M.COM (BUSINESS FINANCE)

COURSE STRUCTURE AND SYLLABUS

2016-17 ONWARDS

DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT

PONDICHERRY UNIVERSITY
## Course Structure

### First Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of the Paper</th>
<th>Lecture Hours P/W</th>
<th>Hard/Soft Options</th>
<th>Credits</th>
<th>Marks (UE-60+IA-40)</th>
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<tbody>
<tr>
<td>MCOM 411</td>
<td>Management Concepts and Organisational Behaviour</td>
<td>4</td>
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<tr>
<td>MCOM 412</td>
<td>Advanced Financial Accounting</td>
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<td>MCOM 413</td>
<td>Statistical Analysis</td>
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<td>MCOM 414</td>
<td>Financial Management</td>
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<tr>
<td>MCOM 415</td>
<td>Entrepreneurial Development and MSME Management</td>
<td>4</td>
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<td>MCOM 416</td>
<td>Direct Taxes Law &amp; Practice</td>
<td>4</td>
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<td>MCOM 417</td>
<td>Marketing Management</td>
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<td>MCOM 418</td>
<td>Business Environment</td>
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<td>Managerial Economics</td>
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<tr>
<td>MCOM 300</td>
<td>Accounting and Financial Analysis (For Non-Commerce Students)</td>
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<tr>
<td>MCOM 421</td>
<td>Financial Institutions and Markets</td>
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<td>MCOM 422</td>
<td>Accounting for Managerial Decisions</td>
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<td>MCOM 423</td>
<td>Investment Management</td>
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<td>Security Market Operations</td>
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<td>MCOM 425</td>
<td>Research Methodology</td>
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<td>MCOM 426</td>
<td>Computer Applications in Business</td>
<td>3</td>
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<tr>
<td>MCOM 427</td>
<td>Export Finance</td>
<td>3</td>
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<tr>
<td>MCOM 428</td>
<td>Fund Management in Commercial Banks</td>
<td>3</td>
<td>S</td>
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<td>MCOM 429</td>
<td>Operations Research</td>
<td>3</td>
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<tr>
<td>MCOM 400</td>
<td>Stock Market Investment (For Non-Commerce Students)</td>
<td>3</td>
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<td>Project Management</td>
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<td>MCOM 512</td>
<td>Portfolio Management</td>
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<td>MCOM 513</td>
<td>Advanced Cost Accounting</td>
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<td>MCOM 514</td>
<td>International Finance</td>
<td>4</td>
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<td>MCOM 515</td>
<td>Summer Project Report and Viva</td>
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<td>MCOM 516</td>
<td>Corporate Tax Planning and Management</td>
<td>3</td>
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<tr>
<td>MCOM 517</td>
<td>Computer Aided Multivariate Data Analysis for Decision Making</td>
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<td>MCOM 518</td>
<td>Commodity Derivatives Markets &amp; Applications</td>
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<td>MCOM 519</td>
<td>Forex Management</td>
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<tr>
<td>MCOM 521</td>
<td>Strategic Financial Management</td>
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<td>MCOM 522</td>
<td>Multinational Financial Management</td>
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<td>MCOM 523</td>
<td>Equity Derivatives and Risk Management</td>
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<tr>
<td>MCOM 524</td>
<td>Comprehensive Viva</td>
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<td>MCOM 525</td>
<td>Financial Statement Analysis</td>
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<td>MCOM 526</td>
<td>Indirect Taxes Management</td>
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<td>MCOM 527</td>
<td>Strategic Management</td>
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<tr>
<td>MCOM 528</td>
<td>E-Commerce</td>
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Total Credit Required: 90 (Hard Core 78 + Soft Core Minimum 12)
AIM OF THE COURSE:

The course aims at specializing in specific areas of core competence of Commerce studies i.e. Business Finance. This is an area where commerce students have edge over others. It is designed to impart in depth knowledge and professional skills required for handling the finance related activities of business entities and corporate enterprises.

ELIGIBILITY OF ADMISSION

Bachelor’s degree in Commerce/Foreign Trade/Corporate Secretaryship / BBA / BCM / BBA / BCM / B.A.Co.op / B.Com (Edn) B.Com (Vocational) or any other course with accounting subjects in the degree level with a minimum of 50% marks

DURATION OF THE COURSE:

The normal duration of the course is two years spread over four semesters. The student has to earn minimum 90 credits to complete the course. However a student can complete the course within 3 to 4 semesters by completing the required number of credits under Hard Core and Soft Core.

MEDIUM:

The Medium of instruction shall be English

COURSE STRUCTURE:

The Course Structure comprises of Hard Core (78 Credits) and Soft Core (Minimum 12 Credits) . A student is required to earn at least 90 credits to complete the course.

EXAMINATION:

Choice Based Credit System (CBCS) is followed in the department. The performance evaluation is based on grading. Grades are awarded at the end of each semester. The final Cumulative Grade Point Average is calculated based on the Grades obtained during the semester exams with the appropriate weightage based in respect of credits.

DISTRIBUTION OF MARKS BETWEEN INTERNAL AND END SEMESTER EXAMINATION

Internal Assessment - 40 marks  End Semester Examination – 60 marks

Internal Assessment: Internal Assessment is continuous and comprises of 40 marks  The assessment is based on tests, assignment, seminar, quiz etc., The distribution of marks constitute 2 test for 15 marks and 10 marks for assignment, seminar, quiz etc. The respective teacher can decide on the distribution of marks between seminar, assignment, quiz etc out of 10 marks..

End Semester Examinations: The examinations comprise question paper setting by external experts and the valuation by both internal and external examiner.  ‘If the difference between the two valuations is more than15% the script will be evaluated by a committee of comprising Head of Department, Course Teacher and another examiner from the University and the marks awarded by the committee will be final.
MARKS FOR PROJECT WORK AND VIVA:

The students are expected to do one project at the end of II semester during summer vacation for 45 days and submit the project report which will be evaluated along with the III Semester examination. Presentation of the report have to be done in the beginning of the III Semester before all the faculty of the department. The presentation involves preparation of the synopsis and a power point presentation in the class room. The students have to present a brief description of the project defending of the objective methodology and implications. This comprises 40 marks and the project evaluation and viva constitute the rest 60 marks which will be evaluated in the III end semester examination. The Project will be evaluated by both internal and external examiners.

COMPREHENSIVE VIVA FOR 100 MARKS:

The Comprehensive viva will be conducted at the end of final semester examination.

PASSING CONDITION:

The students should have a minimum of 40% marks in the End Semester Examination and a minimum of 50% marks in the internal and external put together to pass the examination. There are no minimum pass marks in internals assessment examination.

The failed and absentees of one semester get a chance to write the examination in the next end semester examination only. Those who are not allowed to attend the examination because of shortage of attendance have to register the same course when it is offered again and write the examination.

QUESTION PAPER PATTERN

Time: 3 Hours                                Maximum Marks: 60

PART – A (10X 2 = 20 marks) - Answer all questions

PART-B (5 X 8 = 40 marks) - Answer any Five questions out of Eight Questions

MAXIMUM NUMBER OF YEARS PERMITTED AFTER COMPLETION OF SEMESTER IV TO COMPLETE THE COURSE

Two years under the new CBCS regulation and this will come into effect from the academic year 2015-16

GUIDELINES TO DEAL WITH ATTENDANCE SHORTAGE

The Students are permitted to proceed to the next semesters without break. Under this scheme the students should repeat papers of the semester in which attendance shortage occurred in subsequent semesters whenever the paper is offered. The minimum attendance requirement is 70% in each semester to recommend the student for writing the end semester examinations.
# FIRST SEMESTER

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>MCOM 411</td>
<td>MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR</td>
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<tr>
<td>MCOM 412</td>
<td>ADVANCED FINANCIAL ACCOUNTING</td>
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<td>MCOM 413</td>
<td>STATISTICAL ANALYSIS</td>
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<td>MCOM 414</td>
<td>FINANCIAL MANAGEMENT</td>
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<td>MCOM 415</td>
<td>ENTREPRENEURIAL DEVELOPMENT AND MSME MANAGEMENT</td>
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<td>DIRECT TAXES LAW &amp; PRACTICE</td>
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<td>MCOM 418</td>
<td>BUSINESS ENVIRONMENT</td>
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<td>MCOM 419</td>
<td>MANAGERIAL ECONOMICS</td>
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<tr>
<td>MCOM 300</td>
<td>ACCOUNTING AND FINANCIAL ANALYSIS</td>
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MCOM 411   MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

HARD CORE  (4 CREDITS)

Objectives: To provide conceptual understanding of Management concepts, principles and functions and to facilitate the students how human behavior in the organization could be managed Successfully


UNIT II : Managerial Functions: Planning – Concept, nature, significance, types and Process of Planning; Organizing; Directing; Coordinating; Controlling.Types of organisations, authority, responsibility, power, delegation, decentralization, Span of Control.

UNIT III : Motivation: Process of motivation; Theories of motivation. Leadership: Concept; Leadership styles; Theories Managerial grid; Likert’s four systems of leadership. Organisational Communication: Communication process; Barriers to effective communication; Improving communication.


Text Books

Reference Books
3. L.M Prasad; Organizational Behaviour, Sultan Chand & Sons, New Delhi.
5. John W Newstrom, Keeth Devis, Organisational Behaviour, McGRaw Hill, Newyork 2004
Objective: The Objective of this course is to enable the students to understand and apply financial accounting tools and techniques for managerial decision making


Text Books


Reference Books-


Theory and Problem: - 20:80
Objective: To educate the students on quantitative analysis and to use statistical techniques for analysis of business data

UNIT I: Probability Theory: Probability – Classical, relative, and subjective probability: Addition and multiplication probability models; Conditional probability and Baye’s theorem Probability Distributions: Binomial, Poisson, and normal distribution, their characteristics and applications.

UNIT II: Statistical Decision Theory: Decision environment; Expected profit under uncertainty and assigning probabilities; Utility theory.

UNIT III: Sampling and Data Collection: Sampling and sampling (probability and non-probability) methods; Sampling and non-sampling errors; Law of Large Number and Central Limit Theorem; Sampling distributions and their characteristics.

UNIT IV: Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; Sample size; Large and small sampling tests – Zt tests, T tests, and F tests.


Text Books

Reference Books
5. J. Medhi – Statistical Methods, an Introductory text, John Wiley & sons 1993
8. Qaziahmed, Zubuirkhan, Shadabahmedkhan,’Numerical and Statistical Techniques Ane books Pvt. Ltd., 2010

Theory and Problem: - 40:60
Objective: The objective of this course is to enable the students to understand the conceptual framework of financial management and its applications under appropriate decision making situations.

UNIT I: Financial Management: Meaning, nature and scope of finance; financial goal - profit Vs. Wealth Maximization; Finance functions – investment, financing and dividend decisions. Capital Budgeting: Nature of investment decisions; Investment evaluation criteria – net present value. Internal rate of return, Profitability index, payback period, accounting rate of return; NPV and IRR comparison; Capital rationing; Risk analysis in capital budgeting.

UNIT II: Cost of Capital: Meaning and significance of cost of capital: Calculation of cost of debt, preference capital, equity capital and retained earnings; Combined cost of capital (weighted); Cost of equity and CAPM. Operating and Financial Leverage: Measurement of Leverages; Effects of operating and financial leverage on profit; Analysing alternate financial plans; Combined financial and operating leverage.

UNIT III: Capital Structure Theories: Traditional and M.M. Hypotheses – without taxes and with taxes; Determining capital structure in practice.

UNIT IV: Dividend Policies: Issues in dividend decisions, Walter’s model, Gordon’s model, MM Hypothesis, dividend and uncertainty, relevance of dividend; Dividend policy in practice; Forms of dividends; Stability in dividend policy; Corporate dividend behaviour.

UNIT V: Management of Working Capital: Meaning, significance and types of working capital; Calculating of operating cycle period and estimation of working capital requirements; Financing of working capital ; Sources of working capital; Factoring services; Dimensions of working capital management. Management of cash, receivables and inventory.

Text Books

Reference Books:

Theory and Problem: - 40:60
Objectives: The objective of the course is to help the students understand the dynamics of management of MSME’s encompassing generation of business idea, setting up an enterprise, raising necessary funds and other management aspects.

Unit I  Introduction to Entrepreneurship

Unit II  Entrepreneurship Environment
Significance – Internal and External Environment forces- psychological, social, cultural, political, legal and economic forces – Entrepreneurial Culture- Entrepreneurial Society- EDP: Steps in EDP Process—Role of EDI, EDCs & DST (STEP)

Unit III  Developing Enterprises
Identifying the Business Opportunities, Feasibility study, Market Survey and Research, Assess demand and selecting the Right Project, Developing Business Plans, Techno-Economic feasibility assessment, Determine the Resources required, Finance, Technology & Legal Formalities, Preparation of Project Report. Statutory compliance of SME’s- Registration- Permission from Pollution Board-Labour Office - Income tax Department etc.

Unit IV  Institutional Support for MSME’s

Unit V  Managing the Enterprise

Recommended Text Book(s):

Reference Books:
4. Lev & Powell, Strategies for Growth in SME’s, Elservier Ltd.
Objective: To elaborate study on various recent provisions in Direct Tax Systems in India for applying real life situation


UNIT II: Computation of Income – Salaries, House Property, Business or Profession, Capital Gains and Other Sources, Exempted Incomes, - Gross Total income, Deductions, total income, set off and carry forward of Losses Relief and rebate.

UNIT III: Assessment – Individuals, Hindu Undivided Family, Partnership Firms and Companies.


Text Books


References Books:

2. Bhagawati Prasad direct tax law and Practice Wishwa Prakashan 5th edition 2009
3. Direct Tax Code Bill 2010 Taxmann Publication 2010

Theory and Problem: - 40:60
Objective: To make students understand the role of marketing managers to plan implement and control marketing activities and managing the marketing mix.

UNIT I: Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Issue and Developments in marketing: Social, ethical and legal aspects of marketing; Marketing of Services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments in marketing.

UNIT II: Product Decisions: Concept of a product; Classification of products; major product decisions; product line and product mix; Branding; Packaging and labelling; Product life cycle – strategic implications; New product development and consumer adoption process.

UNIT III: Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

UNIT IV: Distribution Channels and Physical Distribution Decisions; Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

UNIT V: Promotion Decisions: communication process; Promotion mix – advertising, personal selling, sales promotion publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales Promotion – tools and techniques.

Text Books


Reference Books:

4. Ramaswamy, V.S and Namakumari, S; Marketing management, Macmillan India, New Delhi. 2009
5. Srinivasan, R; Case studies in marketing; the Indian context, Prentice Hall, New Delhi 2010.
Objective: As the environment in which an executive in taking business decisions are keep changing from time to time the Managers are expected to know about that he/she guess the situation and takes the wise Managerial decisions.

UNIT I: Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment – internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

UNIT II: Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies – industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and their relevance to Indian business; Economic reforms, liberalisation and structural adjustment programmes.

UNIT III: Political and Legal Environment of Business: Critical elements of political environment; Government and business; Changing dimensions of legal environment in India, Competition Act, FEMA and licensing policy.

UNIT IV: Socio-Cultural Environment: Critical elements of socio-cultural environment; social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; consumerism in India, Consumer Protection Act.

UNIT V: International and Technological Environment: Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions – WTO, World Bank; IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.

Text Books

Reference Books:
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publication, New Delhi
7. Ramaswamy, V.S. and Nama Kumari: Strategic Planning for Corporate Success, Macmillian, New Delhi.
MCOM 419  MANAGERIAL ECONOMICS

(3 CREDITS)

Objective: This subject aims at enabling the managers in different spheres to take wise managerial decisions in the areas like production, pricing, distribution and Marketing to benefit all the stake holders

UNIT I: Nature and Scope of Managerial Economics: Objective of a firm; Economic theory and managerial theory; Managerial economist’s role and responsibilities; Fundamental economic concepts – incremental principle, opportunity cost principle, discounting principle; equi- marginal principle.

UNIT II: Demand Analysis: Individual and market demand functions; Law of demand, determinants of demand; Elasticity of demand- its meaning and importance; Price elasticit; income elasticity and cross elasticity; Using elasticity in managerial decisions.

UNIT III: Theory of Consumer Choice: Cardinal utility approach, indifference approach, revealed preference and theory of consumer choice under risk; Demand estimation for major consumer durable and non durable products; Demand forecasting techniques.

UNIT IV: Production Theory: Production function – production with one and two variable inputs; Stages of production; Economies of scale; Estimation of production function; Cost theory and estimation; Economic value analysis; Short and long run Cost functions – their nature, shape and inter – relationship; Law of variable proportions; Law of returns to scale - Pricing Practices: Methods of price determination in practice: Pricing of multiple products; Price discrimination; International price discrimination and dumping; Transfer pricing.

UNIT V: Price Determination under Different Market Conditions: Characteristics of different market structures; Price determination and firm’s equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly.

Text Books
1. Dean, Joel : Managerial Economics, Prentice Hall, Delhi.3rd edition 2008
2. Varsheny RL and Maheshwari KL: Managerial Economics; Sultan Chand and Sons, New Delhi 19th edition 2005

Reference Books
11. Varsheny RL and Maheshwari KL: Managerial Economics; Sultan Chand and Sons, New Delhi.

Theory and Problem: - 80:20
MCOM 300  ACCOUNTING & FINANCIAL ANALYSIS
(Non – Commerce Students)

SOFT CORE  

(3 CREDITS)

Objectives: The objective of this course is to enable the students from streams other than Commerce to understand accounting concepts, tools and techniques used for making financial analysis.


UNIT V: Marginal Costing – Break even analysis – Cost – Volume Profit analysis – Standard Costing and Variance analysis – Calculation of Material Cost Variance and Labour Cost Variance Utility of Variance analysis (Simple Problems only)

Text Books

2. Maheswari S.N. Management Accounting and Financial Control, Sultan Chand & Sons, New Delhi

Reference Books

2. Jain & Narang, cost Accounts, Kalyani publishers Ludhiana

Theory and Problem: - 40:60
### SECOND SEMESTER

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<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>MCOM 421</td>
<td>FINANCIAL INSTITUTIONS AND MARKETS</td>
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<tr>
<td>MCOM 422</td>
<td>ACCOUNTING FOR MANAGERIAL DECISIONS</td>
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<tr>
<td>MCOM 423</td>
<td>INVESTMENT MANAGEMENT</td>
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<td>MCOM 424</td>
<td>SECURITY MARKET OPERATIONS</td>
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<td>MCOM 425</td>
<td>RESEARCH METHODOLOGY</td>
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<td>MCOM 426</td>
<td>COMPUTER APPLICATIONS IN BUSINESS</td>
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<td>MCOM 427</td>
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<td>MCOM 428</td>
<td>FUND MANAGEMENT IN COMMERCIAL BANKS</td>
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<td>MCOM 429</td>
<td>OPERATIONS RESEARCH</td>
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<td>MCOM 400</td>
<td>STOCK MARKET INVESTMENT</td>
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Objective: This subject aims at enlightening the financial and other managers about the financial infrastructure available and enable them to take wise and well imposed decisions to benefit the organization and other stake holders

UNIT I: Introduction: Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system - an overview – Financial Regulation

UNIT II: Money markets - Meaning, constituents, functions of money market; Money market instruments- call money market, treasury bills, market certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market; Capital market - primary and secondary markets; Government securities market; Role of SEBI as a regulator and capacity - an overview; Recent developments.

UNIT III: Reserve Bank of India: and Commercial Bank Organization, management and functions; Credit creation and credit control; monetary policy.Commercial Bank: Meanings, functions, management and investment policies of commercial banks, Present structure; E-banking and e trading; Recent developments in commercial banking. – State and National Level Financial Institutions -MFIs

UNIT IV: Insurance Sector: Objectives, role, investment practices of LIC and GIC; Insurance Regulatory and Development Authority-role and functions.

UNIT V: Non-Banking Financial Institutions: Concept and role of non-banking financial Institutions; source of finance; Functions of non-banking financial institutions; Investment policies of non-banking financial institutions in India.

Text Books

2. Srivastava R.M; Management of Indian Financial Institution; Himalaya Publication house Mumbai 2nd edition

Reference Books:

2. Ghosh, D Banking Policy in India Allied publications Delhi.
MCOM 422 ACCOUNTING FOR MANAGERIAL DECISIONS

(4 CREDITS)

Objectives:

1. To understand concepts of Managerial Accounting;
2. The practical application for managerial decision making and how
3. To develop the skills to analyse the Financial statements

UNIT I: Nature, and scope of financial accounting, cost accounting and management accounting; Management accounting and managerial decisions; Management accounts position role and responsibilities. Responsibility accounting; Responsibility centre, cost centre, profit centre and investment Centre; Problem in transfer pricing; objective and determinants of responsibility centre.

UNIT II: Budgeting: definition of budget; Essentials of budgeting, types of budgets- functiona masters etc., Fixed and flexible budgetary control; Zero based budgeting – performance budgeting.

UNIT III: Standard costing and variance Analysis: standard costing as a control technique; setting of standards and their revision; Variance analysis - meaning and importance kinds of variance and their uses –material, labour and overhead variance; Disposal of variances; Relevance of variance budgeting to budgeting and standard costing.

UNIT IV: Marginal costing and Breaking-even Analysis: Concept of marginal cost; Marginal costing and absorption costing; Marginal costing versus direct costing; cost-volume-profit analysis; Break-even analysis; Assumptions and practical applications of break-even analysis; decisions regarding sales-mix make or buy decision and discontinuation of a product line etc.

UNIT V: Analysis financial statements: Horizontal; vertical and ratio analysis; Cash flow analysis. Funds flow analysis

Text Books

1. S.N. Maheswari, Management Accounts, Sultan Chand & Sons, New Delhi
2. Hansen, Don R, and Maryanne M. Moreen; Management Accounting, south-Western College Publishing Cincinnati Ohio. 2008

Reference Books


Theory and Problem: - 40:60
Objective:

- To provide an exposure to the students on the various concepts of investment management
- To facilitate an in-depth study of various techniques and analytical tools there under.


UNIT V: Technical Analysis: Dow Theory – various price and volume indicators – Market indicators and share specific indicators – chart patterns and formations – analysis of chart patterns – Efficient Market hypothesis

Text Books:


Reference Books:


THEORY & PROBLEM – 50: 50
MCOM 424 SECURITY MARKET OPERATIONS

HARD CORE (4 CREDITS)


Text Books


Reference Books


Question Paper Pattern : Theory – 100 marks.
MCOM 425 RESEARCH METHODOLOGY

HARD CORE  

UNIT I: Theory of Research: Meaning and Objectives of Research; Process of Research; Types of Research; Research Approaches; Selection and Formulation of Research Problem; Criteria of a Good Research Problem.

UNIT II: Hypothesis and Research Design: Concepts, Sources and Types of Hypotheses; Formulation of Hypothesis; Formulation of Hypothesis; Qualities of a Workable Hypothesis; Usefulness of Hypothesis in Business Research; Uses of Research Design; Steps in Preparing a Research Design; Exploratory of Formulative Design; Descriptive and Diagnostic Design; Experimental Research Design; Experimental Research Design; Research Design for Business Studies.

UNIT III: Sampling and Data Sources: Characteristics of Good Sample; Principles of Sampling; Sampling Process; Probability and Non-probability Sampling; Techniques of Data Collection; Process of Data Collection through Observation and Schedule; Construction of Questionnaire; Interview Technique in Business Research; Choice between Primary and Secondary Data.

UNIT IV: Measurement and Scales: Concept and Levels of Measurement; Tests of Sound Measurement – Test of Validity and Reliability; Concept of Scaling; Types of Rating Scales; Attitude’s Scale- Likert Scale, Thurstone Scale and Guttman Scale.

UNIT V: Interpretation and Report Written: Measurement and Importance of Interpretation; Prerequisites of Interpretation; Errors in Interpretation; Essentials of a Good Research Report; Types of Reports; Layout of a Research Report; writing up of the Report; Evaluation a Research Report.

Text Books:

Reference Books:
Objective: This course is intended to introduce you to the application of excel in finance. The course seeks to develop your ability in using spreadsheets for financial modelling.

UNIT I

UNIT II
How to build good excel models - Documenting excel models - debugging excel models - Formula auditing tools - Financial statement forecasting - Review of theory and concepts - Modelling examples - Present Value and Net Present Value - The Difference between Excel’s PV and NPV Functions - Internal Rate of Return and Loan Tables

Unit III
Introduction to Equities using Excel: Portfolio mean and variance - Risk return representation of portfolios - Using solver to find efficient points - combining risky and risk free securities - asset pricing - single index model - estimating beta coefficients - variance covariance matrix - value at risk.

Unit IV

Unit V

Text Books
1. Mary Jackson, Mike Staunton “Advanced Modelling using Excel and VBA John Wiley and sons limited 2007

Reference Books
Objective: To provide comprehensive knowledge to the students on various aspects of export trade such as export financing, documentation, payment terms, credit risk and institution for promoting exports.

Unit – I: Global Trade & Finance – Foreign Trade Policy, Procedure & Documentation; Balance of Payment – Visible & Invisible Trade; Customs & Excise – Procedure & Documentation; Shipment Finance – Pre & Post, Sources of Funds; Financing Instruments; Forex & Export Management.

Unit – II: Pre-Shipment Finance - Forms of Credit, Purpose, Selection Criteria, Credit Terms; Domestic Currency Loans; Letter of Credit – Types & Procedures; Export Bills – Purchase, Negotiation, Discounting, Rediscounting; Procedures of Settlement.

Unit – III: Post Shipment Finance – Forms of Credit, Purpose, Selection Criteria, Credit Terms; Foreign Currency Loans – Merits & Limitations, Procedures, Repayment; Credit Risk –Assessment & Management.


Text Books:

Reference Books:
Objectives: To give insights to the students about the concept of fund and its management Practice with respect to Banking Organisation

UNIT I: Nature and Scope of Fund Management – Allocation of funds – III of Misallocation of funds Based Committee Norms – Management of capital Funds in Commercial Banks; Meaning and function of capital funds; Necessity of adequate capital funds; Standard to measure capital adequacy; Present position in India with respect to capital adequacy

UNIT II: Liquidity Management in Commercial Funds and Asset Liability Management Theories of liquidity Management; Priorities in the employment of bank funds; Problems in resource allocation in India.

UNIT III: Management of Reserves: Nature and purpose of primary reserves; Legal reserves - nature and function; Working reserve - nature and function; cash management in commercial banks. secondary Reserves: Nature and function of secondary reserves; factors influencing secondary reserves; Estimation and management of secondary reserves.

UNIT IV: Management of Bank Deposits: Relevance of marketing approach to deposit mobilization in banks; Concept of bank marketing; formulating marketing strategies for commercial banks - opportunity analysis, target market, competitive positioning; Implementing marketing strategy.

UNIT V: Management of Bank Loans: Characteristics of commercial loans: Loan policy in a commercial bank, evaluating loan application - credit information, credit analysis, credit decision; Priority sector lending policies of commercial banks in India. Management of Bank Investments: Nature and principles of security investment of commercial banks; formulating investment policy; Volume and pattern of investment of commercial banks in India.- Structure and pattern of income and expenditure in commercial banks in India.

Text Books:

Reference Books:
1. Jadhav, Narendra: Challenges to Indian Banking ed. Macmillan, New Delhi
2. Joel, Bessis; Risk Management in Banking John Wiley.
5. Turner, H.S. Principles of Marine Insurance, Store and Cox
Objectives: To provide an understanding of Operations Research techniques used for managerial decision making

UNIT I: Operation Research: Concept and Significance of operations Research Evolution of operations research; Steps in designing operations research studies; Operations research models.

UNIT II: Linear Programming and its Applications: Graphic method and simplex method; Duality problem; Transportation problem; Assignment problem.

UNIT III: Waiting Line Models: Waiters and Services; Mathematical distribution of queues; Basic models of queuing theory and applications.

UNIT IV: Inventory Control: Deterministic models and probabilistic models.

UNIT V: Game Theory: Zero sum game; Pure and mix strategies; Criteria of sharing strategies. Net – Work Analysis: Introduction to PERT and CPM; Application areas of PERT and CPM.

Text Books:


Reference Books:


Theory and Problem: - 40:60
OBJECTIVES: The objective of this course is to enable the students from students other than Commerce to understand the concepts, tools and techniques of investment in stock market.


TEXT BOOKS:

REFERENCE BOOKS

THEORY AND PROBLEM: - 60:40
# THIRD SEMESTER

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<td>MCOM 512</td>
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<td>MCOM 513</td>
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<td>MCOM 517</td>
<td>COMPUTER AIDED MULTIVARIATE DATA ANALYSIS FOR DECISION MAKING</td>
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<td>MCOM 518</td>
<td>COMMODITY DERIVATIVES MARKETS &amp; APPLICATIONS</td>
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<td>MCOM 519</td>
<td>FOREX MANAGEMENT</td>
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Objectives: To facilitate the students in enriching knowledge on the Nature, scope and process of Project Management

Unit- I: Concepts of Project Management: Project – Meaning – Nature- Types of project; project life cycle; Project management – nature and scope of project management ; Project management as a profession; Role of project manager.

Unit– II: Project identification and formula: Project environment – identification of investment opportunities – project screening – prefeasibility study – project selection; project formulation – stages in project formulation – stages in project formulation; project report preparation; planning Commission’s guidelines for project formulation.


Unit – IV: Project planning and Scheduling: objectives – process of planning - components of good planning – project designing and project scheduling and time estimate – Estimation of cost of project and means of financing.

Unit –V: Project Execution and Administration: Project contracting: Contract pricing, Types – Project organisation: Forms of organisation; Project direction; Project communication; Project coordination; Factors influencing effective project management – project over runs: Causes, Types and effects of over runs - Project Control: Control techniques – PERT, CPM: – Project review – Project audit.

Text Books

References Books
   Handbook of P.M. jaico Publishing House, Mumbai 1997
OBJECTIVES: To equip students to construct portfolios select optimal portfolio and decide to change the portfolios based on evaluation.


UNIT III: Selection of optimum Portfolio: Markowitz risk – return optimisation – Single Index and Factor Model, Sharpe’s optimisation solution

UNIT IV: Capital Market Theory and Factor Models: CAPM, Capital market line, security market line; Risk free lending and borrowing; recent developments, Arbitrage pricing theory, principle of arbitrage, arbitrage portfolios; two factor and multifactor models.

UNIT V: Portfolio Performance Evaluation: Measure of return, risk adjusted measures of performance evaluation, market timing, evaluation criteria and procedures.

Text Books:


Reference Books:


Theory and Problem: - 40:60
MCOM 513 ADVANCED COST ACCOUNTING

HARD CORE (4 CREDITS)

Objective: The Objective of this course is to enable the students to understand and apply cost accounting tools and techniques used for taking managerial decisions


UNIT IV: Cost Accumulation: Operation Costing – Unit or output Costing – Operating Costing – Process Costing including concept of Equivalent Production – Joint products and By Products Costing


Text Books:

Reference Books::
2. Colin Drury: Management & Cost Accounting, CENGAGE Learning India (P) Ltd New Delhi 2000

Theory and Problem: 20:80
Objective: To equip students with tools and methods of analyzing aspects related to international financial systems, Balance of Payments and International financial markets, besides making them aware of mitigating forex risk.

UNIT I: Evolution of International Monetary system: Bimetallism (before 1875), Classical Gold Standard (1873-1914), inter-war period (1915-1944), Brettonwoods System (1945-1972), Flexible Exchange Rate arrangements; European Monetary System, the Euro and the European Monetary Union, Currency Crisis: The Mexican Peso Crisis, The asian Currency Crisis, The Argentine peso Crisis, Fixed versus Flexible Exchange rate regimes.

UNIT II: Balance of Payment and International Linkages: Balance of payments and its components; BOP Accounting, BOP trends in major countries, Coping with current account deficit, Capital Account Convertibility – pros and cons


UNIT V: Foreign Exchange and Management: Management of Transaction exposure, money market hedge, hedging foreign currency payable, cross hedging minor currency exposure, hedging through invoice currencies, Hedging via lead and lag, Exposure netting; Management of economic exposure; measurement of economic exposures, Determinants of economic exposure; Management of translation exposure – translation exposure methods, FASB 8, 52, management of translation exposure, balance sheet hedge and derivatives hedge.

Text Books:

Reference Books:

Theory and Problem: - 80:20
Objective: To understand the innovative ideas in corporate tax in India and to give expert advices to whom is required regarding various tax issues for decision making

UNIT I: Tax Planning and Tax Management - Introduction - Tax planning Vs Tax Management, - Tax avoidance Vs Tax evasions:

UNIT II: Corporate taxation: - Computation income from business – Depreciations -MAT, Dividend Distribution Tax- Tax on Income distributed to Unit holders – Tax incentives to the exporters

UNIT III: Tax Planning and Corporate Decisions: Tax Planning for new business - Capital Structure Decision-Dividend Distribution Decision, Own or Lease, Make or Buy Decision, Shutdown or Continue Decisions, Repair or Replace, Sale of Assets used for Scientific Research

UNIT IV: Tax Issues Relating to Business Restructuring: - amalgamation & Demerger. - various provisions

UNIT V: Tax payments - TDS – TCS – Advance payment of Tax

Text Books:

1. V.K. Singhania and Monica Singhania Corporate Tax Planning and Business Tax Procedure, Taxmann Publication Ltd.,
2. Sally Jones and Shelley Rhodes Principal of Taxation for business and Investment Planning, Tata McGraw Hill,

Reference Books


Theory and Problem: - 40:60
SOFT CORE (3 CREDITS)

Objectives: The course is aimed at imparting advanced data analysis skills using software’s like MINITAB and SPSS to enhance the research capability of a student.


Unit – II: Factor analysis – Meaning, Objectives, Assumptions, Process of deriving Factors and assessing overall fitness, Criteria for the number of Factors to Extract - Interpreting the Factors – Rotation of Factors – Varimax – Significance of Factor Loadings

Unit – III: Multiple Regression Analysis – Simple regression, Multiple Regression Objective of Multiple Regression – Assumptions – Estimating the Regression model and assessing the overall model Fit – Interpreting the Regression variate – Assessing Multicolinearity.

Unit IV: Multiple Discriminate Analysis – Key terms – Objectives & Decision Process – Calculating Discriminate Z Scores – Potency Index – Rotation Loadings – Case wise Diagnostics – Assessing Overall Fit


Text Books:

1. Hair, Anderson, Tatham and Black., Multivariate Data Analysis, Pearson Education Singapore) Pvt Ltd, Singapore

Reference Books.

2. SPSS, Inc., SPSS advanced Statistics Guide, Chicago, SPSS

Theory and Problem: - 40:60
COMM 518  COMMODITY DERIVATIVES: MARKETS & APPLICATIONS

SOFT CORE  (3 CREDITS)

Objective: To give necessary knowledge to students through introduction to commodity derivative markets, regulatory framework, risk management and spot and futures market operations.

Unit I: Introduction to Global Commodity Markets: International Exchanges and History of Commodity Markets: History of Commodities Market • Physical Commodity (Spot) markets • Instruments, Exchanges, and Strategies • Commodity Forward Contracts, Futures, Options and Swaps • Requirement of Commodity Futures • Need for Commodity Derivatives Exchanges in Any Economy • Different Components of the Commodity Ecosystem • Different international Commodity Derivatives Exchanges: An Overview


Unit III: Arbitrage and Spread Trading Strategies: Cash and Carry Arbitrage • Reverse Cash and Carry Arbitrage • Spread Trading: Intra-Commodity / Inter-Commodity

Unit IV: Price Risk Management Using Commodity Prices: Price risk management includes hedge strategies using commodity futures • concept of contango and backwardation • definition of hedging • long and short hedge • hedge ratio • basis risk • basis in contango and backwardation • strengthening and weakening of basis • widening and narrowing of basis • Futures prices and relationship with cost of carry and cash prices • Concept of Continuous compounding • Who are the different participants and intermediaries in Commodities market • Long Hedge • Short Hedge • hedge Ratio • Basis Risk and scenario analysis • Investment strategies using futures • spread strategy—bull and bear spreads • intra and inter-commodity spread • inter-market spread • arbitrage using futures • cash and carry and reverse cash and carry arbitrage.

Unit V: Commodity Market Operations: Exchange Operations, Clearing & Settlement, Trading & Surveillance, Exchange Risk Management, Delivery Mechanism and Warehouse Receipts, Spot Markets: Trading mechanism • Trading session timings • Importance of contract specifications • Types of orders • Order validation • Process of collection of cash prices • Due date rate • Margins • Risk management & surveillance (exchange perspective) • RMS parameters • Margins • Surveillance • Clearing & settlement mechanism • clearing entities • funds movement • mark-to-market process • funds pay-in • funds pay-out • trading for clients • membership structure in global commodity exchanges • The delivery mechanism in commodity markets, role of quality certification agencies, warehouses, delivery types (seller’s option, both option, compulsory delivery), and the exchange delivery process itself • Concept of warehouse receipts • Dematerialisation and Rematerialisation in Commodities market • Dematerialization of warehouse receipts, and spot (physical commodity) market operations • Demonstration of MCX Trader’s Workstation—the online trading platform.

Text Books:

References:
2. “Introduction to Commodity Forwards and Futures”, by Prof.Christopher Culp, Published by John Wiley & Sons, 2001
3. “Indian Commodity Market: Derivatives & Risk Management”, by Prof.Palanichamy, Dr.Shunmugam & Dr.Velmurugan.PS
Objectives: The objective of this course is to enable the students to understand concepts and techniques of foreign exchange and apply the same in arriving at the foreign exchange contracts and managing the exchange risk.


UNIT V: Exchange Risk Management – Currency Futures and Option Contracts – Financial Swaps – Forward Rate Agreement – Interest Rate Options.

Text Books:

Reference Books:

Theory and Problem: - 50:50
## FOURTH SEMESTER

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<td>MCOM 528</td>
<td>E-COMMERCE</td>
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MCOM 521  STRATEGIC FINANCIAL MANAGEMENT

HARD CORE (4 CREDITS)

Objectives: To create understanding among students regarding the application of Strategic Management concepts in Finance Area

UNIT I: Nature and Value by Strategic Management – Dimensions of Strategic Decisions -Benefits and risks of Strategic Management -Financial policy and strategic Planning: Components of financial strategy; Objectives and goals; Strategic planning process. Linkage between corporate strategy and financial strategy; Corporate strategy and high technology investment Implications of capital budgeting, capital structure and dividend policy on corporate strategy; Shareholder value - creation, measurement, and management.

UNIT II: Investments Decisions under Risk uncertainty: Techniques of investment decision- risk adjusted discount rate, certainty equivalent factor, statistical method, sensitivity analysis and simulation method; corporate strategy and high technology investments.

UNIT III: Financing Strategy: Hybrid securities namely convertible and non-convertible debentures, deep discount bonds, secured premium notes, convertible preference shares; option financing, warrants, convertibles and exchangeable.- Managing Financial risk with derivatives

UNIT IV: Expansion and Financial, Restructuring: Mergers and amalgamations - corporate restructuring, reasons for merger, legal procedure for merger, benefits and cost of merger; Determination of swap ratios; Evaluation of merger proposal; Corporate and distress restructuring.

UNIT V: Leasing & Venture capital: Meaning, importance, types, tax considerations, and accounting considerations. Evaluation of lease from the point of view of lessor and lessee and Lease versus buy decision. Venture capital concept and developments in India; Process and methods of financing, fiscal incentives.

Text Book


Reference Books

1. Hull J.C Options, Futures and other Derivative Securities, Prentice Hall of India Delhi

Theory and Problem: - 70:30
Objectives: To develop basic understanding on financial management of MNC’s with special emphasis on cost of capital, Portfolio investment, International taxation and managing political risk.


UNIT II: International Portfolio Investment and its benefits – International diversification through country funds, ADRs and ETFs.

UNIT III: International Capital Structure and Cost of Capital; International capital budgeting – Discounting and non-discounting methods – Capital budgeting from the parent firms perspective.


Text Books:

Reference Books:
1. Buckley, Adrian multinational finance, Prentice Hall New Delhi. 5th edition

Theory and Problem: - 70:30
Objectives: To help students to understand the concepts and to equip them to take positions for investment and trading in options and futures market.

UNIT I: Risk Management: Meaning of Risk management, Importance, types of risks to be managed, credit risk, market risk and operational risk – relationship between derivative and Risk management.

UNIT II: Introduction to derivatives: meaning and purpose of derivates; forward contracts Future contracts options, swaps and other derivatives; Type of trader; Trading future contracts; Specification of the future contracts; Operation of margins, Settlement and regulations. - Derivatives Market in India: – regulation, working and trading activity

UNIT III: Futures: Hedgers and speculators; Future contracts; Future market –clearing house margins, trading future positions and taxation; Future prices and spot prices; Forward prices; vs. future prices; Futures vs options.

UNIT IV: Options: Types of options; Options trading; Margins; Valuation of options; Binomial Option; Pricing Modal; Black -Scholes model, for Call Option; Valuation of put Options; Index options; option market exchange traded options, over- the counter options, quotes trading, margins, clearing, regulation and taxations; Warrants and convertibles.

UNIT V: SWAPS: Mechanics of interest rate swaps, valuation of interest rate, swaps currency swaps and its valuation credit risk and swaps.

Text Books:

Reference Books:
5. Robert A strong, Derivatives: An Introduction, Thomson South-Western, 2002

Theory and Problem: - 40:60
Objective: To determine the role of accounting as an information system that supports economic decision making by using financial statements. The course also seeks to develop your ability of working with real annual reports to understand a company’s business activities and accounting choices, and how these activities and choices affect financial statements and the decision of users.


Unit 4: Analyzing Investing Activity – Introduction to Current Assets and noncurrent assets - Inventory valuation - comparison of information provided by alternative inventory costing methods - LIFO vs. FIFO - Long Term Assets and Intangible Assets - Inter Corporate Investments - Investment & Derivative Securities

Unit 5: Cash Flow Analysis – Statements of Cash Flows – Analysis & Implications – Specialized Cash Flow Ratios - Return on Invested Capital and Profitability Analysis – Importance - Components - Analyzing Return on Net Operating assets and Common Equity – market based research

Reference books:

1. R Narayanasamy “Financial accounting a Managerial perspective” PHI Learning Private limited, New Delhi
Objective: To understand the indirect tax provisions and recent amendments regarding indirect tax system in India, that can contribute to expert opinion to finalise management decisions in connection with various indirect tax issues.

UNIT I: Indian tax system - Direct and Indirect Taxes, - Principle of taxation - Taxable capacity - scope and functioning, indirect taxes Vs Direct Taxes – Indirect Taxes Reforms


UNIT IV: Introduction to Central Sales Tax – Sale of purchase in the course of interstate trade – Sale or purchase of goods outside State – Sale or purchase in the course of export or import – Quantum of CST payable – Restriction on taxation under CST Act – GST (Goods and Service Tax)- Sales Tax Planning.


Text Books:

Reference Books:
1. V.K. singhania and Monica Singhania Students guide to Income Tax including Service Tax and VAT Taxmann Publication 44th edition 2010

Theory and Problem: - 70:30
SOFT CORE

Objective: As the executives have take strategic decision depending upon the changing political, economic and social conditions prevalent in the country and elsewhere, this subject aims at familiarizing than with different aspects of strategy and evaluating the decisions based upon the basic/strategic situation.

UNIT I: Concepts of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies. Outsourcing Strategy

UNIT II: Environmental Analysis and Diagnosis; Concept of environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

UNIT III: Strategy Formulation and Choice of alternatives: Strategies – modernization, diversification integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice – industry, competitor and SWOT analysis; factors affecting strategic choice; Generic competitive strategies – cost leadership, differentiation, focus, value chain analysis, benchmarking, service blue printing.


UNIT V: Strategy and Structure: structural considerations, structures for strategies; Organizational design and change. Strategy Evaluation: Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

Text Books:

Reference Books:
MCOM 528 E – COMMERCE

SOFT CORE

(3 CREDITS)

Objectives:
1. To understand basics concept of E-commerce
2. To understand E-Commerce model
3. To emphasize Electronic payment system
4. To understand E-Commerce Security and Legal issue

UNIT I: Introduction to e-commerce: Meaning and concept: electronic commerce versus traditional commerce; Media convergence; E-commerce and e-business; Channels of e-commerce; Business application of e-commerce; need for e-commerce; E-Commerce Consumer applications, E-Commerce Organisation, applications of e-commerce as an electronic trading system, special features. Internet Concept and technologies: concept and evolution of Internet; web technologies – global publishing concept, universal reader concept and client server concept; Hypertext publishing and hypertext information network; benefits of hypertext, URLs, HTTP, HTTPD servers, HTML, HTML forms and CGI gateway service.

UNIT II: Business models of e-commerce and Infrastructure: E-commerce models; supply chain management, product and service digitations remote servicing, procurement; on line marketing and advertising e-commerce resources and infrastructure resources and planning for infrastructure. E - Business: Workflow management, mass customization and product differentiation; Organization restructuring; Integrated logistics and distribution; Knowledge management issues and role of e-commerce infrastructure.

UNIT III: Electronic Payment System: Special features required in payment systems for e-commerce, Types of e-payment systems; E-cash and currency servers, e-cheques Digital token based credit cards, smart cards, electronic purses and debit cards; Business issues and economic implications; Operational, credit and legal risk of e-payment System; Risk management options in e-payment system; Components of an effective electronic payment system.


Text Books:

Reference Books:
1. Agarwal, K.N and Deeksha Ararwala; Business on the Net; What’s and How’s of E-Commerce; Macmillan, New Delhi. 2006
2. Agarwal, K.N and Deeksha Ararwala: Business on the Net; Bridge to the Online Storefront; Macmillan, New Delhi. 200