

**MRSPTU M.COM. SYLLABUS 2016 BATCH ONWARDS**

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SEMESTER 1 <sup>st</sup>		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MCOM1-101	Commerce and Management Thought	4	-	-	40	60	100	4
MCOM1-102	Strategic Financial Management	4	-	-	40	60	100	4
MCOM1-103	Statistical Applications in Business	4	-	-	40	60	100	4
MCOM1-104	Organizational Behaviour	4	-	-	40	60	100	4
MCOM1-105	Business Environment and Ethics	4	-	-	40	60	100	4
MHUM0-104	Business Communication	1	-	2	60	40	100	2
<b>Total</b>		<b>21</b>	<b>0</b>	<b>2</b>	<b>260</b>	<b>340</b>	<b>600</b>	<b>22</b>

SEMESTER 2 <sup>nd</sup>		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MCOM1-206	Managerial Economics	4	-	-	40	60	100	4
MCOM1-207	Accountancy Theory	4	-	-	40	60	100	4
MCOM1-208	Strategic Cost Management	4	-	-	40	60	100	4
MREM0-101	Research Methodology	4	-	-	40	60	100	4
MCOM1-209	Seminar on Current Issues in International Business	2	-	-	60	40	100	2
MCAP0-191	Computer Application in Business	1	-	2	40	60	100	2
<b>Total</b>		<b>19</b>	<b>0</b>	<b>2</b>	<b>260</b>	<b>340</b>	<b>600</b>	<b>20</b>

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SEMESTER 3 <sup>rd</sup>		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MCOM1-310	Corporate Legal Environment	4	-	-	40	60	100	4
MCOM1-311	Strategic Management	4	-	-	40	60	100	4
MCOM1-312	Summer Training Report Presentation	1	-	-	100	-	100	1
<b>Specialization (Finance and Accounting) All subjects Compulsory</b>								
MCOM1-356	International Accounting & Financial Reporting System	4	-	-	40	60	100	4
MCOM1-357	International Finance	4	-	-	40	60	100	4
MCOM1-358	Indian Financial System	4	-	-	40	60	100	4
<b>Specialization (Banking &amp; Insurance) All subjects Compulsory</b>								
MCOM1-359	Principal & Practices of Banking	4	-	-	40	60	100	4
MCOM1-360	Banking Law	4	-	-	40	60	100	4
MCOM1-361	Fund Management in Banks & Insurance Companies	4	-	-	40	60	100	4
<b>Specialization (International Business) All Subjects Compulsory</b>								
MCOM1-362	International Economics Organization	4	-	-	40	60	100	4
MCOM1-363	Management of International Business Operations	4	-	-	40	60	100	4
MCOM1-364	International Human Resource Management	4	-	-	40	60	100	4
<b>Open Elective – I</b>		3	-	-	40	60	100	3
<b>Total</b>		<b>24</b>	<b>0</b>	<b>0</b>	<b>340</b>	<b>360</b>	<b>700</b>	<b>24</b>

Each student shall choose any one specialization from following three specializations in 3<sup>rd</sup> Semester

- a) Finance and Accounting.
- b) Banking & Insurance
- c) International Business

The student will study three subjects of the chosen specialization.

**MRSPTU M.COM. SYLLABUS 2016 BATCH ONWARDS**

SEMESTER 4 <sup>th</sup>		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MCOM1-413	Corporate Tax Planning	4	-	-	40	60	100	4
MCOM1-414	Corporate governance & Business Ethics	4	-	-	40	60	100	4
MCOM1-415	Comprehensive Viva Voce	1	-	-	100		100	1
<b>Specialization ( Finance &amp; Accounting) All subjects Compulsory</b>								
MCOM1-465	Security Analysis & Portfolio Management	4	-	-	40	60	100	4
MCOM1-466	Management of Financial Services	4	-	-	40	60	100	4
MCOM1-467	Securities Market Operation	4	-	-	40	60	100	4
<b>Specialization (Banking &amp; Insurance) All subjects Compulsory</b>								
MCOM1-468	Insurance & Risk Management	4	-	-	40	60	100	4
MCOM1-469	Principles and Practices of Life and Health Insurance	4	-	-	40	60	100	4
MCOM1-470	Principles and Practices of General Insurance	4	-	-	40	60	100	4
<b>Specialization (International Business) All subjects Compulsory</b>								
MCOM1-471	International Financial Markets and Foreign Exchange	4	-	-	40	60	100	4
MCOM1-472	International Financial Management	4	-	-	40	60	100	4
MCOM1-473	International Marketing	4	-	-	40	60	100	4
<b>Open Elective – II</b>		3	-	-	40	60	100	3
<b>Total</b>		<b>24</b>	<b>0</b>	<b>0</b>	<b>340</b>	<b>360</b>	<b>700</b>	<b>24</b>

Each student shall choose any one specialization from following three specializations in 4<sup>th</sup> Semester (same specialization as in 3<sup>rd</sup> semester)

- Finance and Accounting.
- Banking & Insurance
- International Business

The student will study three subjects of the chosen specialization

**Overall**

Semester	Marks	Credits
1 <sup>st</sup>	600	22
2 <sup>nd</sup>	600	20
3 <sup>rd</sup>	700	24
4 <sup>th</sup>	700	24
<b>Total</b>	<b>2600</b>	<b>90</b>

**QUESTION PAPER PATTERN  
END SEMESTER EXAMINATION**

**Time Allowed: 3 Hrs.  
60**

**Maximum Marks:**

**The question paper shall consist of three sections.**

1. Section A is compulsory. It carries 16 marks. It consists of 4 questions of 4 marks each. One question should be set from each unit.
2. Section B consist of 4 questions of 08 marks each with atleast 1 question from each unit. The student has to attempt any 3 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

MRSPTU

**COMMERCE AND MANAGEMENT THOUGHT**

**Subject Code: MCOM1-101**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** To impart basic knowledge and equip students with basic Commerce and Management Semantics; and to enable them to explore various emerging issues in this field.

**UNIT-I (12 Hrs.)**

**Commerce Semantics:** Relationship between Economics, Commerce & Management, Development of Commerce Thought, Development of Commerce Theories, Approaches to the study of Commerce, Contemporary Issues and New Dimensions and State of Research in Commerce. Contributors to the development of Commerce

**UNIT-II (12 Hrs.)**

**Management:** Definition, Nature, Scope and Functions and Importance of Management, Nature-As Profession, Science and Art, Universality of Management; Values in Management, Levels of Management; Managerial Tasks and Skills. The Roots of Management, Management during the Medieval Period

**UNIT-III (11 Hrs.)**

**Development of Management Thought:** Classical School- Contributions of Taylor and Fayol, Neo-Classical School-Human Relations Approach and Behavioural Science Approach; Modern School-Systems Approach and Contingency Approach and Contemporary Approach to Management – Drucker, Porter, Senge, Prahalad, Hammer and Tom Peters.

**UNIT-IV (10 Hrs.)**

**Management in Perspective:** Management of Strategic Change, Knowledge Management, Learning Organization.

**Current Trends in Management Practices:** Workforce Diversity, E-Business, Knowledge Management. TQM, Kaizen and Six Sigma

**Course Outcomes:** After completing the course, student will be able to understand and explain the concept of commerce & management and its managerial perspective. It will equip students to map complex managerial aspect arise due to ground realities of an organization.

**Recommended Books**

1. Business 'Organization and Management', Tata McGraw Hill, New Delhi.
2. Jwalkar, Ghanekar & Bhivpathaki, 'Principles & Practice of Management', Everest Publishing House.
3. Parag Dewan, 'Management Principles & Practices', Excel Books.
4. Chand, Bidhi, 'Commerce and Management Thought', Deep & Deep Publications, New Delhi.
5. R.N. Singh, 'Management Thought and Thinkers', S. Chand & Co.
6. C.B. Gupta, 'Modern Business Organization', Mayur Paper Backs, New Delhi.
7. R.K. Lele and J.P. Mahajan, 'Business Organization', Pitamber Publishing, New Delhi.

**STRATEGIC FINANCIAL MANAGEMENT**

**Subject Code: MCOM1-102**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** This Course aims at enabling the students to understand and develop keener understanding of financial market operations and make more informed analysis. Additionally, the Course aims at enabling students to manage basic corporate finance transactions besides investing more profitably and operate more effectively financially overall.

**UNIT-I (10 Hrs.)**

**Financial Policy and Strategic Planning:** Components of Financial Strategy. Financial Goals and Strategic Consequences, Agency Costs and Theory of the Firm, Corporate Governance. **Efficient Markets:** Forms, Tests for return predictability, Event Studies and Tests for Private Information.

**UNIT-II (12 Hrs.)**

**Capital Structure Decisions:** Capital Structure in a Perfect Market, Debt Covenants and Their Implications, Designing Convertibles, Mandatory Convertibles, Determinants of Corporate Leverage and Financial Distress, Conflicts of Interest and Asset Stripping. **Dividend Policies and Managerial Incentives, Stock Buyback Decisions:** Management Motivations for Share Buyback, Share Buyback and Firm Value. **Financing Choices and Decisions:** Differences in Financing of Venture Firm, Mature Companies and Firms in High Growth Stage, Deal Structuring and Pricing, IPOs and Their Under-pricing,

**UNIT-III (12 Hrs.)**

**Valuation:** Putting Strategy into Shareholder Value Analysis, Basic Principles of Valuation, Free Cash Flows to the Firm, Free Cash Flows to Equity, Relative Approach to Valuation, Capitalized Earning Method of Valuation, Valuation of Intangible Assets, Brands, Cyclical Firms, Firms in Distress and Private Firms. **Option Valuation:** Black-Scholes approach to option Valuation.

**Value Based Management:** Value Based Management and Value Metrics.

**UNIT-IV (11 Hrs.)**

**Expansion and Financial Restructuring:** Mergers and Acquisitions, Accounting for Mergers and Acquisitions, Corporate versus Financial Restructuring, Leveraged Buyout (LBO), Management Buyout (MBO), Sell-off, Spin-off, Demerger and Reverse Merger, Legal Procedure for Merger, Benefits and Cost of merger; Determination of Swap Ratios; Evaluation of Merger Proposal; Corporate and Distress Restructuring and Divestitures.

**Course Outcome:** After completing this course, the students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation with an ultimate goal of creating value.

**Recommended Books**

1. D. Allen, 'An Introduction to Strategic Financial Management,' CIMA/Kogan Page, London.
2. Brealey, A. Richard and Stewart C. Myers, 'Principles of Corporate Finance', Tata McGraw Hill.

3. T. Copeland, T. Koller and J. Murrin, 'Measuring and Managing the Value of Companies,' John Wiley, International Edition, New York.
4. Kaplan, S. Robert and Cooper, Robin, 'Cost & Effect: Using Integrated Cost Systems to Drive Profitability and Performance,' Harvard Business Press.
5. I.M. Pandey, 'Financial Management', Vikas Publishing House.
6. Khan and Jain, 'Financial Management', Tata McGraw Hill Education.
7. Prasanna Chandra, 'Financial Management', Tata McGraw Hill, Delhi.

### STATISTICAL APPLICATIONS IN BUSINESS

Subject Code: MCOM1-103

L T P C

Duration: 45 Hrs.

4 0 0 4

**Course Objectives:** The objective of the paper is to acquaint the students with various statistical tools and techniques applied in business decision-making.

#### UNIT-I (12 Hrs.)

**Statistics:** Meaning, Its role in Business and Limitation of Statistical Methods.

**Measures of Central Tendency:** Mean, Median, Mode.

**Measures of Dispersion:** Range, Quartile Deviation, Mean Deviation, Standard Deviation and Variance. Meaning and Co-efficient of Skewness and Kurtosis

**Index Numbers:** Definition and Methods of Construction of Index Numbers; Tests of consistency, Base shifting, splicing and Deflation; Problems in Construction, Importance of Index Numbers in Managerial Decision-Making.

#### UNIT-II (12 Hrs.)

**Correlation Analysis:** Meaning and Types of Correlation, Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation.

**Regression Analysis:** Meaning and Two Lines of Regression, Relationship between Correlation and Regression Co-efficient.

**Time series Analysis:** Measurement of Trend Seasonal Variations, Time Series and Forecasting.

#### UNIT-III (10 Hrs.)

**Probability:** Basic Concepts and Approaches, Addition, Multiplication and Bayes' Theorem.

**Probability Distributions:** Meaning, Types of Applications, Binomial, Poisson and Normal Distributions.

#### UNIT-IV (11 Hrs.)

**Statistical Inference:** Concept of Sampling Distribution, Parameter and Statistics, Standard Error.

**Theory of Estimation:** Point and Interval Estimation, Construction and Confidence Limits for Mean.

**Tests of Significance:** Parametric versus Non - Parametric Tests, Hypothesis Testing, Large Samples, Small Samples – Chi-Square Test, Z- Test, T-Test, Binomial Test, Analysis of Variance. Independence of Attributes, Goodness of Fit and Test of Homogeneity

**Course Outcomes:** Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data, and to make data-driven decisions.

**Recommended Books**

1. Anderson, 'Statistics for Business & Economics', Thomson Learning, Bombay.
2. J.K. Sharma, 'Business Statistics', Pearson Education.
3. Beri, 'Business Statistics', Tata McGraw Hill.
4. Levin & Rubin, 'Statistics for Management', Prentice Hall of India, New Delhi.
5. Render and Stair Jr, 'Quantitative Analysis for Management', Prentice-Hall.
6. R.S. Bhardwaj, 'Business Statistics', Excel Books.
7. J.S. Chandan, 'Statistics for Business and Economics', Vikas Publications.
8. Davis & Pecar, 'Business Statistics using Excel', Oxford University Press.
9. S.P. Gupta & M.P. Gupta, 'Business Statistics', Sultan Chand & Sons, New Delhi.

**ORGANIZATION BEHAVIOR**

**Subject Code: MCOM1-104**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

**UNIT-I (10 Hrs.)**

**Organizational Behaviour:** Concepts, Theories and Organization Aspects of OB, Contributing disciplines to OB, challenges and opportunities for OB.

**Foundations of Individual Behaviour:** Biographical characteristics, Learning, Theories of Learning, Attitudes, Attitude Change, Values & Beliefs, Prejudices,

**Personality:** Determinants of Personality, Perception, Attribution Theory, Person's Perception.

**UNIT-II (10 Hrs.)**

**Motivation:** Definition & Process of Motivation, Early Theories of Motivation, Contemporary Theories of Motivation, Nature and process of Motivation, Application of Motivation Concept.

**Job Satisfaction:** Nature & Significance of Job satisfaction, Leadership: Theories of Leadership; Leadership Effectiveness Model; Leadership in Indian Culture; Nature & Significance of Leadership; Leadership Traits & Skills; Behavioural Styles in Leadership. Transactional Analysis, Life Position, Johari Window Model.

**UNIT-III (12 Hrs.)**

**Foundations of Group Behaviour:** Nature & Concept of Group Formation, Stages of Group Formation, Theories of Group Formation. Teams Difference between Group & Team

**Group Decision Making:** Meaning, Nature, Process and Styles. Decision Making in Groups; Decision Making Styles, Advantages & Disadvantages of Decision Making, Techniques of Decision Making; Group Size & Decision Making; Consensus Decision Making in Groups.

**Conflict Management:** Definition of Conflict, Transitions in Conflict thought; Functional Vs Dysfunctional Conflict; Conflict Process; Individual & Group Level Conflict; Organization



level Conflict; Conflict Management; Negotiations-Meaning & Definition; Negotiations Process; Issues in Negotiations.

**UNIT-IV (13 Hrs.)**

**Organizational Change & Development:** Meaning & Definition, Change Agents, Change Models, Resistance to Change.

**Power and Politics in Organization:** Nature & Concepts, Sources & Types of Power, Techniques of Politics.

**Stress Management:** Meaning and Concept of Stress, Stress in Organizations, Management of Stress.

**Course Outcomes:** After studying this course the students will equip with ability to Identify, explore and examine factors impinge on individual and group behaviour in organizations in the new millennium. Explain the terminology associated with organizational behaviour. Incorporate and apply the predominant organizational behaviour theories to gain knowledge of contemporary issues in organizational behaviour and frameworks to work with real life organizational issues concerned with human behaviour at workplace.

**Recommended Books**

1. Robbins, 'Organization Behavior', Pearson Education.
2. Luthans, 'Organization Behavior', Tata McGraw Hill.
3. Hersey, 'Management of Organizational Behavior', Prentice Hall India.
4. Aswathappa, 'Organizational Behavior', Himalaya Publications.
5. L.M. Prasad, 'Organizational Behavior', Sultan Chand.
6. Parikh, Gupta, 'Organizational Behavior', Tata McGraw Hill.

**BUSINESS ENVIRONMENT AND ETHICS**

**Subject Code: MCOM1-105**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** well thought-out decision making in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at exposing the students to the corporate business environment forces that may affect their future decision making

**UNIT-I (14 Hrs.)**

**Overview of Business Environment:** Definition, Components, Nature and Significance of Business Environment. Types of Business Environment: Internal and External, Process of Environmental Scanning. Need to Scan the Business Environment and Techniques of Scanning the Business Environment. Political Environment: Relation between Business and Government of India. Constitutional Provisions Related to Business, Concept of State Intervention in Business, Ideology of Different Political Parties, Bureaucracy and Indian Business. Three Political Institutions: Legislature, Executive and Judiciary.

**UNIT-II (11 Hrs.)**

**Economic Environment:** Planning, Industrial Policy, Legal Environment: Company Regulatory Legislations in India, FEMA, Latest. EXIM Policy, Competition Law, Consumer Protection Act 1986, Right to Information Act 2005.

**Technological Environment:** Impact of Technology on Business, Problem of Transfer of Technology, Social Issues Related with Technology and Their Relevance for Business.

**UNIT-III (10 Hrs.)**

**Current Scenario of Business Environment in India:** Impact of Liberalization and Privatization on Indian economy. Globalization Trend

**Global Trade:** Nature & Operations of Multilateral Economic Institutions: World Bank, WTO & IMF and Their Impact on Indian Business Environment.

**UNIT-IV (10 Hrs.)**

**Corporate Governance & Ethical Issues:** Corporate Governance, Corporate Social Responsibility, Meaning, Nature and Scope of Business Ethics, Ethical Principles, Ethics and Market Practices, Ethics and Government, Ethics and Social Environment, Indian Management Thoughts, Freedom of Conscience, Work Life Balance.

**Course Outcomes:** After completion of the subject the students will be familiarized with the nature of business environment and its components. The subject contents facilitate the students to develop conceptual framework of business environment and generate interest in international business.

**Recommended Books**

1. Manuel G. Velasquez, 'Business Ethics', Pearson Education.
2. Sheikh Saleem, 'Business Environment', Pearson Education.
3. Frances Cherunilam, 'Business Environment', Himalaya Publishing House.
4. K. Aswathapa, 'Business Environment', Tata McGraw Hill.
5. Biswanath Ghosh, 'Ethics in Management and Indian Ethos', Vikas Publication.

**BUSINESS COMMUNICATIONS**

**Subject Code: MHUM0-104**

**L T P C**

**Duration: 28 Hrs.**

**1 0 2 2**

**Course Objectives:** This course is designed to give students a comprehensive view of communication, its scope and importance in business, the role of communication in establishing a favourable image of the organization. The aim is to develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day business operations. This course will make student conversant with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform their communication abilities.

**UNIT-I (7 Hrs.)**

**Introduction to Communications:** Meaning, Process, Importance of Communication in Business, Types of Information, Formal and Informal Communication, Internal and External Communication. Approaches to Effective Communication, Essentials of Effective Business Communication (7Cs model),

**Written Communication:** Advantages and Disadvantages, Covering letter, Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments.

**UNIT-II (7 Hrs.)**

**Developing Reading Skills:** Identify The Purpose of Reading, Factors Effecting Reading, Learning How to Think and Read, Developing Effective Reading Habits, Reading Tactics and Strategies: Training Eye and Training Mind (SQ3R).

**Developing Listening Skills:** Importance, Purpose of Listening, Art of Listening, Factors Affecting Listening, Components of Effective Listening, Process of Listening, Principles and Barriers to Listening, Activities to Improve Listening.

**UNIT-III (7 Hrs.)**

**Oral Communications:** Advantages and Disadvantages, Conversation as Communication, Art of Public Speaking, and Group Communication through Committees, Preparing and Holding Meetings, Overcoming Stage fright, Ambiguity Avoidance.

**Departmental Communication:** Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release Report Writing: Structure, Types, Formats, Drafting of Various Types of Report.

**Nonverbal Communication** – Features, Understanding of Body Language, Posture, Gestures Influences on Communication: Social influences, Culture and Communication, Few Guidelines for Better Multicultural Communication, Business Etiquettes and Communication.

**UNIT-IV (7 Hrs.)**

**Group Discussion-** Nature, Uses and Importance, Guidelines for GD Presentations: How to Make Effective Presentations, Four P's of Presentation, Structuring, Rehearsing and Delivery Methods.

**Resume Writing:** Planning, Organizing Contents, Layout, Guidelines for Good Resume.

**Interviews:** Preparation Techniques, Frequently Asked Questions about How to face an Interview Board, Proper Body Posture, projecting a Positive Image, steps to Succeed in Interviews, Practice Mock Interview in Classrooms. The Case Method of Learning: Dimensions of a Case, Case Discussion, Usefulness of The Case Method, Training of Managers, Use the Case Method.

**Report Writing:** Structure, Types, Formats, Preparations and Presentation.

**Course Outcomes:** After studying this course the students will enable to:

1. Know the dynamics of communication in the business world
2. Practice the different tools of communication
3. Enable them to speak effectively suited to the situation
4. Improve their competence in English

**Recommended Books**

1. Lesikar, Petit & Flatley, 'Lesikar's Basic Business Communication', Tata McGraw Hill.
2. Raman Meenakshi, Prakash Singh, 'Business Communication', Oxford University Press.
3. Rizvi Ashraf, 'Effective Technical Communication', Tata McGraw Hill.
4. Krizan, Buddy, Merrier, 'Effective Business Communication', Cengage Learning.
5. Diwan & Aggarwal, 'Business Communication', Excel.
6. Baugh, Frayer & Thomas, 'How to Write First Class Business Correspondence', Viva
7. Books.

8. Taylor, 'English Conversion Practice', Tata McGraw Hill.
9. Devaraj, 'Executive Communication', Tata McGraw Hill.
10. Ober, 'Effective Bossiness Communication', Cengage Learning.

### MANAGERIAL ECONOMICS

Subject Code: MCOM1-206

L T P C

Duration – 45 Hrs.

4 0 0 4

**Course Objectives:** This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

#### UNIT-I (10 Hrs.)

**Managerial Economics:** Meaning, Nature, Scope & Relationship with Other Disciplines, Role of Managerial Economics in Decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept.

**Marginal Analysis:** Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility

**Indifference Curve Analysis:** Meaning Assumptions Properties, Consumer Equilibrium and its Application.

#### UNIT-II (12 Hrs.)

**Demand Analysis:** Law of Demand: Meaning, Determinants, Exceptions, Bandwagon and Snob effects, Demand function, Application of Demand Analysis in Managerial Decision Making.

**Elasticity of Demand:** Meaning, Types & Degree of elasticity of Demand, Methods of Measuring Price Elasticity of Demand, Factors Determining the Elasticity of Demand, Demand Forecasting: Importance, Scope, Techniques of Forecasting.

#### UNIT-III (12 Hrs.)

**Theory of Production:** Production Function, Short Run and Long Run Production, Analysis, Isoquants, Optimal Combination of Inputs, Application in Managerial Decision Making.

**Theory of Cost:** Cost Analysis- Cost Concepts and Determinants of cost, Traditional and Modern Theory of Cost: Long run and Short Run, Economy of Scale, Revenue Curve,

#### UNIT-IV (11 Hrs.)

**Market Structure:** Price Output Decision under Perfect Competition, Monopoly, Monopolistic and Oligopoly Competition, Application in Managerial Decision Making. Behavior of Firms and Game Theory: Nash Equilibrium, Prisoner's Dilemma.

**Course Outcomes:** After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behaviour leading them to estimate the demand for the new product as well as changes in the existing products.

#### Recommended Books

1. Peterson and Lewis, 'Managerial Economic', Prentice Hall of India.
2. Froeb, 'Managerial Economics', Cengage Learning.
3. Geetika, 'Managerial Economics', Tata McGraw Hills.
4. K.K, Dewett, 'Modern Economic Theory', S. Chand Publication.
5. D.M. Mithani, 'Managerial Economics Theory and Applications', Himalaya Publication.
6. D.N. Dwivedi, 'Managerial Economic', Vikas Publications.

**ACCOUNTING THEORY**

**Subject Code: MCOM1-207**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** To gain knowledge about development of accounting profession in India and to be able to apply valuation principles and also to familiarize the students with recent developments in the area of financial reporting.

**UNIT-I (10 Hrs.)**

**Accounting Theory:** Nature and Foundations, Various Accounting Bodies operating in India, A brief view of Indian Accounting Standards, Accounting Standard No: 1,2,6,10,11 and 26.

**UNIT-II (12 Hrs.)**

Overview of International Accounting Standards (IAS)/International Financial Reporting Standards (IFRS), Significant Difference vis-a-vis Indian Accounting Standards, Understanding of US GAAP, Applications of IFRS and US GAAP

**UNIT-III (10 Hrs.)**

**Financial Reporting:** Objective, Reports of Various Committees, Factors Affecting Financial Reporting, Recent Trends in Financial Reporting by Indian Companies. Concept of Price Level Accounting, Significance and Various Models.

**UNIT-IV (11 Hrs.)**

Value Added Statement, Economic Value Added, Market Value Added, Shareholders' Value Added, Human Resource Reporting, Social Accounting, Forensic Accounting, XBRL.

**Course Outcomes:** After studying this course the student will get a sound knowledge of normative, positive and critical theories of accounting. The students became capable of examining conceptual framework and key contemporary and historical accounting issues, highlighting the role of theory in understanding current accounting standards, accounting practice and the use of accounting information.

**Recommended Books**

1. L.S. Porwal, 'Accounting Theory'.
2. Study Notes issued by ICAI and ICWAI.
3. Monthly Journal of ICAI and ICWAI.

**STRATEGIC COST MANAGEMENT**

**Subject Code: MCOM1-208**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** The main objective of this course is to expose the students to various concepts of cost management from strategic perspective and develop skills of analysis, evaluation and synthesis in cost accounting and to make them aware about current developments in the field

**UNIT-I (10 Hrs.)**

Meaning, Nature and Significance of Strategic Cost Management, Value Analysis and Value Addition, Role of SCM in Strategic Positioning. Variance Analysis: Material, Labour and Overhead.

**UNIT-II (12 Hrs.)**

Concept, Process, Methods and Techniques of Cost Reduction Programme, Cost Control vs Cost Reduction, Activity Based Cost Management - Concept, Purpose, Benefits, Stages,

Relevance in Decision-Making and its Application in Budgeting, Traditional vs. ABC System – Comparative Analysis.

**UNIT-III (11 Hrs.)**

ERP and its Application in Strategic Cost Management, Cost Management Tools - Life Cycle Costing, Target Costing, Kaizen Costing, JIT & Theory of Constraints, BPR and Benchmarking

**UNIT-IV (12 Hrs.)**

Transfer pricing and its Applications, Balanced Scorecard – Prospective and Limitations; Establishing Objectives and Performance Measures in Different Perspectives of Balance score card; Quality Cost Management and Reporting System.

**Course Outcomes:** After studying this course, the students understand how management/cost accounting information can support the key strategic management issues and processes in an organization. The students are also able to establish relationship between cost analysis and strategic management concepts like; value chain analysis, strategic positioning analysis, and cost driver analysis, thereby culminating into the theme of Strategic Cost Management (SCM).

**Recommended Books**

1. Horngren, Datar Foster, 'Cost Accounting', Pearson Education.
2. Hansen and Mowen, 'Cost Management', Thomson Learning.
3. Anthony, N. Robert and Govindrajana, Vijay, 'Management Control System', McGraw Hill.
4. Ravi M. Kishore, 'Cost-Management'.

**RESEARCH METHODOLOGY**

**Subject Code – MREM0-101**

**L T P C**

**Duration – 45 Hrs.**

**4 0 0 4**

**Learning Objectives:** To understand the objectives and process of research and its implications.

**UNIT-I (11 Hrs.)**

**Introduction to Research:** Meaning, Definition, Objective and Process

**Research Design:** Meaning, Types - Historical, Descriptive, Exploratory and Experimental

**Research Problem:** Necessity of Defined Problem, Problem Formulation, Understanding of Problem, Review of Literature

**Design of Experiment:** Basic Principal of Experimental Design, Randomized Block, Completely Randomized Block, Latin Square, And Factorial Design.

**Hypothesis:** Types, Formulation of Hypothesis, Feasibility, Preparation and Presentation of Research Proposal

**UNIT-II (10 Hrs.)**

**Sources of Data:** Primary and Secondary, Validation of Data

**Data Collection Methods:** Questionnaire Designing, Construction

**Sampling Design & Techniques –** Probability Sampling and Non Probability Sampling

**Scaling Techniques:** Meaning & Types

**Reliability:** Test – Retest Reliability, Alternative Form Reliability, Internal Comparison Reliability and Scorer Reliability

**Validity:** Content Validity, Criterion Related Validity and Construct Validity

**UNIT–III (13 Hrs.)**

**Data Process Operations:** Editing, Sorting, Coding, Classification and Tabulation

**Analysis of Data:** Statistical Measure and Their Significance, Central Tendency, Dispersion, Correlation: Linear and Partial, Regression: Simple and Multiple Regression, Skewness, Time series Analysis, Index Number

**Testing of Hypothesis:** T-test, Z- test, Chi Square, F-test, ANOVA

**UNIT – IV (11 Hrs.)**

**Multivariate Analysis:** Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis, Multi-Dimensional Scaling

**Report Writing:** Essentials of Report Writing, Report Format

**Statistical Software:** Application of Statistical Soft wares like SPSS, MS Excel, Mini Tab or MATLAB Software in Data Analysis

*\*Each Student has to Prepare Mini Research Project on Topic/ Area of their Choice and Make Presentation. The Report Should Consists of Applications of Tests and Techniques Mentioned in the above Units.*

**Course Outcomes:** After completion of this course, the students will have in depth knowledge about the various methods used for research to be conducted. They will get knowledge about the sources of data, the types of analysis ,etc. They will also understand the various ways of report writing .

**Recommended Books**

1. R.I. Levin and D.S. Rubin, ‘Statistics for Management’, Pearson Education New Delhi.
2. N.K. Malhotra, ‘Marketing Research-An Applied Orientation’, Pearson Education, New Delhi.
3. Donald Cooper, ‘Business Research Methods’, Tata McGraw Hill, New Delhi.
4. Sadhu Singh, ‘Research Methodology in Social Sciences’, Himalaya Publishers.
5. Darren George & Paul Mallery, ‘SPSS for Windows Step by Step’, Pearson Education, New Delhi.
6. C.R. Kothari, ‘Research Methodology Methods & Techniques’, New Age International Publishers.

**SEMINAR ON CURRENT INTERNATIONAL BUSINESS ISSUES**

**Subject Code:** MCOM1-209

**L T P C**  
**2 0 0 2**

**Duration:** 34 Hrs.

**Course Objectives:** The basic aim of this course is to make the students aware of various international institutions/trading blocs so that they may be able to analyse various current economic and business issues.

**Suggestive Topics**

Globalization and Its Growing Importance in World Economy; Impact of Globalization  
Regional Trading Blocs: EU, NAFTA, SAARC, WTO, G-20, BRICS, ASEAN

India's Economic Interaction with the World: Foreign Investment, Exchange Rate, Economic and Other Relevant Issues Relating to FDI & FII flows. Global Trading Environment - Recent Trends in World Trade in Goods and Services

Role and Functions of I.M.F. World Bank with Specific Reference to its Affiliates such as International Finance Corporation, W.T.O with Special Reference to TRIPs/TRIMs, WIPO UNCTAD, World Economic Forum (WEF). Transfer Price Mechanism, Tax Heavens, Current International Business Affairs.

**Course Outcomes:** After this course students are able to explain how international factors affect domestic concerns. The students are also able to describe businesses expansion abroad and key legal issues related to businesses operating in other countries.

**Recommended Books**

1. 'Bennet – International Business', Pearson Education.
2. 'WTO, WIPO, UNCTAD, IMF, World Bank Reports'.
3. 'Various Journals of Current Issues-International'.
4. K. Aswathappa, 'International Business', Tata McGraw Hills.
5. Subba Rao, 'International Business', Himalaya Publishing House.

**COMPUTER APPLICATIONS IN BUSINESS**

**Subject Code – MCA0 – 191**

**L T P C**

**Duration – 28 Hrs.**

**1 0 2 2**

**Course Objectives:** The objective of this course is to provide an insight into basic features of computer systems and their applications in Managerial Decision Making. It also provides technical framework to students for understanding the emerging world of e-Business.

**UNIT-I (7 Hrs.)**

**Introduction to Computers:** Types of Computers, Storage Devices and Memories, Input/output Devices, Introduction to Software, Types of Software – Software: its Nature and Qualities.

**Operating System:** Types of Operating System, WINDOWS XP: Basic Operations, Utilities and Features.

**UNIT-II (7 Hrs.)**

**MS Applications:** MS Word – Basics, Formatting Text and Documents, Mail Merge, Macros

**MS Excel** – Introduction, creating a List, Graphs and Charts, Sorting, Filtering Data, Pivot Tables, Freezing Panes and Basic Formulae in Excel.

**MS PowerPoint** – Basics, Creating Effective Presentation, Animations and Templates.

**UNIT-III (7 Hrs.)**

**Internet and E-Business:** Introduction to Internet and Its Applications, Intranet and Extranet, World Wide Web, Internet Applications. E – Business - E-Business Framework, Infrastructure for E-Business, E - Shopping, Electronic Data Interchange.

**UNIT-IV (7 Hrs.)**

**Computer Networks and Security:** Overview of a Network, Types of Network, Network Topologies, Firewall, Cryptography, Public Key and Private Key Cryptography, Digital Signatures.

**Course Outcomes:** Students will able to understand the concepts of computer and various software related to it. The use of MS Office (Excel, Access & Power point) helps in different



type of analysis and projection of reports related to the business management. The software helps in planning & coordinating the supply chain of the company.

**Recommended Books**

1. Rainer and Potter, 'Introduction to Information Technology', John Wiley and Sons.
2. Roger Jennings, 'Microsoft Access 2010', Pearson Education.
3. Forouzan, 'Basics of Computer Science', Cengage Learning.
4. Joseph Brady & Ellen F Monk, 'Problem Solving Cases in Microsoft', Excel Thomson Learning.
5. K. Saini & Pradeep Kumar, 'Computer Applications in Management', Anmol Publications.
6. Deepak Bharihoke, 'Fundamentals of Information Technology', Excel Books.

**CORPORATE LEGAL ENVIRONMENT**

**Subject Code – MCOM1-310**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** To make the students understand the legal framework with reference to companies.

**UNIT-I (12 Hrs.)**

**Law of Contract:** Definition, Offer and Acceptance, Consideration, Capacity of Parties, Free Consent, Legality of Object, Performance and Discharge of Contract and Remedies for Breach of Contract. Introduction to the Concept of Agent and Different Types of Mercantile Agents Bailment and Pledge, Indemnity and Guarantee.

**UNIT-II (12 Hrs.)**

**Sale of Goods Act:** Meaning, Formation of Contract, Meaning of Condition and Warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller, Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques. Dishonour of Cheques and Liability of Banker and Drawer, Law of Insurance: Fundamentals Elements of Insurance. Basic Features of Law.

**UNIT-III (11 Hrs.)**

**Company Law:** Incorporation of Companies, Memorandum of Association and Articles of Association, Membership of a Company Prospectus, Issue of Capital, Loans, Investments, Deposits and Charges, Meetings, Accounts and Auditors, Provision with respect to appointment and removal of Director, Meeting, Winding up by Court.

**UNIT-IV (10 Hrs.)**

**Taxation:** Constitutional Framework of Taxation, Direct and Indirect Taxes, Basic Features of Central Excise, Customs, Central, State Sales Tax and VAT, GST

Note: Relevant Case Studies should be discussed in class

**Course Outcomes:** Upon successful completion of the course, the student should be able to demonstrate a basic understanding of laws relating to the corporate sector. In particular, the students should be able to analyse taxes.

**Recommended Books**

1. A.K. Majumdar and G.K. Kapoor, 'Company Law', Taxmann Publishers.
2. C.L. Bansal, 'Business Laws', Taxmann Publishers.
3. V.K. Singhania and K. Singhania, 'Direct Tax Laws and Practice', Taxmann Publishers.
4. Chawla, Garg and Sarin, 'Mercantile Law', Kalyani Publishers.
5. K.R. Bulchandani, 'Law and Corporate Law', Himalya Publishing.

**STRATEGIC MANAGEMENT**

**Subject Code – MCOM1-311**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** The objectives of the Course are to help the Students Develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also familiarize them with the issues and practices involved.

**UNIT-I (11 Hrs.)**

Definition, Nature, Scope, and Importance of Strategy and Strategic Management (Business Policy). Strategic Decision Making, Process of Strategic Management and Levels at Which Strategy Operates, Role of Strategists, Defining Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives, Environmental Appraisal—Concept of Environment, Components of Environment (Economic, Legal, Social, Political and Technological), Environmental Scanning Techniques- ETOP, QUEST and SWOT (TOWS).

**UNIT-II (11 Hrs.)**

Internal Appraisal – The Internal Environment, Organisational Capabilities in Various Functional Areas and Strategic Advantage Profile. Methods and Techniques Used for Organisational Appraisal (Value Chain Analysis, Financial and Non-Financial Analysis, Historical Analysis, Industry Standards and Benchmarking, Balanced Scorecard and Key Factor Rating). Identification of Critical Success Factors (CSF)

**UNIT- III (12 Hrs.)**

**Corporate Level Strategies:** Stability, Expansion, Retrenchment and Combination Strategies, Corporate Restructuring, Concept of Synergy. Mergers & Acquisitions, Corporate Restructuring, Business Level Strategies: Porter's Framework of Competitive Strategies; Conditions, Risks and Benefits of Cost Leadership, Differentiation and Focus Strategies. Location and Timing Tactics, Concept, Importance, Building and Use of Core Competence. Strategic Analysis and Choice: Corporate Level Analysis (BCG, GE Nine Cell, Hofer's Product Market Evolution and Shell Directional Policy Matrix).

**UNIT-IV (10 Hrs.)**

**Industry Level Analysis:** Porters' Five Forces Model, Qualitative Factors in Strategic Choice, Strategy Implementation: Resource Allocation, Projects and Procedural Issues. Organisation Structure and Systems in Strategy Implementation. Leadership and Corporate Culture, Values, Ethics and Social Responsibility. Operational and Derived Functional Plans to Implement Strategy, Integration of Functional Plans, Strategic Control and Operational Control, Organisational Systems and Techniques of Strategic Evaluation.

Relevant case studies related to the topics should be discussed.

**Course Outcomes:** After completion of this course, the students should be acquainted with the various business and corporate level strategies. They will also have an understanding about the various environmental scanning techniques. They will also gain information about the corporate analysis models.

**Recommended Books**

1. A. Kazmi, 'Business Policy & Strategic Management', Tata McGraw Hill.
2. Thomson & Strickland, 'Strategic Management: Concept & Cases,' Tata McGraw Hill.
3. S. Reddy, 'Strategic Management', Himalaya Publication.
4. Wheelen & Hungee, 'Strategic Management & Business Policy', Addison Wesley.
5. Johnson & Scholes, 'Exploring Corporate Strategy', Prentice Hall India.
6. Jauch & Glueck, 'Business Policy & Strategic Management', Tata McGraw Hill.

**INTERNATIONAL ACCOUNTING & FINANCIAL REPORTING SYSTEM**

Subject Code – MCOM1-356

L T P C  
4 0 0 4

Duration: 45 Hrs.

**Course Objectives:** This course would impart knowledge to the students regarding the application of international accounting principles in different situations. To develop students' knowledge of accountancy, particularly in relation to company accounts through a more in-depth and broader study of its contents.

**UNIT-I (11 Hrs.)**

**International Standards and Organization:** The International Accounting Standards Board (IASB)-The role and the standard setting process, advantages, supporting and deterring forces; International and Regional Efforts in Standard Setting; International Standards setting process; IFRS adoption or convergence by Indian Companies. The IASB-International Financial Reporting Standards framework for: First-Time Adoption of International Financial Reporting Standards; Accounting Policies; Changes in Accounting Estimates and Errors.

**UNIT-II (11 Hrs.)**

**IFRS related to Financial Statements:** Statement of Cash Flow; Accounting for Inventories; Events after the reporting period; Accounting for Income tax; Property plant and Equipment; Related Party Disclosures; Interim Financial Reporting; Non-current assets held for Sale and discontinued Operations; Share based payment.

**UNIT-III (12 Hrs.)**

**IFRS related to Financial Instruments:** Disclosure; Recognition and Measurement; Presentation. Earnings per Share, International Financial Reporting Standards related to Preparation of external financial reports for single entities; Business Combinations; Consolidated Financial Statements; Joint Arrangements, Separate Financial Statements; Investments in Associates and Joint Ventures.

**UNIT-IV (10 Hrs.)**

The Effects of changes in foreign exchange rate, Accounting for government grants and disclosure of government assistance, Segment Reporting, Exploration for and evaluation of mineral resources, Construction contracts and Employment and post-employment benefits.

**Course Outcomes:** After studying this course, the students will be able to understand accounting knowledge about complex business activities and they are also able to develop a global perspective of business situation and institutions. The students will also learn the knowledge of accounting policy and accounting treatment about complex business activities. Students will also able to understand the differences in accounting policies around the world.

**Recommended Books**

1. Chartered Institute of Management Accountants. CIMA dictionary of finance and accounting. London: Bloomsbury.
2. B. Elliott, & J. Elliott, 'Financial Accounting and Reporting', Harlow: Pearson/Prentice Hall.
3. S. Agarwal, 'Manual of Accounting Standards', Snow White.
4. T.P. Ghosh, 'Accounting Standards and Corporate Accounting Practices', Taxmann Publishers.
5. Bhabatosh Banerjee, 'Regulation of Corporate Accounting and Reporting in India', World Press.
6. Lev Baruch, 'Financial Statement Analysis- A New Approach', Prentice Hall.

**INTERNATIONAL FINANCE**

**Subject Code – MCOM1-357**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** The aim is to make student understand Monetary System, foreign exchange and trade policies in Global settings.

**UNIT-I (11 Hrs.)**

**International Finance:** Introduction: Growing Importance of International Finance, Factors affecting International Trade flows

**Balance of Payments:** Introduction, Basics of BOP, Current Account Surplus and Deficit, Capital Account Convertibility, Official Reserve Account, J - Curve, Forex Reserves - Costs and Benefits.

**International Monetary System:** Evolution, Classical Gold Standard, Bretton Woods System, Failure of Bretton Wood System, Flexible Exchange Rate Regime, the current exchange rate arrangements, The European Monetary Union (EMU) – Origin and Functions of EMU

**UNIT –II (12 Hrs.)**

**Foreign Exchange Market:** Function and Structure of the Forex markets, Major Participants, Types of transactions and settlements dates,

**Parity Conditions in International Finance:** Relationship between Inflation, Interest Rates and Exchange Rates, Purchasing Power Parity – Absolute and relative, Covered Interest Rate Parity, Real Interest Parity Conditions and Managerial Implications. The Fisher effect, The International Fisher Effect

**Foreign Exchange Rate:** Types – Spot Rate, Forward Rate and Cross rate, Determination of Exchange Rate, Foreign Exchange Quotations, Types and Settlements, Factors influencing Foreign Exchange Rates. The Relationship between Forward and Future Spot Rate, Measuring Exchange Rate Movements and Volatility, Factors Influencing Exchange Rates

**UNIT-III (12 Hrs.)**

**Foreign Exchange Risk Management:** Measuring and Managing Transaction Exposure, Economic Exposure and Translation Exposure, Country Risk Analysis.

Currency Derivatives – Currency Futures, Currency Options, Currency Swaps and Functions of Currency Derivative Market, Interest Rate Derivatives.

**Foreign Trade Finance:** Concept of Foreign Trade Finance. Concepts of Financing Exports and Financing Imports, Documentary Collections, Factoring, Forfeiting and Countertrade, Export- Import Bank of India, EXIM Policy.

**UNIT – IV (11 Hrs.)**

**Multilateral Financial Institutions:** World Bank – Origin and Functions; International Monetary Fund (IMF) – Origin, Functions and Lending Process to Countries; Regional Development Banks, Different International Development Association (IDA) - International Finance Corporation (IFC), Settlement Process of International Dispute, OPEC, ADB.

**International Market:** International Bond Markets, Floating Rate Bonds, Dual Currency Bonds, Equity Related Bonds, ADR, GDR and Special Drawing Rights (SDRs), Securitisation, and the Eurocurrency Market: Origin and History the Market, Current Development in Eurocurrency Market

**International Finance Crisis** - Great Depression (1929), Sub Prime Crisis (US), Euro Zone Crisis, BREXIT and its effect on International Market.

**Course Outcomes:** Students will comes to know the concepts and procedures for international finance and they will know how to develop and implement plans and strategies for entering international markets and managing overseas operations.

**Recommended Books**

1. P.G. Apte, 'International Financial Management', Tata McGraw Hill, New Delhi.
2. Jeff Madura, 'International Financial Management', Thomson Publications.
3. Maurice D. Levi, 'International Finance', Tata McGraw Hill, New Delhi.
4. P.K. Jain, Josette Peyrard and Surendra S. Yadav, 'International Financial Management', Macmillan Publishers.
5. S.Eun Choel and Risnick Bruce, 'International Financial Management', Tata McGraw Hill.
6. Krugman, Paul R., Obstfeld, Maurice and Melitz, Marc, International Economics, Pearson Education.

**INDIAN FINANCIAL SYSTEM**

**Subject Code – MCOM1-358**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** To provide insight to the structure, working and problems of financial system in India as well As to enable students to appreciate and understand the concepts, mechanism and utility of different financial intermediaries.

**UNIT-I (11 Hrs.)**

**Introduction to Financial System:** Components, Functions, Nature and Role. Economic Development and Financial System; Growth of Indian Financial System and Present Composition.

**UNIT-II (12 Hrs.)**

**Money Market in India:** Meaning, functions, Development of Money Market in India, Money Market Instruments, Commercial Banks- Role in Industrial Finance and Working Capital Finance, Capital Market: Meaning functions and reforms. Depositories and Custodians: Depository System, NSDL, CSDL, Stock Holding Corporation of India

**UNIT-III (12 Hrs.)**

Derivatives Market, Concept, Benefits and Need, Types of Financial Derivatives, Forward And Future contracts, Options, Futures, Types and Benefits. Institutional Structure-Indian Financial Institutions: Development Banks: IFCI, ICICI, SFCs and IDBI; Investment Institution - UTI and other Mutual Funds; Insurance Organisations – Life Insurance Corporation of India and General Insurance Corporation of India.

**UNIT-IV (10 Hrs.)**

Institutional Structure - International Financial Institutions: Organisation, Management; Functions and Working of International Financial Institutions- International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA) and Asian Development Bank (ADB).

**Course Outcomes:** After completion of this course, the students will be capable of understanding the concepts, mechanism and utility of different financial intermediaries.

**Recommended Books**

1. Avdhani, 'Investment and Securities Markets in India', Himalaya Publications, Delhi.
2. M.K. Bhote, 'Financial Markets and Institutions', Tata McGraw Hill, Delhi.
3. D. Ghosh, 'Banking Policy in India', Allied Publications, Delhi.
4. J.H. Giddy, 'Global Financial Markets', ALTBS.
5. M.Y. Khan, 'Indian Financial System', Tata McGraw Hill, Delhi.
6. P.N. Varshney, 'Indian Financial System', Sultan Chand & Sons, New Delhi.

**PRINCIPLES AND PRACTICES OF BANKING**

**Subject Code – MCOM1-359**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** To impart basic knowledge and equip students with basic fundamentals of banking, asset liability management and to enable them to explore various perspectives in the current banking environment.

**UNIT-I (11 Hrs.)**

Banking Structure in India - Banking Functions and Services - Commercial & Co-Operative Banks: Structure of Commercial Banks, Private Sector Banks, Public Sector Banks, Foreign Banks, Categories & Features of Co-Operative Banks, Introduction to Regional Rural Banks Foreign Banks.

**UNIT-II (12 Hrs.)**

Principles of Lending - Financial adequacy assessing the Borrower - Project Appraisal - Structural and Infrastructural Analysis - Legal Formalities - Follow up Loans, Asset Management Companies. Banker-Customer Relationship: Debtor-Creditor Relationship, Bank as a Trustee, Anti-Money Laundering, Deposit Products or Services, Payment and Collection of Cheques and Other Negotiable Instruments.

**UNIT-III (12 Hrs.)**

Non-Performing Assets (NPAs) - Early Warning Signals - Management of NPAs - Remedies Available - Recent Measures - Loan Recovery Tribunals - Provisions of Revenue Recovery Act. Investment Management - Priorities in Allocation of Bank Funds - Investment in Governments Securities - Maturity and Yield - Quality and Diversification, Profitability Management - Profit Planning.

**UNIT-IV (10 Hrs.)**

Traditional Banking vs. E-Banking - Facets of E-Banking - Internet Procurement - E - Banking Transaction - Electronic Delivery Channels - Truncated Cheque - Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E-Banking - Security Measures. Bank Assurance.

**Course Outcomes:** After completion of this course, the students will find themselves equipped with the knowledge of banking sector. They would be adept at the terminology in this sector and will get acumen to work in banking sector.

**Recommended Books**

1. P.N. Varshney, 'Banking Law & Practice', Sultan Chand, New Delhi.
2. Vasant Desai, 'Principles of Bank Management', Himalaya Publications, Mumbai.
3. K. Subramanian, 'Banking Reforms in India', TMH, New Delhi.
4. Sinkey Joseph, 'Commercial Bank Financial Bank Financial Management', Pearson Education (Prentice Hall).
5. E. Gordon and K. Natarajan, 'Banking Theory Law and Practice', Himalaya Publications.

**BANKING LAWS**

**Subject Code – MCOM1-360**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** To acquaint the students with legal framework in which the Indian banking is working today. To make the students aware about the latest developments in the field of banking law. To enable the students to understand modern banking practices. To enable the students to establish a link between the legal provisions and the practical aspects of banking.

**UNIT-I (11 Hrs.)**

**Banking Regulation Act, 1949:** Concept of Bank and Banker, Functions of Banks, Classification of Banks, Relationship between Bank and Customer, Control by government and its agencies, Management of Banking companies, on account and audit, Reconstruction and Reorganization of Banking Companies, Suspension and Winding up of Business of Banking Companies, Social Control over Banking,

**UNIT-II (12 Hrs.)**

**The Negotiable Instrument Act, 1881:** Definition and characteristic of Negotiable Instruments, Types of Negotiable Instruments, Definition and Essentials of Promissory Note, Bill of Exchange and Cheque, Liabilities and Capacity of Parties of Negotiable Instrument, Holder and Holder in Due Course, Transfer and Negotiation of Negotiable Instrument. Crossing of Cheques and Payment, Dishonour of Cheques, Presentment and Payment, Dishonour. Noting and Protest of Negotiable Instrument, Endorsement: Definition, Essential of a Valid Endorsement and its Kinds, Rules of Evidence and Compensation.

**UNIT-III (10 Hrs.)**

**The Reserve Bank of India Act, 1934:** Incorporation, Capital, Management and Business of Banking Company, Central Banking function of Reserve Bank of India, Collection and furnishing of Credit Information, Control of Reserve Bank of India over Non-Banking Institutions and Financial Institutions, Credit Control by Reserve Bank of India, Changing Role of the RBI.

**UNIT-IV (11 Hrs.)**

Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, Provisions relating to: Preliminary (Section 1 and 2) Regulation of Securitisation and Reconstruction of Financial Assets and Financial Institutions (Section 3 to 12 A) Enforcement of Security Interest (Section 13 to 19) Central Registry (Section 20 to 26) Offences and Penalties (Section 27 to 30) Miscellaneous (Section 31 to 41) Recent Amendments.

**Course Outcomes:** The students will be acquainted with the banking concepts so that they can work in the banking sector. They would also understand the banking laws and also the banking practices prevalent in our country .

**FUNDS MANAGEMENT IN BANKS AND INSURANCE COMPANIES**

**Subject Code – MCOM1-361**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:**

To understand the sources and deployment of funds by banks and insurance companies

To understand the legal compliance for their investments and fund uses

**UNIT-I (11 Hrs.)**

**Liquidity Management in Commercial Funds:** Theories of Liquidity Management; Priorities in the Employment of Bank Funds; Problems in Resource Allocation in India. Management of Capital Funds in Commercial Banks: Meaning and Functions of Capital Funds, Necessity for Adequate Capital Funds; Capital Adequacy Standards; Present Standards in India for Capital Adequacy of Banks.

**UNIT-II (11 Hrs.)**

**Management of Primary Reserves:** Nature and Purpose of Primary Reserves, Legal Reserves- Nature and Function; Working Reserve- Nature and Function; Cash Management in Commercial Banks. Management of Secondary Reserves; Nature and Function of Secondary Reserves; Factors Influencing Secondary Reserves; Estimation and Managing Secondary Reserves

**UNIT-III (11 Hrs.)**

**Management of Bank Deposits:** Deposit Mobilization; Concept of Bank Marketing; Management of Bank Loans; Characteristics of Bank Loans; Loan Policy in a Commercial Bank, Evaluation of Loan Application; Credit Information, Credit Analysis, Credit Decision. Priority Sector Lending Policies of Commercial Banks in India. Nature and Principles of Security Investment of Commercial Banks;

**UNIT-IV (12 Hrs.)**

Provisions of The Insurance Act, 1938 Pertaining to Funds Management for Insurance Companies; Approved Securities; Government Security; Requirements as To Capital; Deposits with The RBI By Insurance Companies (Life Insurance Business, General Insurance Business and Re-Insurance Business); Reservation of Deposits and Refund of Deposit; Investments, Loans and Management: Investment of Assets; Prohibition of Investment of Funds Outside India; Statement of Investment of Funds; Prohibition of Loans; Loans and Advances by Life Insurer.

**Course Outcomes:** The students will gain the knowledge of legal compliances for their investments. They will be acquainted with the knowledge pertaining to funds management in insurance companies.

**Recommended Books**

1. Jadhav Narendra, 'Challenges of Indian Banking', MacMillan, New Delhi.
2. R.S. Sharma, 'Insurance Principles and Practices', Vora, Delhi.
3. Joseph Sinkey, 'Commercial Banks Financial Management', Prentice Hall, Delhi.
4. M.L. Tannan, 'Banking Law and Practice', Indian Law House, Delhi.
5. M.Y. Khan, 'Indian Financial System', Vikas Publishing House, New Delhi.
6. Joel Bessis, 'Risk Management in Banking', John Wiley.
7. W.A. Dinsdale, 'Elements of Insurance', Pitman.

**INTERNATIONAL ECONOMICS ORGANIZATIONS**

**Subject Code:** MCOM1-362

**L T P C**

**Duration:** 45 Hrs.

**4 0 0 4**

**Course Objectives:** To understand the concept of international political economy. To gain in depth knowledge about the emergence of global institutions. To know the multi lateral trade systems.

**UNIT-I (12 Hrs.)**

**International Political Economy:** Concept; Traditional Schools of International Political Economy; Interests and Institutions in International Political Economy; Emergence of Global Institutions, International Monetary Fund (IMF): Origin, Functions, Purposes, Organizational Set up, Instruments of IMF Lending and their Evolution; Key Features of IMF lending; IMF lending to poor countries; International Liquidity and SDRs., World Bank Group-International Bank for Reconstruction and Development (IBRD): Financing of Development; the Millennium Development Goals; Bank Prescriptions for the Borrowers.

**UNIT-II (11 Hrs.)**

**International Development Association (IDA):** Origin; Functions; Role; Key areas of IDA; Support and Financing framework, International Finance Corporation (IFC): Origin; Functions; Role; Advisory Services; Operations; Monitoring and Evaluation • Multilateral Investment Guarantee Agency (MIGA): Functions; Types of Coverage • International Center for Settlement of Investment Disputes (ICSID): Functions and Role.

**UNIT-III (12 Hrs.)**

**International Labour Organization:** Origin, Functions. Role of ILO: Decent Work; Social Dialogue; Standards, Freedom of Association; Forced Labour; Child Labour; Discrimination;



Employment and Income; Wages and Other Conditions of Employment; Social Protection; Health and Safety and HIV/AIDS. Conflicts and Negotiations in International Business: Factors Causing Conflicts; Conflict between Host Country and the Transnational Country Negotiations; Role of International Agencies in conflict resolutions.

**UNIT-IV (11 Hrs.)**

**The Multilateral Trade System:** The creation of Post-war Trade System; General Agreement on Tariffs and Trade (GATT); the Evolution of Multilateral Trade System: The Uruguay Round Package and World Trade Organization (WTO); Organizational Structure of WTO. • United Nations Conference on Trade and Development (UNCTAD): Origin; Functions, Sustainable Development and Poverty Reduction; Trade and Development; Approach towards Developing to Least Developed Countries (LDCs).

**Course Outcomes:** After the completion of this course, the students will be acquainted with the political economy of the globe. They will have thorough knowledge about the International Development organisation and multi lateral trade systems.

**Recommended Books**

1. Hunt, Diana, 'Economic Theories of Development: An Analysis of Competing Paradigms', Hemel Hempstead: Harvester Wheatsheaf,
2. Keohane. Robert! O. International Institutions and State Power: Essays in International Relations Theory Boulder: Westview,
3. Krasner. Stephen D., 'Structural Conflict: The Third World Against Global Liberalism', Berkley, University of California Press.
4. Simai, Mihaly, 'The Future of Global Governance', Washington, D.C.: United States Institute of Peace Process.
5. Sidell, 'Scott The IMF and Third World Political Instability', London Macmillan.

**MANAGEMENT OF INTERNATIONAL BUSINESS OPERATIONS**

**Subject Code: MCOM1- 363**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** To understand the concepts related to the nature and rationale of multinational firms. Also to understand the cultural context for international management. To be aware about the global market opportunities.

**UNIT-I (11 Hrs.)**

**Multinational Firms:** Nature; Rationale; Goals and Constraints; Orientation of a Multinational: Ethno, Poly, Regio and Geocentric Firms. • Economic Superpowers: the Traid. • Cultural Context for International Management: Japanese, American, European and Indian Management Values, Cultural Diversity, Perceptions and Stereotypes, Cultural dimension: Power Distance, Uncertainty Avoidance, Individualism and Masculinity

**UNIT-II (12 Hrs.)**

**Global Sourcing, Production and Export Strategies:** offshore Manufacture Dimensions of Global Production Strategy, Different Ways of Sourcing Materials and Manufacturing Products. Key elements of Import and Export strategies. • Strategic Alliances: Variables affecting Choice, Licensing, Franchising, Management Contracts, Turnkey Operations, Custom Contracts, Access to Foreign Technology, Shared Ownership, and Managing Foreign Arrangements.

**UNIT-III (11 Hrs.)**

Global Market Opportunities Arrangements; Overview of Global Market Opportunity assessment; Task One: Analyze Organizational Readiness to Internationalize; • Task Two: Assess the Suitability of the Firms and Products and Services for Foreign Markets; Task

Three: Screen Commodities to Identify Markets; Task Four: Assess Industry Market Potential; Task Five: Select Foreign Business Partners; Task Six: Estimate Country Sales Potential.

**UNIT-IV (11 Hrs.)**

Global Strategy and Organization: Role of Strategy; the Integration- Responsiveness Framework; Distinct Strategies emerging from the Integration-Responsiveness Framework; Organizational Structure; Alternative Organizational Arrangements for International Operations; and Building the Global Firm • International Human Resource Strategy: Assessing Human Resource Requirements, choosing staffing policy, training selected people, compensating employees in host country, impact of host country regulations. American, European & Japanese Practices. Leadership in International contact vs US Leadership Styles  
**Course Outcomes:** After completing the course, the students will have complete knowledge about the global strategies and organisations. They will also have knowledge about the export strategies and global sourcing.

**Recommended Books**

1. Cavusgil, S. Knight Gary and Riesenberger, John R., 'International Business – Strategy Management and the New Realities', Pearson Education, Dorling Kindersley (India) Pvt. Ltd, Delhi
2. Daniel, John D., Radebangh, Lee H. and Sullivan Daniel P., 'International Business – Environment and Operations', New Delhi.
3. Czinkota Michael R., Ronbiben Iikka A. Ronkainen A. and Moffet Micheal H., 'International Business', Thomson, South Western, Bangalore,
4. C. Paul Hallwood and Ronald Macdonald, 'International Money and Finance', Blackwell, Oxford U.K.,
5. Sharan Vyuptakesh, 'International Business – Concept, Environment and Strategy', Pearson Education, Delhi
6. Hill, Charles W.L. and Arun Kumar Jain, 'International Business – Competing in the Global Market Place', The McGraw Hill Publishing Co. Ltd., New Delhi.

**INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**Subject Code: MCOM1- 364**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objective:** The aim is to make student understand HR Policies in Global settings

**UNIT- I (11 Hrs.)**

**Introduction to Cross Cultural Management:** Significance of Culture for International Management, Culture dimensions, impact of cross culture on organizations, role of culture in Strategic Decision- Making. Influence of National Culture on Organizational Culture. Comparing Culture: Cultural and Behavioral Differences in different countries, various models for comparing cultural- Hofstede. GLOBE, Kluchohm & Stood beck

**UNIT-II (12 Hrs.)**

**Shift in Culture:** Culture as a Factor in a People's Response to Change, Significance of Shift in Culture, Economic Factors and Shifts in National Culture, Foreign Intervention and influence on shifts in Local Cultures.

**Cross- Cultural Communication:** Role of Effective Communication for International and Cross Cultural Management and in The Field of International Marketing, Cross, Cultural

Verbal, Non-Verbal Communication Across Cultures, Managing Culture, Specific Perception, Responding the Demographic Change.

**UNIT- III (12 Hrs.)**

**Cross Cultural Human Resources Management** – Staffing and Training for Global Operations Global Staffing Choices, Expatriates or Local Managers, Dynamics of Cross-Cultural Leadership, Managing and Motivating Multi Culture Teams.

**Cross - Cultural Negotiation & Decision Making:** Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context, Negotiations Across Culture, Cross, Culture Negotiation Process with Two Illustrations from Multi Cultural Context {India-Europe / India –US setting, for instance}.

**UNIT- IV (10 Hrs.)**

**Cross-culture Ethics:** Ethics Values Across Cultures and Ethics dilemma, Overview of Culture and Management in Asia (India, China and Japan), US and Europe.

Relevant case studies related to the topics should be discussed.

**Course Outcomes:** After completing this course the students should be able to understand the concepts, principles and processes of International HRM, understand the crucial role that culture plays in helping organizations all over the world adapt to the endless change today.

**Recommended Books**

1. Deresky Helen ‘International management: Managing Across Borders and Cultural’, 4<sup>th</sup> Edn., Prentice Hall India
2. Esen Drlarry, Rchildress John, ‘The Secret of a Winning Culture: Building High-Performance Teams’, Prentice Hall India.
3. Cashby Franklin, ‘Revitalize Your Corporate Culture: Powerful Ways to Transform Your Company into a Hiongh- Performance Organization’, Prentice Hall India.
4. P.L. Rao, ‘International Human Resource Management’, Excel Books.

**CORPORATE TAX PLANNING**

**Subject Code – MCOM1-413**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** The main aim is to prepare the students to have a thorough knowledge about the planning and Management of corporate taxation.

**UNIT-I (12 Hrs.)**

Structure of Direct and Indirect Taxes in India, Meaning of Tax Planning and Management, Tax Evasion and Tax Avoidance; Nature and Scope of Tax Planning and Management in the Corporate Sector; Justification of Corporate Tax Planning and Management, Taking Advantages of Available Reliefs, Rebates and Tax Free Sources of Income.

**UNIT-II (11 Hrs.)**

Definition of Various Kinds of Companies - Meaning of Company under IT Act, Residential Status of Companies and Implications for Tax Planning, Assessment of Companies Including Carry Forward and Set Off of Losses

**UNIT-III (11 Hrs.)**

Tax Planning with Reference to Setting up of a New Business, Tax Planning with Reference to Location of Business. Tax Planning with Reference to Nature of Business, Tax Planning with Reference to Form of Organization.

**UNIT-IV (11 Hrs.)**

Tax Planning with reference to Financial Management Decisions, Tax Planning with reference to Managerial Decisions, Tax Planning in respect to Employee's Remuneration, Tax Planning and Adoption of Method of Accounting. Tax planning regarding Capital Gains, Tax Planning in respect of Amalgamation or Demerger.

**Course Outcomes:** After completion of this course, the students will have in depth knowledge of various tax policies of the Indian government.

**Recommended Books**

1. V.K. Singhania, 'Direct Taxes: Planning and Management'.
2. Girish Ahuja, 'Direct Taxes: Law and Practice'.
3. Bhagwati Prasad, 'Law and Practice of Income Tax in India'.
4. R.N. Lakhota, 'Corporate Tax Planning'

**CORPORATE GOVERNANCE & BUSINESS ETHICS**

**Subject Code – MCOM1-414**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** The objective of the paper is to enable the student to understand the concept of corporate governance; Impart knowledge of corporate social responsibility and accountability; and Give information about the corporate governance reforming committee reports in India.

**UNIT-I (11 Hrs.)**

**Corporate Governance:** Concept and Issues; History of Corporate Governance, Principles of Corporate Governance, Globalization and Corporate Governance; Corporate Governance Practices/Codes in India, UK, Japan, and USA; Corporate Governance in Family Business, Corporate Governance in State-Owned Business - The MOU System; Emerging Trends in Corporate Governance.

**UNIT-II (11 Hrs.)**

**Corporate Board:** Attributes, Duties, Responsibilities, Liabilities; Shaping Directorial Competence and Board Effectiveness; Corporate Disclosure and Investor Protection; Corporate Reputation, Corporate Legitimacy. Corporate Crimes - Company and Society Relations, Cadbury Committee, OECD Principles.

**UNIT-III (12 Hrs.)**

**The Legal and Regulatory Setting:** Company Law, SEBI Regulations, FEMA - Banking and Capital Market Regulations, Takeover Code and Corporate Governance Issues. Tools for ensuring Corporate Governance: Cost Audit Methodology and Corporate Governance, Statutory Audit for Governance, An introduction to e-governance and XBRL corporate governance in India: Reforming BOD- Birla Committee- Naresh Chandra Committee Narayana Murthy Committee - Audit Committee-Corporate governance code.

**UNIT-IV (11 Hrs.)**

**Business Ethics & Regulations:** Concept and Importance–benefits of business ethics-corporate philosophy and Culture-Managing Ethics and Legal Compliance., Corporate Social Security, Concepts and Implications, Corporate Social Challenges, Stakeholder Relationships.

**Course Outcomes:** The students will understand the concepts of Corporate governance and ethics. After completing the course, the students will get information about the business philosophy, ethics and regulations.

**Recommended Books**

1. Adrian Cadbury, 'Corporate Governance and Chairmanship: A Personal View', Oxford University Press.

2. K.R. Chandratre and A.N. Navare, 'Corporate Governance - A Practical Handbook', Bharat Law House Pvt. Ltd.
3. Subhash Chandra Das, 'Corporate Governance in India: An Evaluation', PHI Learning.

**SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT**

**Subject Code – MCOM1-465**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives:** The objective of this course is to help the students to understand the security analysis & Portfolio management. In this context the main objectives of this course is to provide a theoretical and practical background in the field of investments. Students will be able to design and manage the bond as well as equity portfolios in the real word. Student will gain knowledge of valuing equity and debt instruments, managing mutual funds and measure the performances of portfolio.

**UNIT-I (10 Hrs.)**

Meaning, Nature and Scope of Security Investment; Various Approaches for Investment Decisions. Fundamental Analysis and Technical Analysis, Efficient Market Hypothesis - Meaning and Implications - Random Walk Theory - Strong and Semi-strong and Weak Forms of Efficiency - Tests of EMH.

**UNIT-II (12 Hrs.)**

Equity Risk and Return - Capitalization of Dividend Earning and Cash Flows, Profit Earning (PE) Approach Valuation of Debt Securities - Types of Bonds - Interest Rate of Risk and Purchasing Power Risk - Market Interest Rate and Term Structure of Interest Rates – Yield Curves - Limitation of Yield Curves - Risk Premium Bonds - Macaulay's Duration (MD). Security Risk and Return vs Portfolio Risk and Return; Various Components of Risks-Market Risk, Inflation Risk, Management Risk, Liquidity Risk, Business Risk, Financing Risk etc., Systematic vs. Unsystematic Risks

**UNIT-III (11 Hrs.)**

Assumptions: Capital Market Line, Portfolio Selection, Capital Asset Pricing Model (CAPM) Assumptions, Security Line, Testing The CAPM - Arbitrage Pricing Theory (APT) - Assumptions - One Factor and Two Factor Arbitrage Pricing - Multi-Factor Arbitrage Pricing

**UNIT-IV (12 Hrs.)**

Optimum Portfolio, Passive Management - Active Management - The Formula Plans for The Purchase & Sale of Securities – Rupee Cost Averaging – Constant Rupee Plan – Constant Ratio Plan – Portfolio Revision & Cost (Theory Only).

**Course Outcomes:** After completing this course the students should be able to different avenues of new investment and security analysis. Students will be able to apply the concept of portfolio management for better investment at desired risk level.

**Recommended Books**

1. Donald E. Fisher and Ronald J. Jordan, 'Securities Analysis and Portfolio Management', Prentice Hall, New Delhi.
2. Harry Sourain, 'Investment Management', Prentice Hall of India.
3. Francis and Archer, 'Portfolio Management', Prentice Hall of India.
4. L.C. Gupta, 'Stock Exchange Trading in India', Society for Capital Market Research and Development, Delhi

**MANAGEMENT OF FINANCIAL SERVICES**

Subject Code – MCOM1-466

L T P C

Duration: 45 Hrs.

4 0 0 4

**Course Objectives:** To acquaint the student with Innovative financial services offered to meet the varied requirement of both the corporate and individual customers.

**UNIT-I (11 Hrs.)**

Financial Services - Meaning, Types and their importance, Depository - Introduction, Concept, Depository Participants, Functioning of Depository Systems, Process of Switching over to Depository Systems, Benefits, Depository Systems in India, Dematerialization and Dematerialization, Role, Objectives and Functions of SEBI and its guidelines relating to Depository System.

**UNIT –II (12 Hrs.)**

Mutual Funds and AMCs - Concept, Origin and Growth of Mutual Funds, Constitution & Management of MFs - Sponsors, Trustees, AMCs, and Custodians. Classification of Mutual Fund Schemes, Advantages and Disadvantages in Mutual Fund Schemes, NAV and Pricing of Mutual Fund Units. Recent Trends in Mutual Funds in India, Credit Rating - The Concept and Objective of Credit Rating, Various Credit Rating Agencies in India and International Credit Rating Agencies, Factors Affecting Credit Rating & Procedural Aspects.

**UNIT-III (12 Hrs.)**

**Leasing:** Concept and Development of Leasing, Business, Difference between Leasing & Hire Purchase, Types of Leasing Business, Advantages to Lessor and Lessee. Tax aspect of leasing, Merchant Banking - Origin and Development of Merchant Banking in India Scope, Organizational Aspects and Importance of Merchant Bankers. Latest Guidelines of SEBI w.r.t. Merchant Bankers, Venture Capital - Concepts and Characteristics of Venture Capital, Venture Capital in India, Guidelines for venture Capital.

**UNIT – IV (10 Hrs.)**

**Debt Securitisation:** Meaning, Features, Scope and Process of Securitisation.

Factoring - Development of Factoring Types & Importance, Procedural Aspects in factoring, Financial Aspects, Prospects of Factoring in India, Plastic Money - Concept and Different Forms of Plastic Money - Credit and Debit Cards, Pros and Cons. Credit Process Followed by Credit Card Organisations. Factors affecting utilisation of Plastic Money in India.

Note: Relevant Case Studies should be discussed in class.

**Course Outcomes:** After completing the course student will be able to understand and explain the concept of financial services and its managerial perspective.

**Recommended Books**

1. S. Gurusamy 'Financial Services & System', Thomson Publications.
2. M.Y. Khan, 'Financial Services', Tata McGraw Hill.
3. L.M. Bhole, 'Financial Institutions & Markets', Tata McGraw Hill.
4. Gordon & Natarajan, 'Financial Markets & Services', Himalaya Publications.
5. V.A. Avdhani, 'Financial Services in India', Himalaya Publications.
6. Vasant Desai, 'Financial Markets and Financial Services', Himalaya Publications.

**SECURITIES MARKET OPERATIONS**

Subject Code – MCOM1-467

L T P C

Duration: 45 Hrs.

4 0 0 4

**Course Objectives:** This course aims at giving a comprehensive understanding of stock market operations in terms on structure, trading and settlement procedures, instruments, processes and related components as also emerging challenges in the area.

**UNIT-I (11 Hrs.)**

An Overview of Indian Securities Market, Meaning, Functions, Intermediaries, Meaning, Nature, Functions of Primary Market & Secondary Market. Pricing of Issues; Offer Documents; Appointment and Role of Merchant Bankers, Underwriters, Brokers, Registrars, Lead Managers and Bankers; Underwriting of Capital Issues, Stock exchanges in India - Defects in working of Indian Stock exchanges. Overview of Major Stock Exchanges in India

**UNIT-II (12 Hrs.)**

**Indian Stock Exchanges:** BSE - Different Trading Systems – Share Groups on BSE – BOLT System – Different Types of Settlements - Pay-in and Pay-out – Bad Delivery – Short delivery – Auction – NSE – Market segments – NEAT system options – Market types, Order types and books – De-mat settlement – Physical settlement – Institutional segment – Funds settlement – Valuation debit – Valuation price – Bad and short delivery – Auction. Surveillance system in BSE & NSE – Circuit Filters.

**UNIT-III (11 Hrs.)**

**Legal Framework of Securities Market:** SEBI Guidelines Relating to the Functioning of the New Issue Market; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and Listing of Securities; Regulations and Guidelines for FIIs.

**UNIT-IV (11 Hrs.)**

**Trading Pattern in OTCEI:** Meaning, Significance and Functions; Procedure of Listing and Trading on OTC; NSE-Functioning and Trading Pattern in NSE-Capital Market Segment and Wholesale Market Segment; Security Market Indicators-Need and Importance; BSE Sensex, NSE, NIFTY and other Index Numbers, Demat Trading, FIIs: Participation in Indian Stock Market and RBI regulations. Introduction to Commodity Exchanges in India.

**Course Outcomes:** After completion of this course, the students will have in depth understanding of stock market operations in terms on structure, trading and settlement procedures, instruments, processes and related components as also emerging challenges in the area.

**Recommended Books**

1. Pandian Punithavathy, 'Security Analysis and Portfolio Management', Vikas Publishing House Pvt. Ltd.
2. V.A. Avadhani, 'Investment and Securities Market in India', Himalaya Publishing House.
3. Prasanna Chandra, 'Security Analysis and Portfolio Management', Tata McGraw Hill.
4. Sanjeev Agarwal, 'A Guide to Indian Capital Market', Bharat Publishers.
5. Ravi Puliani and Mahesh Puliani, 'Manual of SEBI', Bharat Publication.

**INSURANCE AND RISK MANAGEMENT**

**Subject Code – MCOM1-468**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** To impart basic knowledge and equip students with basic fundamentals of insurance and risk management and to enable them to explore various emerging issues in this field.

**UNIT-I (11 Hrs.)**

Definition of Insurance - Characteristics of Insurance – Principles of Contract of Insurance – General Concepts of Insurance - Insurance and Hedging - Types of Insurance, Insurance Intermediaries, Risk and Risk Management Process - Risk Identification: Evaluation - Risk Management Techniques - Insurance and Risk Management Techniques - Selecting and Implementing Risk Management Techniques.

**UNIT-II (12 Hrs.)**

Commercial Risk Management Applications - Property - Liability - Commercial Property Insurance - Different Policies and Contracts - Business Liability and Risk Management Insurance - Workers Compensation and Risk Financing.

**UNIT-III (12 Hrs.)**

Personal Risk Management – Applications, Property and Liability, Risk Management for Auto Owners, Lorry Owners, Risk Management for Homeowners, Risk Management Applications - Loss of Health - Medi-Claim - Retirement Planning and Annuities - Employee Benefits - Financial and Estate Planning

**UNIT-IV (11 Hrs.)**

Risk Management Environment - Insurance Industry - Functions and Organization of Insurers – Government Regulation of Insurance Sector, IRDA, Privatization of Insurance Business in India, Changes in Insurance Act, Insurance Intermediaries, Insurance Products, Pricing, Claim Valuation, Foreign Insurers in India.

**Course Outcomes:** After completion of this course, the students will have in depth knowledge and equip students with essentials of insurance and risk management and to enable them to discover various emerging issues in this field.

**Recommended Books**

1. Anand Gangly, 'Insurance Management', New Age International.
2. Arthur C. Williams, 'Risk Management and Insurance', McGraw Hill Co.
3. 'Insurance Act'.

**PRINCIPLES AND PRACTICE OF LIFE AND HEALTH INSURANCE**

**Subject Code – MCOM1-469**

**L T P C  
4 0 0 4**

**Duration: 45 Hrs.**

**Course Objectives**

To acquaint the students about basic fundamentals as well as the changing scenario in Life & Health Insurance

**UNIT-I (11 Hrs.)**

In Life Insurance - Principles and Practice of Life Assurance, Life Assurance Contracts, Their Nature and Characteristics, Parties to the Contract and Their Rights and Duties. Conditions and Terms of Policy and Effects of Non-Compliance thereof. Nominations and Assignment Practice in connection with collection of premium, Revivals, Loans, Surrenders, Claims, Bonuses and Annuity Payments. Mortality Table, Computation of Life Insurance Premium, Net Single Premium, Net Level Premium, Reserves on Life Insurance Policies.

**UNIT-II (10 Hrs.)**

Taxation and Life Insurance, Shopping for Life Insurance, Present Structure & Growth of Life Insurance in India. (Including Private & Foreign Players).

**UNIT-III (12 Hrs.)**

Individual Health and Disability Income Insurance, Types of Individual Health Insurance Coverage: Hospital - Surgical Insurance, Major Medical Insurance, Long Term Care Insurance, Disability Income Insurance need for Disability Income Insurance: Short Term Versus Long Term Disability Coverage Health Insurance for the elderly people, Long Term Care Insurance, Shopping for Health Insurance. Employee Benefits: Group Life and Health Insurance, Group Insurance, Group life Insurance Plans, Group Health Insurance Plans, Group Disability - Income Insurance.



**UNIT-IV (12 Hrs.)**

**Insurance Company Operations:** Rate Making, Underwriting, Production, Claim Settlement, Reinsurance, Life Insurance Industry in India, Government Insurance Units, Private Players, Emerging Scenario, Marketing Systems, Distribution Channels - Agents and Brokers, Changes in Distribution System, Government Regulation of Insurance, Rationale of Regulation, Function of IRDA, IITDA Regulations, Issues in Insurance Regulation.

**Course Outcomes:** After completion of this course, the students will have in depth knowledge and equip students with essentials of life insurance and risk management.

**Recommended Books**

1. Dheeraj Razdan, 'Insurance Principles, Application and Practices', Cyber Tech Publication.
2. Neelam Gulati, 'Principles of Insurance Management', Excel Books.
3. Mark S. Dorfman, 'Introduction to Risk Management & Insurance', Pearson Education.
4. Dhiraj Razdan, 'Modern Insurance Regulations and its Supervision', Cyber Tech. Publication.

**PRINCIPLES AND PRACTICE OF GENERAL INSURANCE**

**Subject Code – MCOM1-470**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** To acquaint the student with the techniques of General Insurance

**UNIT-I (11 Hrs.)**

Principles of Indemnity, Insurable Interest, Subrogation and Utmost Good Faith, Proximate Cause Requisites of Insurance Risks, Insurance and Law of Contracts, Distinguishing Legal Characteristics of Insurance Contracts, Insurance Policy Provisions, Definitions, Declarations, Insuring Agreement, Exclusions, Conditions, Miscellaneous Provisions, Endorsements, Cover Note, Warranties, Interpretation of Insurance Policy

**UNIT-II (11 Hrs.)**

General Insurance Policies - Types of Coverage, Commercial Property Loss Exposures, Personal Property Loss Exposure, Fire and Allied perils, Declaration and Floating Policy, Business Interruption Insurance, House Owners policy, Boiler and Machinery Insurance, Marine Cargo Insurance: Law and practice.

**UNIT-III (11 Hrs.)**

Act only Cover, Third Party Property Damage and Bodily Injury Cover, Liability Exposures, Types of Liability Damages, Criminal and Civil Law. Torts, Law of Negligence, Defence Against Negligence Claims, Types of Liability Exposures, Professional Liability Insurance.

**UNIT-IV (12 Hrs.)**

Claims Procedures, Surveying and Loss adjusting, Agents and Brokers, Insurance Laws and Insurance Regulation in India, General Insurance Industry in India, Public Sector Players, Private Sector Players, Channels of Distribution of Insurance, Relative Merits and Drawbacks of Different Channels, Changes in the Distribution System in India, Co-insurance and Reinsurance, Essential Principles of Reinsurance, Reinsurance in India.

**Course Outcomes:** After completion of this course, the students will have in depth knowledge and equip students with essentials of general insurance and risk management.

**Recommended Books**

1. E.T. Vaughan and T. Vaughan, 'Fundamental of Risk and Insurance', John Wiley & Sons.
2. G.E. Rejda, 'Principles of Risk Management and Insurance', Pearson Education.
3. Luthardt, 'Property and Liability Insurance Principles', Insurance Institute of America.
4. Stulz, 'Risk Management & Derivatives', Thomson.
5. Chance, 'Introduction to Risk Management and Derivatives', Thomson.

**INTERNATIONAL FINANCIAL MARKETS AND FOREIGN EXCHANGE**

**Subject Code: MCOM1-471**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** The aim is to make student understand Monetary System, foreign exchange and trade policies in Global settings.

**UNIT –I (11 Hrs.)**

History of the International Financial System -The rise and Fall of Bretton Woods, Globalisation and the Growth of Derivatives, The Crash of 1994-96 and Beyond, Euro-currency Market , Euro-banking and Euro-currency Centers, Deposit Dealing and the Term Structure of Euro-currency Rates, Euro-currency Futures and Options, Syndicated Euro-credits,

**UNIT-II (12 Hrs.)**

International Bond Markets-Introduction, New Issue Procedures in the Eurobond Markets, Eurobond Valuation and Hedging, Interest Rates and Currency Swaps, Pricing Option, Features of International Bonds, Forecasting and the Image of the Future-Central Banks and the Balance of Payments,

The European Monetary System and Other Regional Artificial Currency Areas, New Instruments in International Capital Markets, International Banking and Country RISK, International Portfolio Diversification, International Transfer Pricing.

**UNIT-III (11 Hrs.)**

Types of Foreign Exchange Markets and Transactions, Quoting Foreign Exchange Rates, Spread, Official and Free Market Rates, Cross Rates, Forward Rates, Quoting Forward Rates; Organisation of the Foreign Exchange Markets; Currency Futures; Currency Options; Currency Swaps; Corporate Exposure Management: Alternative Definitions of Foreign Exchange Risk, Exposure Information System, Alternative Strategies for Exposure Management,

**UNIT-IV (11 Hrs.)**

Exposure Management Techniques, Organisation of the Exposure Management Function; Parameters and Constraints on Exposure Management: Theory and practice of Forecasting Exchange Rates-Economic Fundamentals, Financial and Socio-Political Factors, Technical Analysis; Tax Treatment of Foreign Exchange Gains and Losses; FEMA

**Course Outcomes:** Students will come to know the concepts and procedures for international finance and they will know how to develop and implement plans and strategies for entering international markets and managing overseas operations.

**Recommended Books**

1. R.Z. Aliber, 'Exchange Risk and Corporate International Finance', Macmillan, London.
2. V.K. Bhalla, 'International Financial Management', Anmol, New Delhi.
3. W.H. Sutton, 'Trading in Currency Options', New York Institute of Finance.
4. Buckley, Adrian, 'Multinational Finance', 3<sup>rd</sup> Edn., Englewood Cliffs, Prentice Hall Inc.
5. Eiteman, David K. and Stonehill. Arthur I., 'Multinational Business Finance', Addison – Wesley, California.
6. Johnson and Giaccotto. 'Options and Futures', St. Paul. West,
7. Kim, Suk and Kim. Seung, 'Global Corporate Finance: Text and Cases', Florida, Miami.
8. Alan C. Shapiro, 'Multinational Financial Management', Prentice Hall of India, New Delhi.

**INTERNATIONAL FINANCIAL MANAGEMENT**

**Subject Code: MCOM1- 472**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objective:** To provide an understanding of the function, the roles, the goals and the processes of international financial management, covering the sourcing of finances and their issues in investment and operations. Problem-solving methodology will be used to illustrate the theories and tools in financial decision making.

**UNIT-I (11 Hrs.)**

**Foreign Exchange System:** The Internationalization of Business and Finance, Alternative Exchange Rate Systems; International monetary system, The European Monetary System. Foreign Exchange Rate Determination: Introduction to spot market and Forward Market; Setting the Equilibrium Spot Exchange Rate; Factors affecting Currency Value: BOP Approach & Asset Market Approach; Role of Central Bank in Determination of Exchange Rates; Parity conditions in International Finance: Arbitrage and Law of One Price; Purchasing Power Parity; Fisher Effect; Fisher Effect in International Context

**UNIT-II (10 Hrs.)**

**Currency Forecasting:** Interest Rate Parity Theory, the relationship between forward and future spot rate, Currency Forecasting; Balance of payments: Balance of Payment Categories: Current Account, Capital Account, Official Reserves Account; Balance of Payment: The International flow of goods, services and capital, Coping with current account deficit.

**UNIT-III (11 Hrs.)**

**Country Risk Analysis:** Country Risk Analysis, Measuring & Managing Political Risk, Firm Specific Risks; Country Risk Analysis: Study of Economic & Political Factors Posing Risk, Country Risk Analysis in International Banking. Measuring & Managing Various Exposures: Alternative measures of foreign exchange exposure, Risk Hedging-An Introduction; Measuring & Managing Transaction Exposure

**UNIT-IV (11 Hrs.)**

**Measuring & Managing Operating Exposure:** Measuring & Managing Translation Exposure., Foreign Exchange Risk Management: Foreign Exchange Instruments, Recent developments in derivatives markets in India; Currency Futures & Options Market; Interest Rate & Currency Swaps; Interest rate Forwards & Futures.

**Course Outcome:** After completing this course the students should be able to make optimum decisions pertaining to international financial market, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

**Recommended Books**

1. P.G. Apte, 'International Financial Management', Tata McGraw Hill, New Delhi.
2. Jeff Madura, 'International Financial Management', 6th edition, Thomson Publications.
3. Maurice D. Levi, 'International Finance', 3<sup>rd</sup> Edn., Tata McGraw Hill, New Delhi.
4. P.K Jain, Josette Peyrard and Surendra S. Yadav, 'International Financial Management', Macmillan Publishers.
5. S. Eun Choel and Risnick Bruce, 'International Financial Management', Tata McGraw Hill.
6. Krugman, Paul R., Obstfeld, Maurice and Melitz, Marc, 'International Economics', Pearson Education

**INTERNATIONAL MARKETING**

**Subject Code: MBAD1- 473**

**L T P C**

**Duration: 45 Hrs.**

**4 0 0 4**

**Course Objectives:** The course aims at acquainting students with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations.

**UNIT-I (12 Hrs.)**

Definition, Scope, Importance and Challenges of International Marketing, International Trade Theories, Reasons for Going International, Economic Analysis of Multinational Trade, International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, Licensing, Contract Manufacturing, Joint Venture M & A, Setting-Up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.

**UNIT-II (11 Hrs.)**

**International Marketing Environment:** Political, Legal, Environmental, Socio Cultural and Technological environment, Country Risk Analysis, International Economic Environment: IMF, WTO, International Monetary System, International Trade Barriers: Tariff and Non Tariff Regional Blocks: European Union, NAFTA, SAARC, ASEAN, MERCOSUR, International Marketing Research, Selection of Export Markets.

**UNIT-III (10 Hrs.)**

Direction & Composition of Indian Exports, Indian Export and Import Policy Export Promotion Organizations, Export, Incentives, Producing for Exports, Export Quality Control; Export Finance, Shipment and Procedures Thereof, Export Documents

**UNIT-IV (13Hrs.)**

Processing of an Export Order, Organisation and Structure of Export and Import Houses, International Product Policy: Product Standardization & Adaptation, International, Product Mix, International Product Life Cycle, New Product Development, Exports Packaging, International Pricing Policy: Factors Influencing Selection of Pricing Policies, International Pricing Strategies, International Distribution Policy: Factors Influencing Selection of International Distribution Channels, Types of International Distribution Channels, Role of Internet in International Distribution, International Communication Policy: Communication Strategies in International Marketing, International Promotion Mix.

Relevant case studies related to the topics should be discussed.

**Course Outcomes:** Students will come to know the concepts and procedures for international marketing and they will know how to develop and implement plans and strategies for entering international markets and managing overseas operations.

**Recommended Books**

1. S. Onkvisit & J. Shaw, J., 'International Marketing: Analysis & Strategy', Pearson Education
2. M. Czinkota, I. Ronkaine, Sutton Brady, C. and Beal, T. 'International Marketing', Cengage Learning.
3. F. Cherunilam, 'International Trade & Export Management', Himalaya Publishing.
4. Cateora & Graham, 'International Marketing', McGraw Hill.

5. Keegan, 'Global Marketing Management', Pearson Education Asia.
6. J. Daniels, J, 'International Business', Pearson Education.
7. Cherunilam, 'International Marketing', Himalaya Publishing.

**COMPREHENSIVE VIVA VOCE**

**Subject Code – MCOM1-415**

**L T P C**

**1 0 0 1**

At the end of fourth semester, each candidate shall attend a comprehensive viva voce. The viva board shall have at least two members: one external and one internal. The external examiner(s) shall be appointed by the University. The internal examiner shall be the Head, Department of Commerce of the College or a faculty member nominated by him or her from the Department of Commerce.

**MRSPTU**