M.COM (BUSINESS FINANCE)  
DEGREE PROGRAMME  
(CBCS PATTERN)  

COURSE STRUCTURE AND SYLLABUS  
(BASED ON UGC MODEL SYLLABUS)  

DEPARTMENT OF COMMERCE  
SCHOOL OF MANAGEMENT  
PONDICHERRY UNIVERSITY
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<th>COURSE CODE</th>
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<th>MARKS (UE-60+IA-40)</th>
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<td>MCOM 417</td>
<td>MARKETING MANAGEMENT</td>
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<td>MCOM 418</td>
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<td>MCOM 300</td>
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**SECOND SEMESTER**

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<td>MCOM 421</td>
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<td>MCOM 422</td>
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<td>CORPORATE LEGAL FRAME WORK</td>
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<td>MCOM 428</td>
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<td>MCOM 429</td>
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<td>MCOM 400</td>
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**THIRD SEMESTER**

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<td>SUMMER PROJECT REPORT AND VIVA</td>
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**FOURTH SEMESTER**

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<tr>
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<td>MCOM 525</td>
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**AIM OF THE COURSE:**

The course aims at specializing in specific areas of core competence of Commerce studies i.e Accounting and Taxation. This is an area where commerce students have edge over others. It is designed to impart in depth of knowledge and professional skills required for handling the “Accounting and Taxation related activities of business entities and corporate enterprises. Next to professionals like CAs the products of this course would satisfy the needs of human resource of corporate with sound accounting and taxation knowledge.

**ELIGIBILITY OF ADMISSION**

Bachelor’s degree in Commerce/Foreign Trade/Corporate Secretary ship / 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 semester. 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 and Soft Core. A student is required to earn atleast 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 weight age based in respect of credits.

**DISTRIBUTION OF MARKS BETWEEN INTERNAL AND END SEMESTER EXAMINATION**

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<td>End Semester Examination</td>
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INTERNSHIP:
The student is required to work with an auditor for one month from December 15 to January 15 to get some firsthand knowledge in the subject. At the end of the 4th semester student has to appear for a viva.

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 50% marks in semester examination and minimum 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 NO. 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 July 2011

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.
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 organizations, 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. Organizational Communication: Communication process; Barriers to effective communication; improving communication.


Text Books

Reference Books
3. L.M Prasad; Organizational Behaviour, Sultan Chand & Sons, , New Delhi. 1985
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
MCOM 413 - STATISTICAL METHODS

HARD CORE (4 CREDITS)

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 distributions 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 – Z tests, T tests, and F tests.


Text Books

2. Gupta S.P. Statistical Methods, Sultan Chand, New Delhi 2009

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: - 60:40
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 maximisation; 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, M 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 operating cycle period and estimation of working capital requirements; Financing of working capital and norms of bank finance; Sources of working capital; Factoring services; various committee reports on bank finance; Dimensions of working capital management. Management of cash, receivables and inventory.

Text Books

Reference Books:

Theory and Problem: - 40:60
MCOM 415 - MANAGERIAL ECONOMICS

HARD CORE (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 equilibrium principle.

**UNIT II:** Demand Analysis: Individual and market demand functions; Law of demand, determinants of demand; Elasticity of demand- its meaning and importance; Price elasticity; 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.
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
6. Stanton, William J. and charles futrell; fundamentals of marketing; McGraw hill publishing co., New York. 1987
MCOM 418 - BUSINESS ENVIRONMENT

SOFT CORE (3 CREDITS)

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, liberalization 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

1. Francis Cherunila: Business Environment Himalaa Publishing House, Bombay..

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.
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.


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 2005

Theory and Problem: - 40:60
Objective: This Subject aims at enlightening the financial and other managers about the financial infrastructure available and enables them to take wise and well imposed decisions to benefit the organization and other stakeholders.

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;

UNIT III: Capital market - primary and secondary markets; Depository system; Government securities market; Role of SEBI as a regulator and capacity- an overview; Recent developments.. 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

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

HARD CORE (4 CREDITS)

Objectives:
1. To understand concepts of Managerial Accounting
2. To enhance the practical application for managerial decision making
3. To develop the students skill to analyze the Financial statements

UNIT I: Introduction to accounting: Management accounting as an area of accounting; objective, nature, and scope of financial accounting, cost accounting and management accounting; Management accounting and managerial decisions; Management accounts position role and responsibilities.

UNIT II: Accounting Plan and Responsibility: meaning and significance of Responsibility accounting; Responsibility centre, cost centre, profit centre and investment Centre; Problem in transfer pricing; objective and determinants of responsibility centre. Budgeting: definition of budget; Essentials of budgeting, types of budgets- functiona masters etc., Fixed and flexible budgetary control; Zero base 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. Sn. Maheswari, Management Accounts 1987
2. Hansen, Don R, and Maryanne M. Moreen; Management Accounting, south-Western College Publishing Cincinnati Ohio. 2008

Reference Books

Theory and Problem: - 60:40
MCOM423 - INVESTMENT MANAGEMENT

HARD CORE (3 CREDITS)

Objectives: The objective of this course is to provide an exposure to its students on the various Concepts of investment management and to facilitate an in-depth of various techniques there under


UNIT III: Fundamental analysis – Economic Analysis, Industry Analysis and company Analysis

UNIT IV Technical Analysis: Various price and Volume Indicators – Market Indicators and Share specific Indicators – Chart Patterns and Formations – Analysis of various chart patterns


Text Books


Reference Books


Theory and Problem: - 50:50
Objective: To provide unique experience to students in learning various aspects of the Security Market Operations the course consist of lectures, presentations and demonstration of market activities.


UNIT II: Security Markets: Primary and Secondary markets: primary market its role and functions methods of selling securities in primary market; New financial instruments Share Price Indices: Need and importance, compiling of index numbers and interpretation


UNIT IV: Secondary Market: role importance, organisation of stock exchange; listing of securities in stock exchange; Trading mechanism- screen based trading; Insider trading; take-overs; Interest based trading.

UNIT V: NSC and OTCEI: National Stock Exchange and over the counter Exchange - role, organization and management; Listing rules, procedure including formats formalities, Accounting records for buying selling transactions; Nature of transaction cash and forward settlement of trades.

Text Books

Reference Books
Objective of the Course: 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 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


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

Reference Books
Objective: This subject aims at imparting skills to the financial and Material Managers as to how to use the resources to maximize the output and minimize the wastage to decrease to cost and increase to profits


UNIT IV: Receivables Management Credit Policy – Credits evaluation credit granting decisions – Control receivables – Collection policy.


Text Books:


Reference Books.

1. Gitmen L.J – Basic Managerial Finance Harper & Raw

Theory and Problem: - 80:20
MCOM 427 - CORPORATE LEGAL FRAME WORK

SOFT CORE

(3 CREDITS)

Objective: This paper aims at familiarizing the executives of the corporate bodies the legal frame work in which he/she is working. The knowledge of this part may help him/her from not committing any mistake but taking wise decisions within the legal frame work.

UNIT I: Indian Contract Act, 1872. Definitions, essentials of a valid contract, offer, acceptance, free consent, consideration, legality of object, capacity to contract, discharge of contact, consequences of breach of contract.

UNIT II: Sale of Goods Act: Definitions, conditions and warranties; Transfer of property, rights of unpaid seller.

UNIT III: The Negotiable Instruments Act, 1881 Definitions, types of negotiable instruments; Negotiation; Holder and holder in due course; payment in due course; Endorsement and crossing of cheque; Presentation of negotiable instruments.

UNIT IV: The Companies Act, 1956: Definitions and types of companies; Memorandum of association; Articles of association; Prospectus; Share capital and membership Meetings and resolution; Company managements; Winding up and dissolution of companies.

UNIT V: Foreign Exchange Management Act 200 – Nature, Scope

Text Books:
1. N.D. Kapoor, Mercantile Law, sultan Chand, New Delhi.

Reference Books:
1. The Negotiable Instruments Act, 1881
4. Ramaiya A: Guide to companies Act; Wadhwa publishing Nagpur.
MCOM 428 - FUND MANAGEMENT IN COMMERCIAL BANKS

(3 CREDITS)

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. 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 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 strategies.

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. Jadav, 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
MCOM 429 - OPERATIONS RESEARCH

SOFT CORE (3 CREDITS)

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: - 60:40
MCOM 430 - ECONOMETRICS FOR FINANCE

(3 CREDITS)

Objectives: To introduce the application of econometric tools used for financial analysis


UNIT IV: Panel data – Introduction – Fixed effects model - time fixed effects model Random effects model


Text Books:
2. Econometrics – Baltagi Badi – Meidalberg Publication – 1999

Reference Books
1. Introductory Econometrics for Finance Cambridge University Press, 2009

Theory and Problem: - 60:40
MCOM 431 - EXPORT FINANCE

SOFT CORE (3 CREDITS)

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; Shipments 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:

SOFT CORE  (3 CREDITS)

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
Objectives: To facilitate the students in enriching knowledge on the Nature, scope and process of Project Management

Unit- 1: 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 I: Portfolio Management: Meaning, importance, objectives and various issues in portfolio construction, revision of portfolio and evaluation.

UNIT II: Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; Effects of combining securities; Markowitz risk – return optimisation.

UNIT III: Single Index and Factor Model: Portfolio total risk, portfolio market risk and unique risk; Sharpe’s optimisation solution – Arbitrage pricing theory, principle of arbitrage, arbitrage portfolios; two factor and multi factor models.

UNIT IV: Capital Market Theory: Capital market line, security market line; Risk free lending and borrowing; recent developments.

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 - CORPORATE TAX PLANNING AND MANAGEMENT

HARD CORE (4 CREDITS)

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., 14th edition 2010

Reference Books

Theory and Problem: - 40:60
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: International Monetary and Financial System: Importance of international finance; Bretton woods conference and afterwards, IMF and the World Bank; European monetary system – meaning and scope - Multilateral Financial Institutions: Role of IMF, IBRD and other development banks, International investors and foreign investment institutions

UNIT II: Balance of Payment and International Linkages: Balance of payments and its components; International flow of goods, services and capital; Coping with current account deficit. Current Developments: International indebtedness; Capital account convertibility – pros and cons; Innovations in international finance instruments

UNIT III: International Financial Markets and Instruments: International capital and money markets; Money and capital market instruments; Salient features of different international markets; Arbitrage opportunities; Integration of markets; Role of financial intermediaries. International Capital and Money Market Instruments: GDRs, ADRs, IDR, Euro bonds, Euro loans, Repos, CPs, floating rate instruments, loan syndication and Euro deposits.

UNIT IV: Foreign Exchange markets: determining exchange rates; fixed and flexible exchange rate system; exchange rate theories; participants in the foreign exchange markets; foreign exchange markets cash and spot markets; Exchange rate quotes; LERMS; Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India; Exchange dealings and currency possession; Information and communication; Foreign exchange trades.


Text Books:

Reference Books:

Theory and Problem: - 20:80
MCOM 516- COMPUTER AIDED MULTIVARIATE DATA ANALYSIS
FOR DECISIONMAKING

HARD CORE
(4 CREDITS)


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 Objectives of Multiple Regression – Assumptions – Estimating the Regression model and assessing the overall model Fit – Interpreting the Regression variate – Assessing Multi co linearity

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

Unit – V: Multivariate analysis of Variance – MANOVA – Univariate t test – Multivariate ANOVA – Two group case: Hotel ling’s T square – group MONOVA – Post hoc Tests – Interpreting results

Unit – VI: Conjoint Analysis – Key terms and Objectives – Stimuli – Managerial Applications – adaptive Conjoint – Full profile Versus Choice based Conjoint – Canonical Correlation Analysis – Objectives & Assumptions Deriving Canonical Functions – Weights and Loadings – Validation and Diagnosis

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
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 NewDelhi 2000

Theory and Problem: 20:80
Objectives: To impart knowledge on the basics of entrepreneurship and to give necessary inputs for the creation of the new ventures

UNIT I: Entrepreneurship: Definition - Meaning - importance - changes in the concept of entrepreneurs - Innovation: Concepts and types - Innovation as the essence of entrepreneurship - source of innovation.

UNIT II: Entrepreneurial Environment: Significance - Internal and External environment forces - Psychological, social, cultural, political, legal and economic forces.

UNIT III: Entrepreneurial Development: Programmes Importance - places for the development of entrepreneurship - Stimulation: Entrepreneurial awareness, exposure, motivation and attitude - support - Entrepreneurial education, training, assistance - Sustenance - Entrepreneurial Commitment

UNIT IV: Institutions involved in Developing Entrepreneurship in MSME Sector: Entrepreneurship - Institutions involved in Financing the beginning Entrepreneurs search got Business ideas, Project Formulation and Consultancy Services available.

UNIT V: Entrepreneurial Culture - Entrepreneurial Society - Intrapreneurship, Development needs of women and rural entrepreneurship.

Text Books:

Reference Books:
MCOM 520 - ENTERPRISE RESOURCE PLANNING

SOFT CORE  

objective:
To understand the concept, use and importance of database.
To understand the functionalities in ERP software and
To understand the benefits of business integration through ERP.

UNIT I:  
Enterprise resource planning systems: Evolution of ERP need of ERP, Growth of ERP – MRPI, MRP II and ERP. Popular ERP packages; ERP for small and medium enterprises. ERP as Integrated Management Information System, Benefits of ERP. ERP vs Traditional Information Systems

UNIT II:  
Business Process Reengineering- need and challenges, Management concerns about BPR. BPR to build business model for ERP. ERP & Competitive advantage, Basic Constituents of ERP, Selection criteria for ERP Packages. Procurement process for ERP Package

UNIT III:  
Overview and Functionalities in ERP packages: SAP R/3, PEOPLE SOFT, BAAN IV, MFG/PRO, IFS/AVALON, ORACLE-FINANCIAL, Survey of Indian ERP Packages regarding their Coverage, performance &cost

UNIT IV:  
Implementation of ERP; project management for ERP implementation; issues in ERP Implementation; configuration and customization of ERP package. Case study of ERP Implementation.

UNIT V:  
Past implementatuin of ERP – Maintenance of ERP – Organisational and Industrial Impact; success and failures of ERP systems. – Future trends in ERP systems

Text Books:

Reference Books:
SOFT CORE

Objectives: To keep abreast the emerging financial services


Unit IV: NSDL, CSDL Depository Services, Depository Participants and their roll, Financial Intermediaries and their services; Merchant bankers, Leasing Finance Companies, Loan Syndication, Forfeiting, Venture Capital Funds, Factoring Custodial Services. Credit rating in India, Mutual Funds, types and Schemes—SEBI Guidelines.

Unit V: Offshore Financing Instruments; ADRS, GDRS, ECBs, FCP, Financial Information need and Sources

Text Books:
2. Varshney, P.N. Indian Financial System, Sultan Chand & Sons, 200

Reference Books:
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 Rates Agreement – Interest Rate Options. Inter Bank Deals (Theoretical Aspects only).

Text Books:

Reference Books:

Theory and Problem: - 40:60
MCOM 523 - FINANCIAL STATEMENT ANALYSIS

HARD CORE (4 CREDITS)

UNIT I: Framework for Financial Statement Analysis- International reporting standards-Principal financial statements-Other sources of financial information-Role of auditor- Accrual concept of income-Revenue and expense recognition-Recognition methods-Nonrecurring Items-Quality of Earnings-Statement of Shareholders equity

UNIT II: Cash flow statement an international perspective-Analysis of cash flow information-Ratios an integrated analysis-Economic characteristics and strategies-Earnings per share and other ratios used in valuation-Patterns of ratio disclosure-Market based research-Modern portfolio theory-Efficient market hypothesis-Implications for empirical research for Financial statement analysis

UNIT III: Analysis of inventory-comparison of information provided by alternative methods-Financial ratios LIFO versus FIFO-Analysis of long-lived assets-Capitalization versus expensing-Analytical adjustments for capitalization versus expensing-Analysis of fixed asset disclosure-Analysis of income tax-Deferred tax analytical issues

UNIT IV: Analysis of Financing Liabilities-Bond covenants-Leases and off-balance sheet debt-Pension and other employee benefits-Analysis of pension plan disclosure-Analysis of interoperate investments-Analysis of marketable securities

UNIT V: Derivatives and hedging activities-hedging techniques-Analysis of hedging disclosures-Financial statement analysis a synthesis-Adjustments to reported income-Accounting and financed based measures of risk-Credit risk-Equity risk


Reference Books


Theory and Problem: - 60:40
MCOM 524 - STRATEGIC FINANCIAL MANAGEMENT

HARD CORE (3 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: - 80:20
Objective: 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: Multinational Working Capital Management: Short term overseas financing sources; International Management of cash, accounts receivable and inventory management.


UNIT IV: Portfolio Investment: Benefits of international portfolio investment - spreading risk international capital asset pricing -, international; diversification.


Text Books:

Reference Books:
2. Buckley, Adrian multinational finance, Prentice Hall New Delhi. 2004

Theory and Problem: - 40:60
MCOM 526 - EQUITY DERIVATIVES AND RISK MANAGEMENT

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: Introduction: meaning and purpose of derivatives; 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 II: Sources of Financial Risk: Credit Vs market, default risk foreign exchange risk, interest rate risk, purchasing power risk etc.; System and non-systematic risk - Managing Market Risk: Hedging schemes –delta hedging, theta gamma relationship in delta theta and gamma; Vega and rho; Portfolio insurance.

UNIT III: 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 convertsibles.

UNIT IV: 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 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:
1. Stafford Johnson, Introduction to Derivatives, Oxford University Press, 2009

Theory and Problem: - 40:60
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
MCOM 528 - MANAGEMENT INFORMATION SYSTEM

SOFT CORE (3 CREDITS)

Objective: Instead of the executives taking managerial decision on the basis of institution this aims at training the executives as to how to make the data bases decisions so as to be right.

UNIT I: Introduction: Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.

UNIT II: Information and Managerial Effectiveness: Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; Information systems for finance, marketing, manufacturing, research and development and human resource areas.

UNIT III: Information Systems: Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing system, MIS decision support system, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.

UNIT IV: System Development Life Cycle: Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the modular approach to software development; Information system audit - Development and Management of Data Bases: Relational databases; Data Base Management Systems (DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalization process.

UNIT V: Data Communication and Networking: Uses of computer networks, types of networks, network topologies; Network media and hardware; Data communication over telephone; Intranets and collaborative processing - Implementation, Evaluation and Maintenance of System: Methods and steps in implementation of system; Approaches and process of evaluating MIS. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures

Text Books:

References
Objective: As the executives have to take strategic decisions depending upon the changing political, economic and social conditions prevalent in the country and elsewhere, this subject aims at familiarizing the executives with different aspects of strategy and evaluating the decisions based on 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:
SOFT CORE (3 CREDITS)

Objectives:

1. To understand basics concept of E-commerce
2. To understand E-Commerce model
3. To emphasise 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 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