

UNIVERSITY OF CALICUT



SCHOOL OF DISTANCE EDUCATION

PROGRAMME PROJECT REPORT (PPR)

Master of Commerce (M Com)

1. University of Calicut

The University of Calicut is the largest University in Kerala. Established in the year 1968, it is the second university to be set up in Kerala. The University aims to nurture excellence in education and research in its catchment areas of Northern Kerala, historically consigned to the periphery of Kerala's academic map. The University lays its emphasis on fostering quality human resource and promoting productive research that benefit both local communities and wider humanity.

The University was created through a Government plan bifurcating Kerala University. As per the plan, the four post-graduate departments of the University of Kerala operating in Calicut were annexed to the new University along with fifty four constituent colleges spread across seven northern districts. With 'NirmayaKarmanaSree' as its motto, the University has been able to surmount all challenges and emerge as the largest residential cum affiliating University in Kerala. With 30 post graduate departments and 480 colleges it has become a beacon of hope and enlightenment for hundreds of thousands of young men and women in North Kerala.

The University campus, located at Tenhipalam, 24 km south of Calicut is the main hub of academic activities. Situated here besides the 28 postgraduate teaching and research departments are: the Vice-Chancellor's Office, the Administration Block, PareekshaBhavan, School of Distance Education, Academic Staff College, Educational and Multimedia Research Centre, Computer Centre, and the University Library. The departments on the campus include Arabic, Botany, Biotechnology, Centre for Women Studies, Chemistry, Commerce & Management Studies, Computer Science, Education, English, Hindi, History, West Asian Studies, Mass Communication & Journalism, Life Science, Library and Information Science, Life Long Learning & Extension, Malayalam and Kerala Studies, Mathematics, Nano Science & Technology, Philosophy, Physics, Physical Education, Psychology, Russian & Centre for Comparative Literature, Sanskrit, School of Folklore Studies, Statistics, and Zoology.

1.1 ExtensionCentres

The University has set up extension centres in Trissur, Calicut and Vatakara. The centre in Trissur is named after the renowned economist Dr. John Mathai. Located here are the Department of Economics and the School of Drama & Fine Arts. The Calicut Centre offers

courses in Health Sciences and Costume and Fashion Designing. The University Students' Centre too is located in Calicut. To facilitate better access to students, the University has set up Teacher Education Centres and Information Centres in all the five districts under its jurisdiction.

1.2 New Initiatives

Besides restructuring the graduate and post-graduate courses, the University has introduced integrated M.Phil/Ph.D programmes from 2004-05 academic year. To meet the demand for trained personnel in emerging areas, the University has launched new programmes in computer application & information technology, health sciences, fashion design, social work, printing technology, computer hardware and automobile engineering. Yet another effort in this direction is the establishment of the University Institute of Engineering Technology on the main campus. The Institute offers B.Tech courses in electronics and communication, printing technology, electrical and electronics and IT streams.

Administration through E-Governance and computerisation of University examination to become the first digital University in Kerala, establishment of smart class rooms and modernization of laboratories, frontier lectures by renowned scholars and scientists, are the other recent initiatives.

1.3 Affiliated Colleges

As many as 480 colleges are affiliated to the University. Of these, 120 are located in Kozhikode district, 101 in Thrissur, 130 in Malappuram, 86 in Palakkad and 18 in Wayanad.

A subject-wise breakup of the colleges is as follows: 254 Arts and Science Colleges, 63 Training Colleges, 40 Engineering/Technical Colleges, 7 Medical Colleges, 4 Para Medical Colleges, 6 Ayurveda Colleges, 10 Law Colleges, 33 Arabic/Oriental Title Colleges, 11 I. H. R. D. centres, 8 Management Studies Colleges, 1 Music College, 1 Fine Arts College, 2 Colleges of Physical Education, 21 Nursing colleges, 7 Dental Colleges, 9 Pharmacy colleges, 1 Homoeopathy college and 2 colleges for Hotel Management. As many as 88 colleges offer both graduate and post graduate courses in various subjects.

The rapid spurt in the number of colleges owes much to the enthusiasm of private educational agencies, which own over 279 colleges. The remaining ones are run by the Government. Altogether, the colleges have an annual intake of nearly 100,000 students.

2. The School of Distance Education

The School of Distance Education, formerly known as the 'Institute of Correspondence Courses and Continuing Education', University of Calicut, started functioning in the Academic year 1981-82. Now it is one of the major Departments of the university and has also emerged as one of the major distance education providers. SDE is making all its effort to extend its support to reach the unreach and has been keen in providing facilities in distance mode for the benefit of the deprived sections of the society. It caters to the needs of thousands of students from various parts of the country

2.1 Vision & Mission

The School of Distance Education shall endeavour to create novel realms of education embracing creativity and innovations to enhance access to and reach of quality higher education.

The School of Distance Education will provide distance learning opportunities to the unreached and enable them to pursue quality higher education leading to competence of a high order.

3. Mission & Objectives of M.Com Programme

3.1 Mission

The post graduate programme in Commerce (M.Com) has been designed to provide high quality, relevant business education to B Com/ BBA graduates with diverse socio economic backgrounds intending to develop their skills and knowledge in business, as well as those who wish to broaden their undergraduate business degree, with a holistic concern for better life, environment and society.

3.2 Objectives

1. To enable every student to cope up with the latest developments in business, marketing, human resource management and accounting in the contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
2. To produce commerce post graduates with the required skills, problem solving ability and professionalism essential for being successful.

3. To ensure all-round development of the students' personality through proper education and exposure to the vast treasure of knowledge.

4. To provide exposure to learners in the latest trends in the branch of Commerce, and competence and creativity to face global challenges.

5. To develop entrepreneurship and managerial skills in students so as to enable them establish and manage their business establishments.

6. To facilitate students with skills and abilities to become competent and competitive to be assured of good careers and job placements.

3.3 Relevance of M.Com Program with HEI's Mission and Goals The mission and goal of the University of Calicut is to incorporate the changes in the syllabus and curriculum of all its academic programmes on time. Towards this end, the University used to revise the syllabus and curriculum for its UG and PG programmes once in every three years. The M Com programme being offered through distance mode closely aligned with the vision and mission of the same programme offered through regular mode in the university. Further, M Com in the distance mode follows the same syllabus and curriculum of the programme in the regular mode of the University offered through its affiliated colleges.

3.4 Nature of Prospective Target Group of Learners

M.Com programme has been designed to meet the expanding needs in Commerce education at all levels and provide necessary manpower to business, industry, service and government and private sectors in the areas like accounting, finance, human resource, marketing ,taxationetc. As a substantial share of the M.Com aspirants in Kerala are outside the regular mode of education through the affiliated colleges, it is hoped that the programme offered through the distance mode of the university will be an advantage for those who could not join regular colleges owing to constraints such as eligibility for enrolment, age of entry, time and place etc. Further, the target group of learners includes those from socially and economically disadvantaged groups (such as scheduled castes, scheduled tribes, fishermen, other backward communities, women, people below poverty line etc). Understanding the needs of the learners, we have structured our learning material and induction programmes to lead the learners through the threshold of higher education, and lead them through the course of the programme and the final evaluation.

3.5 Appropriateness of Programme to Be Conducted in Open and Distance Learning Mode to Acquire Specific Skills and Competence:

Distance learning programmes are getting popularity in India and a large number of students desire to continue their studies along with their employment. Accordingly, about 120 universities in India have been recognised by the DEB of UGC for offering ODL programmes during 2016-17. Of these, more than 100 universities are offering M Com programme. This is because of the appropriateness of the programme to be conducted in ODL mode and ever increasing number of takers owing to the popularity of the programme. The programme could be considered appropriate to be conducted in ODL mode to acquire specific skills and competence for the following reasons:

1. All the courses in the programme are theory and/or problem based. So, no laboratory or experiment is needed to impart the skills and competence required for the programme.
2. The specific skill and competencies required for an M.Com student can be imparted to a great extent through SLMs prepared with the approach of self-explanatory, self-contained, self-directed, self motivating and self-evaluating.
3. Availability of large volumes of study material on the various courses of the M Com programme in the Internet or websites of the UGC or Universities in the form of notes in word/PDF format, PPTs, videos etc, and the counselling hours earmarked per course are considered sufficient to impart the required skill and competencies for the programme.
4. The Programme is designed to impart necessary teaching skills among students by educating them with the diverse theories, models, approaches and intellectual traditions in commerce
5. The programme practices the students in academic writing and equally helps them to improve their presentation skills through mandatory assignments and seminars.

3.6 Instructional Design

3.7 Curriculum Design

The M.Com programme proposed to offer under distance mode is also offered by the University through its affiliated colleges under regular mode. Further, the programme has been approved by the statutory bodies of the University. The University is revising the curriculum and syllabi of its M.Com programme once in every three years to ensure that the

content is updated to reflect current academic knowledge and practice, and also to ensure that the University used to provide the best learning experiences possible for students. Academic staff and experts in the area of Commerce offer changes in the curriculum and syllabi at the curriculum and syllabus revision workshop generally convened at least six months before the due date of curriculum and syllabus revision. Major changes are then submitted to the Board of Studies of Commerce and management of the University for Final Approval. As part of curriculum design, the curriculum and syllabus revision workshop considers curriculum analysis of social needs, translating the needs into course, splitting the objectives into specific objectives, grouping the specific objectives into subjects, deriving the subjects from the classification, specifying enabling objectives, unitizing each subject matter, specification of required time and syllabus formulation.

4. Programme Details

SEMESTER-01

Course code	Course Title	Maximum Marks		
		Internal marks	External marks	Total
MC1C1	Business Environment	20	80	100
MC1C2	Quantitative Techniques for Business Decisions	20	80	100
MC1C3	Accounting for Managerial Decisions	20	80	100
MC1C4	IT Applications in Commerce	20	80	100
MC1C5	Organisational Theory and Behaviour	20	80	100
Total in a Semester		100	400	500

SEMESTER-02

Course code	Course Title	Maximum Marks		
		Internal marks	External marks	Total
MC2C6	International Business	20	80	100
MC2C7	Advanced Corporate Accounting	20	80	100
MC2C8	Business Communication	20	80	100
MC2C9	Management Science	20	80	100
MC2C10	Strategic Management and Corporate Governance	20	80	100
Total in a Semester		100	400	500

SEMESTER-03

Course code	Course Title	Maximum Marks		
		Internal marks	External marks	Total
MC3C11	Financial Markets and Institutions	20	80	100
MC3C12	Income Tax Law and Practices	20	80	100
MC3C13	Research Methodology	20	80	100
MC3E01	Elective 01	20	80	100
MC3E02	Elective 02	20	80	100
Total in a Semester		100	400	500

SEMESTER-04

Course code	Course Title	Maximum Marks		
		Internal marks	External marks	Total
MC4C14	Financial Derivatives and Risk Management	20	80	100
MC4C15	Cost Management	20	80	100
MC4E03	Elective 03	20	80	100
MC4E04	Elective 04	20	80	100
MC4P01	Project Work and Viva-voce	20	80	100
Total in a Semester		100	400	500
Grand Total		400	1600	2000

Note; Electives in the following optional areas can be chosen by the students

- a) Finance
- b) Marketing
- c) Human Resource Management

4.1 Duration of the Programme

Four semesters spread over two years.

5. Faculty and Support Staff Requirement

M Com programme is coordinated by a full time regular faculty member of the School of Distance Education. In addition to the coordinator, there are two more full time regular faculty members in the department of commerce of the SDE. There is sufficient number of staff in the administrative and academic division of SDE for the administrative work involved in the smooth conduct of the programme. Apart from this, the SDE has a panel of experts and qualified external teachers approved by the University. Their services are used in the preparation of Self Learning Material, for engaging contact classes and for evaluation of answer scripts.

5.1 Instructional Delivery Mechanisms

In addition to provide SLMs prepared in line with the UGC guidelines on preparation of SLMs, the students are offered contact classes at the headquarters of the School of Distance Education and at various Personal Contact Programme Centres during the weekend. There shall be at least fifteen instructional days in a semester and a minimum of ninety instructional hours. The personal contact programmes are being taken using audio visual aids, and students are encouraged to use web resources such as books, notes, videos etc.

5.1 Cost Estimate of the Programme and the Provisions

Expected Enrolment	2500
Cost of SLM Preparation	2,37,500
Printing and Distribution of SLM	1,776,250
Contact Classes	3,158,695
Pay & Allowance of Staff at HQ	3,452,562
Miscellaneous Expenses	37,879
Examination and Valuation	2,272,727
Grand Total of Expenses	10,935,613
Expense Per Student	4374

5.2 Student Support Service Systems at SDE

SDE provides the following students support services:

(a) Information Centre, (b) Library with good collection of books and journals (c) Wi-Fi connectivity, (d) Counselling, (e) Students feedback, (f) Placement cell, (g) Students Grievance Redressal Cell, (g) Alumni Association, (i) Women's Cell, (j) Research Cell, (k) Snack bar and Refreshment Centre, (m) Restrooms, (n) Reprographic centre, (o) Drinking water etc.

6. Procedure for Admissions, Curriculum Transaction and Evaluation

6.1 Admission

The admission notifications for M Com programme, among others are being issued in leading national and regional dailies during June-July. The detailed information regarding admission is being given on the SDE website ([www.sde uoc.ac.in](http://www.sde.uoc.ac.in)) and on the admission website ([www.university of calicut.ac.in](http://www.universityofcalicut.ac.in)). Students seeking admission shall apply online.

6.2 Minimum Eligibility for Admission

Those who have not less than 45 per cent marks in part III optional or 4.5 CCPA out of 10 or 1.8 CCPA out of 4 in B Com finance, B Com Computer Application/ B.Com Cooperation/B Com Travel and Tourism (Vocational and Restructured) B Com Tax Procedure and Practices (Vocational and Restructured) B Com Actuarial Science Vocational/ B Com Office Management and Secretarial Practice/ B Com Hotel Management and Catering (Restructured)/ BBA/ BBS/BBM are eligible for admission to M Com Programme.

6.3 Personal Contact Programme

The students are offered personal contact programmes at the headquarters of the School of Distance Education and at various personal contact programme centres. There shall be at least twelve instructional days in a semester and a minimum of sixty instructional hours.

6.4. Evaluation

Evaluation of each course shall be done in two parts viz, Continuous Assessment (CA) and End Semester Assessment (ESA). The distribution of marks shall be 20 per cent for Continuous Assessment and 80 per cent for End Semester Assessment.

6.5. Fee Structure of the Programme

Sl. No.	Particulars	Amount
1	Application Fee	200
2	Admission Fee	250
3	Course Fee (Tuition Fee) for One Year	2500
4	Matriculation (For those Who are Enrolling in the University of Calicut for the First Time)	100
5	Re-Matriculation (For Those Who Have Migrated from the University of Calicut to Other Universities)	150
6	Recognition Fee (For Those Who Have Qualified from Boards/Universities of Other States)	100
7	Postage Charges (For Those Who Does Not Avail the Facility of Spot Admission)	50
8	Spot Admission (For Those Who Are Availing the Spot Admission Facility)	50

7. Requirement of the Laboratory Support and Library Resources

SDE has a full-fledged computer lab facility for its students. The SDE has a separate Library with more than 20,000 books. There is a separate section in the library for Commerce and Management discipline with more than 3500 books. The library currently subscribes to more than 10 journals of various subject fields. The non-members can make use of the library resources and the reference services by producing their student's ID proof. They can use the library for reference purpose and they can avail photocopy facilities

7.1 ACADEMIC CUM EXAMINATION CALENDAR 2018-20

Name of Examination	Issuance of Admission Notification	Commencement of Online Registration	Date of Admission	Commencement of Semester	Date of Notification	Date of Commencement of Examination	End of Semester	Date of Conclusion of Exam (On or Before)	Date of Publication of Result
I Semester	10/06/18	25/06/18	08/08/18	10/08/18	05/12/18	06/01/19	06/01/19	18/01/19	28/04/19
II Semester				09/01/19	15/06/19	14/07/19	14/07/19	26/07/19	06/11/19
III Semester				26/09/19	11/01/19	10/02/20	15/02/20	22/02/20	31/05/20
IV Semester				16/02/20	11/07/20	11/08/20	18/08/20	30/08/20	10/11/20

8 Quality Assurance Mechanism and Expected Programme Outcomes

8.1 Quality Assurance Mechanism

The SDE, University of Calicut has devised the following mechanism for monitoring the effectiveness of the M.Com programme to enhance its standards of curriculum, instructional design etc. The CIQA is periodically conducting institutional quality audits, to promote quality assurance and enhance as well as spread best-in-class practices of quality assurance. The CIQA conducts the quality audit by addressing the following seven broad areas, namely:

- Governance, leadership and management
- Articulation of higher educational institutions objectives
- Programme development and approval processes

- iv. Infrastructure resources
- v. Learning environment and learner support
- vi. Assessment & evaluation of learning outcomes
- vii. Teaching quality and staff development

The SDE has an approved panel of experts for preparing SML. The SLM prepared is being edited by the course coordinator. The CIQA also oversees the development and preparation of SLMs. Then submit the SLMs to the Board of Studies concerned for the approval. The SLMs are developed with the approach of self-explanatory, self-contained, self-directed, self-motivating and self-evaluating. The SDE of the University has two full time faculty members exclusively for coordinating the programme .The quality of the programme is monitored through a continuous assessment system.

8.2 Expected Programme Outcomes. Towards the end of the programme, students will be able to:

☐ Develop an ability to teach Commerce for UG and PG programmes in Colleges and Universities or undertake research leading to MPhil or PhD in Commerce.

Write competitive examinations for securing lucrative jobs as teachers, finance managers, officers in government or other public/ private sectors etc.

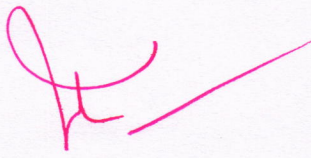
Appreciate importance of working independently and in a team

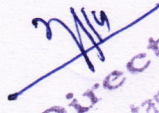
Have exposure of complex commerce problems and find their solution

Prepare business plans and projects effectively using quantitative and statistical techniques.

Understand required analytical and statistical tools for financial and accounting analysis

Develop an understanding of various commerce functions such as finance, accounting, auditing, taxation, investment analysis, financial analysis, project preparation and evaluation, and cost accounting.


Vice-Chancellor


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