

UNIVERSITY OF JAMMU

COURSE STRUCTURE FOR MASTERS DEGREE PROGRAMME IN COMMERCE

The following courses of study are prescribed for 1st to 4th semester/s Master Degree (PG) Programme under CBBCS in the subject of Commerce (Session 2018-19)

Semester	Course Code	Course Title	Credits	Nature of Course
Semester I	PSCOTC111	1. Financial Reporting ✓	4	Core courses
	PSCOTC112	2. Taxation of Financial Services ✓	4	
	PSCOV113	3. Seminar	4	
	PSCOTE114	1. Organisational Behaviour	4	Electives (Any three)
	PSCOTE115	2. Business Statistics ✓	4	
	PSCOTE116	3. Entrepreneurship and New Ventures ✓		
	PSCOTE117	4. Foreign Trade and Policy ✓	4	
	Total Credit			24
Semester II	PSCOTC211	1. Advanced Accounting	4	Core courses
	PSCOTC212	2. Strategic Financial Management	4	
	PSCOV213	3. Viva-Voce	4	
	PSCOTE214	1. Strategic Management	4	Electives (Any three)
	PSCOTE215	2. Human Resource Management	4	
	PSCOTE216	3. Marketing Management	4	
	PSCOTE217	4. General Business and Management Consultancy ✓	4	
	Total credit			24
Semester III Any one of the following groups. The distribution of students among the groups shall be Marketing (10 students), HRM (10 students) and Finance & Accounting (30 students) based on merit.				
Semester III (Marketing Group)	PSCOTME311	1. International Marketing	4	Core courses
	PSCOTME312	2. Service Marketing	4	
	PSCOV313	3. Presentation of Business Performance	4	
	PSCOTME314	1. Industrial Marketing	4	Electives (Any two)
	PSCOTME315	2. Retail Management ✓	4	
	PSCOTME316	3. Integrated Marketing Communication ✓	4	
	PSCOTME317	4. Sustenance Marketing ✓	4	

	PSCOTMO318	1. Corporate Social Responsibility ✓ 2. Management Accounting for Decision Making (SWAYAM)	4	Open course (Any one)
	Total Credit			24
HRM Group	PSCOTHE311	1. Strategic Human Resource Management	4	Core courses
	PSCOTHE312	2. HRD System	4	
	PSCOV313	3. Presentation of Business Performance	4	
	PSCOTHE314	1. Economic and Accounting Aspects of Human Capital ✓	4	Electives (Any two)
	PSCOTHE315	2. Legal and Social Security Framework	4	
	PSCOTHE316	3. Management of Transformation ✓	4	
	PSCOTHE317	4. Knowledge and Talent Management ✓	4	
	PSCOTHO318	1. Corporate Social Responsibility 2. Management Accounting for Decision Making (SWAYAM)	4	Open course (Any one)
	Total credit			24
Finance & Accounting Group	PSCOTFE311	1. Investment Management	4	Core courses
	PSCOTFE312	2. Capital Market Analysis ✓	4	
	PSCOV313	3. Presentation of Business Performance	4	
	PSCOTFE314	1. Financial Markets and Institutions	4	Electives (Any two)
	PSCOTFE315	2. Financial Policies and Practices	4	
	PSCOTFE316	3. Behavioural Finance	4	
	PSCOTFE317	4. Financial Econometrics ✓	4	
	PSCOTFO318	1. Corporate Social Responsibility 2. Management Accounting for	4	Open Course (Any one)

		Decision Making (SWAYAM)		
	Total credit			24
Semester IV (Students have to select the same group as opted in third semester)				
Semester IV (Marketing Group)	PSCOTME411 PSCOTME412 PSCOV413	1. Consumer Behaviour 2. Brand Management 3. Comprehensive Viva - Voce	4 4 4	Core courses
	PSCOTME414 PSCOTME415 PSCOTME416 PSCOTME417	1. Marketing Analytics 2. Strategic Marketing 3. Logistic Management 4. Relationship Marketing	4 4 4 4	Electives (Any two)
	PSCOTMO418	1. Business Ethics and Values 2. Organisational Design: Creating Competitive Advantage (SWAYAM)	4	Open course (Any one)
	Total credit			24
HRM Group	PSCOTHE411 PSCOTHE412 PSCOV413	1. International Human Resource Management 2. Performance Management & Reward System 3. Comprehensive Viva - Voce	4 4 4	Core courses
	PSCOTHE414 PSCOTHE415 PSCOTHE416 PSCOTHE417	1. Human Resource Auditing 2. HR Analytics 3. Contemporary Human Resource Management 4. E-HRM	4 4 4 4	Electives (Any two)
	PSCOTHO418	1. Business Ethics and Values 2. Organisational Design: Creating Competitive Advantage (SWAYAM)	4	Open course (Any one)
	Total credit			24
Finance & Accounting Group	PSCOTFE411 PSCOTFE412 PSCOV413	1. Financial Decision Analysis 2. International Finance 3. Comprehensive Viva - Voce	4 4 4	Core courses

		Decision Making (SWAYAM)		
	Total credit			24
Semester IV (Students have to select the same group as opted in third semester)				
Semester IV (Marketing Group)	PSCOTME411 PSCOTME412 PSCOV413	1. Consumer Behaviour ✓ 2. Brand Management ✓ 3. Comprehensive Viva - Voce	4 4 4	Core courses
	PSCOTME414 PSCOTME415 PSCOTME416 PSCOTME417	1. Marketing Analytics ✓ 2. Strategic Marketing ✓ 3. Logistic Management ✓ 4. Relationship Marketing ✓	4 4 4 4	Electives (Any two)
	PSCOTMO418	1. Business Ethics and Values ✓ 2. Organisational Design: Creating Competitive Advantage (SWAYAM)	4	Open course (Any one)
	Total credit			24
HRM Group	PSCOTHE411 PSCOTHE412 PSCOV413	1. International Human Resource Management ✓ 2. Performance Management & Reward System ✓ 3. Comprehensive Viva - Voce	4 4 4	Core courses
	PSCOTHE414 PSCOTHE415 PSCOTHE416 PSCOTHE417	1. Human Resource Auditing ✓ 2. HR Analytics ✓ 3. Contemporary Human Resource Management ✓ 4. E-HRM ✓	4 4 4 4	Electives (Any two)
	PSCOTHO418	1. Business Ethics and Values 2. Organisational Design: Creating Competitive Advantage (SWAYAM)	4	Open course (Any one)
	Total credit			24
Finance & Accounting Group	PSCOTFE411 PSCOTFE412 PSCOV413	1. Financial Decision Analysis 2. International Finance 3. Comprehensive Viva - Voce	4 4 4	Core courses

	PSCOTFE414	1. Advanced Financial Management	4	Electives (Any two)
	PSCOTFE415	2. Working of Stock Exchanges	4	
	PSCOTFE416	3. Strategic Cost Management	4	
	PSCOTFE417	4. Management of Financial Services	4	
	PSCOTFO418	1. Business Ethics and Values 2. Management Accounting for Decision Making (SWAYAM)	4	Open course (Any one)
	Total credit			24