution, promotion and Marketing Operations
3. To introduce marketing research, data collection and data analysis

Assignment and Term-end exam.

**IBO-3** India's Foreign Trade

1. To discuss foreign trade, institutional framework and policies
2. To understand Electronics Commodities and chemical Goods

Assignment and Term-end exam.

**IBO-4** Export Import procedures and documentation

1. Illustrate the Regulatory framework and Electronic Data Interchange System
2. Examine exchange control regulations and facilities concerning export

Assignment and Term-end exam.

**IBO-5** International Marketing Logistics

1. Study marketing logistics system and inventory management.
2. To study air transport, multimodalization and Indian shipping

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IBO-06  
International  
Business  
Financial

MCO--1  
Organization  
Theory and  
Behavior

MCOM-03 Research  
Methodology and  
Statistical analysis

MCO-04 Business  
Environment

1. Planning and organization of marketing for managers
2. Study pricing and promotional strategy

1. Study overview of OB and perception
2. Analyse stress management, Motivation and Team Building and Leadership

1. Study collection of data and sampling
2. Understand statistical Derivatives and Measures of Central Tendency

1. Understand dimensions of Business Environment
2. To analyze financial markets and capital market.
3. Understand economic planning

Assignment and  
Term-end exam.

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**MCO-05**  
Accounting for Management Decisions

1. Understand Basic cost concepts and financial statements
2. Preparation and Review of Budgets
3. To analyze relevant costs for design making

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**MCO-06**  
Marketing Management

1. To study product development and product life cycle.
2. Examine price adjustment strategies and regulation of prices.

Assignment and Term-end exam.

**MCO-07**  
Financial Management

1. Illustrate valuation of securities
2. Study capital market and lease financing.
3. examine leverages and Cash Management.

Assignment and Term-end exam.