



# SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Phone :0824-2477456  
(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC,  
New Delhi, & Member of Association of Indian Universities, New Delhi)  
Web:[www.srinivasuniversity.ac.in](http://www.srinivasuniversity.ac.in), Email: [info@srinivasuniversity.ac.in](mailto:info@srinivasuniversity.ac.in)

**Administrative Office: GHS Road, Mangalore-01, Phone 0824-2425966**

## COLLEGE OF MANAGEMENT & COMMERCE

### M.COM PROGRAMME

**Duration:** Two year, 4 Semester Programme, (Admissions open for the batch 2019 - 20)

**Eligibility:** Bachelor degree in Commerce and Management of UGC recognized University

Admission needs valid score in **SUAT**

**The classes will be held at College of Business Management & Commerce  
City Campus, Pandeshwar, Mangalore– 575 001. Phone : 0824-2441022.**

This College was previously Named as Srinivas Institute of Management Studies (SIMS), Pandeshwar, Mangalore since 1999 recognized by **AICTE**, New Delhi and Accredited with 'A' Grade by **NAAC**.

**SIMS is Ranked #1 among Top International Business Schools other than USA and Ranked #5 among Top World Business Schools including USA in the Total number of research publications during last year by Elsevier's Social Science Research Network (SSRN), USA.**

#### ABOUT M.Com PROGRAMME:

Master of Commerce [M.Com] is one of the prestigious courses in the country. The program is well received in the industry and for years has been serving the needs of managerial cadre in business and industry. It is a notch higher than a Bachelor degree in Commerce and helps build an in-depth knowledge about various commerce and trade practices.

The course content has been formulated by some of the most brilliant minds in the industry and the academia and is set to compete with leading institutes in the field of commerce. The electives offered have been carefully selected by our academic minds considering the need for students to learn these subjects to be in lieu with the current industry norms. It is a specialized course which prepares an individual for a career in finance and corporate sector. M.Com degree serves as a basis for further advanced studies in areas such as PhD and M.Phil degree in Commerce. Students have the opportunity to select their specialized subject in the final year in any one field of commerce such as Auditing, Marketing, Banking, and Accounting & Finance.

#### OBJECTIVES:

- To provide conceptual knowledge, logical reasoning ability and analytical skills in the domain of commerce.
- To enable the students in practical application of the concepts taught during the course.
- To develop managerial and entrepreneurial skills necessary to venture into the corporate sector.
- It facilitates an all-round development of the student by sensitizing towards the ethical and social needs of the society.

**JOB OPPORTUNITIES:** Accounts Assistant, Assistant Accountant, Accountant, Business Analyst, Cashier/Teller, Corporate Analyst, Executive Assistant, Finance Manager, Financial Analyst, Investments Analyst, Investment Banker, Market Analyst, Marketing Manager, Money Manager, Operations Manager, Personal Finance Consultant, Risk Analyst, Securities Analyst, Senior Accountant.

#### UNIQUE FEATURES:

- ❖ Semester Scheme in M.Com
- ❖ Student involvement in Minor /Industry projects during M..Com programme.
- ❖ Updated industry oriented syllabus.
- ❖ Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.

- ❖ Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- ❖ Support for Education Loan Facility from Leading Banks. Hostels & Transportation Facility.
- ❖ MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- ❖ Guest lecture series from Management professionals and additional certificate programmes in each semester.
- ❖ Course scheduled to complete on due time with Provisional Degree Certificate by 30<sup>th</sup> April.
- ❖ Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- ❖ Opportunity to continue further studies leading to M.Phil./Ph.D.
- ❖ Study books /Materials prepared and supplied according to the Syllabus.
- ❖ Campus Placement Support with National & Multi-National Companies through dedicated Placement Office/Student Counsellor.
- ❖ Congenial learning environment and encouragement for student research & publications.
- ❖ Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- ❖ Scholarships based on merit for low income categories.
- ❖ Individually Monitored Practical Internship and Project Assignments.

### M.Com. Semester Programme Structure

I Semester		II Semester	
1	Business Economics	1	Strategic Marketing Management
2	Quantitative Analysis	2	Advanced Financial Accounting
3	Contemporary Management Concepts and Thoughts	3	Financial Management
4	Organizational Theory and Behavior	4	Management Science
5	Cost and Financial Accounting	5	Human Capital Management
6	Strategic Cost Management	6	Research Methodology
III Semester		IV Semester	
1	Management Information System	1	Strategic Management
2	Entrepreneurship Development	2	International Business Environment
3	Management Accounting	3	Elective 4
4	Elective 1	4	Elective 5
5	Elective 2	5	Elective 6
6	Elective 3	6	Dissertation and viva voce

Sl. No.	Marketing	Sl. No.	Finance & Banking	Sl. No.	Audit and Taxation
1	Promotion and Distribution	1	Security Analysis and Portfolio Management	1	Tax Management
2	Consumer Behaviour and Marketing Research	2	Advanced financial Management	2	Direct Tax Law and Practice
3	Retail Marketing	3	Principles and Practices of Banking	3	Internal Audit and Control
4	Services Marketing	4	International Financial Management	4	Corporate tax law and Planning
5	International Marketing Management	5	Financial Services	5	Indirect tax Law and Practice
6	Rural Marketing	6	Trends in Banking and financial system	6	Voucher Management and Fraud Control

**JOIN ABOVE INNOVATIVE M.Com PROGRAMME WITH INDUSTRY  
RELEVANT SYLLABUS**

**CREATING INNOVATORS**



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