CENTRE FOR DISTANCE AND ONLINE EDUCATION

Jamia Millia Islamia

New Delhi-11025

PROGRAMME PROJECT REPORT (PPR)

MASTER OF COMMERCE

About the Programme:

1. **Programme's Mission and Objectives**

The CDOE has developed an innovative programme **Master of Commerce** with specialization in Business Management. The basic objectives of the programme are to prepare the students with necessary conceptual, entrepreneurial and analytical skills required for handling modern and technical business operations at both national and international levels. The Programme is offered in Open and Distance Learning and Online mode, catering to a diverse group of learners including working professionals, entrepreneurs, and students seeking flexible learning opportunities. The curriculum is designed to incorporate emerging trends such as corporate governance, and global business practices, thereby ensuring industry relevance and employability.

Mission

The Master of Commerce (M.Com.) Programme at the Centre for Distance and Online Education (CDOE), Jamia Millia Islamia, is committed to:

- Provide quality, accessible, and learner-centric postgraduate education in commerce through flexible and technology-enabled learning.
- Develop advanced knowledge and analytical skills in accounting, finance, marketing, taxation, business management, economics, and related disciplines.
- Foster critical thinking, research aptitude, innovation, and problem-solving abilities to address contemporary business and economic challenges.
- Promote ethical values, professional competence, leadership, entrepreneurship, and social responsibility among learners.
- Enhance employability, lifelong learning, and readiness for higher education, research, professional careers, and entrepreneurial ventures in a dynamic global business environment.

Objectives of the Programme:

This programme aims to achieve the following objectives:

- To provide an opportunity to get an M. Com degree to those who find it difficult or even impossible to pursue regular M. Com course at a university either due to their job commitments or other circumstances;
- To help the learner's study at their own pace, and from their own chosen place.
- To develop various skills in matters related to Commerce, Finance, Marketing and Human Relations;

- To create an additional avenue of self-employment and also to benefit various institutions/organizations engaged in business and commerce; and
- To prepare students to exploit opportunities, being created in the field of commerce due to the processes of Globalization, Privatization and Liberalization.

2. **Relevance of the M.Com Programme with HEI Mission and Goals**

The Master of Commerce (M.Com.) programme is closely aligned with the mission and goals of a Higher Education Institution (JMI) by promoting advanced knowledge, professional competence, ethical values, and research aptitude in the field of commerce and business.

- Academic Excellence: Provides advanced knowledge in commerce, accounting, finance, taxation, economics, and research, promoting intellectual growth and academic excellence.
- Skill Development and Employability: Develops analytical, managerial, communication, and problem-solving skills, enhancing career opportunities across various sectors.
- Research and Innovation: Encourages research aptitude, innovation, and the application of knowledge to address contemporary business challenges.
- Ethical and Social Responsibility: Promotes professional ethics, corporate governance, and social responsibility among learners.
- Lifelong Learning and Professional Growth: Fosters critical thinking, independent learning, and continuous professional development.
- Contribution to National Development: Produces skilled professionals who contribute to economic growth, entrepreneurship, financial inclusion, and sustainable development.

3. **Nature of Prospective Target Group of Learners**

The M.Com. programme is intended for a diverse group of learners who seek advanced knowledge and professional competence in commerce and related disciplines. The prospective target group includes:

- Graduates in Commerce and Allied Disciplines seeking higher education and specialization in accounting, finance, taxation, economics, and business studies.
- Working Professionals from commerce, banking, finance, insurance, taxation, and corporate sectors aiming to enhance their qualifications and career prospects.
- Aspiring Academicians and Researchers interested in pursuing research, teaching, or higher studies such as Ph.D. programmes.
- Entrepreneurs and Business Owners seeking advanced managerial and financial knowledge to improve business decision-making and organizational performance.
- Learners from Rural and Urban Areas who require flexible and accessible opportunities for quality higher education.

- Women Learners, Economically Weaker Sections, and Marginalized Groups seeking to upgrade their educational qualifications and professional skills through a flexible learning mode.
- A candidate who has completed a Bachelor's Degree in Commerce (B.Com/BBA/BBS/BCIBF) or an equivalent undergraduate degree from a recognized university shall be eligible for admission to the M.Com. programme, subject to the admission regulations of the University.

4. **Appropriateness of Programme for ODL/Online Mode**

The Master of Commerce (M.Com.) programme is well suited for delivery through the Open and Distance Learning (ODL) and Online modes due to its predominantly theoretical, analytical, and application-oriented nature. The curriculum focuses on advanced concepts in commerce, accounting, finance, taxation, marketing, economics, human resource management, business research, and corporate governance, which can be effectively delivered through technology-enabled teaching-learning methodologies.

The programme is designed in accordance with the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and follows a learner-centric approach that provides flexibility without compromising academic quality. Self-Learning Materials (SLMs), e-content, recorded video lectures, live interactive sessions, webinars, discussion forums, digital library resources, assignments, quizzes, and continuous learner support facilitate effective learning in the ODL/Online environment.

The pedagogical framework emphasizes conceptual understanding, critical thinking, analytical ability, problem-solving, case-based learning, and research orientation. These learning outcomes can be successfully achieved through online discussions, project work, assignments, presentations, and technology-enabled assessments.

The programme particularly benefits working professionals, entrepreneurs, teachers, government employees, and learners residing in geographically remote areas who seek quality postgraduate education while balancing professional and personal commitments. The flexibility of the ODL/Online mode enables learners to study at their own pace and place, thereby promoting inclusive and equitable access to higher education.

The assessment strategy comprises continuous internal assessment through assignments, quizzes, case analyses, presentations, and project work, supplemented by end-semester examinations conducted in accordance with the University's academic regulations. The Learning Management System (LMS) facilitates learner engagement, academic monitoring, timely feedback, and student support services throughout the programme.

Since the programme does not require extensive laboratory work or intensive hands-on practical training, it is highly appropriate for delivery through ODL and Online modes. The curriculum effectively integrates academic rigour with digital pedagogy to ensure the attainment of programme outcomes, employability skills, research competence, entrepreneurial capabilities, and lifelong learning.

5. **Instructional Design**

The instructional design of the programme includes:

Brief Programme Structure

Papers offered in M. Com– ODL/OL Mode

Year	Semester	Semester
First	I	II
Second	III	IV

Semester-I

Paper Code	Paper Title	Paper Credit	Marks Allotted		
			Theory	Assignment	Total Marks
MCM-101	Managerial Economics	4	75	25	100
MCM-102	Statistical Analysis	4	75	25	100
MCM-103	Accounting for Managerial Decisions	4	75	25	100
MCM-104	Marketing Management	4	75	25	100
MCM-105	Organisational Behaviour	4	75	25	100
Total		20	375	125	500

Semester-II

Paper Code	Paper Title	Paper Credit	Marks Allotted		
			Theory	Assignment	Total Marks
MCM-201	Business Environment	4	75	25	100
MCM-202	Financial Management and Policy	4	75	25	100
MCM-203	Corporate Legal Framework	4	75	25	100
MCM-204	Corporate Accounting and Disclosure	4	75	25	100

MCM-205	**Research Methodology for Business**	**4**	**75**	**25**	**100**
Total		**20**	**375**	**125**	**500**

Semester-III

Paper Code	**Paper Title**	**Paper Credit**	**Marks Allotted**		
			Theory	**Assignment**	**Total Marks**
MCM-301	**Corporate Tax Planning and Management**	**4**	**75**	**25**	**100**
MCM-302	**Human Resource Management**	**4**	**75**	**25**	**100**
MCM-303	**E-Commerce**	**4**	**75**	**25**	**100**
MCM-304	**Specialization Paper-I (F1/M1)**	**4**	**75**	**25**	**100**
MCM-305	**Specialization Paper-II (F2/M2)**	**4**	**75**	**25**	**100**
Total		**20**	**375**	**125**	**500**

Semester-IV

Paper Code	**Paper Title**	**Paper Credit**	**Marks Allotted**		
			Theory	**Assignment**	**Total Marks**
MCM-401	**Strategic Management**	**4**	**75**	**25**	**100**
MCM-402	**International Business**	**4**	**75**	**25**	**100**
MCM-403	**Retail Marketing Management**	**4**	**75**	**25**	**100**
MCM-404	**Specialization Paper-III (F3/M3)**	**4**	**75**	**25**	**100**
MCM-405	**Specialization Paper-IV (F4/M4)**	**4**	**75**	**25**	**100**
MCM-406	**Project Work***	**2**	**--**	**---**	**100**
Total		**22**	**375**	**125**	**600**
Total Credits for All 4 Semester		**82**			

<u>MCM-406: Project Work</u>

Objectives of the Project Work:

- To give exposure to the students on the methodology of planning a study, data collection, analysis, presentation and decision-making about problems related to society.

- To gain an insight into the functional areas of commerce and business management, and to knowhow problems are identified and solved.

Scheme of Evaluation:

The Survey Project shall carry 100 Marks. The evaluation of the Project Work has been divided into three parts:

Internal Evaluation= 35 Marks

External Evaluation= 35 Marks

Viva Voce = 30 Marks

Specializations

Note:

1. A student promoted to their Semester-III shall select **any one Specialization** form the available options at the commencement of the Semester. Each **Specialization** comprises of two papers. However, specialization shall be offered subject to availability of resources (Faculty).
2. The area of **Specialization** in Semester-IV will remain the same as selected in Semester III and it will be comprises of two papers.
3. Once a **Specialization** has been selected, no change will be allowed later.

Specialization Courses (Semester-III)

Specializations	Paper Code	Paper Title
Finance	MCM-304 –F1	Financial Institutions and Markets
	MCM-305– F2	Security Analysis and Portfolio Management
	OR	
Marketing	MCM-304 – M1	Advertising and Sales Management
	MCM-305– M2	Marketing Research

Specialization Courses (Semester-IV)

Specializations	Paper Code	Paper Title
Finance	MCM-404–F3	Financial Planning and Management
	MCM-405–F4	International Financial Management
OR		
Marketing	MCM-404– M3	International Marketing
	MCM-405– M4	Customer Relationship Management

Teaching-Learning Methods:

- Self-Learning Materials (SLMs)
- Online lectures and webinars
- Video tutorials and recorded lectures
- Case studies, assignments, and project work

Learning Management System (LMS):

- Google Classroom as a central platform for content delivery
- Student-teacher interaction
- Assignment submission and evaluation

Credit System:

- Credit-based curriculum aligned with UGC guidelines

Student Support:

- Academic counseling sessions
- Mentoring and doubt-clearing sessions
- Digital library and e-resources
- Discussion forum of Google classroom
- Doubt Clearing Sessions and Orientation Programs.

6. **Admission, Curriculum Transaction and Evaluation Admission Policy:**

- Bachelor's Degree in Commerce (B.Com/BBA/BBS/BCIBF) or an equivalent undergraduate degree from a recognized university.
- Merit-based admission as per university guidelines
- Reservation policy as per Government of India norms
- Transparent fee structure

Evaluation System:

- Internal Assessment: Assignments, Survey Project
- University ExaminationS (UE)
- Practical/project evaluation where applicable
- Grading system as per university norms

7. **Laboratory Support and Library Resources**

- CDOE library (journals, books, case studies)
- Study materials in print and digital formats

8. Cost Estimate of the Programme

Previous Year	Rs.13000/- p/a (Two Semester)
Final Year	Rs.13000/- p/a (Two Semester)

9. Quality Assurance Mechanism and Expected Programme Outcomes

Quality Assurance Mechanism

To ensure the effective delivery of the Master of Commerce (M.Com.) programme and maintain high academic standards, the following quality assurance mechanisms shall be implemented:

- Continuous monitoring and quality enhancement by the Internal Quality Assurance Cell (IQAC) of Jamia Millia Islamia.
- Periodic review and revision of the curriculum to ensure alignment with the National Education Policy (NEP) 2020, industry requirements, emerging business practices, and UGC guidelines.
- Regular feedback collection from learners, faculty members, alumni, employers, and industry experts for continuous programme improvement.
- Periodic updating of Self-Learning Materials (SLMs), e-content, recorded lectures, and other digital learning resources to ensure relevance and academic quality.
- Continuous evaluation of teaching-learning processes through learner performance, assignment quality, online engagement, and academic outcomes.
- Faculty development programmes, orientation, workshops, and training for effective delivery in ODL and Online modes.
- Robust learner support services through the Learning Management System (LMS), academic counselling, grievance redressal mechanisms, and technical assistance.
- Internal and external academic audits to monitor programme quality and ensure continuous improvement.
- Strict adherence to the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, and other statutory requirements prescribed by the University and regulatory authorities.

Expected Programme Outcomes

Upon successful completion of the Master of Commerce (M.Com.) programme, learners will be able to:

1. Demonstrate advanced knowledge and critical understanding of commerce, accounting, finance, taxation, marketing, economics, business management, and related disciplines.
2. Apply analytical, quantitative, and strategic decision-making skills to solve complex business, financial, and managerial problems.
3. Integrate theoretical knowledge with practical applications for effective business planning, financial management, and organizational decision-making.
4. Conduct independent research using appropriate research methodologies and analytical tools to address contemporary business and economic issues.
5. Demonstrate leadership, entrepreneurial competence, innovation, and ethical decision-making in diverse organizational settings.

6. Communicate effectively through professional reports, business presentations, and interpersonal interactions in national and global business environments.
7. Utilize digital technologies, business analytics, and information systems to enhance organizational performance and decision-making.
8. Exhibit professional ethics, corporate governance, social responsibility, and sustainable business practices.
9. Adapt effectively to changing business environments, technological advancements, and global economic developments through lifelong learning.
10. Pursue successful careers in academia, research, industry, government organizations, financial institutions, consultancy, entrepreneurship, and higher studies.