

M.COM (BUSINESS FINANCE)

COURSE STRUCTURE AND SYLLABUS

2016-17 ONWARDS



DEPARTMENT OF COMMERCE

SCHOOL OF MANAGEMENT

PONDICHERY UNIVERSITY

DEPARTMENT OF COMMERCE (SOM) PONDICHERRY UNIVERSITY
M.COM (BUSINESS FINANCE) DEGREE PROGRAMME (CBCS)
COURSE STRUCTURE (2016-17 BATCH ONWARDS)

COURSE CODE	TITLE OF THE PAPER	LECTURE HOURS P/W	HARD/ SOFT OPT	CRE DITS	MARKS (UE-60+IA-40)
FIRST SEMESTER		HC : 6 SC: 4			
MCOM 411	MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR	4	H	4	100
MCOM 412	ADVANCED FINANCIAL ACCOUNTING	4	H	4	100
MCOM 413	STATISTICAL ANALYSIS	4	H	4	100
MCOM 414	FINANCIAL MANAGEMENT	4	H	4	100
MCOM 415	ENTREPRENEURIAL DEVELOPMENT AND MSME MANAGEMENT	4	H	4	100
MCOM 416	DIRECT TAXES LAW & PRACTICE	4	H	4	100
MCOM 417	MARKETING MANAGEMENT	3	S	3	100
MCOM 418	BUSINESS ENVIRONMENT	3	S	3	100
MCOM 419	MANAGERIAL ECONOMICS	3	S	3	100
MCOM 300	ACCOUNTING AND FINANCIAL ANALYSIS (For Non-Commerce Students)	3	S	3	100
SECOND SEMESTER		HC : 5 SC: 5			
MCOM 421	FINANCIAL INSTITUTIONS AND MARKETS	4	H	4	100
MCOM 422	ACCOUNTING FOR MANAGERIAL DECISIONS	4	H	4	100
MCOM 423	INVESTMENT MANAGEMENT	4	H	4	100
MCOM 424	SECURITY MARKET OPERATIONS	4	H	4	100
MCOM 425	RESEARCH METHODOLOGY	4	H	4	100
MCOM 426	COMPUTER APPLICATIONS IN BUSINESS	3	S	3	100
MCOM 427	EXPORT FINANCE	3	S	3	100
MCOM 428	FUND MANAGEMENT IN COMMERCIAL BANKS	3	S	3	100
MCOM 429	OPERATIONS RESEARCH	3	S	3	100
MCOM 400	STOCK MARKET INVESTMENT (For Non-Commerce Students)	3	S	3	100
THIRD SEMESTER		HC : 5 SC: 4			
MCOM 511	PROJECT MANAGEMENT	4	H	4	100
MCOM 512	PORTFOLIO MANAGEMENT	4	H	4	100
MCOM 513	ADVANCED COST ACCOUNTING	4	H	4	100
MCOM 514	INTERNATIONAL FINANCE	4	H	4	100
MCOM 515	SUMMER PROJECT REPORT AND VIVA	-	H	4	100
MCOM 516	CORPORATE TAX PLANNING AND MANAGEMENT	3	S	3	100
MCOM 517	COMPUTER AIDED MULTIVARIATE DATA ANALYSIS FOR DECISION MAKING	3	S	3	100
MCOM 518	COMMODITY DERIVATIVES MARKETS & APPLICATIONS	3	S	3	100
MCOM 519	FOREX MANAGEMENT	3	S	3	100
FOURTH SEMESTER		HC : 3 SC: 4 Viva -1			
MCOM 521	STRATEGIC FINANCIAL MANAGEMENT	4	H	4	100
MCOM 522	MULTINATIONAL FINANCIAL MANAGEMENT	4	H	4	100
MCOM 523	EQUITY DERIVATIVES AND RISK MANAGEMENT	4	H	4	100
MCOM 524	COMPHREHENSIVE VIVA	-	H	2	100
MCOM 525	FINANCIAL STATEMENT ANALYSIS	3	S	3	100
MCOM 526	INDIRECT TAXES MANAGEMENT	3	S	3	100
MCOM 527	STRATEGIC MANAGEMENT	3	S	3	100
MCOM 528	E-COMMERCE	3	S	3	100

TOTAL CREDIT REQUIRED: 90 (HARD CORE 78 + SOFT CORE MINIMUM 12)

M.COM (BUSINESS FINANCE) DEGREE PROGRAMME

REGULATIONS

EFFECTIVE FROM THE ACADEMIC YEAR 2016-17 BATCH ONWARDS

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 than 15% 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

<i>MCOM 411</i>	MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR
<i>MCOM 412</i>	ADVANCED FINANCIAL ACCOUNTING
<i>MCOM 413</i>	STATISTICAL ANALYSIS
<i>MCOM 414</i>	FINANCIAL MANAGEMENT
<i>MCOM 415</i>	ENTREPRENEURIAL DEVELOPMENT AND MSME MANAGEMENT
<i>MCOM 416</i>	DIRECT TAXES LAW & PRACTICE
<i>MCOM 417</i>	MARKETING MANAGEMENT
<i>MCOM 418</i>	BUSINESS ENVIRONMENT
<i>MCOM 419</i>	MANAGERIAL ECONOMICS
<i>MCOM 300</i>	ACCOUNTING AND FINANCIAL ANALYSIS (For Non-Commerce Students)

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 I : Management: Definition – Nature – Scope and Functions – Evolution of different Schools of Management Thought- Functions of a manager- Recent trends & new perspectives in Management: strategic alliances – Core Competence – Business process reengineering – Total quality management.

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.

UNIT IV : Organisational Behaviour: Organisational behaviour – concept and significance; Individual Behaviour: Attitudes – Perception – Learning – Personality. Group Behaviour: Group Norms- Group formation - Group cohesiveness –Group Dynamics – Interpersonal relationships – Transactional analysis.

UNIT V : Organisational Dynamics: Organisational Design - Organisational climate - Organisational Change: Meaning, Nature, causes of change, Resistance to change, Management of change – Organisational culture - Organisational Conflict: sources, patterns, levels, and types of conflict - Resolution of conflict –Organisational Development – Organisational Effectiveness.

Text Books

1. Keith Davis, Human Behaviour at work, Mc Graw Hill Book Co., 1995.
2. Koontz, Harold, Cyril O'Donnell, and Heinz Woehrich; Essentials of Management, Tata McGraw – Hill, New Delhi. 1984
3. Vsp Rao & V. Hari Krishna, "Management' Excel Book, New Delhi – 2002
4. Harold Kontz, Hein Wehrich, "Essentials of Management" Tata McGraw Hill, 1999

Reference Books

1. Kumkum Macharjee, , 'Principles of Management and Organisational Behaviour' TataMcGraw Hill 2009
2. Stephen P. Robbins, Marg Coulter Neharisa Vohra, "Management" Prentice Hall of Pearson Edn 2010, New Delhi.
3. L.M Prasad; Organizational Behaviour, Sultan Chand & Sons, New Delhi.
4. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
5. John W Newstrom, Keeth Devis, Organisational Behaviour, McGraw Hill, Newyork 2004
6. Stephen P. Robbins, Organisational Behaviour, Prentice Hall, NewDelhi 2005.

MCOM 412 ADVANCED FINANCIAL ACCOUNTING

HARD CORE

(4 CREDITS)

Objective: The Objective of this course is to enable the students to understand and apply financial accounting tools and techniques for managerial decision making

UNIT I: Valuation of Goodwill – Factors affecting value of Goodwill – Methods of Valuing Goodwill – Valuation of Shares – Methods of Valuation of Equity Shares.

UNIT II: Amalgamation, Absorption and External Reconstruction of Companies – Purchase consideration – Accounting treatment – Books of Purchasing Company – Books of Vendor Company – Alteration of Share Capital and Internal Reconstruction –Scheme of Capital Reduction.

UNIT III: Holding Companies – Consolidated Financial Statements – Minority Interest – Cost of Control – Elimination of common transactions – Treatment of contingent liabilities – Treatment of unrealized Profits – Revaluation of assets and liabilities – Bonus shares – Treatment of Dividend

UNIT IV: Double Account System – Main Features – Final Accounts – Revenue Account – Net Revenue Account – Capital Account – General Balance Sheet – Investment Accounts.

UNIT V: International Financial Reporting Standards – Indian Accounting Standards – Human Resource Accounting – Inflation Accounting - Social Responsibility Accounting – Environmental Accounting

Text Books

1. R.L. Gupta and Others: Advanced Accountancy, Sultan Chand Sons, New Delhi.
2. S.P. Jain and K.L. Narang: Advanced Accounting, Kalyani Publishers, New Delhi.
3. RSW Pillai, Bagavathi S. Uma: Advanced Accounting, S. Chand & Co., New Delhi.

Reference Books-

1. M.C. Shukla: Advanced Accounts S. Chand and Co., New Delhi 2009.
2. Anitong Hawkins and Merchant : Accounting – Text and cases, Tata McGrawHill, New Delhi 2009
3. A. Mukherjee and M. Hanif: Modern Accountancy, Tata McGraw Hill, New Delhi 2008
4. B.K. Banerjee: Financial Accounting, PMI Learning (P) Ltd., New Delhi 2010.

Theory and Problem: - 20:80

MCOM 413 STATISTICAL ANALYSIS

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 distribution, their characteristics and applications.

UNITII: 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.

UNIT V: Non Parametric Tests: Chi-square tests; Sign tests Wilcoxon Signed – Rank tests; Wald – Wolfowitz tests; Kruskal – Wallis tests.

Text Books

1. Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi 2009
2. Gupta S.P. Statistical Methods, Sultan Chand, New Delhi 2009 BS Kenblock –Fundamentals of Statistics, 3rd edition, Michael Sullivan Solution manual
3. BS Kenblock –Fundamentals of Statistics, 3rd edition, Michael Sullivan Solution manual

Reference Books

1. Hooda, R.P: Statistics for Business and Economics, Macmillan 3rd edition, New Delhi.(2004)
2. Heinz, Kohler: Statistics for Business & Economics, Harper Collins, New York.(2002)
3. Hein, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, New Jersey 3rd edition 1978.
4. Arora & Arora, Statistics for Management, Sultan Chand, New Delhi.(2009)
5. J. Medhi – Statistical Methods, an Introductory text, John Wiley & sons 1993
6. Statistics, Mumay & Spiepel, J. Stephen, TataMcGraw Hill Publishing Company, Fourth edition, 2010 Special Indian edition
7. David Freedman, Robert Pisani, Roger Purves "Statistics" viva books, Special Indian edition, fourth edition 2010
8. Qaziahmed, Zubairkhan, Shadabmedkhan, "Numerical and Statistical Techniques" Ane books Pvt. Ltd., 2010
9. Sonia Taylor, "Business Statistics" PalgraveMacmillan, second edition 2009.

Theory and Problem: - 40:60

MCOM 414 FINANCIAL MANAGEMENT

HARD CORE

(4 CREDITS)

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

1. Pandey, I.M: Financial Management, Vikas Publishing House, Delhi
2. Khan MY, Jain PK: Financial Management; Tata McGraw Hill, New Delhi

Reference Books:

1. Chandra, Prasanna: Financial Management, Tata Mc Graw Hill, Delhi. 2010
2. Hampton , John: Financial Management, Vikas Publishing House, Delhi. 2006
3. Van Horne, J.C. and J.M Wachowicz Jr.: Fundamentals of Financial Management, Prentice – Hall, Delhi. 2008
4. Briham & Ehrhardt: Financial Management- Text & Cases, CENGAGE Learning India (P) Ltd., New Delhi. 2009

Theory and Problem: - 40:60

MCOM 415 ENTREPRENEURIAL DEVELOPMENT & MSME MANAGEMENT

HARD CORE

(4 CREDITS)

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

Entrepreneur and Entrepreneurship, Role & Functions of entrepreneur – Entrepreneurial Competencies, Problems faced by Entrepreneurs, - Entrepreneurial Dimensions: Intrapreneurship – Social Entrepreneurship- Political Entrepreneurship- Cultural and Sports Entrepreneurship – Women and Rural 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

Roles and responsibilities of developmental agencies in promoting micro-enterprises– Ministry of Micro Small and Medium Enterprises- SME Chamber of India- Assistance and Support Services within India and Foreign SME Sector, NSIC-National Small Industries Corporation - Khadi and Village Industries Corporation- District Industries Centres- SFC-State Finance Corporations - Small Industries Development Bank of India - Venture capital & Private equity – Angel Investing - E-Merge SME Exchange.

Unit V Managing the Enterprise

Financial Management: Working Capital Management- Financial Planning & Control – Accounting, Financial Statement Analysis.- Marketing Management : Marketing Plan & Control, CRM – Product Development & Marketing – Production Management :InventoryControl, Productivity, Break Even Analysis – Human Resource Management: Manpower Planning – Labour Productivity – Industrial Relations.

Recommended Text Book(s):

1. Vasant Desai, *The Dynamics'of Entrepreneurial Development and Management*, Himalaya Publishing House, 2009.

Reference Books:

1. Poornima M. Charantimath, 'Entrepreneurial Development And Small Business Enterprises', Pearson Education Licensee, New Delhi 2006.

2. Matthias Fink, Sascha Kraus, *The Management of Small and Medium Enterprises*, , Routledge Studies in Small Business, 2009.

3. Thomas Henschel, *Risk Management Practices of SMEs. Evaluating and Implementing Effective Risk Management Systems*.

4. Lev & Powell, *Strategies for Growth in SME's*, Elsevier Ltd.

5. S. Nagendra, V.S. Manjunath, " Entrepreneurship and Management", Pearson Education Licensee, New Delhi 2011.

MCOM 416 DIRECT TAXES LAW AND PRACTICE

HARD CORE

(4 CREDITS)

Objective: To elaborate study on various recent provisions in Direct Tax Systems in India for applying real life situation

UNIT I: Concept of Income - Concept of Tax, -- Residential Status, Income Tax Act 1961, Reforms of Direct tax, Tonnage Tax, Securities Transaction Tax, Banking Cash Transaction Tax, Commodities Transaction Tax, Direct Tax Code 2009.

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.

UNIT IV: Tax Administration – Income Tax Authorities, Powers of Income Tax Authorities, Kinds of Assessment – Return of Income, e-filing.

UNIT V: Wealth Tax Act 1957 – Incidence of Tax – Net Wealth Assets – Deemed Assets - Exempted Assets – Computation of Wealth Tax liability – Gift Tax

Text Books

1. V.K. Singhania and Kapil Singhania Direct Tax Law and Practice Taxmann Publication 45th Edition 2010
2. H.C. Mehrotra and S.P. Goyal Income Tax Law and Accounts , Sahitya Bhawan Publications 5th editions 2010.
3. V. Balachandran and S. Thothadri, Taxation Law and Practice, PHI, New Delhi.

References Books:

1. Gaur and Narang Income Tax law and practices Kalyani Publication 38th edition 2010
2. Bhagawati Prasad direct tax law and Practice Wishwa Prakashan 5th edition 2009
3. Direct Tax Code Bill 2010 Taxmann Publication 2010
4. Wealth Tax Act and Securities Transaction Tax with Rules Taxmann Publication 37th edition 2010
5. Kaushal Kumar Agrawal Insightinto Income Tax Atlatic Publication 9th Edition 2007

Theory and Problem: - 40:60

MCOM 417 MARKETING MANAGEMENT

SOFT CORE

(3 CREDITS)

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

1. Kotler, Philip: Marketing Management – Analysis, planning, implementation and control, Prentice Hall New Delhi.(laest edition)
2. Marketing: A Managerial Introduction: J.C. Gandhi, McGraw Hill Publications, latest edition

Reference Books:

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi. 12th edition
2. Majumdar, Rananuj; Product Management in India, Prentice hall, New Delhi.2nd edition 2006
3. MC Carthym E. jenone and William D perreault Jr;Basic MARKETING; MANAGERIAL approach, Richard D.irwn, Homewood , Illiois. Reprint 2009
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.
6. Stanton, William J. and charies futrell; fundamentals of marketing; McGraw hill publishing co., New York.1987
7. Still .Richard R,Edward W.Cundiff and Norman A.P Govoni Sales Management: Decisions, Strategies and cases, Prentice Hall, New Delhi. 5th edition 2007
8. Modern Marketing – Principles & Practice, Chandra Bose, Prentice Hall, New Delhi.

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, 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

1. Francis Cherunila: Business Environment Himalaya Publishing House, Bombay..
2. Raj Agrawal and Parag Diwan, Business Environment: Excel Books, New Delhi

Reference Books:

1. Adhikary , M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Ahluwalia. I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publication, New Delhi
4. Aswathappa,K.Legal Environment of Business, Himalaya Publication, New Delhi.
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Ghosh, Biswanath: Economic Environment of Business, Vikas Publication New Delhi Govt of India : Survey, Various issues.
7. Ramaswamy, V.S. and Nama Kumari: Strategic Planning for Corporate Success, Macmillian, New Delhi.
8. Sengupta, N.K: Government and Business in India, Vikas Publication, New Delhi.

MCOM 419 MANAGERIAL ECONOMICS

SOFT 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; 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
3. G.S. Gupta, Managerial Economics-Tata McGraw Hill Publishing Company, New Delhi 3rd edition 2008

Reference Books

1. Baumol, William J: Economic theory and Operations Analysis, Prentice Hall, London.
2. Baya, Michael R: Managerial Economics and Business Strategy, McGraw Hill Inc. New York.
3. Chopra, O.P: Managerial Economics, Tata McGraw Hill, Delhi.
4. Dholakia, R.H. and A.L.Oza: Micro Economics for Management Students, Oxford University Press, New Delhi.
5. Eaton, B.Curtis and Diane Faton; Micro Economics, Prentice Hall, New Jersey.
6. Gough, J. and S. Hill: Fundamentals of Managerial Economics, MacMillan London.
7. Haynes, W.W. V.L. Mote and S.Paul: Managerial Economics, Analysis and Cases, Prentice Hall, Delhi.
8. Petersen, H.Carig and W. Cris Lewis: Managerial Economics, Prentice Hall, Delhi.
9. Salvatore, Dominick: Managerial Economics in a Global Economy, McGraw Hill, New York.
10. Varian, H.R. International Microeconomics; A Modern Approach, East West Press, New Delhi.
11. Varsheny RL and Maheshwari KL: Managerial Economics; Sultan Chand and Sons, New Delhi,
12. Adhikary M. Business Economics, Excel Books, New Delhi.
13. G.S. Gupta Managerial Economics – Tata McGraw Hill Publishing Company, 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 I : Financial Accounting – Meaning – Accounting Concepts and Conventions – Recording of Business Transactions – Double Entry System – Journal – Ledger – Trial Balance – Preparation of Final accounts of Sole Traders

UNIT II : Cost Accounting – Basic Concepts – Classification of Cost – Preparation of Cost sheet – Management and Cost Accounting – Budgets and Budgetary control Preparation of budgets.

UNIT III : Financial Analysis – Meaning of financial analysis – Need for Financial Analysis Horizontal and vertical analysis – Tools of financial analysis – Ratio Analysis – Computation and Interpretation of Ratios.

UNIT IV: Cash Flow Analysis – Preparation of Cash flow statement – Evaluation of Funds and cash flow 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

1. Jain & Narang: Advanced Accounts Kalyani Publishers, Ludhiana
2. Maheswari S.N. Management Accounting and Financial Control, Sultan Chand & Sons, New Delhi

Reference Books

1. Gupta R.L. and Radhaswamy M: Advanced Accounts, Vol 1 Sultan Chand & Sons New Delhi.
2. Jain & Narang, cost Accounts, Kalyani publishers Ludhiana
3. Shubla M.C. Grewal T.S. and Sri Gupta Advanced Accounts, S.Chand & Co., New Delhi.

Theory and Problem: - 40:60

SECOND SEMESTER

<i>MCOM 421</i>	FINANCIAL INSTITUTIONS AND MARKETS
<i>MCOM 422</i>	ACCOUNTING FOR MANAGERIAL DECISIONS
<i>MCOM 423</i>	INVESTMENT MANAGEMENT
<i>MCOM 424</i>	SECURITY MARKET OPERATIONS
<i>MCOM 425</i>	RESEARCH METHODOLOGY
<i>MCOM 426</i>	COMPUTER APPLICATIONS IN BUSINESS
<i>MCOM 427</i>	EXPORT FINANCE
<i>MCOM 428</i>	FUND MANAGEMENT IN COMMERCIAL BANKS
<i>MCOM 429</i>	OPERATIONS RESEARCH
<i>MCOM 400</i>	STOCK MARKET INVESTMENT (For Non-Commerce Students)

MCOM 421 FINANCIAL INSTITUTIONS AND MARKETS

HARD CORE

(4 CREDITS)

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

1. Bhole L.M.: financial markets and markets and Institutions, 4th edition Tata McGraw Hill Delhi.
2. Srivastava R.M; Management of Indian Financial Institution; Himalaya Publication house Mumbai 2nd edition

Reference Books:

1. Avdhani: Investment and security market in India, Himalaya publications, Delhi.
2. Ghosh, D Banking Policy in India Allied publications Delhi.
3. Giddy, I.H; GLOBAL Financial Markets, A.I.T.B.S., Delhi.
4. Khan, M.Y.: India Financial system, Tata McGraw Hill Delhi.
5. Reserve Bank of India, various Report, RBI Publication, Mumbai.
6. Varshey, P.N. Indian Financial System, Sutlan Chand &sons, New Delhi.
7. Averbach, robert D: Money Banking and financial Markets; MacMillan, London.
8. Verma JC. Guide to mutual Funds and Investments portfolio, Bharat Publishing House New Delhi.

MCOM 422 ACCOUNTING FOR MANAGERIAL DECISIONS

HARD CORE

(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- functional 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

1. Anthony, Robert; Management accounting, Tarapore-warla, Cost Accounting Mumbai, 1981
2. Barfield, Jessie, celly A. raiborn and Michael R. Kenney: traditions and Innovations south Western College Publishing, Cincinnati, Ohio. 2002
3. Decoster, Don T, and Elden L. Schafer: Management Accounting: A Decision Emphasis, John Wiley and Sons Inc, New York. 1982
4. Garrison, Ray, H. and Eric W. Noreen: Managerial Accounting, for Managers Richard D, Irwin Chicago. 2010
5. Horngren, C.T. Gary L.Sudern and William O. Stralton: Introduction to management Accounting, Prentice Hall Delhi. 1998

Theory and Problem: - 40:60

MCOM 423 INVESTMENT MANAGEMENT

HARD CORE

(4 CREDITS)

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 I: Investment: Nature and scope of investment analysis – Objectives of Investment – Investment and speculators – type of investors – types of speculators –Investment avenues – financial investment and non-financial investment – Sources of financial information.

UNIT II: Elements of investment: Return and risk Elements – Securities Return and Risk Analysis – Systematic Risk and unsystematic risks – Measurement of Return and Risk

UNIT III: Valuation of Securities: Valuation of Fixed Income Securities: Bonds, Debentures, Preference Shares – Valuation of Variable Income Securities: Equity Shares – Value – Price relationship.

UNIT IV: Fundamental Analysis: Economic Analysis, Industry Analysis and company analysis – Investment implications of fundamental analysis

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:

1. V.K. Bhalla: Investment Management, S.Chand & Company, New Delhi.
2. Preethi singh: Investment Management, Himalaya Publishing House, New Delhi.
3. Prasanna Chandra: Investment Analysis and Portfolio Management, Tata McGraw Hill, New Delhi.

Reference Books:

1. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, Prentice Hall, New Delhi.
2. HIRT and BLOCK: Fundamentals of Investment Management, McGraw Hill International.
3. Sharpe William F and others: Investments, Prentice Hall, Delhi.

THEORY & PROBLEM – 50: 50

UNIT I: Overview of Securities Market: Organizational structure of Financial System – Functions of Securities Market – Securities Market and Economic Growth – profile of Indian Securities Market – Market Regulation: SEBI Act, 1992 – Securities and contracts regulation Act 1956 – Depositories Act, 1996 – Reforms to Promote Investor Confidence – Role of IOSCO.

UNIT II: Securities Market Intermediaries : Role of Securities Market Intermediaries – Merchant Bankers – Registrars and Share Transfer Agents – Underwriters – Banker to Issue – Debenture Trustees – Portfolio Managers – Syndicate members – Foreign Institutional Investors – Custodians – Stock Broker & Sub Broker – Investment Adviser.

UNIT III: Primary market: Its role and functions – Methods of Selling Securities in Primary Market – Eligibility Norms for Public Issue – types of issue – Pricing of Issues – Promoters Contribution – Methodology for New Issues – Book Building – ASBA – Green Shoe Option – Qualified Institutional Placement – Issue of Securities by SME.

UNIT IV: Secondary Market Infrastructure & Institutions: Listing & Delisting of Securities – Stock Exchange Trading Mechanism at Bombay Stock Exchange & National Stock Exchange - straight through processing – Direct Market Access – Algorithmic Trading – Demutualization of Stock Exchange – SME Exchange – Share price indices – Compiling Index Numbers and Interpretation.

UNIT V: Derivatives Trading – Meaning, Concept and Importance of Forward, Futures and Options – Rating Instruments – Credit Rating Agencies in India - New Financial Instruments – Depository Receipts – ADR – GDR – Indian Depository Receipts – Depository – Depository Participants – Insider Trading – Legal Framework for Investor Protection in India.

Text Books

1. E Gordon & K. Natarajan, Capital Market in India, Himalaya Publishing House, Mumbai – 400 004.
2. Sanjeev Aggarwal, Guide to Indian Capital Market ,Bharat Law House, 22, Tarun Enclave, Pitampura, New Delhi – 110 034.
3. Avadhani V.A., Security Analysis and Portfolio Management, 6th Edition, HPH, 2003.

Reference Books

1. V. L. Iyer, SEBI – Law, Practice and Procedure, Commercial Law Publishers India Pvt Ltd, 151, New Delhi – 110 054.
2. M.Y. khan, Indian Finanacial System , TMH, Asaf Ali Road, New Delhi – 110 002.
3. S. Suryanarayanan & V. varadarajan, SEBI Practice Manual, Taxman Allied Services Pvt Ltd., New Delhi – 110 002.
4. ICSI Study Material on Capital Market and Security Laws , Module 2, Print by Aarushi graphics, New Delhi.

Question Paper Pattern : Theory – 100 marks.

MCOM 425 RESEARCH METHODOLOGY

HARD CORE

(4CREDITS)

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; 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; 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:

1. Naresh K. Malhotra Marketing Research; An applied Orientation Pearson education, New Delhi 2010.
2. Joseph F. Hair, Rolph E. Anderson Multivariate Data Analysis Prentice Hall, 2010.

Reference Books:

1. Timm H Neil, "Applied Multivariate Analysis Springer- Verlag Inc. New York 2002.
2. Johnson Arnold Richard, and Wichern W Dean " Applied Multivariate Statistical Analysis" Pearson Prentice Hall, 2007.

MCOM 426 COMPUTER APPLICATIONS IN BUSINESS

SOFT CORE

(3 Credits)

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

Excel for Financial Modelling-Basic Excel features-Financial functions-Logical functions-Statistical functions-Look up and reference function-analysis tool pack

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

Testing the Security Market Line: The First-Pass Regression-The Second-Pass Regression-Testing CAPM using excel-Solving an Unconstrained Portfolio Problem-Solving a Constrained Portfolio Problem

Unit V

Event Studies: Outline of an Event Study-Measuring the Stock's Behavior in the Estimation Window and the Event Window-Market-Adjusted and Two-Factor Models-The Event Window-Impact of Earnings Announcements on Stock Prices-Cumulative Abnormal Returns

Text Books

1. Mary Jackson, Mike Staunton "Advanced Modelling using Excel and VBA John Wiley and sons limited 2007
2. Gottlieb Isaac, "Next Generation Excel: Modeling in Excel for Analysts and MBAs John Wiley and sons limited 2009

Reference Books

1. Chandan Senguptha "Financial Modeling: Using excel and VBA John Wiley and sons limited 2008
2. Simon Benninga "Financial Modeling The MIT Press Cambridge, Massachusetts 2008

MCOM 427 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; 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.

Unit –IV: Financing Strategies – Import Vs Export Financing Strategies – Framework, Determinants, Implementation & Management; Financial Collaboration - Competitive Advantage, Market Expansion,; Hybrid Financing Strategies.

Unit V: Financing Institutions & Export Promotion – Role of World Trade Organization, Economic Unions, Reserve Bank of India, EXIM Bank of India, Export Credit Guarantee Corporation, Banks & Financial Institutions; Export Promotion – Export Councils & Boards, Export Oriented Units, Special Economic Zones, Economic Promotion Zones, Economic Processing Zones, Agricultural Export Processing Zones; Logistics Financing for Export Promotion – Issues & Challenges, Case Studies.

Text Books:

1. The Handbook of International Trade and Finance Andera Grath 2008, British Library cataloging – in- – publication data - ISBN 9780749453206
2. Agrawal D.K (2003), 'Text Book of Logistics and Supply Chain Management', Mac Millan Publishers India Ltd.2003

Reference Books:

1. Anders Grath (2008), The Handbook of International Trade and Finance, Kogan Page Publishers 2008 Reprint
2. James Calvin Baker (2003), Financing International Trade, Greenwood Publishing Group. 2003 latest edition
3. Nabhi's Manual, "New Import Export Policy and Handbook of Procedures", Vol.1 2002-07: As Amended Upto 4.4.2002, Oscar Publications.
4. David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, (2005) 'Fundamentals of Logistics Management', Mc Graw Hill. 2006 reprint

MCOM 428 FUND MANAGEMENT IN COMMERCIAL BANK

SOFTCORE

(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.

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 marketingstrategy.

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:

1. Cates David, "Liquidity Lessons for the "90s" Bank Management April 1990
2. Matten Chris, Managing Bank Capital, New York, John Wiley & Sons 1996
3. Neelam C. Gulati 'Principle of Banking Management" Excel Books, New Delhi 2010
4. P. Subba Rao,"Principles of Practices of Bank Management, Himalaya Publishing House, Bombay 1988.

Reference Books:

1. Jadhav, Narendra: Challenges to Indian Banking ed. Macmillan, New Delhi
2. Joel, Bessis; Risk Management in Banking John Wiley.
3. Sinkey, Joseph F, Jr: Commercial Banks Financial Management, Prentices Hall Delhi.
4. Smith, T.R Fire Insurance Theory & Practice, Stone & Cox
5. Turner, H.S. Principles of Marine Insurance, Store and Cox
6. S. singh Yogesh Singh, Risk Management in Banks, Excel Books, 2008
7. Bharati V. Rathok, Indian Financial System, Pearson Edn, 2006

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:

1. Sharma J.K.: Operations Research – Theory and Applications, Macmillan India Ltd., New Delhi 3rd edition 2006
2. R. Panneerselvam – Operation Research Prentice Hall of India Private Ltd., New Delhi.(2007)2nd edition
3. Hiller & Lieberman “introduction to Operations Research Tata McGRaw Hill, New Delhi (2009) 8th ed.

Reference Books:

1. Vazsonyi, Andrew and Herbert F.Spriner: Quantitative Analysis for Business, Prentice Hall, New Delhi.Special Indian edition
2. Vohra, N.D.: Quantitative Techniques in Management, Tata McGraw – Hill, New Delhi. 2008
3. Sharma SC, Sehenoy GV, Srivastava VK: Quantitative Techniques for Managerial Decision second edition, Prentice Hall of India.
4. Hamdy A. Tata Operations Research An introduction Prentice Hall of India sixth edition 2000
5. Tulsian P.C.& Vishal Pandey “Quantitative Techniques” Pearson education, New Delhi 2004

Theory and Problem: - 40:60

MCOM 400 STOCK MARKET INVESTMENT

(FOR NON-COMMERCE STUDENTS)

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

UNIT I: Investment: Basics of Investment – Investment, Speculation and Gambling – Investment Environment – Investment Categories – SEBI

UNIT II: Stock Market: Markets for Securities and their functions – Primary Markets – Secondary Markets – Processes of buying and selling securities – Types of securities – Security Market Indicators.

UNIT III: Risk – Return Framework: Security Returns – Measurement of Returns – Concept of Risk – Systematic Risk – and unsystematic Risk

UNIT IV: Security Valuation: Bond Valuation – Preference Share Valuation – Equity Share Valuation.

UNIT V: Fundamental Analysis: Basics of Economic Analysis and Industry Analysis – Company Analysis – Non Financial parameters – financial Parameters – Analysis of financial statements.

UNIT VI: Technical Analysis: The Dow Theory – Technical indicators of the overall market – Indicators for individual stocks – Charting Techniques.

Text Books:

1. Avadhani V.A. Securities Analysis and Portfolio management, Himalaya Publishing House, Delhi.
2. Preethi Singh: Investment Management, Himalaya Publishing, Delhi.

Reference Books

1. Bhalla V.K., Investment Management, S. Chand & Co, New Delhi.
2. Fisher and Jordan: Security Analysis and Portfolio Management , Prentice Hall, New Delhi.

Theory and Problem: - 60:40

THIRD SEMESTER

<i>MCOM 511</i>	PROJECT MANAGEMENT
<i>MCOM 512</i>	PORTFOLIO MANAGEMENT
<i>MCOM 513</i>	ADVANCED COST ACCOUNTING
<i>MCOM 514</i>	INTERNATIONAL FINANCE
<i>MCOM 515</i>	SUMMER PROJECT REPORT AND VIVA
<i>MCOM 516</i>	CORPORATE TAX PLANNING AND MANAGEMENT
<i>MCOM 517</i>	COMPUTER AIDED MULTIVARIATE DATA ANALYSIS FOR DECISION MAKING
<i>MCOM 518</i>	COMMODITY DERIVATIVES MARKETS & APPLICATIONS
<i>MCOM 519</i>	FOREX MANAGEMENT

MCOM 511 PROJECT MANAGEMENT

HARD CORE

(4 CREDITS)

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 – III: Project Appraisal: Objectives, essential of a project methodology – Market appraisal – Technical appraisal – Financial appraisal –Commercial appraisal- Managerial appraisal-Social Cost Benefit Analysis (SCBA) – L&M approach & UNIDO approach – SCBA in India

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

1. Prasanna Chandra, : Project Preparation, Appraisal and Implementation’ Tata McGraw Hill Delhi. 1987
2. Chaudhary, S: Project Management, Tata McGraw Hill, New Delhi.
3. N.P. Agarwal, B.K. Mishra Project Management, Ramesh Book Depot, Jaipur 2006

References Books

1. Pitale, R.L: Project Appraisal Techniques, Oxford and IBH. Publishing Pvt. Ltd., New Delhi 1982.
2. Timothy, D.R. and W.R. Sewell: Project Appraisal and Review, Macmillan, India.
3. Little I.M.D. and Mirrless JA: Project Appraisal and Planning for Developing Countries, London Heinemann Education Books. 1974
4. Dennis Lock, Project Management Wildwood House Ltd., 1986
Handbook of P.M. jaico Publishing House, Mumbai 1997
5. P.K. Joy, “Total Project Management, Macmillan India Ltd., New Delhi 1996
6. David I Cleloyd, ”Project Management” McGraw Hill, New Delhi 1999

MCOM 512 PORTFOLIO MANAGEMENT

HARD CORE

(4 CREDITS)

Objectives: To equip students to construct portfolios select optimal portfolio and decide to change the portfolios based on evaluation

UNIT I: Introduction: Investment - Meaning, importance, types, investment avenues – Portfolio and Portfolio Management – objectives, portfolio construction, revision, reconstruction and portfolio management.

UNIT II: Security and Portfolio Analysis: Estimating rate of return and portfolio return, Risk of Security and Portfolio, Effects of combining securities – two securities and more than two securities portfolio. portfolio returns.

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:

1. Dhanesh Khatri, Security Analysis and Portfolio Management, Macmillan, Delhi, 2010.
2. M. Ranganatham, Investment Analysis and Portfolio Management, Pearson Education, 2012.

Reference Books:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, 3rd Edition, Tata McGraw Hill Publishing Ltd., Noida 2010.
2. Donald B. Fisher, Ronald J. Jordon Security Analysis and Portfolio Management, Prentice Hall of India.
3. V. K. Bhalla, Investment Management, Security Analysis and Portfolio Management, S.Chand &Co. 7th Edition, 2000.
4. ZVI Bodia, alex Kane, Alan J. marcus, Pitabas Mohanty Investments, Tata McGraw Hill Publishing Company Ltd., Delhi 2006.
5. Samir Barua K, Portfolio Management, Tata McGraw Hill Publishing Ltd., Noida 2004.

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 I: Introduction – Evolution of cost Accounting – Scope and importance of Cost Accounting – Functions and objectives of Cost Accounting – Evaluation of Cost Accounting – Installation of a Costing System – Classification of Costs – Methods and Techniques of Costing – Marginal Costing vs. Absorption Costing.

UNIT II Cost Recording: Non Integral Accounting – Reconciliation of Cost and Financial Accounting – Integral Accounting – Activity Based Costing – Life Cycle Costing and Target Costing

UNIT III: Cost Accumulation: Specific order Costing – Job Order Costing – Batch Costing – Contract Costing.

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

UNIT V: Cost Reporting: Performance Measurement and Reporting – Divisional Performance Analysis – Transfer Pricing – Inter-Process Profit – Uniform Costing and Inter-firm comparison.

Text Books:

1. Jain S. P and K.L. Narang : K.L: Advanced Costing, Kalyani Publishers Ludhiana 2009
2. M.Y.Khan and P.K. Jain: Cost Accounting, TataMcGraw Hill Co., New Delhi 2009

Reference Books::

1. Jawaharlal & Seema Srivatsava: Cost Accounting, Tata McGraw Hill, New Delhi 2009
2. Colin Drury: Management & Cost Accounting, CENGAGE Learning India (P) Ltd New Delhi 2000
3. Charles T. Horagren:cost Accounting: A Managerial EmphasisPearson Prentice Hall, New Delhi 2009.
4. Maheswari S.N. Advanced Cost Accounting, Sultan Chand & Sons, New Delhi 2008.
5. Saxena and C.D. Vashist: Advanced Cost and Management Accounting, Text, Sultan Chand and Sons, New Delhi 2008.
6. HANSEN & MOWEN: Cost Management – Accounting and Control, Thomson Asia Pvt. Ltd., Bangalore, 2004

Theory and Problem: 20:80

HARD CORE

(4 CREDITS)

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 III: International Financial Markets and Instruments: International money market – Euro Currency Market, Euro credits, Forward Rate Agreements, Euro Notes – International Bond market- Credit Rating and indices of international bond market – Types of instruments – International equity markets: Market structure, trading in international equities, cross listing of equities, GDRs, ADRs, IDRs, Global registered shares, International equity market benchmark, factors affecting in international equity market.

UNIT IV: Foreign Exchange markets: functions and structure of forex market – Forex market participants, foreign exchange spot rates, forward, futures, options and swap market; Foreign Exchange rate determinants – International parity relationship, Interest rate parity, Purchasing power parity and International Fisher Effect.

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:

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi 2009, 5th edition
2. Shapiro, Alan. C: Multinational Financial Management, Prentice Hall, New Delhi. 2006, 8th edition
3. Cheol S. Eun, Bruce G. Resnick, International Finance Management, McGraw Hill, 5th edition, 2009.

Reference Books:

1. Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi, 5th Edition.
2. Keith Pilbeam, International Finance, Palgrave Macmillan, 3rd edition.
3. Thomas J. P'brien, International Finance – corporate decision in global markets, 2nd edition.

Theory and Problem: - 80:20

MCOM 516 CORPORATE TAX PLANNING AND MANAGEMENT

SOFT CORE

(3 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.,
2. Sally Jones and Shelley Rhodes Principal of Taxation for business and Investment Planning, Tata McGraw Hill,

Reference Books

1. V.K. Singhania and Kapil Singhania “Direct Tax Laws and Practice Taxmann Publication 43rd edition 2010
2. H.C. Mehrotra and S.P. Goyal Income Tax Law and Accounts Sahitya Bhawan Publications 51st edition 2010
3. Gaur and Narang Income Tax Law and practice Kalyani Publication 38th edition 2010
4. R.K. Agarwal Tax Planning for Companies, Hindu Law Publisher 14th edition 2008
5. V.K. Singhania and Kapil Singhania Corporate Tax Planning and Management Taxmann Publication 12th edition 2008
6. Kaushal Kumar Agrawal Direct Tax Planning and Management Atlantic Publication 5th edition 2006.

Theory and Problem: - 40:60

**MCOM 517 COMPUTER AIDED MULTIVARIATE DATA ANALYSIS FOR DECISION
MAKING**

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 – I: Introduction – Meaning, Definition- Concept, Measurement scales Measurement errors Types of multivariate techniques – Guideline for Multivariate Analysis and interpretative. A structured approach to Multivariate model building.

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 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 test – Multivariate ANOVA – Two group case: Hotelling's T square – group MONOVA – Post hoc Tests – Interpreting results

Text Books:

1. Hair, Anderson, Tatham and Black., Multivariate Data Analysis, Pearson Education (Singapore) Pvt Ltd, Singapore
2. Johnson RA and DW Wichern., Applied Multivariate Statistical Analysis, Upper Saddle River, NJ, Prentice Hall

Reference Books.

1. Affif and Clark., Computer Aided Multivariate Analysis, Lifetime Learning Publications, California
2. SPSS, Inc., SPSS advanced Statistics Guide, Chicago, SPSS
3. SAS Institute, Inc., SAS User's Guide: Statistics, Version 6, Cary, NC ., SAS Institute

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 II : Commodities Regulatory Framework in India: FCRA * FMC * Kabra Committee Report * Abhijit Sen Committee Report Etc. SEBI Act. Banking Act. Warehousing Development and Regulation Act. APMC Act,

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:

1. "Commodity Derivatives" by Indian Institute of Banking and Finance, ISBN 9780230634152, Macmillan Publishers India, 2007.
2. "Commodity Derivatives: Markets and Applications", by Neil C.Schofeild, Published by John Wiley & Sons, ISBN:0470019107

References:

1. "Commodities & Commodity Derivatives: Modeling and Pricing for Agriculture, Metal & Energy", by Helyette Geman, Published by John Wiley & Sons, ISBN: 0470012188
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

MCOM 519 FOREX MANAGEMENT

SOFT CORE

(3 CREDITS)

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 I: Foreign Exchange – The Foreign Exchange Market – Organization of the Foreign Exchange Market – The Spot Market – The Forward Market – Relationship between the Forward Rate and the Future Spot Rate – Interest Rate Parity Theory.

UNIT II: Exchange Rates – Exchange Rate Systems – Gold and the Bretton woods Systems – Fixed Exchange Rates – Flexible Exchange Rates – Factors which influence the Determination of Exchange Rates – Exchange Control – Objectives and Methods of Exchange Control

UNIT III: Foreign Exchange Transactions - Purchase and Sale Transactions – Spot and Forward Transactions –Ready Exchange Rates – Principal types of Buying Rates – Principal types of Selling Rates – Ready Rates based on Cross Rates.

UNIT IV: Forward Exchange Contracts – Factors that Determine Forward Margins – Calculation of Fixed Forward Rates and Option forward Rates – Forward Exchange Rates Based on Cross Rates – Execution of Forward Contract – Cancellation/Extension of Forward Contract – Inter Bank Deals (Theoretical Aspects only)

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

Text Books:

1. C. Jeavanandam: Foreign Exchange Practice and Concepts, Sultan Chand & Sons, New Delhi.
2. Apte P.G. International Financial Management TataMcGraw Hill, New Delhi

Reference Books:

1. Alan C. Shapiro: Multinational Financial Management Prentice-Hall of India, New Delhi.
2. Cheul S Eun & Bruce Gresnick, International Financial Management Tata McGraw Hill Co., New Delhi.

Theory and Problem: - 50:50

FOURTH SEMESTER

<i>MCOM 521</i>	STRATEGIC FINANCIAL MANAGEMENT
<i>MCOM 522</i>	MULTINATIONAL FINANCIAL MANAGEMENT
<i>MCOM 523</i>	EQUITY DERIVATIVES AND RISK MANAGEMENT
<i>MCOM 524</i>	COMPHREHENSIVE VIVA
<i>MCOM 525</i>	FINANCIAL STATEMENT ANALYSIS
<i>MCOM 526</i>	INDIRECT TAXES MANAGEMENT
<i>MCOM 527</i>	STRATEGIC MANAGEMENT
<i>MCOM 528</i>	E-COMMERCE

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

1. Allen D: An introduction to Strategic Financial Management, CIMA/Kogan page, London.
2. Chandra, Prasanna: Financial Management, Tata McGraw Hill Delhi.
3. Julian, Lowenthal, Survival, Strategic for Financial Services, John Wiley, 2002.

Reference Books

1. Hull J.C Options, Futures and other Derivative Securities, Prentice Hall of India Delhi
2. Mattoo, P.K. Corporate Restructuring: An Indian Perspective, Macmillan, New Delhi.
3. Pandey, I.M. Financial Management Vikas Publications, Delhi.
4. Smith, C.W C.W Smithson., and D.S Wilford; Managing Financial Risk,. Harper and Row New York.
5. My. Khan, Indian Financial System, Tata McGraw Hill, 2001

Theory and Problem: - 70:30

MCOM 522 MULTINATIONAL FINANCIAL MANAGEMENT

HARD CORE

(4 CREDITS)

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 I: Globalization and Multinational firm – Growth and Importance of Multinational finance – Theory of Comparative Advantage – Goals of International Finance Management, Globalization of the world economy and major trends – Significance of Multinational corporations – FDI Global trends in FDI, Reasons for investing overseas – Cross – border mergers and acquisitions; Political risk and FDI - : measurement and management of 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.

UNIT IV: Multinational Working Capital Management – Short term overseas financing sources, Management of international cash balances, inventory & account receivables.

UNIT V: International trade finance – Letter of credit, Forfeiting, Countertrade, Government assistance for exporting; **International tax environment** – objectives on international taxation – types of taxation – national tax environment – tax heavens – controlled foreign corporation; **Transfer pricing** and related issues.

Text Books:

1. Apte P.G. International Financial Management, Tata McGraw hill New Delhi. 2009 5th edition
2. Shaprio, Alan C: Multinational Financial Management Prentice Hall, New Delhi, 2009 9th edition
3. Cheol S. Eurn, Bruce G. Resnick, International Financial Management, Mc Graw – Hill- Irwin, 5th edition - 2009

Reference Books:

1. Buckley, Adrian multinational finance, Prentice Hall New Delhi. 5th edition
2. Maurice. D. levi, International finance – the markets and financial management and multinational business, Mc Graw Hill, Inc, 3rd edition, ISBN -0-07-037687-5.
3. Vyuptakesh Sharan., International financial Management, Asoke K Ghosh Phi learning pvt ltd., 5th edition, ISBN : 978-81-203-3864-7.
4. Madhu Viji., International financial management., Anuray Jain for Excel book, 3rd edition., ISBN: 978-81-7446821-5.

Theory and Problem: - 70:30

MCOM 523 EQUITY DERIVATIVES AND RISK MANAGEMENT

HARD CORE

(4 CREDITS)

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 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 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:

1. Dhanesh Khatri, derivatives and Risk management, macmillan Publishers India Ltd, 2012.
2. John C. Hull, Sankarshan Basu, Options, Futures and other Derivatives, Pearson Education, Noida 2010

Reference Books:

3. Stafford Johnson, Introduction to Derivatives, Oxford University Press, 2009
4. David A & Thomas W. Miller, Derivatives valuation and Risk Management, Oxford University Press 2003.
5. Robert A strong, Derivatives: An Introduction, Thomson South-Western, 2002
6. Don M. Chance & Robert Brook, s Derivatives & Risk Management, South Western Cenage Learning, 2008
7. Rene M. Stuly, Risk Management & Derivatives, Thomson south Western, 2007.

Theory and Problem: - 40:60

MCOM 525 FINANCIAL STATEMENT ANALYSIS

SOFT CORE

(3 CREDITS)

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 1: Framework for Financial Statement Analysis- Business analysis- Principle of Financial Statements – objective of FSA- Techniques of FSA- Sources of Financial Information –Role of Auditor- Modern portfolio theory – Efficient market hypothesis - Implications of empirical research on Financial Statement Analysis

Unit 2: Analyzing Operating Activity – Income Measurement-Recurring and Nonrecurring Items – Revenue and Gain Recognition – Deferred Charges – Accrual Concept of Income- Revenue and Expense Recognition Methods- Quality of Earnings- Supplementary Employee Benefit and Interest Costs. Deferred tax analytical issues

Unit 3: Analyzing Financing Activities – Liabilities (Current & Noncurrent) - Leases – Accounting and reporting of lease- Long term liabilities— Postretirement Benefits -Pension and Other Employee Benefits-Contingencies and Commitments- Off- Balance Sheet Financing- Shareholders' equity -Accounting for income taxes

Unit 4: Analyzing Investing Activity – Introduction to Current Assets and noncurrent assetst – 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
2. John J. Wild, K.R. Subramanyam, Robert. F. Halsey. “Financial Statement Analysis” Mc Graw Hill Education 2007.
3. Gerald I White, Sondhi C Ashwinpaul, Fried Dov. “The Analysis and Use of Financial Statements” Wiley India 2007.
4. Stice K Earl, Stice D James, “Financial Accounting Reporting And Analysis” South Western 2006.

MCOM 526 INDIRECT TAXES MANAGEMENT

SOFT CORE

(3 CREDITS)

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 II: Introduction to Central Excises, Classification of Goods, Valuation under Central Excise – Assessment – Procedures – Demands, Recovery and Refund – MODVAT to CENVAT:- Exempted Goods/Output services.

UNIT III: Introduction to Customs Duty – Types of Customs Duty – Valuation for customs duty – Procedures for imports and Export Baggage – Postal articles – Stores Exemptions – Remissions – Demand Recovery – Refunds Exports Incentives – CESTAT (Customs, Excise and Service Tax Appellate Tribunal

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.

UNIT V: VAT and Service Tax - Introduction to VAT – Goods & Dealers – Categories of Sales – Assessment & Audit – Dealers – Accounting Treatment – Introduction to Service Tax, Value of Taxable Service – Exemptions from Service Tax – Classification of Service – Procedures of Service Tax – Export of Service & Import of Service .

Text Books:

1. Dately V.S.: Indirect taxes – Laws and Practice, Tax Mann Publication (P) Ltd., New Delhi.24th edition 2013
2. V. Balachandran: Indirect Taxes, Sultan Chand & Sons, New Delhi.16th edition 2013

Reference Books:

1. V.K. singhania and Monica Singhania Students guide to Income Tax including Service Tax and VAT Taxmann Publication 44th edition 2010
2. V.S. Dately elements at Central Excise and Customs Law Taxmann Publication 5th edition 2007
3. B.C. Datta Laymen’s guide to GST Taxmann Publication 4th edition 2011
4. V.S. Dately Service Tax and VAT Taxmann Publication 13th edition 2009
5. V.s. Dately Indirect Tax Gows Problems and Solutions Taxmann Publication 3rd edition 2010.

Theory and Problem: - 70:30

MCOM 527 STRATEGIC MANAGEMENT

SOFT CORE

(3 CREDITS)

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, bench marking, service blue printing.

UNIT IV: Functional Strategies: Marketing, production/operations and R&D plans and polices. Functional strategies: Personnel and financial plans and policies - Strategy Implementation: Inter – relationship between formulation and implementation- Issues in strategy implementation; Resource allocation.

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:

1. Bhattachary, S.K. and N.Venkataramin: Managing Business Enterprise: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.1st edition 1983
2. Sharma, R.A Strategic Management in Indian Companies, Deep and Publications, New Delhi.
3. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw – Hill international Edition 4th edition 1984

Reference Books:

1. Budhiraja, S.B. and M.B Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
2. Christensen, C. Roland, Kenneth R. Andrews, Joseph L. Bower, Rochard G. Hameresh, Michael E. Porter Business Policy Text and Cases, Richard D. Irwin, Inc., Homewood, Illinois.
3. Coulter, Mary K: Strategic Management in Action, Prentice Hall, New Jersey.
4. David, Fred R: Strategic Management, Prentice Hall, New Jersey.
5. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw – Hill international Edition.
6. H.Igor, Ansoff: Implanting Strategic Management, Prentice Hall, New Jersey.

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.

UNIT IV: Business to Business E-commerce: Needs and alternative models of B2B e-commerce; Technologies, EDI and paperless trading; EDI architecture, EDI standards, VANs, Costs of EDI infrastructure, features of EDI service arrangement, Internet-based EDI and FTP-based messaging.

UNIT V: Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, types of threats, source of threats, security tools and risk-management approach e-commerce security and a rational Security policy for e-commerce: Corporate Digital Library; I.T. Act 2000.

Text Books:

1. Kalakafa Whinston Pearson - Frontiers of electronic Commerce 1996
2. P.T. Joseph S.J., E-Commerce, second edition PHI 2007, PHI Pvt. Ltd., New Delhi.

Reference Books:

1. Agarwal, K.N and Deeksha Ararwalar; 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
3. Cady, Glcc Harrab and McGregor Pat: mastering the Internet, BPB Publication, and New Delhi. 1996
4. Diwan, Prag and Sunil Sharma: Electronic Commerce – A Manager's Guide to E – Business , Vanity Books International, Delhi. (out of published) 2002
5. Minoli and Minol; Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi. 2007
6. O'Brien J: Management Information Systems, Tata McGraw Hill, New Delhi. 2008