

PG DEPARTMENT OF COMMERCE
COURSES OF STUDIES
FOR
MASTER OF COMMERCE

CHOICE BASED CREDIT SYSTEM (CBCS)



S.C.S. (A) College, Puri

Website: www.scscollege.nic.in

Academic Session

2017-2019

CBCS – M.Com. Syllabus

SEMESTER – I

Paper	Paper Name	Marks (100)	Paper Code
1.1	Managerial Economics	70+30	M.ECO
1.2	Management Concept & Organizational Behaviour	70+30	MCOB
1.3	Advanced Statistical Analysis	70+30	AStA
1.4	Accounting for Managerial Decision	70+30	AMgD
1.5	Financial Management	70+30	FMGT

SEMESTER – II

Paper	Paper Name	Marks (100)	Paper Code
2.1	Business Environment	70+30	B.ENV
2.2	Marketing Management	70+30	M.MGT
2.3	Strategic Financial Management	70+30	S.Fin.Mgt
2.4	Computer Application in Business	100	Comp. A. Bus
2.5	Human Resources Management	70+30	HRM

SEMESTER – III

Paper	Paper Name	Marks (100)	Paper Code
3.1	Business Research & Business Communication	70+30	BR & BC
3.2	International Business	70+30	I.B
3.3	Financial Institution & Market	70+30	FI & M
3.4	Accounting Standard & Corporate Reporting	70+30	AS & CR
3.5	Research Methodology	70+30	RM

SEMESTER – IV

Paper	Paper Name	Marks (100)	Paper Code
4.1	Management Information System	70+30	MIS
4.2	Financial Instrument & Services	70+30	FI & S
4.3	Dissertation and VIVA	70+30	D & V.V
4.4	Portfolio Management	70+30	PMGT
4.5	Advertising	70+30	ADVT

SEMESTER – I
PAPER – 1.1
MANAGERIAL ECONOMICS

Marks: 100 (70+30)

Objectives: This course aims to develop managerial perspective to economic fundamentals as an aid to decision making under given environmental constraints.

UNIT – I: Nature and Scope of Managerial Economics, Economic Theory and Managerial Theory, Managerial Economist's Role and Responsibilities and Objectives of Business Firm.

UNIT – II: Demand Analysis: Determinants of Demand, Theory of Consumer Choice: Cardinal Utility Approach, Indifference Curve Approach.

UNIT – III: Production Theory: Production Function, Law of Variable Proportion, Law of Returns to Scale, Economics of Scale, Cost Concepts, Short and Long Run Cost Functions - their Nature, Shape and Inter Relationship

UNIT – IV: Price Determination: Methods of Price Determination, Characteristics of Different Market Structure, Price Determination under Perfect Competition, Monopolistic Competition, Oligopoly and Monopoly, Price Discrimination Transfer Pricing, Dumping.

UNIT – V: Business Cycles: Nature and Phases of Business Cycle, Theories of Business Cycles - Monetary, Innovation, Cobweb, Samuelson and Hicks Theories. Inflation: Meaning, Characteristics and its effects.

Reference Books:

1. Varshney R. L. and Maheswari K. L., Managerial Economics, (Sultan Chand & Sons)
2. Dean, Joel, Managerial Economics, (Prentice Hall)
3. Mote, V. L., Paul S & Gupta, G. S. Managerial Economics Concepts & Cases (Tata McGraw Hill)
4. Dwivedi, D. N. Managerial Economics, (Vikas Publication House)
5. Adhikary M. Business Economics (Excel Books)
6. Chopra OP: Managerial Economics, S (Tata McGraw Hill)
7. D. M. Mituni, Managerial Economics (Himalaya)
8. Mishra & Puri, Economics for Management: Text and Cases (Himalaya)
9. H. L. Ahuja, Business Economics: Micro & Macro, (S. Chand & Co. Ltd.)
10. S. A. Siddique & A. S. Siddique Managerial Economics & Financial Analysis, (New Age)

SEMESTER – I
PAPER – 1.2
MANAGEMENT CONCEPT & ORGANIZATIONAL BEHAVIOUR
Marks: 100 (70+30)

Objectives: The objectives of this course are to help students understand the conceptual frame work of management and organisational behaviour.

UNIT – I: Schools of Management Thoughts: Nature and Scope of Management, Traditional Theories of Management, Human Behaviour and Social System School; Decision Theory School; System School: Contingency Theory of Management Functions of a Manger.

UNIT – II: Managerial Function: Planning Concept, Significance, Types: Organizing Concept, Principles, types of Organizations, Authority, Responsibility, Power, Delegation, Decentralization.

UNIT – III: Organizational Behaviour: Concept and Significance: Relationship between Management and Organizational Behavior Ethical Perspectives: Attitudes, Perception and Personality.

UNIT – IV: Team Development: Leadership Concept; Leadership Styles; Theories- Trait Theory, Behavioral Theory, Fielder's Contingency Theory; Situational Theory; Likert's Four Systems of Leadership.

UNIT – V: Motivation: process of Motivation: Theories of Motivation Maslow's Need Hierarchy Theory, Mc Gregor's Theory X & Y Mc Clelland's Need Theory, Victor Vroom's Expectancy Theory, Herzberg's Two Factor Theory, Skinners's Reinforcement Theory.

Reference Books:

1. Michael, V. P.: Organisational Behavior and Managerial Effectiveness, S. Chand, New Delhi
2. Hellreigel, Don John W Slocum Jr. and Richards W. Woodman: Organizational Behaviour, South Western College Publishing, Ohio.
3. Hersey, Poul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
4. Aswathappa, K.; Organisational Behaviour, Himalaya Publishing House, Mumbai.
5. Kooontz, Harold, Cyril O'Donnel and Heinz Wehrich: Essentials of Management, Tata McGraw Hill, New Delhi.
6. Luthans Fred: Organisational Behaviour, McGrawHill, New York.
7. Newstrom, John W. and Keith Davis: Organisational Behaviour: Human Behaviour at Work, TMH, New Delhi.
8. Robbins, Stephen P, and Marry Coulter: Management, Pearson Education, New Delhi.
9. Streers, Richards M. and Stewart Black: Organisational Behaviour, Harper Collins College Publisher, New York.
10. Sukla Madhukar: Understanding Organisations: Organisations ThroRY and Practice in India, PH, New Delhi.
11. Thom Hill: Managing Change, Pearson Education, New Delhi, Green Berg Behaviour in Organisation.
12. Hall: Organisation Structure, Process and Outcomes.

13. Terry G.R.: Principles of Management.
14. Drawker, Peter: Practice of Management.
15. Prasad, L. M.: Principles of Practice of Management.

SEMESTER – I
PAPER – III
ADVANCED STATISTICAL ANALYSIS

Marks: 100 (70+30)

Objectives: The course aims at making the students learn the application of statistical tools and techniques for decision making.

UNIT – I: Univariate Analysis: An overview of Central Tendency, Dispersion and skewness

UNIT – II: Probability Theory - Probability-Classical, Relative and Subjective Probability, Addition And Multiplication Probability Models - Conditional Probability, and Bayes Theorem.

UNIT – III: Probability distributions, Binomial, Poisson and Normal Distribution, Their Characteristics and Application.

UNIT – IV: Data types, Data Collection and Analysis: Sampling, need, Errors and Methods of Sampling, Probability and Non-Probability Method, Sampling and Non-Sampling Errors, Law of Large Numbers and Central Limit Theorem, Sampling Distribution and Their Characteristics.

UNIT – V: Theory of Estimation and Testing of Hypothesis. Significance Test of Large Sample and Small Sample Test : T-test , Z-test, and F-test, Non Parametric Test: Chi-Square Test, Sign Test, Rank Sum Test, one Sample Runs Test, H Or Kruskal Walls Test.

References:

1. S. P. Gupta, Statistical Methods. (Sultan Chand and Sons)
2. S. C. Gupta, Fundamentals of Statistical, (Himalaya Publishing House)
3. R. P. Hooda: Statistical for Business & Economics (Macmillan)
4. D. N. Elhance, Beena Helhance and B. M. Agarwal: Business Statistics (Kitab Mahal)
5. Heinz, Kolher: Statistics for Business & Economics (Harper Collins)

SEMESTER – I
PAPER – IV
ACCOUNTING FOR MANAGERIAL DECISION

Marks: 100 (70+30)

Objectives: The Objectives of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decision.

UNIT – I: Financial Statement Analysis, Interpretation and Criticism - Trend Analysis- Trend Analysis - Financial Ratio Analysis; Solvency Ratios, Leverage Ratios and Capital Structure Ratios- Fund Flow Statement, Present Practices Regarding Published Accounts.

UNIT – II: Costing and Break-Even Analysis: Concept Of Marginal Cost; Cost-volume-Profit Analysis; Break-Even Analysis; Decisions Regarding Sales-Mix, Make or Buy Decisions and Discontinuation of a Product Line.

UNIT – III: Differential Cost Analysis: Concepts of Relevance cost; Distinction between relevance cost & irrelevance cost; Meaning and Characteristics of differential costs; Similarities & Differences between Differential Cost Analysis & Marginal Cost Analysis; Determination of Differential Cost; Managerial Applications of Differential Cost Analysis.

UNIT – IV: Budgeting: Definition of Budget: Essential of Budgeting; Types of Budget-Functional Budget, Cash Budget, and Flexible Budget.

UNIT – V: Standard costing and Variance Analysis: Standard Costing as a Control Technique; Variance Analysis-Meaning and Importance, Kinds of Variance and Their Uses; Materials, Labour and Overhead Variance.

References:

1. Horngren, C. T. Gary L. Sudem and Willaiam O. Stratton: Introduction to Management Accounting, Pearson Education, New Delhi
2. Horngren Charles T. George Foster and Srikanta M. Dattar: Cost, Accounting: A Managerial Emphasis, Pearson Education, New Delhi.
3. Banerjee Bhabatosh: Management Accounting
4. Anthony, Robert: Management Accounting, Tarapore-wala, Mumbai
5. Garrison, Ray H. and Eric W. Noreen: Management Accounting, Richard D. Irwin, Chicago.
6. Jawaharlal: Adv. Management Accounting, S. Chand, New Delhi
7. Jain & Narang, Cost Accounting, Kalyani Publishers.
8. Hansen, Don R. and Maryanne M. Moreen: Management Accounting, South Western College Publishing, Cincinnati, Ohio.
9. Lall, B. M. and I. C. Jain: Cost Accounting: Principles and Practice, Prentice Hall, New Delhi
10. Pandey, I. M.: Management Accounting, Kalyani Publishers.
11. Manmohan & Goyal, Principles of Management Accounting, Sahitya Bhawan, Arga

SEMESTER – I
PAPER – V
FINANCIAL MANAGEMENT

Marks: 100 (70+30)

Objectives: The objective of this course is to acquaint students with the conceptual framework of financial management and its applications under various environmental constraints.

UNIT – I: Meaning Nature and Scope of Finance, Financial Goal-Profit vs Wealth Maximization. Finance Functions - Investment, Financing and Dividend Decisions.

Capital Budgeting - Investment Evaluation Criteria - Payback Period, Accounting Rate of Return, Net Present Value Internal Rate of Return and Profitability Index. Risk Analysis in Capital Budgeting.

UNIT – II: Operating and Financial Leverage - measurement of Leverage, Effects Operating and Financial Leverage on Profit, Combined Financial and Operating Leverage.

Capital Structure Theories- Net Income Approach, Net Operating Income Approach, Traditional Approach and MM Hypothesis, Determinants of Capital Structure Decision.

UNIT – III: Cost Of Capital: Meaning and Significance of Cost of Capital, Calculation of Cost of Dept. Preference Capital, Equity Capital and Retained Earnings Combined Cost of Capital.

UNIT – IV: Dividend Policies - Issues in Dividend Policies, Walter's Model, Gardon's Model (Relevance Concepts) MM Hypothesis (Irrelevance Concepts) Determinants of Dividend Policy, Dividend Policy in Practice - Forms of Dividend Policy.

UNIT – V: Management Of Working Capital - Meaning, Significance, And Type Of Working Capital, Need For Working Capital- Concept Of Operating Cycle, Estimation of Working capital Requirement, Financing of Working Capital.

Dimensions of Working Capital Management - Management of Inventories Receivable and Cash.

References:

1. Pandey, I. M.: Financial Management (Vikas)
2. Chanda P: Financial Management; Theory & Practice (Tata McGraw Hill)
3. Kahn M. Y & Jain P. K.: Financial Management; Text & Problems (Tata McGraw Hill)
4. Sharma R. K. and Gupta S. K.: Financial Management (Kalyani Publishers)
5. Van Horne James C: Financial Management & Policy (Prentice Hall)
6. T. P. Ghosh: Accounting and Finance for Managers (Taxmann)
7. D. Chandra Bose: Fundamentals of Financial Management (Prentice Hall of Management)
8. R. P. Rustagi: Financial Management (Galgotia Publishing Company).

SEMESTER – II
PAPER – 2.1
BUSINESS ENVIRONMENT

Marks: 100 (70+30)

Objectives: The objective of study is to develop the ability to understand and scan business environment analyze opportunities and take decisions under uncertainty.

UNIT – I: An overview of Business Environment: Meaning, nature and characteristics of modern business, Meaning and significance of business environment.

UNIT – II: Types of environment internal and external, micro and macro, Environmental analysis-process, Benefits and limitations.

UNIT – III: Economic Environment: Nature of the economy, structure of economy, economic policies, economic conditions, Govt. policies, Industrial policies, EXIM policy, public sector, private sector, industrial sickness, Small industries.

UNIT – IV: Political and Legal Environment: Government and business, FERA and FEMA, Consumer protection Act, Protection of patents, Protection of trademarks, Competition Act.

UNIT – V: Socio-cultural Environment: Business and society, Nature and impact of culture on business, Consumerism, Social responsibilities of business, Business ethics, Social audit

References:

1. Cherunilam F. Business Environmental: Text and Cases (Himalaya)
2. Aswathappa K. E Essential of Business Environment (Himalaya)
3. Agrawal and Diwan, Business Environment (Excel)
4. Mishra and Puri Economic Environment of Business (Himalaya)
5. Jain P. C., Government and Business Policy (Galgotia)
6. Ghosh B. Economic Environment of Business (Vikas)
7. Adhikary M. Economic Environment of Business (Sultan Chand)
8. F. Cherunilam, International Business Environment. (Himalaya)

SEMESTER – II
PAPER – 2.2
MARKETING MANAGEMENT

Marks: 100 (70+30)

Objectives: The objective of the course is to facilitate understanding of the conceptual frame work of marketing and its application in decision making under various environmental constraints.

UNIT – I: Introduction, Evolution of marketing, concepts of marketing, Marketing mix, Strategic marketing planning and overview.

UNIT – II: Market analysis and selection, Marketing environment macro and micro components and their impact on marketing decision, Market segmentation and positioning.

UNIT – III: Product decision, product classification, major product design, product line and product mix, branding, packaging and labelling, product life cycle, new product, development and consumer adoption process.

UNIT – IV: Pricing decisions, Factors influencing pricing decisions, pricing policies and strategies discounts and rebate.

UNIT – V: Promotion and distribution decisions, promotion mix advertising, personal selling, sales promotion, publicity and public relations, Nature function and types of distribution channels, distribution channel intermediaries, channel management decisions.

References:

1. Kotler Phillips and Gray Armstrong: Principles of Marketing (prentice Hall)
2. Kotler Philips; Marketing Management (Prentice Hall)
3. Ramaswamy V. S. and Namkumari; Marketing Management (Macmillan)
4. Srinivasan R.; Case Studies in Marketing (Prentice Hall)
5. F. Cherunilam; Industrial Marketing (Himalaya)

SEMESTER – II
PAPER – 2.3
STRATEGIC FINANCIAL MANAGEMENT

Marks: 100 (70+30)

Objectives: The objective of the course is to acquaint students with the advanced concepts of financial management and the application of the same in developing financial for organization.

UNIT – I: Financial policy and strategic planning changing face of financial management,

UNIT – II: Investment decisions under risk and uncertainty, techniques of investment decisions - risk adjusted discount, rate, certainty equivalent factor, statistical method, sensitivity analysis.

UNIT – III: Expansion and financial restructuring, merger and amalgamation, corporate restructuring, expansion strategy, reason for merger, benefit and cost of merger: evolution of merger proposal.

Leasing; meaning, importance, types of tax, evolution of lease from point of view of lessor and lessee; lease vs buy decision.

UNIT – IV: Financing Strategy, Hybrid securities namely convertible and non convertible securities, deep discount bond, secured premium notes, convertible preference share, Option financing, warrants, convertible and exchangeable.

UNIT – V: Managing financial risk with derivatives, types of corporate risk, derivative securities, hedging risk future contracts, forward contract option swaps insurance, risk mgt tools and practice, corporate governance and ethical, business strategy.

References:

1. Chandra Prasanna; Financial Management (Tata McGraw Hill)
2. Copeland, T. Tkoller and J. Murrin: Valuation Measuring and Managing the value of Companies John Wiley, International edition New York.
3. Hamlon Jane; Financial Management and Decision Making, PHI (New Delhi)
4. Pandey I. M. Financial Management, Vikas Publication Delhi.
5. Smith C.W. and D. S. Wilford; Managing Financial Risk, Harpor and Row, New York.

SEMESTER – II
PAPER – 2.4
COMPUTER APPLICATION IN BUSINESS

Marks: 100

UNIT – I: Introduction to computer based data processing, basic components of computer, and their operation, classification of software, application software, system software, concept of language, translator, editors,

Operating system, batch processing, multi programming and time sharing OS, Introduction to windows, platform menus bottoms, boxes etc accessories, note pad, word pad, paint brush, etc,

UNIT – II: Introduction to computer networking: need of networking, types of network LAN, MAN, WAN network topology, E-mail, Internet, extranet, concept of WWW and Internet browsers-IE, Chrome, Firefox, sharing of files in a network, IP address, Remote Desktop.

Database Management System: Concept of DBMS, Database Design- Physical and Logical, Database and tables, Forms, Queries and reports. Introduction to SQL and SQL commands, client Server Architecture and distributed Database.

UNIT – III: Word processing: introduction to MS-WORD, Creation and editing, of Text files, Find and replace, cut, copy, paste, text formatting and spacing, fonts, indents, page setup, page numbering, header and footer, print setting, spell check, creation of tables, drawing, simple objects, mail merge facility.

Spread sheet: introduction to MS-EXCELL, worksheet, cell, range; tool bars, creation of worksheet, editing, insertion of columns, rows, deletion of columns and rows, formatting data, copying and moving data, manipulation of worksheet data, use of formula, drawing different types of charts, printing of worksheet data.

UNIT – IV: Presentation: introduction to MS-Power point, preparation and presentation of slides, creation of graphs, table, organization charts, addition of new slides changing slides layouts, slide show.

UNIT – V: Accounting package: introduction to Tally ERP 9, preparation of vouchers, invoice and salary statement, maintenance of inventory records, maintenance of accounting books and financial accounts, balance sheet, financial report generation

SEMESTER – II
PAPER – 2.5
HUMAN RESOURCES MANAGEMENT

Marks: 100 (70+30)

UNIT – I: Introduction to Human Resource Management: Introduction, Concept of Human Resource Management, Scope of Human Resource Management, History of Human Resource Management, Function of Human Resource Management, Role of HR Executives.

Human Resource Planning: Process of Human Resource Planning, Need for Human Resource Planning, HR Forecasting Techniques, Successful Human Resource Planning.

UNIT – II: Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Recruitment Policy, Selection, Selection Process, Application Forms, Selection Test, Interviews, Evaluation, Placement, Induction.

UNIT – III: Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences between Training and Development, Evaluation of Training and Management Development.

UNIT – IV: Performance Appraisal: Concept and Need for Performance, Reviews, Overview of Performance Appraisal, Types of Appraisal Methods, 360 degree appraisal, Benefits.

Compensation Management: Wage and Salary Administration, Managing Wages, Concept of Rewards and Incentives, Managing Benefits in Organisations.

UNIT – V: Grievance and Grievance Procedure: Concept of Grievance Causes of Grievances, Forms and Effects of Grievance, the Grievance Handling Procedure Need for Grievance Redressal Procedure.

Employee Welfare and Working Conditions: Concept of Employee Welfare, Welfare Measures, Types, Employee Welfare Responsibility the Business Benefits of Employee Welfare Activities.

References:

1. Armstrong, M. (1995); “*Armstrong’s Handbook of Human Resource Management Practice*”, Kogan Page. 147.
2. Dessler, Garry, “*Human Resources Management*”, Prentice Hall, New Jersey.
3. Aswathappa K., “*Human Resources Management*” Fifth Edition, Tata McGraw Hill, Companies, 2008.
4. Mirza S. Saiyadain, “*Human Resources Management*” Third Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2003.
5. Bhatia S. K., “*Human Resource Management*”, Deep and Deep Publication Pvt. Ltd. 2006.

SEMESTER – III
PAPER – 3.1
BUSINESS RESEARCH & BUSINESS COMMUNICATION

Marks: 100 (70+30)

Objective: The objective of this course is to familiarize the students with the process and technique of scientific research and its relevance in the managerial decision making. Another objective of this course is to provide a broad view of communication skills to the students.

UNIT – I: Introduction: Objectives and Role of Business Research - Distinct Features of Business Research-Theoretical Setting for Business Research - Ethical Issues in Business Research.

UNIT – II: Research Process: Developing a Research Proposal - Exploratory Research and Qualitative Analysis - Sources of Data- Methods of data collection - Techniques of Communicating with Respondents

UNIT – III: Report Writing: Categories of Report, Planning Report Writing, Research Report Format, Principles of Writing, Documentation, Footnotes and Bibliography, Writing the Report, Oral Presentation.

UNIT – IV: Communication: Interpersonal Communication: Significance; Concept of Two-way Communication; Process of Communication, Barriers to effective Communication; Types of Communication: Written and Oral Communication.

UNIT – V: Organizational Communication: Factors influencing Organizational Communication, Communication Flow, Communication Network, Informal Communication; Interviews.

References:

1. Krishnaswami O.R. & Ranganatham M., *Methodology of Research in Social Sciences*, (Himalaya)
2. Bajpai S.R.: *Methods of Social Survey and Research* (Kitab Mahal)
3. Sarvanavel P., *Research Methodology* (Kitab Mahal)
4. Kooper D.R. & Schindler P.S., *Business Research Methods* (Mc. Grow Hill)
5. Kothary, C.R.: "*Research Methodology, Methods & Technique*" (Wiley Eastern)
6. Rai & Rai, *Business Communication* (Himalaya)
7. Pradhan H, & Pradhan, N.S., *Business Communication* (Himalaya)
8. Locker & Kaezmark, *Business Communication*, (Tata Mc-Graw hill)

SEMESTER – III
PAPER - 3.2
INTERNATIONAL BUSINESS

Marks: 100 (70+30)

Objective: The objective of this course is to provide a glimpse of global business environment and the emerging trends thereof.

UNIT – I: International Business, Meaning, Nature, Theories of International Business, Scope, Competitive Advantage, Problems of International Business, Challenges of International Business

UNIT – II: Modes of Entering International Business: International Business Analysis, Different Modes of Entry in to International Business Globalization: Meaning and Definition, Features, Stages of Globalization, Benefits and Demerits of Globalization Methods of Globalization.

UNIT – III: World Trade Organization (WTO) and Multi-national Corporations, Trade Blocks and Business Centres

UNIT – IV: International Finance: International Accounting, International Finance and Foreign Exchange, International Financial Institutions.

UNIT – V: Role of Indian Economy in International Business, Share Participation, World Trade Centres in India, Major Import & Export.

Reference:

1. International Business: Text and Cases P. Subba Rao (Himalaya)
2. International Business, Cherunilam (S. Chand)
3. International Business Environment, F. Cherunilam (Himalaya)
4. International Business, V. K. Bhalla & S.Sivaramu (Anmol)
5. International Business, K. Aswathappa (Tata Mc.Graw)
6. International Marketing Management, Varshney & Bhattacharyya (Sultanchand)
7. International Finance, Manju Agarwal, (IIF, Delhi)
8. International Trade & Export Management, F. Cherunilam (Himalaya)
9. Export & Import Management, Acharya & Jain (Himalaya)

SEMESTER – III
PAPER - 3.3
FINANCIAL INSTITUTIONS AND MARKETS

Marks: 100 (70+30)

Objectives: The course aims at providing students with an understanding of the structure, organization and working of financial institutions and markets in India.

UNIT – I: Introduction, Nature and Role of Financial System, Indian Financial System, Financial markets: Money market and capital market, Role of SEBI

UNIT – II: Commercial Banks: functions, management and investment policies of commercial banks, present structure, e-banking, e-trading, Recent developments in commercial banking; Reforms in Banking Sector.

UNIT – III: Online Transactions, Debit & Credit Card, Plastic Card, Recent challenges & reforms in Indian Banking.

UNIT – IV: Development banks: Concept, objectives, functions, operational and promotional activities of development banks: IFCI, ICICI, IDBI, IIBI and NABARD

UNIT – V: Foreign investment: types, trends, implications, Regulatory framework for foreign investment in India.

References:

1. Bhole, L.M., Financial Markets and Institutions, (Tata Mc GrawHill)
2. Khan M.Y., Indian Financial System, (Tata Mc. GrawHill)
3. Srivastav, R.M., Management of Indian Financial Institutions, (Himalaya)
4. Avdhani, Investment and securities Market in India, (Himalaya)
5. Avdhani, Investment and Securities Market in India, (Himalaya)
6. Giddy, I.H., Global Financial Markets, AITBS.
7. Gordan & Natarajan, Financial Markets & Services, (Himalaya)
8. Varshaney, P.N., Indian Financial Systems, (Sultan Chand & Sons)
9. Verma, J.C, Guide to Mutual Funds and Investment Portfolio, (Bharat Publishing)
10. M.Y. Khan, Indian Financial System, (Tata Mc. GrawHill)

SEMESTER – III
PAPER - 3.4
ACCOUNTING STANDARD & CORPORATE REPORTING
Marks: 100 (70+30)

Objective: To provide an understanding to the students regarding Accounting theories, standards and corporate reporting.

UNIT – I: Accounting an Introduction: Accounting as an Information System, Branches of Accounting, Meaning of Financial Accounting, Objective of Accounting, Users of Accounting Information.

UNIT – II: Development in Accounting Theory: Concept of Accounting Theory, Role of Accounting Theory, Classification of Accounting Theory, Methodology in Accounting Theory - Positive and negative Methodology.

UNIT – III: Accounting Standards: Defining the term standard, Benefits of Accounting Standard, Management and Standard Setting, Govt. as standard setter.

UNIT – IV: Private sector as standard setter, Standard setting body, Standard setting by agency, Types of standard setting.

UNIT – V: Corporate Reporting: Concept of financial reporting, Qualitative Characteristics of Financial Reporting, Benefits of Financial Reporting Objective of financial reporting, General purpose and specific purpose reporting.

References:

1. Accounting Theory, R.K. Lele and Jawahar Lal, (Himalaya)
2. Advanced Accounting: Financial Accounting, Dr. Ashok Sehgal & Dr. Deepak Sehgal, (Taxmann)
3. Studies in Accounting Theory, P.K. Ghosh, G.C. Maheswari, R.N. Goyale, (Wiley Eastern Limited)
4. Corporate Financial Reporting: Theory and Practice, Prof. Jawaharlal, (Taxmann)
5. Accounting for Management, Dr. Jawahar Lal, (Himalaya)

SEMESTER – III
PAPER - 3.5
RESEARCH METHODOLOGY

Marks: 100 (70+30)

Objective: The course is envisaged to provide the student the knowledge and skill related to conduct of research related to business. This basic course familiarizes the student with the technicalities of executing a research assignment, in particular the applied research domain.

UNIT – I: Research: Meaning and Definition, Functions of Social Science Research Difficulties and Limitations of Social Science Research, research in Functional Areas: Finance, Marketing, Production, Human Resources, Ethics in Business Research.

UNIT – II: Planning of Research: the planning Process, Selection of a Research Problem, Sources of Research Problems, Formulation of the Research Problem, Formulation of the Hypothesis, Research Design.

UNIT – III: Managing Research Assignment: Questionnaire Design-Sampling and Fieldwork Techniques-Measurement and Scaling Concepts - Attitude Measurement.

UNIT – IV: Analysis and Presentation: Application of Univariate, Bivariate and Multivariate methods of Statistical Analysis - Methods of Business Research Report Writing - Language- Referencing-Bibliography.

UNIT – V: Research Report: Introduction, Types, Contents steps in drafting a report.

References:

1. Thanulingom. N. – Research Methodology.
2. Pauline. V. Young – Scientific Social Surveys & Research (New Delhi. PHI)

SEMESTER – IV
PAPER - 4.1
MANAGEMENT INFORMATION SYSTEM

Marks: 100 (70+30)

Objective: To provide an understanding to the students the basic information needs of manager for the decision making process. The supporting systems which continuously provide the information to the managers.

UNIT – I: Introduction to MIS: concept of information system. Data & information, MIS and levels of management, Characteristics of MIS, importance and significance of computer based MIS, Goals of Information System.

UNIT – II: Planning Information System: Introduction to planning, strategic information systems panning, tactical and operational planning, business a system planning, critical success factors, computer aided planning tools, acquisition of hardware, software and services, hardware evaluation factors, software evaluation factors, evaluation of vendor support, implementation MIS, problems of MIS.

UNIT – III: Controlling information system: Why controls are needed? Information system controls: input controls, processing control, output controls, storage controls, procedural controls, physical facility controls, controls for end user computing, controlling information systems costs, auditing information systems.

UNIT – IV: Decision support system : introduction, managerial decision making, phases in decision making, process factors that shape the decision process, architecture of DSS (DBMS, MBBS, DGMS); Information support for intelligence, Design and choice phase, DSS as tool for decision making, difference between EDP, MIS and DSS. Introduction to ERP: concept and importance.

UNIT – V: Application of Information System:

- i. Accounting information system - order processing, inventory control, accounts receivable: accounts payable etc.
- ii. Financial information system - Cash and securities management, capital budgeting, financial forecasting, financial planning.
- iii. Marketing information system-sales, product, management advertising and promotion, sales forecasting, market research.
- iv. Manufacturing information system-process control, product control and scheduling etc.

References:

1. Computer in Business Management an Introduction by James A.O. Brien
2. Management Information Systems: Conceptual Fundamentals, Structure and Development by Gorden B. Davis Margrethe H. Olson.
3. Information Systems for Modern Management by Robert G. Mardick, & Ross. (Printice Hall)
4. Management Information System for Higher Education by Centre for Educational Research & Innovations, Canada.
5. Management Information System by W.S. Jawadekar, (Tata McGraw Hill)

6. Management Information System (Text & Applications) by Mr. C.S.V. Murthy, (Himalaya)
7. Management Information System , O'Brien Markes (Tata Mc.Graw Hill)

SEMESTER – IV
PAPER - 4.2
FINANCIAL INSTRUMENTS & SERVICES

Marks: 100 (70+30)

Objective: To enable the students to understand the Indian financial system and various financial instruments and services those are offered to the investors by the system.

UNIT – I: Introduction to Indian Financial System: Financial Markets in India, Institutions and Markets, Objective of Financial Market, Money Market, Government Security Market, Foreign Exchange Market, Capital Market, Reforms in Financial Market.

UNIT – II: Money Instruments: Importance of Money Market, Organisation of Money Market, Feature of Money Market, Commercial Bill, Treasury Bill Money at call and short Notice, Certificate of Deposits (CD), Commercial Papers (CPS), Repo Instruments, Interbank Participation Certificates.

UNIT – III: Capital Market Instruments: Capital Market Structure, Importance and Constituents, Equity Share, Preference Share, Non-voting Equity Share, Cumulative Convertible Preference Share, Company Fixed Deposits, Warrants, Debentures, Bonds.

UNIT – IV: Secured Premium Notes (SPNs), Euro Convertible Bonds (ECBs), Global Depository Receipts (GDR), American Depository Receipts (ADR), Zero Coupon Bonds.

UNIT – V: Concept of Some Key Financial Services: Mutual Funds, Venture Capital, Factoring, Forfeiting, Credit Rating, Depositories, Credit Cards, Debit cards, Housing Finance, Learning, Hire purchase, Merchant Banking, Credit Rating, Custodial Services, Depository Services.

References:

1. Khan M-V: Financial Services, Tata MC-Graw Hill, West Patel Nagar, New Delhi.
2. Desai Vasant: Financial Market and Financial Market and Financial Services, Himalaya Publishing House, Giragaon, Mumbai-4
3. Gordan E & Natarajank: Banking Theory, Law and Practice, Himlaya Publishing House, Giregaon, Mumbai-4.

SEMESTER – IV
PAPER - 4.3
DISSERTATION AND VIVA-VOCE

Marks: 100 (70+30)

Every student shall have to choose an appropriate subject related topic under the guidance of a Regular Teacher for Preparation of a Dissertation at the beginning of the third semester and shall submit the same and face a viva-voce at the end of the fourth semester for evaluation. Dissertation and the Viva-Voce carry 50 marks each.

SEMESTER – IV
PAPER - 4.4
PORTFOLIO MANAGEMENT

Marks: 100 (70+30)

Objective: The Objective of this course is to enable students learn various methods of building portfolios, evaluation, and revision under various economic environmental constraints.

UNIT – I: Portfolio Management: Meaning, importance and objectives, Phase of Portfolio Management.

Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; Effects of combining securities; Markowitz risk-return optimization.

UNIT – II: Single Index Model: Portfolio total risk, portfolio market risk and unique risk, Sharpe's optimization solution.

UNIT – III: Capital Asset Pricing Model (CAPM) and its assumptions, Capital market line, Security market line; Risk free lending and borrowing.

UNIT – IV: Portfolio Revision, Need and constraints, Revision Strategies, Portfolio Performance Evaluation: Measure of return, Risk adjusted measure of performance evaluation.

UNIT – V: Market Efficiency: Concept and importance, Random Walk Theory, The Efficient Market Hypothesis, Forms of Market Efficiency, Weak Form, Semi strong form and strong form.

References:

1. Barua, Raghunathan and Verma: Portfolio Management, Tata McGraw Hill, Delhi.
2. Clark, James Francies: Investment Management. Mc Graw Hill, International Edition, New York.
3. Fabozzi Frank J; Investment Management, Prentice. Hall, International Edition, New York.
4. Bhalla V. K. - Investment Management, Portfolio Analysis - S. Chand, New Delhi
5. Fischer D.E. and Jordan R.J, Security Analysis and Portfolio Management, Prentice Hall, Delhi.
6. Sharpe William F., Gordon J Alexander and J.V. Baily: Investments, Prentice Hall, Delhi.
7. Strong Robert; Portfolio Construction: Management and Protection, West Publishing Co.
8. Sharpe William F.; Portfolio Theory and Capital Markets, McGraw Hill, New York.

SEMESTER – IV
PAPER - 4.5
ADVERTISING

Marks: 100 (70+30)

Objective: Providing an understanding the role, importance designing and development of advertising along with its ethical and legal dimension.

UNIT – I: Advertising: Definition Nature and scope of Advertising: Advertising vs. Sales Promotion, Types of Advertising.

UNIT – II: Setting Advertising Objectives; Advertisement Budget & Methods of Budgeting for Advertising.

UNIT – III: Advertising Agencies & its role Types of Advertising Agencies, Advertising Agency Structure & Function.

UNIT – IV: Developing & Designing a Message, Role of Creativity in Advertising, Media Planning, Measuring the Effectiveness of Advertisement, and Post Testing of Advertisement.

UNIT – V: Advertisement Laws and Ethics: Legal, Ethical and Social Aspects of advertising and Children, Intellectual Property Right Role and Relevance.

References:

1. Aakar, David A. etc., Advertising Management, 4th ed., 4th ed., New Delhi, Prentice Hall of India, 1985.
2. Belch, George E. and Blech, Michael a., Introduction to Advertising and Promotion, 5th ed., Chicago, Irwin, 1995.
3. Borden, William H., Advertising, New York, John Wiley, 1981.
4. Hard, Norman, The Practice of Advertising, Oxford, Butterworth Heinemann,
5. Kevin, Keller, Strategic Brand Management, Latest Edition.
6. Ogilvy, David, Ogilvy on Advertising, London, Longman, 1983.
7. Sengupta, Subroto, Brant Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.
8. Jaishri Jethwaney & Shrusti Jain, Advertising Management, Oxford University Press - 2006.