

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

26

M.Com. (CBCS)

SYLLABUS

NEW

I, II, III, IV



**FACULTY OF COMMERCE,
PALAMURU UNIVERSITY,
MAHABUBNAGAR – 509 001, T.S.**

2016

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

DEPARTMENT OF COMMERCE, P.U.

M.Com. COURSE STRUCTURE (CBCS)

FIRST SEMESTER

| Sl. No. | Code | Title of the Paper | THPW | Credits | DESE | Marks | | | Total |
|--------------|---------------------------|-------------------------|-----------|-----------|-------|-----------|-------------|---------------|------------|
| | | | | | | IA | Assign-ment | End-Sem. Exam | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| 1. | Com 1 : Core – I | Managerial Economics | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 2. | Com 2 : Core – II | Principles of Marketing | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 3. | Com 3 : Core – III | OT & OB | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 4. | Com 4 : Elective – I : | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 5. | Com 5 : Elective–II : | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| | Seminar : | | 2 | 1 | - | - | - | 25* | 25 |
| Total | | | 27 | 23 | | 75 | 25 | 425 | 525 |

*25=15W+10PR

SECOND SEMESTER

| Sl. No. | Code | Title of the Paper | THPW | Credits | DESE | Marks | | | Total |
|--------------|-------------------------|-------------------------------|-----------|-----------|-------|-----------|-------------|---------------|------------|
| | | | | | | IA | Assign-ment | End-Sem. Exam | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| 6. | Com 6: Core – I | Business Environment & Policy | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 7. | Com 7: Core – II | Marketing Management | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 8. | Com 8: Core – III | Human Resource Management | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 9. | Com 9: Elective–I : | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
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THIRD SEMESTER

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|--------------|--------------------------|---|--------------|-----------|----------|-----------|-------------|---------------|------------|
| | | | | | | IA | Assign-ment | End-Sem. Exam | Total |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| 11 | Com: 11 Core – I | Research Methodology & Statistical Analysis | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 12 | Com: 12 Core – II | E-Commerce | 5 (4T+2P) | 4 | 3 Hrs | 15 IA | 35 LPE | 50 | 100 |
| 13 | Com: 13 Core – III | Cost Accounting and Control | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 14 | Com: 14 Elective-I: | Specialization ** <u>IV</u> IFM | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 15 | Com: 15 Elective - II | Specialization ** <u>V</u> SAPM | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 16 | ID Paper | Business Organization & Management | 4 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| | Seminar | | 2 | 1 | - | - | - | 25* | 25 |
| Total | | | 31 | 27 | - | 90 | 80 | 475 | 625 |

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FOURTH SEMESTER

| Sl. No. | Code | Title of the Paper | THPW | Credits | DESE | Marks | | | |
|--------------------|------------------------|--|------------|------------|----------|------------|-------------|------------------|-------------|
| | | | | | | IA | Assign-ment | End-Sem. Exam | Total |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| 17 | Com:16 Core – I | Quantitative Techniques for Business Decisions | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 18 | Com:17 Core – II | Business and Corporate Taxation | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 19 | Com:18 Core – III | Strategic Management | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 20 | Com:19 Elective-I: | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 21 | Com:20 Elective-II: | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 22 | Com: 21 | Project Work | 8 | 4 | | - | - | 50VV + 50D | 100 |
| | Seminar..... | | 2 | 1 | | - | - | 25* | 25 |
| Total | | | 35 | 27 | - | 75 | 25 | 525 | 625 |
| GRAND TOTAL | | | 120 | 100 | - | 315 | 135 | 1850 | 2300 |

*25=15W+10PR

Inter Disciplinary (ID) Paper in Third Semester is offered to the Non-Commerce PG Students.
 THWP= Teaching Hours Per Week; ESED=End-Semester Examination Duration; VV=Viva-Voce;
 LPE = Lab Practical Examinations; D=Dissertation; T=Theory; P=Practical; W=Write-up;
 PR=Presentation; DESE = Duration of End-Semester Examination.

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M.Com. (CBCS)

FACULTY OF COMMERCE, PU

** AREA OF SPECIALIZATION

| Sl. No. | Specialization | Semester-I | Semester-II | Semester-III | Semester-IV |
|---------|-----------------------------|---|--|---|--|
| I | Finance (F) | (1) FM: Financial Management ✓ (2) AS: Accounting Standards ✓ | (3) IM: Investment Management ✓ (4) AMA: Advanced Managerial Accounting ✓ | (5) IFM: International Financial Management ✓ (6) SAPM: Security Analysis and Portfolio Management ✓ | (7) FS: Financial Services (8) FD: Financial Derivatives |
| II | Accounting (A) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) ACA: Advanced Corporate Accounting (6) FSA: Financial Statement Analysis | (7) ACAC: Advanced Cost Accounting and Control (8) M&A: Mergers & Acquisitions |
| III | Marketing (M) | (1) RM: Retail Marketing (2) ASM: Advertising & Sales Management | (3) CRE: Consumer Rights & Education (4) MR: Marketing Research | (5) SM: Services Marketing (6) CB: Consumer Behavior | (7) SCM&CRM: Supply Chain Management & Customer Relationship Management (8) IM: International Marketing |
| IV | Taxation (T) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) DT: Direct Taxation (6) IDT: Indirect Taxation | (7) Tax : Tax planning (8) IT: International Taxation |
| V | International Business (IB) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) IFM: International Financial Management (6) ITTP: International Trade – Theory and Practice | (7) IBE: International Business Environment (8) IM: International Marketing |
| VI | Insurance (I) | (1) FM: Financial | (3) IM: | (5) PPLHI: | (7) AS: Actuarial |

M.Com. I & II Sem.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

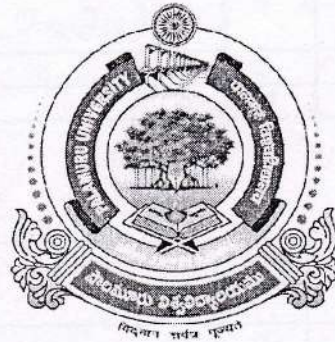
FACULTY OF COMMERCE, PU

W.E. N. 16

M.Com. (CBCS)

SYLLABUS

2016-17



FACULTY OF COMMERCE, PALAMURU UNIVERSITY
MAHABUBNAGAR- 509001., T.S.

2016

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(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

DEPARTMENT OF COMMERCE, P.U.

M.Com. COURSE STRUCTURE (CBCS)

FIRST SEMESTER

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| Seminar : | | | 2 | 1 | - | - | - | 25* | 25 |
| Total | | | 27 | 23 | | 75 | 25 | 425 | 525 |

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| | | | | | | IA | Assign-ment | End-Sem. Exam | Total |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
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CHAIRMAN

Board of Studies in Commerce

Uttamrao University

MAHABULESHWAR-500 001

Telephone: 222222

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

**** AREA OF SPECIALIZATION**

| Sl. No. | Specialization | Semester-I | Semester-II | Semester-III | Semester-IV |
|---------|-----------------------------|---|--|---|--|
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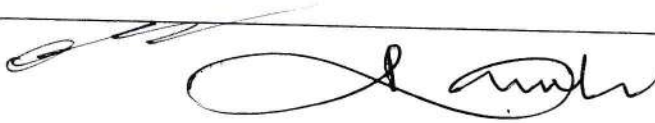
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| | | | | | |
|--|----------------------------|---|--|---|--|
| VI | Insurance (I) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) PPLHI: Principles and Practice of Life and Health Insurance (6) PPGI: Principles and Practice of General Insurance | (7) AS: Actuarial Science (8) RP: Retirement Planning |
| VII | Banking (B) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) EB&FS: E-Banking and Financial Services (6) BT: Banking Technology | (7) IB: International Banking (8) CB: Central Banking |
| VIII | E-Commerce (E-Com) | (1) RM: Retail Marketing (2) ASM: Advertising & Sales Management | (3) CRE: Consumer Rights & Education (4) MR: Marketing Research | (5) NCS: Netiquettes and Cyber Security (6) NIPS: Network Infrastructure and Payment System | (7) BME: Business Models for E-Commerce (8) LSOIE: Legal Security in E-Commerce |
| IX | Computer Applications (CA) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) DCN: Data Communications and Networks (4) OOP: Object Oriented Programming with C++ | (5) RDBMS: Relational Data Base Management Systems (6) CL: Cyber Laws | (7) AE: Advanced Excel (8) WD: Web Designing |
| The allotment of THP 4T +2P; IA=15; LPE=35; EE=50; Total =100 Marks. | | | | | |

Note:

- 1) O,A, B, C, D, E and F grades are awarded on the basis of marks secured as per the directive given by the University.
- 2) For each paper there will be semester examination for 80 marks and 20 marks for internal assessment [15 marks for tests (average of the two tests) and 5 marks for assignment in the subject].
- 3) Business Organization Management (BOM) is an Inter-Disciplinary (ID) paper which is offered for non-commerce students.



CHAIRMAN
Board of Studies in Commerce
Palmuru University
MAHARAJANAGAR 509 001

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PROJECT GUIDELINES:

The aim of the Project is to give an opportunity to students to learn independently and show that they can identify, define and analyze problems or issues and integrate knowledge in a business context. It reflects the ability of a student to understand and apply the theory, the concepts and the tools of analysis to a specific situation.

1) The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure or a combination of these aspects of business. The students are required to define an area of investigation, carve out research design, gather relevant data, analyze the data, draw conclusions and make recommendations. The project must be an original piece of work that will be undertaken in post-graduate study, over a period of two semesters.

2) The topic is to be selected carefully with the help of supervisor.

3) All the material that relates to your project, including completed questionnaires or tapes from interviews, should be shown to your supervisor and be kept until the examination board has confirmed your results. Do not throw this material away once your project is submitted, as you might be asked to present it as part of the Viva Voce Examination, before your project results are confirmed.

4) The supervisor's role is to appraise ideas and work of the student. Student must take overall responsibility for both the content of project and its management. This includes selection of an appropriate subject area (with the approval of the supervisor), setting up meetings with the supervisor, devising and keeping to a work schedule (to include contingency planning), and providing the supervisor with samples of your work.

5) The project reports would be examined by the external examiner and based on the report and Viva Voce examination conducted at the end of IV semester, a student will be awarded marks.

6) The External Examiners will examine the following in Project Report:

- a) Literature Survey on the Topic Chosen.
- b) Method of Data Collection.
- c) Presentation – Style, Comprehensiveness, Table presentation, Graphs, Charts.
- d) Analysis and inference and implication of the study.
- e) Overall linkage between objectives, methodology, findings and suggestions.
- f) Bibliography and References.

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FACULTY OF COMMERCE, PU

SEMESTER-I

MANAGERIAL ECONOMICS

PAPER CODE: COM 1: Core-I
THPW: 5; Credits: 4

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: *to impart conceptual and practical knowledge of managerial economics.*

Unit-I: NATURE AND SCOPE OF MANAGERIAL ECONOMICS:

Meaning of Managerial Economics - Managerial Economics and Economic Theory - Managerial Economics and Decision Sciences - Nature of managerial decision making - Types of business decisions - Managerial decision making process - Firm-meaning-Objectives - Nature of profits (economic vs. accounting profit) Optimization-functions-slope of functions-optimization techniques- Concept of derivative - Simple rules of derivation - Application of derivatives to optimization problems—Role of marginal analysis in decision making - Total, average and marginal relationship (including problems).

Unit-II: DEMAND ANALYSIS:

Demand Theory and Analysis – Individual demand and Market demand – Factors determining demand – Elasticity of demand – Price Elasticity - Income Elasticity – Cross Elasticity – Elasticity and Decision – making (including problems). Demand estimation and demand forecasting: Meaning, significance and methods (Theory only).

Unit-III: PRODUCTION ANALYSIS:

Meaning of Production function – Cobb Douglas Production Function – Production with one variable input – Law of Diminishing marginal returns – Optimal employment to a factor of production. Production with two variable inputs – Production iso-quant – Production iso-cost – Optimal employment of two inputs – Expansion path – Returns to scale and economies of scope (including problems).

Unit IV: COST ANALYSIS:

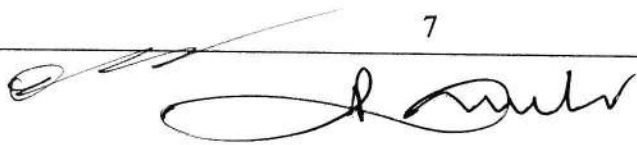
Concepts of cost – Short run cost functions finding minimum average variable cost through equations – Long run cost function – Linear and non - linear break - even analysis. Profit contribution analysis (including problems).

Unit V: MARKET STRUCTURE:

Perfect and Imperfect market condition – Perfect competition – Characteristics – Equilibrium price – Profit maximization, (in short run and long run) – Shut down decision – Monopoly: characteristics,– Profit Maximization in short run and long run, Allocative inefficiency, Income Transfer and Rent seeking. Monopolistic competition: Characteristics – Profit Maximization – Price and output determination in the short run and long run, Oligopoly: Characteristics – Price Rigidity – Kinked demand model (including problems).

SUGGESTED READINGS:

1. Petersen and Lewis : Managerial Economics, 4/e, Pearson/PHI, 2002.
2. Managerial Economics, Ahuja. H.L, S. Chand, New Delhi.
3. M.L. Trivedi: Managerial Economics, Tata Mc-Graw Hill, New Delhi 2004.



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SEMESTER-I

PRINCIPLES OF MARKETING

PAPER CODE: COM 2: Core-II

THPW: 5; Credits: 4

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: To familiarize the students with the concepts and principles of Marketing.

UNIT-I: INTRODUCTION:

Meaning and Definition of Marketing - Scope of Marketing - Evolution of Marketing Concepts - Production Concept - Product Concept - Marketing Myopia - Selling Concept - Marketing Concept - Societal Marketing Concept - Objectives of Marketing - Role of Marketing in Economic Development - Rural Marketing - Rural Markets Vs Urban Markets - Marketing Management Tasks - Marketing Mix-- Direct Marketing - Online Marketing - Marketing Challenges and Opportunities - Marketing of Services.

UNIT-II: MARKETING ENVIRONMENT:

Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Competitors-Publics) - Macro Environment (Demographic-Economic-Natural- Technological-Political-Legal (Consumer Protection Act 1986) and Regulatory Cultural-Social) - International Marketing- GATT & WTO.

UNIT-III: MARKET SEGMENTATION:

Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Concept - Bases-Benefits-Requirements for Effective Segmentation - Market Segmentation Analysis for Consumer and Service - Product Positioning: Concepts - Bases.

UNIT- IV: CONSUMER BEHAVIOUR:

Consumer Behavior - Nature-Scope-Importance - Factors influencing Consumer Behavior - Economic - psychological-Cultural-Social and Personal - Models of Consumer Behavior - Marshallian-Maslow Freudian-Howard-Sheth - Steps in consumer Decision Process - Post Purchase Behavior - Cognitive Dissonance - Organizational Buyer - Industrial Markets-Reseller Market-Government Market. Characteristics of Organizational Buyer - Organizational Buying Process - Organizational Buyer Vs Consumer Behavior.

UNIT-V: MARKETING PLANNING AND STRATEGY:

Corporate Strategic Planning - Vision-Mission - Strategic Business Units - Planning new businesses - Business Strategic Planning - SWOT Analysis - Goal Formulation-Strategy Formulation-Program Formulation - Implementation - Feedback and Control - Marketing Process - Nature and Contents of a Marketing Plan - marketing control - Annual Plan Control - Profitability Control - Efficiency Control - Strategic Control.

SUGGESTED READINGS:

1. Philip Kotler: Marketing Management, PHI
 2. Stanton WJ: Fundamental of Marketing,
 3. Jain: Marketing Planning and Strategy, 7e,
 4. Czinkota & Kotabe: Marketing Management,
 5. Ramaswamy &. Namakumari: Marketing Management
 6. Rajan Saxena: Marketing Management
 7. Blackwell: Consumer Behaviour, 10e,
 8. Schiffman: Consumer Behavior, 9e PHI
 9. Assael: Consumer Behaviour: 6e, Thomson.
- Business India, Business World, Economic Times.

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FACULTY OF COMMERCE, PU

SEMESTER-I
ORGANISATION THEORY AND BEHAVIOUR

PAPER CODE: COM 3: Core-III

Total Marks: 80+15+05=100

THPW: 5; Credits: 4

ESED: 3 HRS

OBJECTIVE: to familiarize the students with the concepts and dimensions of Organization Theory.

UNIT-I: INTRODUCTION:

Organization: Definition – Organisation Theories: Classical Theory- Features – limitations. Neoclassical Theory – features – limitations. Contemporary Organisation Theory – features- limitations. Systems Approach – Contingency Approach.

Organisational Behaviour (OB): Features – Scope – Fundamentals Concepts of OB – Challenges and Career Development for OB – Contributing disciplines to the OB.

UNIT-II: UNDERSTANDING INDIVIDUAL AND GROUP BEHAVIOUR:

Individual Behaviour: Personality Determinants – Big five Personality factors – Learning Theories. The Perceptual Process – Factors influencing perception – Internal & External; Attitudes and Behaviour-Attitude Formation and Attitude Change.

Group Behaviour: Fundamentals of Groups – Stages of Development- Important Factors influencing Team Effectiveness – Cohesiveness – Norms – Decision Making.

UNIT- UNIT-III: MOTIVATION, MORALE AND CULTURE:

Motivation: Theories of Motivation – Motivational Processes - Content Theories (Maslow, Herzberg, McClelland) – Process Theories (Adam, Victor, Vroom and Lawler and Porter) – Learning and Reinforcement Theory.

Morale: Factors influencing Morale.

Organisational Culture: Concepts – Forming a Culture – Sustaining a Culture – Changing a Culture.

UNIT-IV: ORGANISATIONAL POWER & POLITICS - CONFLICT - COMMUNICATION:

Power and Politics: Power Bases – Dependency – Individual Versus Organisational Power – Political process in Organisation – Factors contributing – Techniques of Organisational Politics – Managing Political Behaviour.

Conflict: Transition in Conflict Thought – Functional and Dysfunctional Conflict – Process of Conflict – Managing Conflict.

Communication: Significance – Process – Formal and Informal Communication – Barriers to communication – Improving Communication Skills – The Human Impact of Computer – Mediated Communication.

UNIT-V: LEADERSHIP AND CHANGE:

Leadership: Introduction – Leadership and Management – Leadership Styles.

Theories of Leadership: Traits – Behavioral Model (Managerial Grid) – Contingency (Feilder, Path goal, Tri-dimensional – Inspirational approaches.

Change: Challenges contributing to Change – Types of Change Approaches – Contemporary Issues in Change.

SUGGESTED READINGS:

1. Robins P. Stephen & Judge: Organizational Behavior, 12/e PHI, New Delhi;
2. Greenberg and Baron: Behaviour in Organisation;
3. Daft: Organisation Theory and Design, Thomson;
4. Fred Luthans: Organizational Behavior, Me Graw Hill, New Delhi;
5. Nelson: Organisational Behaviour, 3e, Thomson;
6. Aswathappa: Organizational Behavior, Himalaya Publisher;
7. Jones G R :Organizational Theory, Pearson Education, New Delhi;
8. Shashi Gupta & Rosy: Organisation Behaviour—Kalyani Publication;
9. Hellriegel: Organisational Behaviour, 10e, Thomson;
10. Sharma VVS: Organisational Behaviour, Jaico Publication.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER I : SPECIALISATION :
FINANCE/ACCOUNTING/TAXATION/INTERNATIONAL
BUSINESS/INSURANCE/BANKING/COMPUTER APPLICATIONS
FINANCIAL MANAGEMENT ✓

PAPER CODE: COM 4 F/A/T//IB/I/B/CA

THPW: 5

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: to introduce the subject of Financial Management; and to acquaint the student with various techniques of Financial Management.

UNIT-I: INTRODUCTION:

Financial Management: Meaning- Evolution – Organization of Finance Function – Financial Decisions – Goals of Financial Management – Agency Problem – Changing Role of Finance Manager (Theory).

Time value of money: Meaning – Rationale of Time Preference for Money – Future Value – Present Value (Including Problems).

UNIT-II: CAPITAL BUDGETING:

Capital Budgeting: Meaning – Importance – Process – Kinds of Decisions – Cash Flow Estimation – Techniques of Capital Budgeting – Traditional Techniques: Payback Period – Accounting / Average Rate of Return – Discounted Techniques – Discounted Payback Period – Net Present Value – Internal Rate of Return – Profitability Index – NPV Vs. IRR – Capital Rationing (Including Problems).

Risk Analysis in Capital Budgeting Decisions: Sources and Perspectives of Risk – Traditional Tools – Payback Period – Risk Adjusted Discount Rate – Certainty Equivalent Coefficient of Variation – and Decision Tree Analysis (Including Problems).

UNIT-III: WORKING CAPITAL MANAGEMENT:

Working Capital: Meaning – kinds – Determinants – Sources and Levels – Estimation of Working Capital Requirements (Including Problems).

Cash Management: Nature of Cash – Motives of Holding Cash – Objectives of Cash Management – Factors Determining Cash Need – Cash Cycle – Facets of Cash Management – Cash Forecasting and Budgeting – Management of Cash Flows – Determination of Optimum Cash Balance (Including Problems).

Accounts Receivable Management: Meaning – Objectives – Cost Benefit Analysis – Credit Standards – Credit Terms – Collection of Receivables (Including Problems).

Inventory Management: Meaning – Components of Inventory – Motives of Holding Inventory – Objectives of Inventory Management – Tools and Techniques of Inventory Control (Including Problems).

UNIT-IV: FINANCING DECISIONS:

Cost of Capital: Meaning – Significance – Classification of Costs – Computation of Specific Cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital and Cost of Retained Earnings – Computation of weighted Average and Marginal Cost of Capital (Including Problems).

Leverages: Meaning – Types – EBIT:EPS Analysis – Degree of Operating Leverage – Degree of Financial Leverage – Degree of Combined Leverage – Indifference Point (Including Problems).

Capital Structure: Meaning – Determinants – Theories – Net Income Approach – Net Operating Income Approach – Traditional Approach – MM Approach (Including Problems).

UNIT-V: DIVIDEND DECISIONS:

Dividend Policy: Meaning – Types of Dividend Policies – Factors Influencing Dividend Policy – Forms of Dividends (Theory).

Dividend Theories: Relevance Theories – Walter's Model – Gordon's Model – Irrelevance Theory – MM Hypothesis (Including Problems).

SUGGESTED READINGS:

1. Prasanna Chandra: Financial management, TMH.,
2. Erhardt & Brigham: Corporate Finance: A Focused Approach, Thomson.,
3. Eugene Brigham & Erhardt: Fundamental of Financial Management, Thomson.,
4. Khan M.Y. & Jain PK: Financial management, TMH.,
5. Kulkarni P.V.: Financial Management, Himalaya.,
6. Lasher: Practical Financial Management, Thomson.,
7. Pandey I.M.: Financial Management, Vikas.,
8. Rustagi, R.P. Financial Management, Sultan Chand.,
9. Shashi K. Gupta and R.K. Sharma: Financial Management, Kalyani Publishers.,
10. Solemen Ezra & Pringle John J: An Introduction to Financial Management, Prentice Hall.,
11. Srivatsava R.M: Essential of Business Finances, Himalaya.,
12. Sudarsan Reddy G: Financial Management, Himalaya.,
13. Van Horn, James C: Financial Management, Prentice Hall.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

**SEMESTER I: SPECIALISATION:
FINANCE/ACCOUNTING/TAXATION/INTERNATIONAL
BUSINESS/INSURANCE/BANKING/COMPUTER APPLICATIONS**

ACCOUNTING STANDARDS ✓

PAPER CODE: COM 5 F/A/T//IB//B/CA

THPW: 5

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: to familiarize and acquaint the student with accounting standards and various financial reporting practices.

UNIT-I: INTRODUCTION:

Accounting: Concept – Evolution – Accounting as Information System – Users of Accounting Information – Accounting Environment.

Accounting Theory: Concept – Role – Classification – Approaches – Accounting Principles.

UNIT-II: ACCOUNTING STANDARDS IN INDIA - I:

Accounting Standards Framework: Concept – Importance - Types – Difficulties – Enforcement – Accounting Standards Board in India.

Accounting Standards Overview (AS-1 to AS-10): AS-1: Disclosure of accounting policies – AS-2: Valuation of inventories – AS-3: Cash flow statement – AS-4: Contingencies and events occurring after balance sheet date – AS-5: Net profit or loss for the period, prior period items and changes in accounting policies – AS-6: Depreciation Accounting – AS-7: Construction Contracts – AS-9: Revenue Recognition – AS 10: Accounting for Fixed assets.

UNIT-III: ACCOUNTING STANDARDS IN INDIA - II:

Accounting Standards Overview (AS11 to AS-20): AS-11: The effects of changes in foreign exchange rates- AS-12: Accounting for government grants – AS-13: Accounting for investments – AS-14: Accounting for amalgamations – AS-15: Employee benefits – AS-16: Borrowing costs – AS-17: Segment reporting – AS-18: Related party disclosures – AS-19: Leases – AS-20: Earning per share.

Accounting Standards Overview (AS-21 to AS-32): AS-21: Consolidated financial statements – AS-22: Accounting for taxes on income – AS-23: Accounting for investments in associates in consolidated financial statements – AS-24: Discontinuing operations – AS-25: Interim Financial Reporting – AS-26: Intangible assets – AS-27: Financial reporting of interests in joint ventures – AS-28: Impairment of assets – AS-29: Provisions, Contingent liabilities and contingent assets; AS-30: Financial Instruments: Recognition and Measurement; AS-31: Financial Instruments: Presentation – AS-32: Financial Instruments: Disclosures.

UNIT-IV: INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS):

Uniform Global Financial Reporting: Need – Differences between IAS, Indian GAAP and US GAAP – Translation of Indian GAAP Statements in to US GAAP and IFRS – International Accounting Standards Board. **IFRS:** Meaning – An overview of IFRS – Convergence with IFRS – Benefits of Convergence – Challenges of Convergence – Role of ASB in post convergence Scenario.

UNIT-V: FINANCIAL REPORTING:

Developments on Financial Reporting Objectives: True blood Report (USA), Corporate Report (UK), Stamp Report (Canada).

Financial Reporting: General Purpose – Qualities – Significance of Corporate Annual Reports – Recent Trends in Corporate Reporting in India.

SUGGESTED READINGS:

1. Jawaharlal "Accounting Theory and Practice" Himalaya Publishing Company;
2. Rawat D.S. "Accounting Standards" Taxmann Allied Services Private Limited;
3. Kamal Garg "IFRS Concepts and Applications" Bharat Law House Pvt. Limited;
4. Ghosh T.P. "IFRSs For Finance Executives", Taxmann Allied Services Private Limited;
5. Porwal L.S. "Accounting Theory" TataMcGraw-hill Publishing Company;
6. Jain S.P. & Narang K.L: Accounting Theory & Management Accounting, Kalyani. **JOURNALS:** 1. Chartered Accountant, ICAI; 2. Management Accountant, ICAI; **NEWS PAPERS:** 1. Business Line, 3. Economic Times.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER I: SPECIALISATION: MARKETING /E-Commerce

RETAIL MARKETING

PAPER CODE: COM 4 : Elective: I
THPW: 5 ; Credits : 5

Total Marks: 80+15+05=100
ESED: 3 HRS

Objective: The objective of this course is to enable the students to understand the finer nuances of Retail marketing.

UNIT -I: INTRODUCTION TO RETAIL MARKETING.

Introduction Retail definitions. Retailing and marketing. Importance of retailing in an Economy.
Retailer- functions of a retailer. Place of retailing in a distribution channel. Classification of
Retailers- Types of retailers based on operational structure- non-store retailing-service retailing.

UNIT II : RETAILING CONCEPTS AND CONSUMER BEHAVIOR

Introduction – customers, competition, environmental trends. Retail Mix- Place, Product, Price, Promotion. Theories of Retail change: theory of natural section in retailing(environmental theory), cyclical theories (wheel of retailing, retail accordion theory, retail life cycle theory)

Consumer Behavior – Introduction – major factors influencing buyers behavior (cultural, social, personal, psychological factors) purchase decisions- forms of customer buying behavior, Buyer Decision Process.

Unit III : retailing marketing mix, retail product, retail pricing. Marketing mix, marketing mix for services. Target markets- retail product- break down of the retail product (service, quality, merchandise, brand name, features and benefits, atmospherics) Retail pricing : factors affecting the pricing decisions, setting prices- cost oriented, demand oriented pricing- price adjustments and price tactics.

Unit IV: Retail promotion and retail distribution, Retail Promotion: communication, stages in communication, advertising, sales promotion, publicity. Store Atmosphere. Retail distribution: channels and channel flows(physical flow, manufacturer/producer, intermediary/ wholesaler, retailer, service flow, information, payments, promotion flows) Inventory- merchandise turnover, Book Inventory and Periodic Inventory, Perpetual Inventory, Physical Inventory.

UNIT V: RETAIL RESEARCH – application of Information Technology, Introduction – MkIS- Components of Marketing Information system *(internal records, Marketing Intelligence, Marketing research) Application of IT – areas where IT impacts (inventory control, point of sale, sales analysis, Planning & forecasting, collaborative planning, forecasting and replenishment –CPFR, Essentials requirements of an information system. Enterprise Resource Planning (EPR) Future trends in IT applications in retailing.

Suggested Books:

1. Retail Management by Michael Levy, Barton Weitz, Ajay Pandit by Mc Graw Hill
2. Retail Management by Barry Berman/ JoelEvans/ Mini Mathur – Pearson Publications
3. Retail Marketing Management by David Gilbert – Pearson Publications
4. Retail Management by Arif Shiekh & Kaneez Fatima- Himalaya Publications
5. Retail Management by Pradhan , Tata Mc Graw Hill
6. Retail Management , Sahni & Parti, Kalyani Publishers

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER I: SPECIALISATION: MARKETING / E-Commerce

ADVERTISING AND SALES MANAGEMENT

PAPER CODE: COM 5 :M/E-Com

Total Marks: 80+15+05=100

THPW: 5 ; Credits : 5

ESED: 3 HRS

Objectives:

The course is designed with an aim to develop an understanding of the decision processes in advertising from a marketer's point of view and to understand the concept, methods and strategies of sales management.

UNIT I: INTRODUCTION TO ADVERTISING:

Advertising- an element in Marketing Mix- Role and Importance - Difference between advertisement and publicity - Advertising as a means of communication - Setting Advertising Objectives - DAGMAR approach to setting objectives- Media selection - measurement of effectiveness of Media - Preparing advertising plan, Developing message, writing copy, advertising appeals and per-testing and post teaching copy Media decisions, media strategy and scheduling decisions, Planning and managing advertising campaigns.

UNIT II: INTEGRATED MARKETING COMMUNICATIONS:

Different types of advertising, public relations, advertising budget and relevant decisions, Advertising agencies, their role and importance, management problems of agencies, client-agency relations, advertising in India, Problems and Prospects. Role of Integrated Marketing Communications (IMC). Designing, Objectives Setting and Budgeting for IMC programs, Developing effective communications, Managing Mass Communications: Events, Experiences and public relations, Measuring media.

UNIT III: EVALUATION OF ADVERTISING EFFECTIVENESS:

-objectives of evaluations, difficulties of evaluation and various methods of evaluating advertising effectiveness. Advertising Research. Advertising agencies and their business in India, functions of advertising agencies, factors affecting in selection of advertising agency. A brief profile of the major advertising agencies like MARG, O & M, HTA, LINTAS, MUDRA etc. Advertising Ethics and Government control in India. Criticism of advertising on socio-economic ground. Role of a advertising standards councils of India in governing business.

UNIT IV: SALES MANAGEMENT:

Sales organization, Sales Functions and its relationship with other marketing functions, External relationship of the Sales Department e.g. with distributors, Government and Public, Functions and qualities of a Sales Executive, Environment Routing and Scheduling, International Sales Management.

UNIT V: SALESMANSHIP:

Theoretical aspects of Salesmanship, the process of selling, Sales forecasting methods, Sales budget, Sales force management, Recruitment, Selection, Training, Motivation and Compensation of the fields sales force and sales executive, Evaluation and control of sales force, Sales Territories, Sales Quotas.

SUGGESTED READINGS:

1. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Pearson Education.
2. Raghuvir Singh: Advertising-Planning and Implementation, Prentice Hall India.
3. Richard R Still, Cundiff W Edward and Govoni A P Norman: Sales Management, Decisions, policies and Cases, Pearson Education.
4. K. K. Havaladar : Sales and Distribution Management, Tata Mc-Graw Hill.
5. G.E. Belch and M.A. Belch: Introduction to Advertising and Promotion, Irwin Publishers.
6. C.H. Sandage, V. Fryberger and K. Rotzoll: Advertising, AITBS.

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(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.C. Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-II

BUSINESS ENVIRONMENT AND POLICY

PAPER CODE: COM 6: Core-I

Total Marks: 80+15+05=100

THPW: 5; Credits: 4

ESED: 3 HRS

OBJECTIVE: to familiarize and acquaint the students with the knowledge of business environment and latest development in business environment

UNIT - I: INTRODUCTION:

Business environment: micro-environment - macro environment – environmental scanning.

Policy environment: Industrial Policy - Industrial Policy Resolution 1956 – New Industrial Policy 1991 – Fiscal policy – Monetary policy.

UNIT - II: LIBERALIZATION AND GLOBALIZATION:

New economic policy: economic reforms - liberalization.

Globalization: meaning - stages - factors facilitating and impeding globalization in India - consequences of globalization for India.

UNIT - III: PUBLIC SECTOR AND PRIVATIZATION:

Public sector: changing role of public sector - relevance of public sector – public Sector reforms.

Privatization: concepts – nature – objectives – forms - regulatory framework with reference to insurance, power and telecom sectors.

UNIT - IV: FOREIGN CAPITAL:

Foreign direct investment: policy - trends - problems - consequences – FEMA- objectives - provisions - multinational corporations - entry strategies - role - growth – problems - consequences.

Mergers and acquisitions: reasons - trends - advantages and disadvantages - competition law.

UNIT - V: WTO AND TRADE POLICY:

WTO agreements - Agreement on Agriculture (AOA) - Multi-fibre Agreement (MFA) - Trade Related Intellectual Property Rights (TRIPS) - Trade Related Investment Measures (TRIMS) - General Agreement on Trade in Services (GATS) - Barriers to trade.

Trade policy changes consequent to WTO - Recent EXIM policy - Consequences of WTO for India.

SUGGESTED READINGS:

Books:

1. Francis Cherunilam: Global Economy and Business Environment – Himalaya
2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya
3. S.K.Misra & V.K.Puri: Economic Environment of Business - Himalaya
4. Prof. Laxmi Narain: Globalization – Liberalization and Privatization of Public enterprises – Sultan Chand & Co.
5. S.K.Misra & V.K.Puri: Indian Economy - Himalaya
6. Aswathappa: Business Environment - Himalaya
7. Dutt and Sundharam: Indian Economy
8. Ray: Indian Economy, PHI

Reports:

1. World Development Report;
2. Human Development Report;
3. India Development Report;
4. Pre-budget economic survey.

Periodicals:

Economic and Political weekly; Business India; Business World; Business Today; Finance India; Business Standard.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-II
MARKETING MANAGEMENT

PAPER CODE: COM 7: Core-II
THPW: 5; Credits: 4

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: to familiarize the students with the management of marketing functions, components of information system and marketing research process.

UNIT-I: PRODUCT MANAGEMENT:

Concept of Product - Classification of Products - Product Levels- Product Mix - Product Mix Decisions - New Product - New Product Development Stages - Reasons for New Product Failure - Product Life Cycle Stages and Marketing Implications - Branding - Packaging & Labeling.

UNIT-II: PRICE MANAGEMENT:

Pricing - Objectives of Pricing - Role of Price in Marketing Mix - Factors Influencing Price - Pricing under different competitive conditions - New Product Pricing - Skimming and Penetration Pricing - Pricing Methods - Cost based - Demand based - Competition based- Product line Pricing - Pricing strategies.

UNIT-III: PROMOTION MANAGEMENT:

Promotion - Significance - Promotion Mix - Advertising - Objectives - Media - Media selection - Budget - Types of Advertising - Advertising Effectiveness, Personal Selling - Nature - Steps in Personal Selling. Sales Promotion - Objectives - Tools. Public Relations - Direct Marketing - Forms of Direct Marketing.

UNIT-IV: CHANNEL MANAGEMENT & RETAILING:

Marketing Channels: Nature - Channel Levels - Channel Structure &. Participants - Functions Marketing Intermediaries - Channel Design Decisions - Channel Conflict and Resolutions - Online Marketing - Online Marketing Channels - objectives - Merits - demerits -Retailing: Meaning - Significance - Emerging trends - forms of retailing - formats of retail stores.

UNIT-V: MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH:

Concept of MKIS - Components of a Marketing Information System - Internal Records System- Marketing Intelligence System-Marketing Research System-Marketing Decision Support System - Marketing Research Process - Marketing Research Vs MKIS - Marketing Research in India.

SUGGESTED READINGS:

1. Philip Kotler: Principles of Marketing, PHI
2. Ramaswamy &. Namakumari: Marketing Management
3. Jain: Marketing Planning and Strategy,
4. Gandhi IC : Marketing Management
5. Me Carthy EJ &. OtheIS: Basic Marketing
6. Rosenbloom: marketing Channels
7. Majare: The Essence of Marketing
8. Ian Chasten: New Marketing Strategies
9. Rajan Saxena: Marketing Management.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

Faculty (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-II

HUMAN RESOURCE MANAGEMENT

PAPER CODE: COM 8: Core-III

THPW: 5; Credits: 4

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: to understand various facets of human resource management & comprehend emerging developments in HRM.

UNIT-I: INTRODUCTION:

Human Resources Management (HRM): Concepts – Significance – Objectives – Scope – Functions - Changing role of Human Resource Manager – HRM Policies - Impact of Environment on HRM.

Human Resource Development (HRD): Concept - Scope - Objectives- Brief introduction of Techniques of HRD.

UNIT-II: ACQUISITION OF HUMAN RESOURCE:

Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth - Job Analysis: Concepts - Objectives - Components (Job Description and Job Specification) - Methods of Job Analysis.; **Human Resource Planning:** Concept - Objectives - Factors affecting HR planning - Process of HR Planning - Problems in HR Planning.; **Recruitment:** Objectives - Sources of recruitment - Selection: Concept – Selection - Procedure – Tests and Interview - Placement - Induction - Promotion - Transfer.

UNIT-III: DEVELOPING AND MOTIVATING HUMAN RESOURCE:

Training - Assessing training needs - Methods and Evaluation of Training. **Development:** Techniques of Management Development – Evaluating Effectiveness.; **Performance Management:** Concept - Performance Appraisal - Concept- - Traditional and Modern Methods of Appraisal – Concepts of Potential Appraisal, Assessment Centers and Career Planning and Development. **Concept of Empowerment** – Participative Management: Objectives – Types – Quality Circles – Brief Introduction to forms of Workers Participation in Management in India

UNIT-IV: MAINTENANCE OF HUMAN RESOURCE:

Compensation Management: Objectives – Job Evaluation: Concept – Methods - Essentials of Sound Wage Structure – Concepts of Minimum Wage, Living Wage and Fair Wage – Wage Differentials. **Employee Relations:** Objectives – Discipline: Objectives – Grievance: Causes – Procedure; Trade Unions: Objectives - Role of Trade Union in New economy - Collective Bargaining: Types – Essential conditions for the success of Collective Bargaining.

UNIT-V: HRM IN THE KNOWLEDGE ERA:

Knowledge Management: Concept - KM Architecture - Knowledge Conversion - Knowledge Management Process. **Virtual Organizations:** Concept - Features -Types - HR Issues. **Learning Organization:** Concept – Role of Leader in Learning Organizations.

SUGGESTED READINGS:

1. Bohlander: Human Resource Management, Thomson
2. David A. De Cenzo and Stephen P. Robins: Personnel/ Human Resource Management, PHI
3. Biswajeet Pattanayak: Human Resource Management, PHI
4. Srinivas K. R: Human Resource Management in Practice, PHI.
5. Mathis: Human Resource Management, 10e Thomson
6. Sadri, Jayasree, Ajgaonkar: Geometry of HR, Himalaya
7. Subba Rao P: Personnel and Human Resource Management, Himalaya.
8. VSP Rao, Human Resource Management, Vikas
9. Mello: Strategic Human Resource Management, 2e Thomson
10. Gupta CB, Human Resource Management, Sultan Chand & Sons.

(New) 2017

SEMESTER-III

RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

(New.)

M. Com. III - Semester

I

(SSE20)

Wed. Nov. 2017

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-III

RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

PAPER CODE: COM 11: Core-I
THPW: 5; Credits: 5

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: *Objective of this course is to develop research orientation among the students and develop analytical skills.*

UNIT-I: INTRODUCTION:

Quantitative Techniques: Meaning, Need and Importance - Classification: Statistical Techniques - Operations Research techniques - Role of Quantitative Techniques in Business and Industry - Quantitative Techniques in Decision making - Limitations.

Research: Meaning, Purpose, Characteristics and Types - Process of Research: Formulation of objectives - Formulation of Hypotheses: Types of Hypotheses - Methods of testing Hypotheses - Research plan and its components - Methods of Research: Survey, Observation, Case study, experimental, historical and comparative methods - Difficulties in Business research.

UNIT-II: COLLECTION, PRESENTATION & ANALYSIS OF DATA:

Sources of Data: Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioral and Entrepreneurship (Practically students should be able to design questionnaires for given problem/cases in these areas). Census vs. Sampling - Methods of Sampling Random and Non-Random Sampling methods - Measurement and scaling techniques.

Processing and Presentation of Data: Editing, coding, classification, and tabulation - Graphic and diagrammatic presentation (Theory only). Statistical analysis of Data: Types of analysis (Descriptive analysis and inferential analysis) – Tools: Measures of Central Tendency, Measures of Variation, Skewness, Time series, Index numbers, Correlation and Regression (theory only).

UNIT-III: INTERPRETATION AND REPORT WRITING:

Interpretation: Introduction - Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies: bias, inconsistency in definitions, inappropriate comparisons, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data. (including small cases). **Report Writing:** Meaning and types of reports - Stages in preparation of Report - Characteristics of a good report - Structure of the report - Documentation: Footnotes and Bibliography - Checklist for the report.

UNIT-IV: PROBABILITY AND PROBABILITY DISTRIBUTIONS:

Probability: Meaning - Fundamental Concepts - Approaches to measurement of Probability -Classical, Relative frequency, subjective and axiomatic approaches - Addition theorem - Multiplication theorems- Bayesian theorem and its simple applications - Mathematical expectation (including problems).

Probability Distributions: Meaning and importance of theoretical frequency distributions Binomial, Poisson and Normal distributions - Properties and uses - fitting Binomial, Poisson and Normal, Distributions (areas method only) (including problems).

UNIT-V: ASSOCIATION OF ATTRIBUTES & CHI SQUARE TEST:

Association of Attributes: Meaning - Distinction between correlation and association Methods of studying Association - interpretation of results. **Chi Square Test:** Definition - Conditions for applying Chi square test, Yates's correction - Uses and limitations of Chi square test - Chi square test for testing the independence of Attributes - Chi square test for goodness of fit (including problems).

SUGGESTED READINGS:

1. Krishna Swamy: Methodology of Research in Social Sciences., 2. Kothari: Research Methodology., 3. Zikmund: Business Research Methods., 4. SC. Gupta: Fundamentals of Statistics., 5. SP. Gupta: Statistical Methods., 6. Levin et al: Statistics for Management., 7. Keller: Statistics for Management & Economics., 8. Sanchetty & Kapoor: Business Statistics., 9. Achalapathi KV: Reading in Research Methodology in Commerce & Business Management., 10. Anderson: Statistics for Business and Economics.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-III

E- COMMERCE

PAPER CODE: COM 12: Core-II
THPW: 5 (4T+2P) ; Credits: 4

Total Marks: 50EE+15IA+35 LPE=100
ESED: 3 HRS

OBJECTIVE: *to know and learn about Information Technology through its applications; and to give an overview of E-Commerce fundamentals with an objective of exposing them to the functional areas of E-Commerce.*

UNIT-I: INTRODUCTION:

E-Commerce - E-Business - Potential Benefits of E-commerce – Driving Forces of E-Commerce – Business Process Re-Engineering –E-Commerce Applications –Regulatory Environment for E-Commerce – Competitive intelligence on the Internet – Future of E-Commerce.

UNIT-II: ELECTRONIC DATA INTERCHANGE (EDI), E-COMMERCE & INTERNET:

Introduction - Traditional EDI systems - Benefits and Drawbacks - Data transfer and standards. Financial EDI-EDI systems and the Internet - Legal security and private concerns - Authentication Methods – Firewalls – Factors considered in securing the firewalls - Internet trading relationships: Business to Consumers (B2C), Business (B2B), Consumer to Business (C2B), Government to Consumer (G2C), Features and benefits-Portal Vs Website - Supply Chain Management.

UNIT-III: ELECTRONIC PAYMENT MECHANISMS AND WEB PAGE DESIGNING:

Introduction - SET protocol - SET Vs SSL - Payment gateway - Certificate issuance - Trust chain - Cryptography methods - Encryption technology – Digital signatures - Dual signatures - SET Logo Compliance testing - Status of Software Magnetic strip cards - Smart cards - Electronic cheques -Electronic cash - Third party processors and Credit Cards - Risk and electronic system - Designing electronic payment systems.

Introduction to HTML – Basic syntax – Basic Text Formatting – Images – Lists – Tables – Hypertext links.

UNIT- IV: COMPUTERIZED ACCOUNTING:

Computerized Accounting: Meaning, Features, Advantages and disadvantages – Computerized vs Manual Accounting – Creation of Company – Grouping of accounts – Creation of Accounts: Cash Book, Bank Book, Sales Register, Purchase Register, Journal Register, Debit Note Register, Credit Note Register, Opening and Closing Stock – Creation of Inventory – Creation of Stock Groups, Stock Categories, Godowns, Stock Items and Units of Measure – Detailed Stock Valuation.

Entering Transactions: Voucher Entry – Sales Vouchers – Purchase Vouchers – Receipt Vouchers – Payment Vouches – Contra Vouchers – Journal Vouchers – Debit Note Vouchers – Credit Note Vouchers – Editing and Deleting Vouchers – Voucher Numbering – Customization of Vouchers – Discount Allowed – Discount Received – Petty Cash Book – Depreciation – Automatic Interest Calculation – Interest Receivable – Interest Payable.

UNIT-V: COMPUTERISED STATEMENTS:

Day Books – Financial Statements: Trial Balance, Trading & Profit and Loss Account, Balance Sheet – Ratio Analysis - Cash Flow statement – Funds Flow Statement - Inventory Report of a Sole Trader and a Company – Outstandings: Receivables and Payables – Editing and Deleting Ledgers and Groups – Budget Control – Creating, Editing and Deleting Budgets – VAT Assessment.

SUGGESTED READINGS:

1. Implementing Tally: Nadhani & Nadhani, BPB
2. Business Data processing System: P. Mohan, Himalaya
3. Business Data Processing And Accounting System: V. Srinivas, Kalyani
4. Manuals Supplied along with respective packages.

III

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-III

COST ACCOUNTING AND CONTROL ✓

PAPER CODE: COM 13: Core-III
THPW: 5 ; Credits: 4

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: *to impart conceptual knowledge of cost accounting and to equip with skills of ascertainment and control of costs.*

UNIT-I: INTRODUCTION:

Cost Accounting: Nature and Scope, Need, Objectives – Cost Concepts – Installation of Costing System – Cost Accounting its relationship with Financial Accounting and Management Accounting Cost Accounting Standards - Cost Classification – Cost Sheet - Books of Accounts – Integral and Non Integral Accounting - Reconciliation of Cost and Financial Accounts (Including Problems).

UNIT-II: PROCESS COSTING:

Process Costing: Meaning, Features, Applicability, Pros and Cons – Unit Costing Vs. Process Costing – Job Costing Vs. Process Costing – Normal Loss and Abnormal Loss - Process Accounts with Stocks – Inter-Process Profit – Equivalent Production – First In-First out Method (FIFO) and Average Method – Joint Products and By-products (Including problems).

UNIT-III: MARGINAL, ABSORPTION AND DIFFERENTIAL COSTING:

Marginal Cost: Meaning, Features - Absorption Cost: Meaning, Pros and cons – Marginal Costing Vs Absorption Costing - Preparation of Income Statement under Marginal Costing and Absorption Costing - Differential Costing: Meaning of Differential Cost, Marginal Cost Vs. Differential Cost, Characteristics of Differential Costing, Managerial Applications of Differential Cost Analysis (including problems).

UNIT- IV: BUDGETARY CONTROL:

Budget: Meaning, Essentials – Budgeting - Budgetary Control: Essentials, Advantages, Limitations – Classification of Budgets: Functional Budget: Sales Budget, Production Budget, Direct Material Budget, Direct Labor Budget, Manufacturing Overheads Budget - Capital Expenditure Budget - Cash Budget – Master Budget – Flexible Budget – Performance Budget – Traditional System of Budgeting – Zero Based Budgeting (Including Problems).

UNIT-V: STANDARD COSTING:

Standards: Meaning, Types, Establishment - Standard Costing: Need, Pre-requisites, Pros and Cons - Standard Costing and Budgetary Control – Variance Analysis - Revision of Standards - Control and Efficiency Ratios (Including Problems).

SUGGESTED READINGS:

1.Jain S.P & Narang K.L., —Advanced Cost Accounting| Kalyani Publishers, New Delhi; 2.Iyengar S.P., —Cost Accounting – principles & Practicel Sultan Chand & Sons; 3.Prashanta Athma, —Cost and Management Accounting| Himalya; 4.Khan M.Y & Jain P.K., —Theory and Problems in Cost Accounting| TMH; 5.Ravi M. Kishore, —Cost Management|, Taxmann; 6.Lall nigam & Jain, —Cost Accounting – Principles and Practicel Prentice-hall; 7.Manish Dutta, — Cost Accounting – Principles & Practicel, Pearson; 8.Saxena VK & Vashist CD, —Advanced Cost & Management Accounting| Sultan Chand & Sons; 9.Colin Drury, —Management & Cost Accounting| Thomson Asia Pvt. Ltd, 10.Asish K. Bhattacharyya — Principles and Practice of Cost Accounting| Prentice Hall, 11.Arora M.N. —Cost Accounting –Principles & Practicel Vikas Publishing House. 12. Ravi M. Kishore —Cost & Management Accounting| Taxman's Publications Pvt. Ltd., New Delhi.

IV

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER III : SPECIALISATION : FINANCE/INTERNATIONAL BUSINESS

INTERNATIONAL FINANCIAL MANAGEMENT

PAPER CODE: COM 14; F/IB Elective- I ✓
THPW: 5; Credits 5

Total Marks: 80+15+05=100
ESED: 3 HRS

Objective: to gain the conceptual knowledge and application of international financial management.

UNIT-I: INTRODUCTION:

An Overview of International Financial Management: Meaning – Features of International Finance – Scope of International Finance – International Financial Management and Domestic Financial Management – Factors influencing Growth of International Finance – International Monetary System (Theory only).

Balance of payments Accounting: BoP Accounting Principles – Debit and Credit Entries – Balance of Payments Statement (Including Problems).

UNIT-II: FOREIGN EXCHANGE MARKETS & EXCHANGE RATE MECHANISM:

Foreign Exchange Market: Features – Major Participants – Spot Market: Features, arbitrage, speculation – Forward Market: Features, arbitrage, hedging. Speculation, Swapping (Including Problems).

Exchange Rate Mechanism: Exchange Rate Quotations – Nominal, Real & Effective Exchange Rates – Exchange Rate Determination in Spot Market – Exchange Rate Determination in forward Market (Including Problems).

UNIT-III: FOREIGN EXCHANGE EXPOSURE:

Measurement of Foreign Exchange Exposure: Meaning & Relevance of Foreign Exchange Exposure – Classification of Foreign Exchange Exposure: Transaction Exposure, Operating Exposure & Accounting Exposure (Including Problems).

Management of Foreign Exchange Exposure: Need – Hedging of Transaction Exposure – Hedging of Real Operating Exposure – Management of Accounting Exposure (Including Problems).

UNIT-IV: INTERNATIONAL FINANCIAL MARKETS & INSTRUMENTS:

International Financial Markets: Features – Factors for Growth – Interest Rates – Channels of International Funds Flow.

International Financial Instruments: Euro Credits: Revolving Credit, Term Credit – Euro Bonds: Straight Bonds, Convertible Bonds, Currency Optional Bonds, FRNs – Euro Currency Deposits: Call Deposits, Term Deposits, Certificates of Deposits – Euro Notes: Commercial paper, NIF, Medium Term notes – Euro Issues: FCCB, GDR, ADR (Theory only).

UNIT-V: FINANCING OF FOREIGN TRADE:

Foreign Trade Documents: Letters of Credit – Bill of Exchange Marine Insurance Policy – Invoices Certificates – Bill of Lading.

Foreign Trade Financing: Methods of Financing: Bank Credit (Pre-shipment Credit, Post-shipment Credit, Medium Term Credit, Credit under Duty Draw Back Scheme), Factoring, Counter Trade – Modes of Payment (Theory Only).

SUGGESTED READINGS:

1. Avadhani: International Finance, Himalaya;
2. Bharati V Pathak: Indian Financial Management, Pearson;
3. Clark: International Finance, 2e Thomson 2006;
4. Jeevanandam: Foreign Trade Finance and Risk Management, Sultan Chand;
5. Joseph Anbarasu: global Financial Management, Ane Books Pvt.Ltd;
6. Kevin s: Fundamentals of International Financial Management, PHI;
7. Madhu Vij: Internationala Finacial Management, 3e Excel Books;
8. Madura: International Corporate Finance, 8e Thomson 2007;
9. Shapiro: Multinational Financial Management PHI;
10. Sharan: International Financial Management, PHI.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER III : SPECIALISATION : FINANCE

SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

PAPER CODE: COM 15: F

THPW: 5 ; Credits: 5

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: to familiarize with analysis of securities market, valuation of different securities for the purpose of building optimal portfolio and the students with latest concepts and trends in the securities market.

UNIT-I: SECURITY ANALYSIS:

Fundamental Analysis: Meaning – Economy Analysis – Economic Forecasting – Forecasting Techniques – Industry Analysis – Concept of Industry – Industry Life Cycle – Industry Characteristics – Company Analysis – Financial Statements – Analysis of Financial Statements (Theory Only).

Technical Analysis: Meaning – Dow Theory – Basic Principles of Technical Analysis – Trends and Trend Reversal – Elliot Wave Theory – Mathematical Indicators – Market Indicators (Theory).

Efficient Market Theory: Random Walk Theory – The Efficient Market Hypothesis – Forms of Market Efficiency – Tests of Efficient Market Hypothesis (Theory).

UNIT -II: VALUATION SECURITIES:

Share Valuation: Concept of Present Value – Share Valuation Model – One Year Holding Period – Multiple Year Holding Period – Constant Growth Model – Multiple Growth Model – Multiplier Approach to Share Valuation (Including problems).

Bond Valuation: Bond Returns – Coupon Rate – Current Yield – Spot Interest Rate – Yield to Maturity – Yield to Call – Bond Prices – Bond Risks – Bond Duration (Including Problems).

UNIT -III: CAPITAL MARKET THEORY:

Capital Market Theory: Assumptions- Capital Asset Pricing Model – Efficient Frontier with Riskless Lending and Borrowing – Capital Market Line – Security Market Line – SML Vs. CML – Pricing of Securities with CAPM – Limitation of CAPM (Including problems).

Arbitrage Pricing Theory: The Law of One Price – Assumptions – Arbitrage Pricing for one Risk Factor – Two Factor Arbitrage Pricing – Multiple Arbitrage Pricing – Limitations of APT (Including Problems).

UNIT-IV: PORTFOLIO PERFORMANCE EVALUATION:

Portfolio Performance Evaluation: Need for Evaluation – Evaluation Perspective – Meaning of Portfolio Evaluation – Measuring Portfolio Return – Risk Adjusted Returns – Sharpe Ratio – Treynor Ratio – Differential Return (Including Problems).

Security Market Indexes: Meaning – Different Averages and Indexes Exist – The Construction of Indexes – Maintenance Problems with Security Market Indexes – Stock Market Index Revision (Including Problems).

UNIT-V: PORTFOLIO REVISION:

Portfolio Revision: Need for Revision – Meaning of Portfolio Revision – Constraints in Portfolio Revision – Portfolio Revision Strategies – Formula Plan – Constant Rupee Value Plan – Constant Ratio Plan – Dollar Cost Averaging (theory).

International Investing: Benefits and Risk of Global Investing – Factors Influencing International Investing – Foreign Exchange Risk (Theory).

SUGGESTED READINGS: 1.Avadhani,V.A: International finance, Himalaya ., 2.Avadhani,V.A: Investment & Security Management in India, Himalaya., 3.Bhall,V.K.: Investment Management, S. Chand & Co., 4.Fisher Donald E & Ronald J Jordan: Securities Analysis & Portfolio Management, PHI; 5.Francaia Jack Clark & Richard W Taylor: Theory & Problems of Investment, Mcgraw; 6.Gangadhar V: Investment Management, Anmole., 7. Kevin S: Security Analysis and Portfolio Management, Prentice Hall., 8.Mayo: Investments, Thomson., 9.Punithavathi Pundyan: Securities Analysis & Portfolio Management, Vikas., 10.Reilly: Investment Analysis and Portfolio Management, Thomson ., 11.Strong: Practical Investment Management, Thomson.,12.Sharp Etal.: Investments, Prentice Hall; 13.Sulochana M: Investment Management, Kalyani.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER III : SPECIALISATION : ACCOUNTING

ADVANCED CORPORATE ACCOUNTING

PAPER CODE: COM 14; A

THPW: 5, Credits : 5

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVES: to understand the application of advanced corporate accounting practices in the fields of modern business and profession.

UNIT-I: HOLDING COMPANIES:

Definition – Provisions of Indian Accounting Standard 21 – Accounts – Consolidation – Preparation of Consolidated balance sheet – Minority interest – Pre-acquisition or capital profits - Cost control or Goodwill – Inter-company balances - Unrealized inter-company profits - Revaluation of assets and liabilities - Bonus shares - Treatment of dividend - More than one subsidiary inter-company holdings - Consolidation of profit and loss account (including problems).

UNIT-II: INVESTMENT ACCOUNTS & ACCOUNTING FOR PACKAGES & CONTAINERS:

Investment Accounts: Need and Significance of investment accounts - Provisions of Indian Accounting Standard 13 - Accounting Treatment - Treatment of Brokerage and Expenses - Investment ledger - Equity shares accounts - Bonus Shares - Right Shares (Including problems).

Accounting for Packages and Containers: Need - Accounting treatment - Non returnable containers - Returnable Containers - Methods - Maintaining containers stock account or containers trading account - Containers suspense account or Reserve account (including problems).

UNIT-III: LEASE ACCOUNTING:

Lease: Definition - Features - Advantages and disadvantages - Lease distinguished from other modes of acquisition - Provisions of Indian Accounting Standard 19 - Types lease: Financial lease, Operating lease - Financial Lease Vs. Operating Lease - Terms peculiar to leasing - Accounting for lease - Books of Lesser and Lessee - Sale and lease back (including problems).

UNIT-IV: FOREIGN BRANCHES – PREPARATION OF CONSOLIDATED STATEMENTS:

Different exchange rates - Methods of translating financial statements: Temporal method, Current method, Current and Non - Current Method - Cumulative Translation Adjustment Account (CTA) - Difference in the Translated Trial Balance - Provisions Indian Accounting Standard 11 - Process of Converting Trial Balance of Foreign Branches and Preparation of Final Accounts and Consolidated Balance Sheet (including problems).

UNIT-V: VALUATION OF INTANGIBLE ASSETS:

Meaning - Significance of intangibles - Nature of intangible assets - Provisions of Indian Accounting Standard 26 - Types of intangible assets - Measurement and Recognition of intangibles - Valuation approaches (theory only).

SUGGESTED READINGS:

1.Accounting Standards and Corporate Accounting Practices: T.P. Ghosh, Taxmann; 2.Advanced Accountancy: R.L. Gupta and M. Radhaswamy, Sultan Chand and Sons; 3.Advanced Accountancy: M.C. Shukla & T.S.Grewal, S.Chand & Company Ltd.; 4.Advanced Accountancy: S.K.R.Paul, New Central Book Agency; 5.Advanced Accountancy: M.A.Arulanandam & K.S.Raman, Himalaya Publishing House; 6.Modern Accountancy: A. Mukarjee and M.Haniff, Tata Mcgraw Hill; 7.Advanced Accountancy: Jain and Narang, Kalyani Publications; 8.Students Guide to Accounting Standards: D.S.Rawat, Taxmann Publications.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESER III : SPECIALISATION : ACCOUNTING

FINANCIAL STATEMENT ANALYSIS

PAPER CODE: COM 15; A

THPW: 5 ; Credits 5

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVES: to familiarize and acquaint the student with application of analysis of financial statements techniques.

UNIT-I: FINANCIAL STATEMENTS: Financial Statements: Meaning, Objectives, Types, Uses, Limitations - Redrafting Financial Statements: Single-step and Multi-step Financial statements - Preparation of Financial Statements as per Indian Accounting Standards and IFRS (Theory only).

UNIT-II: INCOME STATEMENT: Basic elements of the Income statement - Special Income statement items - Income taxes related to operations - Earnings per share - Retained earnings - Dividend and stock splits - Legality of distributions to stockholders - Comprehensive income - International consolidated income statement (IFRS) - Profitability: Profitability measures - Trends in profitability - Segment accounting - Interim reports - Revenue by major product lines (Theory only).

UNIT-III: BALANCE SHEET: Basic elements of the Balance Sheet: Assets, Liabilities, Stockholders' equity - Quasi-Reorganization - Accumulated other comprehensive income - Employee stock ownership plans (ESOPs) - Treasury stock - International consolidated balance sheet (IFRS) - Liquidity of short-term assets: Current assets, current liabilities and other operating cycle - Long-term debt paying ability: Income statement consideration when determining long term debt paying ability - Balance sheet consideration when determining long term debt paying ability (Theory only).

UNIT-IV: FINANCIAL STATEMENTS OF SPECIAL ORGANIZATIONS: Banks: Income Statement, Balance sheet, Ratios for banks - Utility companies: Financial statements, Ratios for regulated utilities companies - Transport companies: Financial statements, Ratios for transportation - Insurance companies: Financial Statements, Personal financial statements - Accounting for Governments and Non - Profit organizations (Theory only).

UNIT-V: ANALYSIS TECHNIQUES: Meaning - Significance of analysis - Sources of information - Techniques of analysis: Horizontal analysis, Vertical analysis, Trend analysis - Ratio analysis - Funds flow analysis - Cash Flow Statements - Strategic and Integrated Managerial Analysis of Corporate Financial Statements: Analysis of Profitability, Overall Ratio Analysis, Analysis of Quality of Earnings - Innovative Techniques of Financial Statements: Analysis per employee, Analysis per equity share (Including problems).

SUGGESTED READINGS:

1. Charles S. Gibson: —Financial Statement Analysis, Cengage Learning India Private Limited;
2. Lyn M. Fraser & Aileen Ormiston: —Understanding Financial Statements, PHI
3. Ambrish Gupta: —Financial Accounting for Management An Analytical Perspective, Pearson;
4. Earl K. Stice & James D. Stice: —Financial Accounting Reporting & Analysis, Cengage Learning India Pvt. Ltd.
5. Carl s. Warren, James M. Reeve & Jonathan E. Duchac: —Financial Accounting Concepts, Methods and Applications, Cengage Learning India Pvt. Ltd.
6. Sharma RK & Shashi K. Gupta: —Management Accounting, Kalyani Publishers
7. Malcolm Smith, —Research Methods in Accounting, Sage Publications Ltd.
8. Rawat D.S: —Accounting Standards, Taxmann
9. Kamal Garg: —IFRS Concepts and Applications, Bharat Law House Pvt. Ltd.
10. Ghosh T.P: —IFRSs For Finance Executives, Taxmann.

M.Com IV Semester 2016-17 Batch

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

✓ **THIRD SEMESTER**

| Sl. No. | Code | Title of the Paper | THPW | Credits | DESE | Marks | | | |
|--------------|--------------------------|---|--------------|-----------|----------|-----------|------------|---------------|------------|
| | | | | | | IA | Assignment | End-Sem. Exam | Total |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| 11 | Com: 11 Core – I | Research Methodology & Statistical Analysis | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 12 | Com: 12 Core – II | E-Commerce | 5 (4T+2P) | 4 | 3 Hrs | 15 IA | 35 LPE | 50 | 100 |
| 13 | Com: 13 Core – III | Cost Accounting and Control | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 14 | Com: 14 Elective-I: | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 15 | Com: 15 Elective - II | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 16 | ID Paper | Business Organization & Management | 4 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| | Seminar | | 2 | 1 | - | - | - | 25* | 25 |
| Total | | | 31 | 27 | - | 90 | 80 | 475 | 625 |

*25=15W+10PR

FOURTH SEMESTER

| Sl. No. | Code | Title of the Paper | THPW | Credits | DESE | Marks | | | |
|--------------------|------------------------|--|------------|------------|----------|------------|------------|------------------|-------------|
| | | | | | | IA | Assignment | End-Sem. Exam | Total |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| 17 | Com:16 Core – I | Quantitative Techniques for Business Decisions | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 18 | Com:17 Core – II | Business and Corporate Taxation | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 19 | Com:18 Core – III | Strategic Management | 5 | 4 | 3 Hrs | 15 | 5 | 80 | 100 |
| 20 | Com:19 Elective-I: | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 21 | Com:20 Elective-II: | Specialization ** | 5 | 5 | 3 Hrs | 15 | 5 | 80 | 100 |
| 22 | Com: 21 | Project Work | 8 | 4 | | - | - | 50VV + 50D | 100 |
| | Seminar..... | | 2 | 1 | | - | - | 25* | 25 |
| Total | | | 35 | 27 | - | 75 | 25 | 525 | 625 |
| GRAND TOTAL | | | 120 | 100 | - | 315 | 135 | 1850 | 2300 |

*25=15W+10PR

Inter Disciplinary (ID) Paper in Third Semester is offered to the Non-Commerce PG Students.
 THWP= Teaching Hours Per Week; ESED=End-Semester Examination Duration; VV=Viva-Voce;
 LPE = Lab Practical Examinations; D=Dissertation; T=Theory; P=Practical; W=Write-up;
 PR=Presentation; DESE = Duration of End-Semester Examination.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

**** AREA OF SPECIALIZATION**

| Sl. No. | Specialization | Semester-I | Semester-II | Semester-III | Semester-IV |
|---------|------------------------------------|---|--|---|--|
| I | Finance (F) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) IFM: International Financial Management (6) SAPM: Security Analysis and Portfolio Management | (7) FS: Financial Services (8) FD: Financial Derivatives |
| II | Accounting (A) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) ACA: Advanced Corporate Accounting (6) FSA: Financial Statement Analysis | (7) ACAC: Advanced Cost Accounting and Control (8) M&A: Mergers & Acquisitions |
| III | Marketing (M) | (1) RM: Retail Marketing (2) ASM: Advertising & Sales Management | (3) CRE: Consumer Rights & Education (4) MR: Marketing Research | (5) SM: Services Marketing (6) CB: Consumer Behavior | (7) SCM&CRM: Supply Chain Management & Customer Relationship Management (8) IM: International Marketing |
| IV | Taxation (T) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) DT: Direct Taxation (6) IDT: Indirect Taxation | (7) Tax : Tax planning (8) IT: International Taxation |
| V | International Business (IB) | (1) FM: Financial Management (2) AS: Accounting Standards | (3) IM: Investment Management (4) AMA: Advanced Managerial Accounting | (5) IFM: International Financial Management (6) ITTP: International Trade – Theory and Practice | (7) IBE: International Business Environment (8) IM: International Marketing |
| VI | Insurance (I) | (1) FM: Financial | (3) IM: | (5) PPLHI: | (7) AS: Actuarial |

Paper-I

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-IV

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

PAPER CODE: COM 16: Core-I

THPW: 5 ; Credits: 4

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: To impart inferential skills to the student by using Quantitative Techniques for Business Decisions.

UNIT-I: STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:

Concepts: Population, sample and sampling distribution - Parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits - Estimation of population parameters - Properties of a good estimator - Point and interval estimation - Hypothesis Formulation and testing procedure - Type I and Type II errors - One tail and two tail tests (theory only).

Sampling of Attributes: Estimation and testing of Number and Proportions of Successes - Difference between two proportions (including problems).

UNIT-II: SAMPLING OF VARIABLES:

Large Samples: Difference between large and small samples - Estimating population mean - Testing: Significance of Mean - Significance of the difference between means of two samples - Significance of the difference between the standard deviations of two samples (including problems).

Small Samples: 't' test - Fixing fiducial limits to population mean - Testing: Significance of the mean - Significance of the difference between two independent means - Significance of the difference between two dependent means (including problems).

UNIT-III: ANALYSIS OF VARIANCE AND STATISTICAL QUALITY CONTROL:

F- test: Meaning and Applications - ANOVA: Assumptions - Procedure - One way and two-way analysis of variance (including problems).; **Statistical Quality Control:** Introduction - Chance and Assignable Causes of Variation Uses of SQC - Process Control and Product Control- Control Charts for Variables: X - chart - Range chart - Standard deviation chart - Control charts for attributes: C chart - p chart - np chart.

UNIT-IV: STATISTICAL DECISION THEORY AND GAMES THEORY:

Statistical Decision Theory: Nature of Decision - State of Nature - Pay off Tables - Expected Pay off - Expected Opportunity Loss - Value of Perfect Information - Types of Decision Situation - Choice of Decision Criteria - Decision Tree Analysis - Decision Making under Uncertainties (including simple problems).; **Games Theory:** Characteristics of Game Theory - Two Persons Zero Sum Game - Maximum and Minimax Strategies - Saddle Point - Dominating Strategy - Mixed Strategy - Limitations of Games Theory (including simple problems with Analytical Formulae and Graphical Methods).

UNIT-V: LINEAR PROGRAMMING (LP): Linear Programming: Meaning - Requirements for application - Assumptions - Advantages - Application of LP - Formulation of LP problems (including simple problems). **Graphical Solutions** of LP problems with two variables only (including simple problems).

SUGGESTED READINGS:

1. Levin & Rubin: Quantitative Approaches in Management, Pearson
2. S.C. Gupta: Fundamentals of Statistics, Himalaya
3. Anderson: Quantitative Methods for Business Decision, 8e Thomson
4. Barry Render et al: Quantitative Analysis for Management, PHI
5. Anderson: Introduction to Management Science: Quantitative Techniques for Decision Making, Thomson
6. G. Gopikuttan: Quantitative Methods and Operational Research, Himalaya
7. D.C. Sancheti & V.K. Kapoor: Statistics, Sultan Chand & Sons
8. Anand Sharma: Quantitative Techniques for Decision Making Himalaya
9. Mendenhall: Introduction to Probability & Statistics, Thomson
10. Shenoy GV: Quantitative Techniques for Managerial Decisions, New Age
11. Gupta and Khanna: Quantitative Techniques for Decision Making, PHI.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-IV

BUSINESS AND CORPORATE TAXATION

PAPER CODE: COM 19; T
THPW: 5; Credits : 4

Total Marks: 80+15+05=100
ESED: 3 HRS

OBJECTIVE: To acquaint the student with the Theoretical and Practical aspects of Assessing Partnership Firms, Companies, Co-operatives and Trusts.

UNIT-I: ASSESSMENT OF PARTNERSHIP FIRMS:

Meaning of Partnership Firm - Conditions for Assessment as a firm U/S 184 and 185 - Treatment of interest and remuneration paid to partners U/S 40(b) - Computation of Total Income - Assessment of Partners of Firm - Change in constitution of Firm Succession of one firm by another firm - Assessment of dissolved or discontinued firm (Theory and Problems).

UNIT-II: ASSESSMENT OF PARTNERSHIP FIRMS ASSESSED AS AOP:

Partnership Firm Assessed as Association of Persons (AFAOP) - Computation of Total Income - Allocation of PFAOP's - Total Income - Treatment of share of income received by partners of PFAOP (Theory and Problems).

UNIT-III: ASSESSMENT OF COMPANIES-I:

Meaning of Company - Types of Companies - Computation Procedure - Taxable income - Deductions - Tax Liability - MAT - Carry Forward and set off of losses - Tax on Distributed Profits - Tax on income distributed to Unit holders - Tax on income receipt from venture capital companies and funds (Theory only).

UNIT-IV: ASSESSMENT OF COMPANIES – II & OTHER TAXES:

Companies: Computation of total income of companies - Determination of Tax Liability (Problems).
Other Taxes: Security Transaction Tax - Tonnage Tax (Theory and Problems).

UNIT-V: ASSESSMENT OF CO-OPERATIVES AND TRUSTS:

Cooperative Societies: Meaning - Deduction u/s 80(p) - Other deductions - Computation of Tax (Theory and problems). Trusts: Definition - Creation - Registration - Types of Trusts - Tax Exemptions - Accumulation of income - Income not exempted - Assessment of Trust (Theory and problems).

SUGGESTED READINGS:

1. Vinod K. Singhania: Taxman's Direct Tax Laws.
2. Bhagawati Prasad: Direct Tax Laws and Practice
3. B.B. Lal and N. Vashisht: Direct Taxes, Income Tax, Wealth Tax and Tax.
4. V.P. Gaur and D.B. Narang Income Tax Law and Practice- Kalyani Publications
5. Manmohan: Direct Taxes with Tax Planning aspects
5. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning.

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER-IV

STRATEGIC MANAGEMENT

PAPER CODE: COM 18; CORE - III
THPW: 5 ; Credits : 4

Total Marks: 80+15+05=100
ESED: 3 HRS

UNIT I: OVERVIEW OF STRATEGIC MANAGEMENT:

Strategy – Concept –Mintzberg Models of strategy- Levels of Strategy -Strategic Management: Process-Benefits –Guidelines for effective Strategic Management. Strategy, Ethics and Social Responsibility – Need for good corporate Governance – Corporate Citizenship

UNIT II: ENVIRONMENTAL ANALYSIS:

Internal Analysis: Competitive Advantage – Competencies -SWOT Analysis –Resources, Capabilities and Core Competence- Resource Base View of a firm – Key Success Factors – Value Chain Analysis Bench Marking.

External Analysis: Components of External Analysis – Segments of General Environment - Industry's dominant factors- Porter's Five Forces Model –PEST Analysis – Industry Driving forces –Strategic group mapping .

UNIT III: CRAFTING STRATEGY:

Vision and Mission – Significance- Characteristics- Objectives – Types – Setting of Objectives - Factors affecting Strategy – Generic Strategies (Overall Low Cost Provider, focused low cost, Broad Differentiation, focused differentiation, Best-Cost Provider) Other Strategy Choices – Strategic Alliances – Mergers and Acquisitions – Vertical Integration – Outsourcing –Offensive Strategies – first mover advantages and disadvantages-diversification –modernization – turnaround.

UNIT 4: EXECUTING STRATEGY (IMPLEMENTATION OF STRATEGY):

Nature – Organizational Issues (Annual Objectives, Policies, Resource Allocation. Structure, Restructuring, Reengineering, e-reengineering, performance pay, change, conflict, culture, hr issues leadership). Marketing, Finance and Accounting Issues: Segmentation, Targeting, Positioning, Marketing Mix. Finance and Accounting: financing, investment ,dividend, budgets. Performance Evaluating (ROI, EVA, and MVA)- Balanced Score Card

UNIT5: EVALUATION OF STRATEGY:

Strategic Evaluation – Significance – Criteria – Barriers and overcoming barriers. Strategic Control and Operation Control-Types of Strategic Controls –Process of operation Control-Evaluation techniques for strategic and operational control

REFERENCE:

1. Thompson and Strickland :Crafting and Executing Strategy, Tata Mcgraw Hill
2. Fred r. David: Strategic Management, PHI
3. Hitt, Ireland and Hoskisson: Strategic Management, Southwestern
4. Vipin Gupta and Others: Business Policy and Strategic Management, PHI

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER IV : SPECIALISATION : FINANCE

FINANCIAL SERVICES

PAPER CODE: COM 19; F

THPW: 5; Credits :5

Total Marks: 80+15+05=100

ESED: 3 HRS

OBJECTIVE: to acquaint the student with Innovative financial services offered to met the varied requirement of both the corporate and individual customers.

UNIT-I: INTRODUCTION:

Meaning - Classifications - Traditional Activities - Financial sector reforms and Financial innovations in India - Banking and Non-Banking services - Financial products and services: Merchant Banking, Loan Syndication, Leasing, Mutual Funds factoring, Forfeiting, Venture capital, Custodial Services, Corporate, Advisory services, Depository Services, Securitization, Under-writing services (Banks and Insurance), Banking services: Bank Assurance Services, Credit Rating, Credit Cards, Derivatives, Mergers, Acquisitions and Amalgamation, Services in Forex Market, Letter of Credit - Innovative Finance Instruments - Micro Credit Finance - Importance and different products/schemes - Challenges facing the financial services sector.

UNIT-II: LEASE, HIRE PURCHASE AND HOUSING FINANCE:

Leasing: Financial lease and Operating lease - Lease Vs. Hire purchase - Types of financial leasing - Advantages of leasing - Consideration under lease Vs. Buy decision - Leasing in India - Problems of Leasing companies - RBI guidelines on leasing and finance companies. Hire Purchase: Terms of the agreement under hire purchase - Types of hire purchase - Advantages. Housing Finance: Housing Finance policy and Role of National Housing Bank (NHB) - Housing and Urban Development corporation (HUDCO) - Role of Housing Finance Corporations and the housing schemes - Recent Developments.

UNIT-III: MUTUAL FUNDS:

Mutual fund - Fund unit Vs. Equity share - Importance of Mutual funds - Types of Mutual funds: Close ended funds - Open ended funds, Income funds, Growth funds - Risks involved - Organisation of firm - Facilities available to investors - Guidelines from the Government of India - Recent reforms in mutual funds - Banks providing Mutual Fund services - Factors to be considered in selection of fund - Reasons for commercial banks to offer mutual funds - Scenario of Mutual funds in India - Problems in future prospects.

UNIT-IV: DISCOUNTING, FACTORING AND FORFAITING:

Meaning of Discounting - Factoring: Meaning, Modus Operandi of factoring scheme, Terms and conditions in factoring agreement - Function of factoring services - Types of factoring - Role of Banks in providing discounting, factoring and forfeiting services, Cost of factoring and pricing of factoring services, Benefit to the clients, Export factoring - Forfeiting: Factoring Vs. Forfeiting - Advantages and limitations of forfeiting - Forfeiting in India.

UNIT-V: SECURITISATION OF DEBT:

Meaning and Concept of Securitization - Structured securities Vs. Conventional Securities - Securitization Vs. Factoring - Operational mechanism of securitization - Types of securitized assets - Securitization and Role of Banks - Advantages and limitation of securitization - Future prospects of securitization.

SUGGESTED READINGS:

1. Gordon: Financial Markets and Services, 2e Himalaya
2. Gurusamy: Financial Services & Markets, Thomson
3. Gurusamy: Financial Systems and Services, Thomson
4. Avadhani: Marketing of Financial Services, Himalaya
5. Madura: Financial Institution & Markets, Thomson
6. Pathak: Financial Markets and Services, Pearson
7. Akbar Ali Khan & Sudershan: International Trade & Finance, Himalaya

(Applicable to the batch of students admitted in the academic year 2016-17 and onwards)

M.Com. (CBCS)

FACULTY OF COMMERCE, PU

SEMESTER IV : SPECIALISATION : FINANCE

FINANCIAL DERIVATIVES

PAPER CODE: COM 20; F

Total Marks: 80+15+05=100

THPW: 5; Credits: 5

ESED: 3 HRS

OBJECTIVE: to make student efficient in the area of derivatives, giving them the knowledge of basics in Derivatives. Future Markets, Options and Swaps etc.

UNIT-I: INTRODUCTION TO FINANCIAL DERIVATIVES:

Definition – Features - Types - Uses - Critiques - History of Derivatives Markets - Financial Derivatives Indian Scenario - Evolution of Derivatives in India; Benefits of Derivatives - Equity Derivatives - Derivatives Trading at NSE and BSE - Emerging Structure of Derivatives Markets in India (Theory only).

UNIT- II: FUTURE AND FORWARD CONTRACTS AND MECHANISM:

Introduction to Forward and Future contracts - Distinction between Futures and Forwards contracts - Future Terminology and Types of Financial future contracts - Future payoffs - Operation of Traders in Futures market - Growth of Future market in India - Future market trading Mechanism - Forward market trading Mechanism - Forward Prices Vs. Future Prices - Determination of Future prices of specific assets - Futures on commodities - Theory of future prices - Recommendations of L.C Gupta Committee (Theory only).

UNIT- III: PRICING OF OPTION:

Concept of Option - Futures Vs. Options - Determinants of option prices - Black Scholes Option pricing - Binomial Pricing model (Including Problems).

UNIT- IV: SWAP MARKET:

Concept and Nature - Evolution of Swap Market - Features of Swap - Types of Financial Swaps: Currency Swap, Interest Rate Swap, Equity Index Swap, Commodity Swap - Credit Risk in Swap and Credit Swap - Using Swap to Manage Risk - Pricing and Valuing Swap (Including Problems).

UNIT- V: STOCK INDEX FUTURES:

Concept of Stock Index – Stock Index Futures - Stock Index Futures as a Portfolio Management Tool – Speculation and Stock Index Futures - Stock Index - Futures Trading in Indian Stock Market (Including Problems).

SUGGESTED READINGS:

1. Jayanth Rama Varma: Derivatives and Risk Management, TMH,
2. Mishra Financial Derivatives, Excel,
3. S.L. Gupta: Financial Derivatives: Theory, Concepts and Problems, Prentice Hall,
4. S.S.Kumar, Financial Derivatives, PHI,
5. David A. Dubofsky, Thoamas W Multer, TR: Derivatives Valuation and Risk Management, Oxford,
6. Don M. Chance, Robert Brooks: Derivatives and Risk Management Basics, Cengage,