


**Smt. Maniben M. P. Shah Women's College of Arts & Commerce
Matunga-400019**

Masters of Commerce

Objectives:

1. To impart knowledge of fundamentals of Accountancy and Auditing and Marketing Management to the learners.
2. To enable students to face the modern-day challenges in commerce and business through advanced and latest information.
3. To make students career ready by instilling various commercial business and Marketing as well as financial accounting skills through sound theoretical knowledge as well as giving practical exposure and arranging Internship programmes in various corporates.
4. To assign socially relevant and industry need based projects to the students and inspire them to conduct research on it.


Officer on Special Duty
Academic Section
SNDT Women's University,
Mumbai - 400 020.

M.Com in Advanced Management Accounting and Auditing

Objectives:

1. To impart knowledge of fundamentals of Accountancy and Auditing to the learners.
2. To enable students to face the modern-day challenges in commerce and business through advanced and latest information.
3. To make students career ready by instilling various commercial business as well as financial accounting skills through sound theoretical knowledge as well as giving practical exposure and arranging Internship programmes in various corporates.
4. To assign socially relevant and industry need based projects to the students and inspire them to conduct research on it.

Program Outcomes:

At the end of the 2 years Degree programmes

1. Students will be able to imbibe relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
2. The students will be able to write a research paper through enhancement of their research skills.
3. students will be able to acquire effective communication and decision-making skills, enabling them to solve problems in day to day business affairs.
4. Students will be able to participate in various co-curricular activities and demonstrate their acquired foundational and theoretical knowledge.
5. Students will be able to choose careers related to their specialization and work in the respective fields such as tax consultation, Auditing and other financial services, Chartered Accountancy, Banking Services, Insurance Sectors, Company Secretary ship, Stock Exchange Services, Tax Consultancy, Management & Planning, Entrepreneurship.
6. Students are encouraged to take up higher education and advance research in the field of Accountancy. After their Post-Graduation, they may do M.Phil. or Ph.D. and take teaching as their career in higher education institutions like Degree colleges and Universities.

Archana Bhaskar
5/3/2012

Officer on Special Duty
Academic Section
SNDT Women's University,
Mumbai - 400 020.

M.Com in Marketing Management

Objectives:

1. To impart knowledge of Marketing Management to the learners.
2. To enable students to face the modern-day challenges in commerce and business through advanced and latest information.
3. To make students career ready by instilling various commercial business and Marketingskills through sound theoretical knowledge as well as giving practical exposure and arranging Internship programmes in various corporates.
4. To assign socially relevant and industry need based projects to the students and inspire them to conduct research on it.

Program Outcomes:

At the end of the 2 years Degree programmes

1. Students will be able to imbibe relevant Marketing service career skills, applying both quantitative and qualitative knowledge to their future careers in business.
2. The students will be able to write a research paper through enhancement of their research skills.
3. Students will be able to acquire effective communication and decision-making skills, enabling them to solve problems in day to day business affairs.
4. Students will be able to participate in various co-curricular activities and demonstrate their acquired foundational and theoretical knowledge.
5. Students will be able to choose careers related to their specialization and work in the respective fields such as Marketing Management, Customer Relationship Management, Public Relation and Product Development, Management & Planning.
6. Students are encouraged to take up higher education and advance research in the field of Marketing. After their Post-Graduation, they may do M.Phil. or Ph.D. and take teaching as their career in higher education institutions like Degree colleges and Universities.

Dr. Dora Bhalvaga
5/3/2019

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