

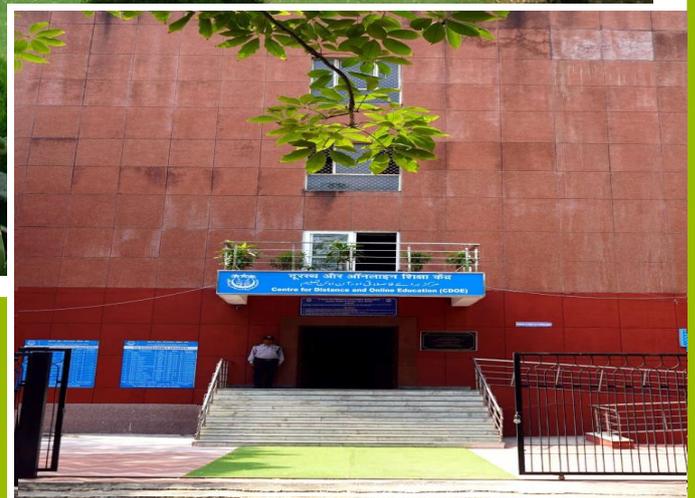


**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Jamia Millia Islamia, New Delhi**

# **PROGRAMME GUIDE**

## **2025-26**

**Master of Commerce (M.Com.)**  
**(Distance Mode & Online Mode)**



**MESSAGE FROM CDOE**

Dear Students,

It is a pleasure welcoming you to Jamia Millia Islamia for the **Master of Commerce (M. Com)** Programme being offered at the Centre for Distance and Online Education in Distance Mode and Online Mode.

Education, needless to reiterate, is a *sine qua non* for the growth of a nation and personality development of its citizens. Distance education is one of the many multi-pronged instrument adopted to promote literacy across India. It aims not just at fostering social mobility and lifelong education but also at upholding the core values of the Indian Constitution and society, that is, democracy, secularism, social justice and equality of opportunity.

Jamia Millia Islamia in its endeavor to endorse and promote these values and advance literacy, has pledged to take education to the doorsteps of the learners.

We wish you success in your educational endeavors.

**Prof. M. Moshahid Alam Rizvi**  
**Dean, CDOE,**  
**Jamia Millia Islamia**

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**PROGRAMME COORDINATOR**


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**Dr. MOHD. AFZAL SAIFI**

**Assistant Professor (Commerce)**

Centre For Distance and Online  
Education

Jamia Millia Islamia,  
New Delhi-110025.

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**1. ABOUT THE PROGRAMME**


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**1.1 Introduction of the Programme**

The CDOE has developed an innovative programme **Master of Commerce (M. Com)** with emphasis on Finance, Marketing. 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.

**1.2 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 learners 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.

**1.3 Duration of the Programme**

Minimum duration of the Programme: 4 Semesters/ 2 (Two) Year

Maximum duration of the Programme: 8 Semesters/ 4 (four)Year

**1.4 Medium of Instruction:**

English

(The SLMs and Question Papers will be provided in English and Hindi both. However, the Assignments questions will be provided only in English.)

**1.5 Programme Fee:**

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

**Note:** Rs. 13,000/- (Thirteen Thousand) per annum (Two Semesters) to be paid in advance in the beginning of each academic year.

## 1.6 Brief Programme Structure

### Papers offered in M. Com- Online Mode/Distance Mode

Year	Semester	Semester
First	I	II
Second	III	IV

#### Semester-I

Paper Code	Paper Title	Paper Credit	Counselling Sessions (2 Hrs Each)	Marks Allotted		
				Theory	Assignment	Total Marks
MCM-101	Managerial Economics	4	6	75	25	100
MCM-102	Statistical Analysis	4	6	75	25	100
MCM-103	Accounting for Managerial Decisions	4	6	75	25	100
MCM-104	Marketing Management	4	6	75	25	100
MCM-105	Organisational Behaviour	4	6	75	25	100
<b>Total</b>		<b>20</b>	<b>--</b>	<b>375</b>	<b>125</b>	<b>500</b>

#### Semester-II

Paper Code	Paper Title	Paper Credit	Counselling Sessions (2 Hrs Each)	Marks Allotted		
				Theory	Assignment	Total Marks
MCM-201	Business Environment	4	6	75	25	100
MCM-202	Financial Management and Policy	4	6	75	25	100
MCM-203	Corporate Legal Framework	4	6	75	25	100
MCM-204	Corporate Accounting and Disclosure	4	6	75	25	100
MCM-205	Research Methodology for Business	4	6	75	25	100
<b>Total</b>		<b>20</b>	<b>--</b>	<b>375</b>	<b>125</b>	<b>500</b>

## Semester-III

Paper Code	Paper Title	Paper Credit	Counselling Sessions (2 Hrs Each)	Marks Allotted		
				Theory	Assignment	Total Marks
MCM-301	Corporate Tax Planning and Management	4	6	75	25	100
MCM-302	Human Resource Management	4	6	75	25	100
MCM-303	E-Commerce	4	6	75	25	100
MCM-304	Specialization Paper-I (F1/M1)	4	6	75	25	100
MCM-305	Specialization Paper-II (F2/M2)	4	6	75	25	100
<b>Total</b>		<b>20</b>	<b>--</b>	<b>375</b>	<b>125</b>	<b>500</b>

## Semester-IV

Paper Code	Paper Title	Paper Credit	Counselling Sessions (2 Hrs Each)	Marks Allotted		
				Theory	Assignment	Total Marks
MCM-401	Strategic Management	4	6	75	25	100
MCM-402	International Business	4	6	75	25	100
MCM-403	Retail Marketing Management	4	6	75	25	100
MCM-404	Specialization Paper-III (F3/M3)	4	6	75	25	100
MCM-405	Specialization Paper-IV (F4/M4)	4	6	75	25	100
MCM-406	Project Work*	2	--	--	---	100
<b>Total</b>		<b>22</b>	<b>--</b>	<b>375</b>	<b>125</b>	<b>600</b>
<b>Total Credits for All 4 Semester</b>		<b>82</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>

**MCM-406: Project Work****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 know how 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**

**Format of Project Report:**

- The students will finalize the topic in consultation with their project supervisor.
- The outer cover of the Project Report shall be dark green in colour and printed in silvery-white.
- The text of the cover-page and the first inner-page will be in Times New Roman font.
- The text of the Project Report shall be typed in double spacing with margins of 1.5” on the left, 1” on the right, 1” on the top and 1” on the bottom.
- Figures and Tables shall be numbered based on the respective chapters, such as 1.1, 1.2, 2.4, 3.5 etc.
- The project report will contain chapters /components.

## Specializations

**Note:**

1. A student promoted to their Semester-III shall select **any one Specialization** from 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
<b>Finance</b>	MCM-304 –F1	Financial Institutions and Markets
	MCM-305– F2	Security Analysis and Portfolio Management
<b>OR</b>		
<b>Marketing</b>	MCM-304 – M1	Advertising and Sales Management
	MCM-305– M2	Marketing Research

### Specialization Courses (Semester-IV)

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

## 1.7 Detailed Programme Structure

### Master of Commerce (M.Com.) Revised Syllabus w.e.f. 2021-22

#### Semester-I

##### MCM-101: Managerial Economics

##### Block 1: Basics of Managerial Economics

Unit 1: Managerial Economics-Nature and Scope

Unit 2: Economic Theory and Managerial Theory

Unit 3: Managerial Economist's Responsibilities

##### Block 2: Introduction and Theories of Demand

Unit 4: Demand Concepts, Law of Demand and Determination of Demand

Unit 5: Elasticity of Demand-Use of Elasticity in Managerial Decisions

Unit 6: Theory of Consumer Choice

Unit 7: Demand Estimation and Forecasting Techniques

##### Block 3: Production and Cost Function

Unit 8: Production: Theory, Functions, Stages, Economic Scale

Unit 9: Estimation of Production and Cost Function

Unit 10: Short and Long Run Cost Functions: Nature, Shape and Inter-relationship

Unit 11: Law of Variable Proportions and Return to Scale

##### Block 4: Markets and Price Determination

Unit 12: Market: Characteristics and Structures

Unit 13: Structure and Barriers to Entry

Unit 14: Price Determination under Different Market Conditions

Unit 15: Inflation: Definition, Characteristics and Types

##### MCM-102: Statistical Analysis

##### Block 1: Introduction of Business Statistics

Unit 1: Statistics: An Overview

Unit 2: Data: Sources and Processing

Unit 3: Diagrammatic and Graphic Presentation of Data

##### Block 2: Methods of Data Collection and Processing of Data

Unit 4: Methods of Data Collection

Unit 5: Processing and Analysis of Data

Unit 6: Univariate Analysis: An Overview of Central Tendency

Unit 7: Correlation and Regression Analysis

##### Block 3: Dispersion and Probability Theory

Unit 8: Dispersion

Unit 9: Skewness

Unit 10: Probability Theories and Distribution

**Block 4: Interpretation of Data and Report Writing**

Unit 11: Statistical Quality Control

Unit 12: Test of Hypothesis (Parametric or Standard)

Unit 13: Interpretation and Report Writing

**MCM-103: Accounting for Managerial Decisions****Block 1: Accounting Fundamental**

Unit 1: Concept, Characteristics and Types of Accounting

Unit 2: Introduction to Cost Accounting

Unit 3: Introduction to Management Accounting

Unit 4: Responsibility Accounting

**Block 2: Financial Analysis**

Unit 5: Financial Statement Analysis

Unit 6: Ratio Analysis

Unit 7: Cash Flow Statement Analysis

**Block 3: Cost Control**

Unit 8: Budgeting and Budgetary Control

Unit 9: Marginal and Absorption Costing

Unit 10: Decision- Making

Unit 11: Break-Even Analysis: Meaning, Assumption and Practical Application

**Block 4: Variance Analysis and Reporting**

Unit 12: Standard Costing

Unit 13: Reporting to Management: Objective and Needs

Unit 14: Recent Development in Accounting

**MCM-104: Marketing Management****Block 1: Fundamentals of Marketing**

Unit 1: Marketing: Nature Scope and Importance

Unit 2: Marketing Mix

Unit 3: Marketing Environment

Unit 4: Market Segmentation and Positioning

**Block 2: Consumer Behaviour and Product Mix**

Unit 5: Consumer Behavior

Unit 6: Consumer Decision Making Process

Unit 7: Product: Concept and Classification, Development and Life Cycle

Unit 8: Product Mix

**Block 3: Product Pricing and Distribution**

Unit 9: Branding, Packaging and Labelling

Unit 10: Pricing: Policy and Strategy

Unit 11: Distribution- Meaning, Function and Types of Channels

**Block 4: Promotion Decision**

Unit 12: Publicity and Public Relation

Unit 13: Advertising: Concept and Budgeting

Unit 14: Promotion Mix

Unit 15: Issues and Development in Marketing

### **MCM-105: Organisational Behaviour**

#### **Block 1: Overview of Organisational Behaviour**

Unit 1: Organisational Behaviour: Concept and Significance and Principles of OB

Unit 2: Organising: Concept, Principles and Types of Organisation

Unit 3: Authority, Responsibility, Delegation of Authority and Decentralisation

#### **Block 2: Employees Attitude, Behaviour and Personality**

Unit 4: Job Attitude, Value, Perception and Ability of Employees

Unit 5: Individual Behaviour and Learning

Unit 6: Perception

Unit 7: Personality

#### **Block 3: Motivation and Leadership**

Unit 8: Transaction Analysis

Unit 9: Motivation: Meaning, Types and Theories of Motivation

Unit 10: Leadership: Concepts, Types, Styles and Theories of Leadership

#### **Block 4: Organisational Conflict, Organisational Development Change and Intervention**

Unit 11: Organisational Conflict: Sources, Levels, Types, Approaches and Resolution of Conflicts

Unit 12: Organisational Development: Concept and Levels

Unit 13: Organisational Change: Need, Resistance, Theories of Change

Unit 14: Organisational Development and Intervention

## **Semester-II**

### **MCM-201: Business Environment**

#### **Block-I: Business and Its Environment**

Unit-1: Concept and Significance of Business Environment

Unit-2: Social Responsibilities of Business

Unit-3: Business Ethics

Unit-4: Concept of Culture, Interface Between Business and Culture

#### **Block-II: Social and Cultural Environment and Environment Scanning**

Unit-5: Cross Cultural Communication

Unit-6: Social and Cultural Environment in India

*Unit-7: Environment Scanning and Economic System*

#### **Block-III: Economic Environment**

*Unit-8: NITI Aayog: Concepts and Significance*

Unit-9: Government Policies Relating to Industrial Development

Unit-10: New Economic Policy: Major Thrust

*Unit-11: New Industrial Policy, 1991*

*Unit-12: MNCs: Implications of Globalization and WTO on Indian Economy*

#### **Block-IV: Political and Technological Environment and Consumer Protection**

Unit-13: Public Sector Enterprises: Genesis, Growth, Its Problems and Prospects and *Privatization of PSU*

Unit-14: Political Environment in India

Unit-15: Technological Environment

Unit-16: Consumer Protection Act, 2019: Objects and Disputes Redressal Agencies

### **MCM-202: Financial Management and Policy**

#### **Block-I: Introduction of Business Finance**

Unit-1: Financial Management: Objectives, Nature, Scope and Functions

Unit-2: Valuation of Securities

Unit-3: Time Value of Money

Unit-4: Risk and Return Analysis

#### **Block-II: Cost of Capital and Capital Structure**

Unit-5: Cost of Capital: Meaning, Importance and Measurement

Unit-6: Short Term and Long-Term Debt and Debentures

Unit-7: Share Capital and Retained Earnings

Unit-8: Capital Structure: Concept, Assumptions and Theories

#### **Block-III: Financial Leverage and Management of Investment**

Unit-9: Financial Leverage

Unit-10: Capital Budgeting and Capital Rationing

Unit-11: Investment: Types Evaluation and Management

Unit-12: Returns: Average, Internal and NPV

#### **Block-IV: Management of Cash, Inventory and Working Capital**

Unit-13: Management of Cash

Unit-14: Inventory Management

Unit-15: Management of Working Capital

Unit-16: Dividend Decisions

Unit-17: Account Receivable and Payable Management

### **MCM-203: Corporate Legal Framework**

#### **Block-I: The Companies Act, 2013**

Unit-1: Definition and Types of Companies

Unit-2: Formation of Companies

Unit-3: Memorandum and Articles of Association

Unit-4: Prospectus, Share Capital and Membership

#### **Block-II: Company Management, Meetings, Winding up and Dissolution**

Unit-5: Company Management and Administration

Unit-6: Company Meetings and Resolutions

Unit-7: Winding up and Dissolution of Companies

#### **Block-III: Foreign Exchange Management Act, 2000 and Consumer Protection Act, 2019**

Unit-8: Foreign Exchange Management Act, 2000

Unit-9: Consumer Protection ACT, 2019

Unit-10: Consumer Protection Council and Dispute Redressal Agencies

#### **Block-IV: The SEBI Act, Competition Act, WTO, TRIPS and TRIMS**

Unit-11: Security Exchange Board of India Act, 1992

Unit-12: Competition Act, 2002

Unit-13: World Trade Organisation

Unit-14: Ministerial Conferences and Uruguay Round

### **MCM-204: Corporate Accounting and Disclosure**

#### **Block-I: Accounting for Share Capital and Debentures**

Unit-1: Accounting for Share Capital and Buy-back of Equity Shares

Unit-2: Redemption of Preference Shares and Issuing of Right and Bonus Shares

Unit-3: Accounting for Issue and Redemption of Share Capital and Debentures

#### **Block-II: Final Accounts, Cash Flow Statement, Valuation of Goodwill and Shares**

Unit-4: Final Accounts of Companies

Unit-5: Cash Flow Statement

Unit-6: Valuation of Goodwill

Unit-7: Valuation of Shares

#### **Block-III: Accounting for Amalgamation, Reconstruction and Relevant Accounting Standards**

Unit-8: Amalgamation of Companies

Unit-9: Reconstruction of a Company: Internal and External

Unit-10: Relevant Accounting Standards

#### **Block-IV: Corporate Disclosures and Recent Developments in Accounting**

Unit-11: Corporate Disclosures: Objectives and Requirement as per Companies Act, 2013

Unit-12: Voluntary Disclosures: Value Added Statement, Economic Value Added

Unit-13: Human Resource and Environmental Accounting

Unit-14: Corporate Social Accounting and Corporate Governance Reporting

### **MCM-205: Research Methodology for Business**

#### **Block-I: Introduction to Research Methodology**

Unit-1: Research: Meaning, Significance, Aims and Process

Unit-2: Defining the Research Problem

Unit-3: Research Design

#### **Block-II: Data Collection and Measurement Scales**

Unit-4: Methods and Techniques of Data Collection

Unit-5: Sampling and Sampling Designs

Unit-6: Measurement and Scaling Techniques

Unit-7: Reliability and Validity in Research

#### **Block-III: Data Presentation and Analysis**

Unit-8: Cross Tabulation of Data

Unit-9: Index Number

Unit-10: Time Series Analysis

Unit-11: Parametric Techniques: t-test, z-test, One Way and Two Way ANOVA

#### **Block-IV: Non-parametric and Multivariate Analysis Techniques**

Unit-12: Chi-Square Analysis

Unit-13: Other Classical Non-parametric Test: Runs Test, Spearman's Rank Correlation Test, Wilcoxon Signed Rank Test, Mann-Whitney U-test, Kruskal-Wallis Test

Unit-14: Multiple Correlation and Regression Analysis: The Classical Linear Regression Model

## **Semester-III**

### **MCM-301: Corporate Tax Planning and Management**

#### **Block I: Introduction to Corporate Tax Planning**

- Unit-1: Concepts of Tax Planning/Avoidance/Evasion & Tax Management
- Unit-2: Assessment of Companies (including Corporate Taxation and Dividend Tax)
- Unit-3: Taxation of Non-Residents
- Unit-4: Double Taxation Relief

#### **Block-II: Tax Planning with Reference to Specific Business**

##### **Decisions and Employees' Remuneration**

- Unit-5: Tax Planning with reference to Setting up of a New Business
- Unit-6: Tax Planning with reference to Financial Management Decisions
- Unit-7: Tax Planning with reference to Specific Business Decisions
- Unit-8: Tax Planning with reference to Employees' Remuneration

#### **Block III: - Business Reorganization / Restructuring**

- Unit-9: Tax Issues in respect of Amalgamation of Companies
- Unit-10: Tax Issues in respect of Demerger of Companies
- Unit-11: Tax Provisions in respect of Slump Sale
- Unit-12: Transfer of Assets and Conversion of Business Organisation

#### **Block IV: - Business Tax Procedure and Management**

- Unit-13: Advance Payment of Tax
- Unit-14: Deduction and Collection of Tax at Source
- Unit-15: Returns/Assessment of Income

### **MCM-302: Human Resource Management**

#### **Block-I: Introduction of HRM**

- Unit-1: HRM: Concept, Scope and Functions
- Unit-2: Organising the Personnel Functions
- Unit-3: Personnel Policies: Meaning, Types and Process
- Unit-4: Changing Social Context and Emerging Issues

#### **Block-II: Procurement and Development of HR**

- Unit-5: Human Resource Planning: Concept, Objectives and Process
- Unit-6: Recruitment and Selection
- Unit-7: Human Resource Development:
- Unit-8: Career Planning, Succession Planning and Talent Management

#### **Block-III: Employees Compensation and Reward Management**

- Unit-9: Performance Appraisal: Techniques and competency Mapping
- Unit-10: Wage and Salary Administration
- Unit-11: Compensation Strategy, Structure and Composition
- Unit-12: Benefits and Reward Management

#### **Block-IV: Employer-Employees Relationship**

- Unit-13: Regulatory Management in Industrial Relation
- Unit-14: Dealing with Unions and Association
- Unit-15: Industrial Democracy

Unit-16: Grievance Handling and Discipline

### **MCM-303: E-Commerce**

#### **Block-I: E-Commerce: An Introduction**

Unit-1: Introduction to E-Commerce

Unit-2: E-Commerce Consumer and Organisations Application

Unit-3: E-Commerce in India and Its Future Prospects

#### **Block-II: Network Infrastructure for E-Commerce and E-Commerce Models**

Unit-4: Network Infrastructure for E-Commerce

Unit-5: E-Commerce and Internet: Internet Security

Unit-6: E-Commerce Models

#### **Block-III: E-Advertising & Marketing and Electronic Payment Systems**

Unit-7: E-Advertising and Marketing

Unit-8: Electronic Payment System

Unit-9: Electronic Data Exchange

Unit-10: IT Act, 2000 and Its Implication for Electronic Data Exchange

#### **Block-IV: E-CRM and E-Security**

Unit-11: E-Customer Relationship Management

Unit-12: E-Security and Legal Aspects of E-Commerce

Unit-13: Global Scenario of E-CRM and Emerging Trends in India

### **MCM-304-F1: Financial Institutions and Markets**

#### **Block-I: Financial Institutions: An Overview**

Unit-1: Role of Finance in Economy and Kinds of Finance

Unit-2: Introduction to Indian Financial System

Unit-3: Financial Instruments and Intermediaries

Unit-4: Recent Development in Indian Financial System

#### **Block-II: Commercial Banks and Other Development Banks**

Unit-5: Commercial Banks: Functions and Importance

Unit-6: Development Banks: Concept, Objectives and Functions

Unit-7: SFCs and IFCI: Importance and Functions

Unit-8: Development Banks- EXIM Bank, SIDBI, NABARD, IDBI and ICICI

#### **Block-III: Reserve Bank of India and NBFCs**

Unit-9: Reserve Bank of India and its Monetary Policy

Unit-10: Instruments of Monetary Policy and Credit Control

Unit-11: Non-banking Financial Companies (NBFCs)

#### **Block-IV: Other Financial Institutions**

Unit-12: Merchant Banking in India

Unit-13: Mutual Funds in India

Unit-14: Unit Trust of India

Unit-15: LIC & GIC and Privatization of Insurance Industry in India

## **MCM-305-F2: Security Analysis and Portfolio Management**

### **Block-I: An Overview of Investment**

- Unit-1: Investment Analysis: Nature and Scope
- Unit-2: Approaches to Investment Analysis
- Unit-3: Concept of Return and Risk
- Unit-4: Security and Risk Analysis

### **Block-II: Securities Market in India**

- Unit-5: Functions and Methods of Selling Securities in Primary and Secondary Market
- Unit-6: Broker: Importance Types and Role
- Unit-7: Trading Mechanism and Listing of Securities in Stock Exchange

### **Block-III: Analysis for Equity Investment**

- Unit-8: Depository Act, 1996
- Unit-9: Valuation of Securities: Bond, Debentures, Preference and Equity Shares
- Unit-10: Fundamental Analysis
- Unit-11: Technical Analysis
- Unit-12: Efficient Market Hypothesis

### **Block-IV: Portfolio Theory**

- Unit-13: Portfolio Analysis
- Unit-14: Effects of Combination of Securities
- Unit-15: Capital Market Theory
- Unit-16: Portfolio Performance Evaluation

## **MCM-304-M1: Advertising and Sales Management**

### **Block-I: Advertising Basics and Tools**

- Unit-1: Advertising an Overview
- Unit-2: Advertising and Consumer Behaviour
- Unit-3: Advertising Budget
- Unit-4: Advertising Promotion: Current Scenario in India

### **Block-II: Media and Message Design for Advertising**

- Unit-5: Media Concepts and Characteristics
- Unit-6: Media Planning, Scheduling and Media Selection Decisions
- Unit-7: Media Design
- Unit-8: Managing Advertising Agency and Client Relationship

### **Block-III: Selling Fundamentals and Planning**

- Unit-9: Selling Concepts
- Unit-10: Sales Planning
- Unit-11: Sales Organisation and Manpower Planning
- Unit-12; Principles of Determining Sales Organisation
- Unit-13: Sales Personnel

### **Block-IV: Sales Force Management**

- Unit-14: Selection, Training and Development
- Unit-15: Placement and Motivation

Unit-16: Compensation and Promotion

Unit-17: Sales Meeting, Contest and Evaluating Sales Performance

### **MCM-305-M2: Marketing Research**

#### **Block-I: Marketing Research: Nature and Scope**

Unit-1: Introduction to Marketing Research

Unit-2: Marketing Research: Problem Formulation

Unit-3: Research Design: Meaning and Types

#### **Block-II: Data Collection Methods and Sampling Design**

Unit-4: Data Collection Methods and Techniques

Unit-5: Sampling Design: Meaning and Types

Unit-6: Questionnaire Design

#### **Block-III: Data Processing and Ethical Issues in Marketing Research**

Unit-7: Sampling Measurement and Scaling Techniques

Unit-8: Data Analysis and Interpretation

Unit-9: Ethical Issues in Marketing Research

#### **Block-IV: Product Research, Report Writing and Media Selection**

Unit-10: Product Research: Copy Testing and Test Marketing

Unit-11: Media Selection

Unit-12: Research Report: Preparation and Presentation

## **Semester-IV**

### **MCM-401: Strategic Management**

#### **Block-I: Introduction to Strategic Management**

Unit-1: Strategic Management: Concept Characteristics and Process

Unit-2: Strategy Formulation

Unit-3: Environmental Appraisal

Unit-4: Strategic Guidelines

#### **Block-II: Strategic Analysis and Cost**

Unit-5: Strategic Analysis and Choice

Unit-6: Distinctive Competitiveness: Selection of Matrix

Unit-7: Budgets/Cost

Unit-8: Strategy Implementation

#### **Block-III: Behavioural Issues and Social Responsibilities**

Unit-9: Organizational Structure

Unit-10: Behavioural Issues

Unit-11: Social Responsibilities

Unit-12: Functional Issues

#### **Block-IV: New Model and E-Commerce**

Unit-13: New Business Models

Unit-14: E-Commerce Environment

Unit-15: Organizational Capability Profile

Unit-16: Corporate Portfolio Analysis

## **MCM-402: International Business**

### **Block-I: Basic Concepts of International Business**

- Unit-1: International Business: Nature and Scope
- Unit-2: India's Export Performance
- Unit-3: India's Export Measures
- Unit-4: Export Promotion Schemes

### **Block-II: International Marketing Research**

- Unit-5: International Marketing Research
- Unit-6: Conducting Market Research
- Unit-7: Estimating Potential
- Unit-8: Other Study Areas of International Marketing Research

### **Block-III: Business Environment**

- Unit-9: Business Environment
- Unit-10: Economic Environment of Business
- Unit-11: Political and Legal Environment
- Unit-12: Social Environment and International Environment

### **Block-IV: Setting up International Business Step by Step**

- Unit-13: Setting Up Business
- Unit-14: Potential Products and Markets
- Unit-15: Export Sale Contract
- Unit-16: Export Documents

## **MCM-403: Retail Marketing Management**

### **Block-I: An Overview of Retail Management**

- Unit-1: Introduction to Retailing
- Unit-2: Types of Retailers
- Unit-3: Retail Marketing Environment
- Unit-4: Retail Marketing Segmentation

### **Block-II: Store Management and Retail Marketing Strategies**

- Unit-5: Store Location
- Unit-6: Store Layout and Store Design
- Unit-7: Retail Marketing Strategies
- Unit-8: Retail Merchandising

### **Block-III: Retail Marketing Communication and Retail Pricing**

- Unit-9: Integrated Marketing Communication
- Unit-10: Retail Communication Mix
- Unit-11: Retail Pricing

### **Block-IV: Relationship Management and International Retailing**

- Unit-12: Customer Relationship Management in Retailing
- Unit-13: International Retailing: An Overview
- Unit-14: E-Retailing: Future of Electronic Retailing

### **MCM-404-F3: Financial Planning and Management**

#### **Block-I: Financial Planning & Investment Alternatives**

Unit-1: Introduction to Financial Planning

Unit-2: Application of Investment Alternatives in Financial Plans

Unit-3: Operation of Trading and Demat Account

#### **Block-II: Diversity in Financial Planning**

Unit-4: Planning for Life Insurance and Health Insurance

Unit-5: Application of Compounding and Indexing

Unit-6: Common Stock with Uncommon Profits

Unit-7: Principles and Variables of Value Investing System

#### **Block-III: Building Financial Plans and Investment in Primary Market**

Unit-8: Critical Analysis of Investment

Unit-9: Risk Assessment of Individual

Unit-10: Evaluation of Financial Plans

Unit-11: Investment in Primary Market

#### **Block-IV: Credit and Retirement Planning**

Unit-12: Managing Credit: Education, Consumer and Housing Credit

Unit-13: Retirement Planning

Unit-14: Taxation Planning

Unit-15: Estate Planning

### **MCM-405-F4: International Financial Management**

#### **Block-I: Introduction to International Financial System**

Unit-1: Bretton Woods Conferences and Afterwards

Unit-2: International Financial Management: Complexities and Issues

Unit-3: International Capital and Money Market Instruments

Unit-4: Role of Financial Intermediaries

#### **Block-II: Foreign Exchange Market and Exchange Rate Risk Management**

Unit-5: Exchange Rate Determination

Unit-6: Exchange Rate Risk Management

Unit-7: Multinational Working Capital Management

#### **Block-III: Foreign Investment and Financing Decisions**

Unit-8: Capital Budgeting for Multinational Corporations

Unit-9: International Financing Sources and Financial Structure

Unit-10: Country Risk Analysis

Unit-11: Cost of Capital for Overseas Investment and Capital Structure

#### **Block-IV: International Portfolio Management and International Accounting and Reporting**

Unit-12: International Portfolio Management

Unit-13: International Portfolio Diversification

Unit-14: International Accounting

Unit-15: International Finance Reporting

### **MCM-404-M3: International Marketing**

#### **Block-I: International Marketing: Nature and Scope**

- Unit-1: International Marketing: An Introduction
- Unit-2: International Marketing Environment
- Unit-3: International Market Segmentation
- Unit-4: International Market Entry Strategies

#### **Block-II: International Product Planning and Pricing Decisions**

- Unit-5: Major Product Decisions: Product Strategy
- Unit-6: Managing Product Line
- Unit-7: New Product Development
- Unit-8: Pricing Decisions for International Markets

#### **Block-III: International Distribution Decisions**

- Unit-9: International Distribution Channel Strategy
- Unit-10: Selection and Management of Overseas Channel
- Unit-11: International Distribution Logistics

#### **Block-IV: International Promotion Strategy**

- Unit-12: Communication Decisions for International Markets
- Unit-13: International Promotion Tools and Planning
- Unit-14: Standardization and Adaptation in International Market
- Unit-15: International Public Relations for Product Promotion Campaign

### **MCM-405-M4: Customer Relationship Management**

#### **Block-I: Customer Relationship Management: Nature and Scope**

- Unit-1: An Introduction to CRM
- Unit-2: Evolution of CRM
- Unit-3: Customer Loyalty and Retention
- Unit-4: Types of CRM and CRM Models

#### **Block-II: CRM Process and Customer Retention Strategies**

- Unit-5: CRM Process
- Unit-6: Customer Retention Strategies
- Unit-7: CRM Process in Service Organisation

#### **Block-III: CRM: Implementation, Applications and Assessment**

- Unit-8: CRM Implementation
- Unit-9: CRM Applications
- Unit-10: CRM Assessment

#### **Block-IV: CRM: Tools, Marketing Channels and Technology**

- Unit-11: CRM Tools
- Unit-12: CRM in Marketing Channels
- Unit-13: Technological Developments in CRM

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## 2. COUNSELLING SESSION

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Counseling sessions are held at the learner support center normally on weekends with in the general academic scheduled of the Programme. **You should note that the counseling sessions are not classroom teaching or lectures. Counselors will not be delivering lectures as in conventional teaching on the contrary discussions will try to help you to overcome difficulties which you face while going through the SLM. In these sessions, leaner must try to resolve your subject-based difficulties and any other related problems. Before you proceed to attend the counseling sessions, please go through your course materials and make a plan of the points to be discussed.** The detailed schedule of the counseling sessions will be available on the University Website: <https://www.jmi.ac.in/cdoe/cschedule>

Counseling sessions will be organized for all theory courses. The counseling duration and time for each theory course will consist of 7 sessions of 2 hours each. Attending the counseling sessions is not mandatory, nevertheless is always in the interest of learners to attend these sessions.

### 2.1 MODE OF INSTRUCTION

It is based on Self-Learning Study Material prepared and supplied by CDOE, besides counseling sessions and other exercises such as assignments etc. (The SLM will be provided in English and Assignments and Question Papers will be provided only in English.)

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## 3. UPDATES REGARDING ACADEMIC ACTIVITIES

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Students are advised to remain in touch with their respective Learner Support Centre/programme coordinator and visit the CDOE and COE, JMI websites for the updates regarding academic activities pertaining to their Programme. Further, they should follow the Academic Calendar provided to them for the current academic year.

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## 4. ACADEMIC CALENDAR

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The academic calendar provides important dates and other relevant information corresponding to activities such as Counseling, Assignments, and Examinations etc. **Try to keep an eye on the important dates given in your academic calendar for different activities. You can view and download your academic calendar from JMI website - <https://www.jmi.ac.in/bulletinboard/academic-calendar/cdoe> as well as on the notice board of Centre for Distance and Online Education / Learner Support Centers.**

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## 5. LEARNER SUPPORT CENTRE

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The Learner Support Centre to which you have been admitted will remain your Learner Support Centre till you clear all components of the programme during maximum duration of the programme. No student would be permitted to change his/her Learner Support Centre at any point of time. All the activities related to Counseling, Assignments and Semester End Examinations will be held at the Learner Support Centre only. However, the CDOE, JMI reserves the right to discontinue/change the Examinations/ Learner Support Centre at any point of time as it deems appropriate.

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## 6. EVALUATION SYSTEM

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### 6.1 Assignments

Assignments are the part of continuous evaluation system. The submission of assignments is compulsory. Assignments of a course carry about 25% weightage.

The assignments are designed in such a way as to help you concentrate mainly on the printed course material. However, access to other books and sources will be an added advantage in your academic pursuits.

Assignments should be handwritten. Typed or printed assignments **shall not be** entertained.

For your own record it is advisable to retain a copy of all the assignment responses. You have to submit the Assignments to the Study Centre on or before the last date of submission mentioned in the Academic Calendar. Write your Name and Roll Number correctly on the Assignments.

Getting pass percentage in assignments is mandatory. If you do not get passing marks in any assignment, you have to submit a fresh assignment in consultation with the Programme Coordinator. However, once you get the passing marks in an assignment, you cannot re-submit it for improvement of marks.

### 6.2 Semester End Examinations

Semester examination is the major component of the evaluation system and it carries 70%weightage in a final result. You must fill in the Semester Examination Form and send to the Centre for Distance and Open learning, **Jamia Millia Islamia, Jamia Nagar, Okhla, and New Delhi-110025.**

#### 6.2.1 Semester End Examination Form

You must fill in the Semester End Examination Form online through Distance Students Exam Portal as per the instruction given in the notification issued on Controller of Examination, JMI website <http://jmicoe.in/>. The examination forms should be submitted on or before the last date mentioned in the **Academic Calendar/Notice from the Controller of Examination JMI.**

#### 6.2.2 Semester Examination Date-Sheet

After the successful submission of Examination Form, the Admit Card will be generated 15 days before the commencement of the Semester End Examination. In case you fail to download the Admit Card before the commencement of examination, you may contact your Examinations Centre / Learner Support Centre. Examinations Date-sheet will be uploaded on the website much in advance before the commencement of the Examination.

While submitting your Examination Form for the Semester End Examinations, it is your responsibility to check whether you are registered for the programme and eligible to appear for that examination. If any of the above requirements are found missing, your examination is liable to be cancelled.

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## 7. SEMESTER END EXAMINATION RESULT

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The evaluation consists of two parts (i) Assignments (ii) Semester End Examination. In the final result all the Assignments of a course will carry 25% weight age while 75% weight age will be given to the Semester End Examination.

### 7.1 Declaration of Result

To pass the Programme under distance mode, a candidate must obtain:

- (a) At least 40% marks in each component of theory papers i.e. in assignments and Semester Examination, separately;
- (b) an aggregate of at least 40% marks based on all theory papers and assignments, to obtain the degree;
- (c) If a student fails to qualify any component of a paper or a course he/she can repeat the same during the subsequent years, up to the maximum duration provided for the programme from the date of registration; and

#### Division

- (d) On the basis of the marks obtained, division will be awarded in the following way:
  - (i) Distinction to those who obtain 75% marks or more in the aggregate.
  - (ii) First division to those who obtain 60% marks or more in the aggregate.
  - (iii) Second division to those who obtain less than 60% marks in the aggregate But not less than 50% marks.
  - (iv) Third division to those who obtain less than 50% marks in the aggregate But not less than 40% marks.

**Grace Marks:** A maximum of three (3) grace marks shall be given only to those students who by obtaining them are able to either pass the examination or improve to get a division. Only minimum grace marks as required shall be awarded. The grace marks awarded shall be counted in Grand total.

#### Grievance committee:

- (i) VC Nominee (Subject)
- (ii) Hony. Director
- (iii) Subject Expert from concerned Department
- (iv) Academic Coordinator

### 7.2 Promotion to the next Semester of the Programme

- No candidate shall be permitted to move to the third semester if he/she has a backlog of more than 50% of the courses of the first and second semesters combined.
- The students will be declared successful for award of Degree only after clearing all theory papers and assignments required within the maximum time period inclusive of the year of admission. A student who does not appear in any component (Semester End Examination and assignments) in the minimum duration provided for the Programme, he/she will have to seek re-registration by submitting the prescribed fee through online portal/Demand Draft if he/she wishes to continue through the Programme.

### 7.3 Re-evaluation of Answer Scripts

No request for re-evaluation of the result declared in any course shall be entertained. However, the re- totaling of marks of an answer book will be permitted on submission of an application along with the prescribed fee by the candidate to the Controller of Examinations.

### 7.4 Improvement of Result

A student may be allowed to appear in the Semester End Examination for improving his/her result provided that:

- A student may be allowed to improve his/her grade in any two of the courses in the next semester. However, the improvement of the odd/even semester course will be permitted in the next odd/even Semester End Examination only.
- Improvement examination will be held in Theory courses only.
- The appearance at such an examination in the course will be allowed only once. No further chance will be given under any circumstances.
- For the purpose of determining the final division/ grade, the grades obtained by the candidate in the improvement examination only will be taken into consideration.

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## 8. GENERAL REGULATIONS

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### Programme Fee, Re-Registration, Late fee and other Charges

- **Programme Fee:** The Programme fee is payable in advance each year, irrespective of results through **CDOE Online Fee Payment Portal** on or before the date fixed by CDOE, Jamia Millia Islamia. No refund of fees is allowed in any case.
- **Re-Registration Fee:** A student who does not appear in any component (i.e. theory and assignment) of the Programme during the minimum period and wishes to continue the Programme, then he/she will have to re-register by paying the prescribed re-registration fee; given in the table on next page.
- **Late Fee:** A student who doesn't submit his/her Assignments and Examination Form on time may submit the same with the prescribed late fee; and
- Candidates are required to intimate the relevant authorities, sufficiently in advance, if there is any change of address/mobile number etc.

**Table: Renewal and other Fee applicable for M.COM (Distance Mode)**

Sl.No.	M.COM (Distance Mode)	Fees/Charges (Rs.)
1.	Programme/Renewal Fees (to be paid for final Year)	12000/-
2.	Submission of Assignments with late fees up-to the maximum period of 4weeks	100/- (Per Assignment)
3.	Submission of Assignments in the following years (In case of absence/fail if any)	200/- (Per Assignment)
4.	Submission of Semester Examination form with late fees up to 4 weeks.	500/-
5.	Submission of Semester Examination form with late fees beyond 4weeksuptothenext4weeks.	600/-
6.	Re-appearing in Semester Examination (In case of absence/fail/improvement)	500/- (Per paper/course)
7.	Re-Registration Fee*	3600.00/-
8.	Provisional Certificate	50/-
9.	Migration Certificate	50/- (after passing exam)
10.	Migration Certificate	200/- (before passing exam)
11.	Duplicate Statement of Marks (Attach a copy of FIR)	200/-
12.	Duplicate Identity Cards (Attach a copy of FIR)	200/-
13.	Change of Address in ID Card	50/-
14.	Re-evaluation of (current)Answer Script	500/- (Per Course)
15.	Change of medium of course to be exercised in the application form.	1000/-

**Note:** \* If a candidate fails to appear in any of the prescribed components of the Programme within the stipulated period of 2 years (4 Semester) and desires to continue the Programme after the lapse two years he/she should re-register for the Programme by depositing the above mentioned re-registration fee. The Fee once paid will not be refunded or adjusted under any circumstances.

All the fees/charges wherever, applicable will be payable only **through CDOE Online Fee Payment Portal.**

All the aforesaid fee is subjected to revision during the academic year as per University rules.



# JAMIA MILLIA ISLAMIA

(A Central University by an Act of Parliament)

*Distance Mode*

APPLICATION FOR CERTIFICATE

*Distance Mode*

## Application Form for Re-registration

*(Particulars should be filled in by the Candidate in his/her own hand-writing)*

The Hony. Director  
Centre for Distance & Online Education  
Jamia Millia Islamia  
New Delhi 110025

Affix an attested  
photograph

Sir,

I seek re-registration to the programme..... (Distance Mode),  
Session ..... As I could not appear in any component in the Part  
.....Session.....

I certify that I am the same person who took admission in this programme in  
session.....

Yours Faithfully

(Signature of the Applicant)R

e-registration fee Rs..... by DD No..... Drawn on  
Bank..... Dated..... is enclosed herewith.

### Particulars

**Candidate's Name (in Block Letters)**.....  
Candidate's Name in Urdu or Hindi:.....  
Father's Name:(in Block Letters):.....  
Father's Name in Urdu or Hindi:.....  
Present Postal Address:.....  
.....Phone No.....  
Name of the Programme Admitted.....Part.....Year.....  
Roll No.....Enrolment No.....  
Programme Centre Code & Name.....

(For Office Use Only)

Received application form of Ms/Mr.....Roll No.....  
for re-registration to the programme.....(Distance Mode) Session.....  
DD No.....Bank.....Date.....  
Of Amount.....

Centre for Distance and Open Learning

Dated.....

**ORDINANCE FOR RE-EVALUATION OF ANSWER-SCRIPTS**

1. (a) Any candidate intending to apply for Re-evaluation for Answer script(s) of any Paper, Subject of his/her written examination, may do so on the prescribed application form within ONE MONTH of the declaration of the result in each case.  
(b) However, the Re-evaluation of scripts will not be allowed in more than ONE-THIRD of written papers up to the maximum of three papers (whichever is less) of a Semester Examination.
2. The application for Re-evaluation shall be made once only in respect of the papers of an examination in which re-evaluation is required.
3. No application for re-evaluation shall be, entertained beyond the prescribed time limit under any circumstances whatsoever.
4. Each application for re-evaluation shall be accompanied by the "ORIGINAL STATEMENT OF MARKS" issued to the candidate. The photo copy of the statement of marks/grades will be returned to the candidate after proper endorsement of the same to the effect that the candidate's result is under consideration and that he/she will accept the final result to be declared by Jamia as a result of re-evaluation applied for by him/her.
5. Re-evaluation shall not be permitted in the case of Practical Examination, internal evaluation, Viva-Voce, as also the answer scripts of any examination which have already been valued in full by joint Examiners/Board of Examiners.
6. The candidate applying for Re-evaluation shall be required to pay a fee of Rs.500/- per paper or part thereof. No refund will be made in any case.
7. The merit list, declared in the result of the respective examination will not be disturbed due to re-evaluation of scripts.
8. If there be any change in the result of the Examination due to Re-evaluation of answer scripts, no examinee can complain in the Court of Law or any action can be taken against the examiner concerned.
9. If the award of re-evaluator varies from the original award up to and including +5% of the maximum marks, secured earlier, the original award will stand, If a candidate secures more than +5% and less than or equal to 20% of marks, the marks awarded by the re-evaluator will be final. If a candidate secures more than 20% of marks (plus or minus) in re-evaluation the answer-script will be sent to the 3<sup>rd</sup> examiner. The average of the marks awarded by the 2<sup>nd</sup> and 3<sup>rd</sup> examiners will be taken and it will be final.
10. All cases of re-evaluation of script shall be reported to the Examination Committee.
11. Application for re-evaluation of answer-scripts of only Annual Examination shall be accepted.
12. Answer-scripts of those who appeared for Improvement of the Division or Percentage shall be final and are not subject to Re-evaluation.

**NOTE:** (a) Demand Draft of Rs. 500/- per course should be in favour of "Jamia Millia Islamia, New Delhi" and payable at New Delhi. Please send all the documents and demand draft for re-evaluation to "The Controller of Examinations, Jamia Millia Islamia, New Delhi."

(b) Students must fill separate forms attaching separate Demand Draft for papers of different parts.

(c) Postal Charges: If the certificate / Marksheet etc. is required by post then you must send your forms accompanied by a self-addressed envelope bearing Indian stamps of Rs.45/- only.



**Centre for Distance and Online Education**  
**JAMIAMILLIAISLAMIA**

(A Central University by an Act of Parliament)

**APPLICATIONFORCERTIFICATE**

The Controller of Examination  
Jamia Millia Islamia, New Delhi -  
110025Sir,

I request you to please issue me the Certificate mentioned below. I certify that I am the same candidate who appeared at the following examination. My signature and particulars given below are attested by the Programme Incharge/Director, Centre for Distance and Open Learning/Gazetted Officer.

Yours faithfully,

.....  
CANDIDATE

**PARTICULARS**

- 1.Candidate'sName.....  
(in Block Letters)
- 2.Candidate'sNameinHindiorUrdu.....
3. Father's Name.....  
(in Block Letters)
- 4.Father'sNameinHindiorUrdu.....
- 5.PresentPostalAddress.....  
.....Phone/MobileNo.....
- 6.NameoftheExamination.....Part.....Year.....
7. Roll No.....Enrolment No.....Previous Enrolment No if any.....
8. Dateofadmission(intheCentreforDistanceandOpenLearning).....  
(To be filled when the Migration Certificate is required)
- 9.CertificateRequired.....

.....  
Attested by the Director, Centre for Distance and Open Learning/The Programme Incharge/Gazetted Officer (Office Stamp)

**NOTE: FOR PROVISIONAL/MIGRATION, PLEASE ATTACH A  
PHOTOSTATE COPY (ATTESTED) OF THE MARKSHEET OF  
FINAL EXAMINATION**

Received the Certificate mentioned above

.....  
CANDIDATE

Amount of Fee of Rs.....paid Vide Receipt No/DD No... Name of the  
Bank.....Date.....(Receipt/DD attached). I authorize.....  
.....to collect my..... Certificate.

The Specimen Signature of Messenger is given below:

.....  
Specimen Signature of Messenger

.....  
CANDIDATE

Received application form of Mr./ Ms.....Class..... (Distance  
Mode) for..... Certificate.

Date.....

For Controller of Examination

## FEES FOR ISSUING MIGRATION, PROVISIONAL & OTHER CERTIFICATES

	RUPEES
<b>1. PROVISIONAL CERTIFICATE</b>	<b>50</b>
<b>2. DUPLICATE MARKSHEET/MIGRATION/PROVISIONAL</b> (For above-mentioned Duplicate Certificate attach a copy of F.I.R)	<b>200</b>
<b>3. MIGRATIONCERTIFICATE</b>	
a) After passing the examination for which the applicant was studying	<b>50</b>
b) Before passing the examination for which the applicant was studying	<b>200</b>

**4. CHANGE OF NAME:**

A student applying for change of his/her name in the Register of students shall submit his/her application to the Controller of Examinations accompanied by:

- a) The prescribed fee Rs.150/- by demand draft.
- b) An affidavit relating to his/her present and proposed name, duly sworn in the presence of a Magistrate by himself/herself.
- c) A publication from a news paper in which the proposed change of name has been advertised. However, the provision relating to publication shall not be applicable in case where a woman candidate is wanting to change her name following her marriage.

The Examination Committee on considering such applications and taking decisions thereon shall report to the Majlis-I-Talimi (Academic Council)

		Minimum Time required (working days)
i) Provisional Certificate	-----	20days
ii) Migration	-----	20days
iii) Duplicate Marksheet	-----	20days
iv) Change of Name	-----	6-7days

**5. TIME REQUIRED FOR PREPARATIONS/ISSUE OF THE MARK-SHEET/CERTIFICATE PROVIDED ALL OTHER REQUIRED DOCUMENTS ARE ATTACHED.**

- Note:**
- a) Old cases of more than 3 years will require more time.
  - b) Students must fill separate forms and attach separate Demand Drafts for each certificate to be issued.
  - c) Demand Draft of an appropriate amount per certificate etc. should be in favour of "**Jamia Millia Islamia**". and payable at New Delhi. Please send all the documents and demand draft for the required certificates to "**The Controller of Examinations, Jamia Millia Islamia, Jamia Nagar, New Delhi-110025**".
  - d) Postal Charges: If the Certificate Marksheets etc. is required by post, then you must send your form accompanied by a self-addressed envelope bearing Indian Postal Stamps of Rs.30/- Only.



**Centre for Distance and Online Education**  
**JAMIAMILLIAISLAMIA**  
 (A Central University by an Act of Parliament)

*Distance Mode*

**FOR ISSUE OF DEGREE/DIPLOMA/CERTIFICATE**

The Controller of Examination  
 Jamia Millia Islamia,  
 New Delhi-110025 Sir,

Affix an attested  
 photograph

I request you to please issue me the Degree/Diploma/Certificate mentioned below. I certify that I am the same candidate who appeared at the following examination. My particulars are as follows

1. Candidate's Name .....  
 (in Block Letters)

2. Candidate's Name in Hindi or Urdu .....

3. Father's Name .....  
 (in Block Letters)

4. Father's Name in Hindi or Urdu .....

5. Mother's Name .....

6. Present Postal Address .....  
 ..... Phone/Mobile No. ....

7. Name of the Examination ..... Part ..... Year .....

8. Roll No. .... Enrolment No. .... Previous Enrolment No. if any .....

Previous Enrolment No if any .....

Yours Faithfully,

Verified from the records and certified that Mr./Ms. ....

Whose signature & photograph are attested above, has signed in my presence and is a genuine candidate. He/ She has no dues.

(Signature of Candidate)

\_\_\_\_\_  
 Signature with Seal  
 Dean/Principal/Headmaster/Director (Concerned)

\_\_\_\_\_  
 Received the Degree/Diploma/Certificate

\_\_\_\_\_  
 Candidate/Messenger Signature with date

I authorize ..... to collect my above-mentioned Degree/Diploma/Certificate.

The Specimen Signature of Messenger is given below:

\_\_\_\_\_  
 Specimen Signature of Messenger

\_\_\_\_\_  
 (Signature of Candidate)

**(See instruction over leaf)**





**Centre For Distance and Online Education**  
**JAMIA MILLIA ISLAMIA**  
**Maulana Mohammed Ali Jauhar Marg**  
Jamia Nagar, NewDelhi110025  
**Ph:26929226,26981717-Ext:4224,4227Fax:26921264**  
**Website: [www.jmi.ac.in](http://www.jmi.ac.in)**