



**ST ALOYSIUS COLLEGE (AUTONOMOUS)**

**MANGALURU**

**RE-ACCREDITED BY NAAC "A" GRADE**

**COURSE STRUCTURE AND SYLLABUS**

**OF**

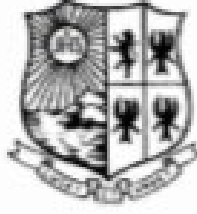
**M.Com**

**(Finance and Analytics)**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**(2021 -22 BATCH ONWARDS)**

ಶಾಲೆ ಆರ್ಲೋಸಿಯಸ್ ಕಾಲೇಜು  
(ಸ್ವಾಯತ್ತ)  
ಮಂಗಳೂರು- 575 003



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Re-accredited by NAAC with 'A' Grade - CGPA 3.62  
Recognised by UGC as "College with Potential for Excellence"  
College with 'STAR STATUS' conferred by DBT, Government of India  
3<sup>rd</sup> Rank in "Swacch Campus" Scheme, by MHRD, Govt of India

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Date: 12-08-2021

### NOTIFICATION

Sub: Syllabus of **M.Com. (Finance and Analytics)** under Choice Based Credit Scheme.

Ref: Decision of the Academic Council meeting held on 19-06-2021.

Pursuant to the above, the Syllabus of **M.Com. (Finance and Analytics)** under Choice Based Credit Scheme which was approved by the Academic Council at its meeting held on 19-06-2021 is hereby notified for implementation with effect from the academic year 2021-22.

  
PRINCIPAL



  
REGISTRAR

To:

1. The Chairman/Dean/HOD. ✓
2. The Registrar Office
3. Library
4. PG Office

**CBCS Structure - M. Com (Finance and Analytics)**

Semester	Hard Core			Soft Core			Open Elective			Project/Internship	Total Credits
	No. of Papers	Credits	Total Credits	No. of Papers	Credits	Total Credits	No. of Papers	Credits	Total Credits		
I	3	4	12	2 1	3 4	6 4	-	-	-	-	22
II	2	4	8	2 1	3 4	6 4	1	3	3	3 (SC)	24
III	3	4	12	2	3	6	1	3	3	-	21
IV	3	4	12	3	3	9	-	-	-	4 (HC)	25
<b>Total</b>			<b>44</b>			<b>35</b>			<b>6</b>	<b>7</b>	<b>92</b>
<b>Hard Core papers - 52.18%, Soft Core - 41.30%, Open elective - 6.52%</b>											

## Course Structure and Curriculum

<b>M. Com (Finance and Analytics) - First Semester</b>							
	Paper	HC/SC	Duration of Exam	Marks		Total	Credits
				IA	End Semester		
PH 351.1	Financial Statements Analysis	HC	3	30	70	100	4
PH 352.1	Working Capital Management	HC	3	30	70	100	4
PH 353.1	Income Tax	HC	3	30	70	100	4
PS 354.1P	EXCEL for Business & Finance	SC	4 (Practical)	30	70	100	4
PS 355.1	Business Statistics	SC	3	30	70	100	3
PS 356.1	Economic Analysis for Decision making	SC	3	30	70	100	3
PS 357.1	Financial Management and Policy						
	<b>Total</b>					<b>600</b>	<b>22</b>

<b>M. Com (Finance and Analytics) - Second Semester</b>							
PH 351.2	Accounting for Managerial Decisions	HC	3	30	70	100	4
PH 352.2	Corporate Financing and Investment Decisions	HC	3	30	70	100	4
PS 353.2P	Tally for Business Applications	SC	4 (Practical)	30	70	100	4
PS 354.2	Goods and Services Tax & Customs	SC	3	30	70	100	3
PS 355.2	Research Methodology and Ethics	SC	3	30	70	100	3
PS 356.2	E-Business						
PS 357.2	Internship	SC				100	3
<b>PO 358.2</b>	<b>Open Elective: Personal Finance and Investment Planning</b>	SC	3	30	70	100	3
<b>PO 359.2</b>	<b>Open Elective: E-Business</b>						
	<b>Total</b>					<b>700</b>	<b>24</b>

<b>M. Com (Finance and Analytics) - Third Semester</b>							
PH 351.3	Equity Research and Security Market Operation	HC	3	30	70	100	4
PH 352.3	Mergers, Acquisitions and Corporate Restructuring	HC	3	30	70	100	4
PH 353.3	Investment Banking and Financial Services	HC	3	30	70	100	4
PS 354.3P	Data Analysis using SPSS	SC	4 (Practical)	30	70	100	3
PS 355.3	Corporate Tax Planning	SC	3	30	70	100	3
PS 356.3	Insurance and Risk Management						
PO 357.3	<b>Open Elective:</b> Corporate Culture and Ethics	SC	3	30	70	100	3
	<b>Total</b>					<b>600</b>	<b>21</b>

<b>M. Com (Finance and Analytics) - Fourth Semester</b>							
PH 351.4	International Financial Management	HC	3	30	70	100	4
PH 352.4	Cost Analysis for Managerial Decisions	HC	3	30	70	100	4
PH 353.4P	R for Data Analysis	HC	4 (Practical)	30	70	100	4
PH 354.4	Project	HC		30	70	100	4
PS 355.4	Financial Derivatives	SC	3	30	70	100	3
PS 356.4	Corporate Law, Ethics and Governance	SC	3	30	70	100	3
PS 357.4	Business Analysis and Valuation	SC	3	30	70	100	3
PS 358.4	Portfolio Theory and Management						

	<b>Total</b>					<b>700</b>	<b>25</b>
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### **Scheme of Examination**

#### **Theory Papers:**

Internal Examination: Two tests, two assignments and class participation (30 Marks)

End Semester Examination: Three hours – 70 Marks

**Section A:** Maximum Marks – 20; Students to answer five questions out of seven questions, each question carries 4 marks (Question 1-7)

**Section B:** Maximum Marks – 40; Students to answer four questions out of six questions, each question carries 10 marks (Question 8-13)

**Section C:** Maximum Marks – 10; Students to analyze a case which is compulsory carrying ten marks (Question 14)

#### **Practical Papers**

Internal Examination: Two internal practical tests, two assignments and class participation (30 Marks)

End Semester Examination – Four Hours Practical Examination– 70 Marks

Practical Examination – 50 Marks, Record Valuation – 10 Marks and Viva voce – 10 Marks

**FIRST SEMESTER**  
**Financial Statements Analysis**

**Learning objectives:**

- Students will be able to understand different financial statements and their preparation
- Students will study the impact of inflation and the effect of inflation on the financial position and net profit
- You will study different contemporary analytical tools used in the financial statement analysis

**Pedagogy:**

This course consists of lectures, problem solving, case analysis, group discussion, seminars and assignments.

**Syllabus:**

**Unit 1: Financial Statements of a Company: (10 Hours)**

Meaning, qualitative characteristics and objectives of Financial Statements of a company; parties interested in financial statements. Legal requirements of financial statements; Types of financial statements of a company; accounting concepts applicable to Balance Sheet and Income Statements; Preparation of Balance Sheet and Income Statements of a Company in the prescribed format; AS 1; AS 25 – Interim Financial Reporting; Global Convergence of Accounting – need, benefits and challenges of convergence; overview of International Accounting Standards (IAS)/ International Financial Reporting Standards (IFRS).

**Unit 2: Analysis and Interpretation of Financial Statements: (10 Hours)**

Meaning and objectives of analysis and interpretation; process of analysis and interpretation; tools and techniques of financial analysis; preparation of comparative financial statements; common size statements and trend analysis; limitations of analysis and interpretation. Ratio Analysis: Meaning of Ratio and Ratio Analysis; objectives of Ratio Analysis; cross – sectional analysis, time series analysis and bench marks; liquidity ratios, solvency ratios, activity ratios, profitability ratios – computation and interpretation; precautions to be taken in ratio analysis; limitations of ratio analysis. Financial statement analysis of banking companies.

**Unit 3: Fund Flow and Cash Flow Analysis: (10 Hours)**

Fund Flow Analysis – meaning and definition of Fund and Fund Flow; changes in working capital; transactions having no effect on working capital; computation of fund from operation; elements of Fund Flow Statement; preparation of Fund Flow Statement; Fund Flow Statement a tool for managerial decisions. Cash Flow Analysis – meaning and objectives of the Cash Flow Statement; cash and cash equivalents; non – cash transactions – illustrations; classification of Cash Flows; preparation of Cash Flow Statement as per AS 3; disclosure requirements; techniques to improve cash flow of a business.

**Unit 4: Consolidation of Financial Statements: (8 Hours)**

Consolidated Financial Statements – meaning and components; advantages of consolidated financial statements; AS – 21; consolidation procedure; preparation of Consolidated Balance Sheet; disclosure requirements as per AS 21.

**Unit 5: Inflation accounting (10 hours)**

Introduction; need for inflation accounting; limitations of historical accounting; techniques/methods of inflation accounting; merits and demerits; problems.

**Unit 6: Contemporary Analytical Techniques: (8 Hours)**

Social Accounting: meaning, definition, importance and limitations of social accounting; approaches to Social Accounting; measurement of social cost and benefit; preparation of social accounting statement. Environmental Accounting: meaning, definition, utility and limitations of environmental accounting, corporate environmental accounting practices; Human Resource Accounting - meaning and definition, relevance of Human Resource Accounting; Human Resource Valuation Models with problems; implications of Human Asset Reporting, Human Resource Accounting practices in India.

**References:**

- Earl K Stice and James D Stice (2007). Financial Accounting: Reporting and Analysis; Thomson South Western, Haryana
- Ambrish Gupta (2009). Financial Accounting for Management – An Analytical Perspective, Pearson Education (Singapore) Pvt. Ltd.
- Gaurav Agrawal (2004). A Text Book of Financial Accounting and Analysis, Centrum Press, New Delhi.
- Frederick D S Choi, Gary K Meek, International Accounting, V Edition, Pearson Education, Noida.
- Shahrokh M Saudagaran, International Accounting: A user Perspective, Second Edition, 2007, Thomson Learning Inc., Indian Edition
- Gary A Porter and Curtis L Norton (2007). Financial Accounting for Decision Makers, Thomson South Western, USA.
- Dinabandhu Mukhopadhyay (2009). Financial Accounting: A Managerial Perspective, Asian Books Pvt. Ltd., New Delhi.



- Ashok Banerjee (2005). Financial Accounting: A Managerial Emphasis, Excel Books, New Delhi
- Dr Ravi M Kishore. (2013). Advanced Accounting with Accounting Standards and Problems and Solutions, Taxmann's Publications, New Delhi.
- Mohd. Arif Pasha (2010). Accounting for Managers, Vrinda Publications (P) Ltd, Delhi

## FIRST SEMESTER

### Working Capital Management

#### Learning objectives:

- To understand the concept of working capital and various aspects involved in the planning and decision making of working capital finance.
- To study various components of working capital and their management.
- To understand the management of cash and other components of working capital

#### Pedagogy:

This course consists of lectures, case analysis, group discussion, seminars and assignments.

#### Syllabus:

##### Unit 1: Basics of Working capital

**(10 Hours)**

Concept of Working Capital, Objectives, Components of Working Capital, Gross Working Capital, Net Working Capital, Positive Working Capital, Negative Working Capital, Permanent Working Capital, Temporary Working Capital, Working Capital needs of different types of business, Factors determining Working Capital requirements, Working Capital management, Risk-return trade off from investing in current assets, Risk-return trade off from using current liabilities, Operating Cycle Concept, Operating Cycle and its relevance for working capital management.

##### Unit 2: Planning of Working Capital

**(8 Hours)**

Strategies in Working Capital Management, Estimation of Working Capital – estimation of current assets and current liabilities, Mathematical and Simulation Models for Working Capital Decisions. Determining Financing mix; Trade - off between Profitability and Risk.

##### Unit 3: Working Capital Finance

**(8 Hours)**

Sources of Working Capital Finance; Trade Credit, Bill Discounting, Factoring, Working Capital Finance from Banks, Regulation of Bank Finance, other sources; Security for short term financing, Commercial Paper, Treasury Bills, Certificate of Deposits, Government Securities Market, Commercial Bill, Repo and Reverse Repo, Debt Securitization; Working Capital Leverage.

#### **Unit 4: Management of Cash and Marketable Securities (10 Hours)**

Introduction, features of effective cash management; Classification of Cash flows, Cash flow process & its relevance, Principles of Cash Management, management of liquidity; reasons for cash flow problems; methods of improving liquidity; **cash management models; Collections & Disbursements Management** - Sources and Types of float, Collection float & its impact on profitability, reducing collection time in the banking system- Electronic clearance service, RTGS, NEFT, Concentration banking, Controlling disbursements.

#### **Unit 5: Receivables Management: (10 Hours)**

Meaning & importance of accounts receivables; Impact of Credit Policy; Components of Credit policy-Credit terms, Credit standards & Collection efforts; Optimum Credit Policy; **Monitoring of Account Receivables; Management of Trade Debts;** Ageing Schedule; Decision Tree Analysis in Credit Granting; Evaluating the change in credit period, Choosing between alternate credit policies, **Analyzing credit policy change;** Case Analysis.

#### **Unit 6: Inventory Management (10 Hours)**

Nature and Importance; Motives for holding inventories; Importance of inventory management; **Deciding optimal level of inventory; EOQ Model;** Deciding when to order-reorder point, safety stocks; Inventory monitoring and control; Techniques of inventory control-Ratio analysis, **ABC analysis, Vendor managed inventory; Techniques of inventory reduction-Just-in-time, Outsourcing, Supply chain management, Re-engineering, Flexible manufacturing.**

#### **References:**

- Chandra, Prasanna (2012), Financial Management: Theory and Practice, Tata McGraw Hill Publications, New Delhi.
- Pandey, I M (2010), Financial Management, Vikas Publishing House Pvt Ltd., New Delhi.
- Khan, M Y and Jain, P K (2011), Financial Management, Tata McGraw Hill, New Delhi.
- Kishore, Ravi M (2013), Financial Management, Taxmann publication.
- Rustogi, R P (2010), Financial Management, Galgotia Publishing Company, New Delhi.
- Van Horne, James C (2008), Financial Management and Policy, Prentice Hall of India, New Delhi.
- Van Horne, James C and Wachowicz, John M. (2009). Fundamentals of Financial Management, Prentice Hall of India, New Delhi.
- Kapil, Sheeba (2011), Financial Management, Pearson India.
- Misra Anil, and Srivastava Rajiv. (2011). Financial Management, Oxford University Press, London.
- Gitman Lawrence J and Zutter Chad J. (2011). Principles of Managerial Finance, Prentice Hall of India, Delhi.

**FIRST SEMESTER**  
**Income Tax**

**Learning objectives:**

- To impart knowledge in basic concepts of tax.
- To acquaint students with the various concepts of tax laws and to integrate this knowledge for effective managerial decisions.

**Pedagogy:** Lectures, case analysis, practical problem solving, group discussion, seminars and assignments.

**Syllabus:**

**Unit 1: Basic Concepts (4 hours)**

Assessment year, previous year, assessee, income, residence and incident of tax. Cases and problems

**Unit 2: Heads of Income: Salary and House Property (14 hours)**

Income from salary - basis of charge, allowance and perquisites, Income from house property - basis of charges; annual value, deduction from annual value. Cases and problems

**Unit 3: Heads of income: Business or Profession (16 hours)**

Income from business or profession - expenses and losses allowable and not allowable, depreciation. Cases and problems

**Unit 4: Heads of Income: Capital Gains and Other Sources (10 hours)**

Income from capital gain-long term and short term capital gains, cost of acquisition and indexed cost of acquisition, exemption, income from other source-basis of charges, computation of income. Cases and problems

**Unit 5: Clubbing and Set off of losses (4 hours)**

Clubbing of income, Mode of set off-of losses, intra and inter head adjustment, carry forward and set off of losses under different heads. Cases and problem

**Unit 6: General deductions & Computation of Total Income of Individuals**

**(8 hours)**

Deduction from gross total income U/S 80C, 80D, 80E, 80G, 80U. Cases and problems

**REFERENCE:**

- Singhania, Vinod, K, Direct Tax Laws and Practice. (2018). Taxman Publications Pvt. Ltd, New Delhi.
- Manoharan, T.N. (2018). Direct Taxes, Snow White Publications, Mumbai.
- Mehrotra H C, Income Tax Law and Accounts. (2018). Sahitya Bhavana Publications, Agra.
- Shuklendra Acharya & Guptha M G. (2018). Tax Planning under Direct Taxes, Tata McGraw Hill publications Pvt. Ltd. New Delhi.
- Lal B.B, Direct Taxes. (2018). Konark Publications Pvt. Ltd, Delhi.
- Singhania,V.K and Singhania, Monica. (2018). Students guide to income tax, Taxman Publications Pvt. Ltd, New Delhi.
- Hariharan, N. (2018). Income Tax law and Practice, McGraw Hill Education.
- Ahuja,Girish and Gupta, Ravi. (2018). Systematic approach to tax laws and practice, Bharat Law House Pvt Ltd, Mumbai.

**FIRST SEMESTER**  
**EXCEL for Business & Finance**

**Learning Objectives:**

- This course will take through a proven, structured process to improve your ability to collect, analyze and forecast business and financial data in order to generate valuable insights from business data.
- It will also teach how to report on business data and present information and analysis.

**Pedagogy:** Lectures, laboratory practical, practical application, seminars and assignments.

**Syllabus:**

**Unit - I:** **(10 Hours)**

**Financial Modelling:** Difference between a Spreadsheet and a Financial Model; Types and Purposes of Financial Models; **Tool Selection; The Ideal Financial Modeller; Building a Model: Model Design; The Golden Rules for Model Design; Design Issues;** The Workbook Anatomy of a Model; **Project Planning Your Model; Model Layout Flow Charting;** Steps to Building a Model; Information Requests; Version-Control Documentation.

**Unit - II:** **(10 Hours)**

**Best Practice Principles of Modelling:** Enter Data Only Once; Use Consistent Formulas; Format and Label Clearly; **Methods and Tools of Assumptions Documentation; Linked Dynamic Text Assumptions Documentation. Financial Modelling Techniques:** Problems with Excel; Error Avoidance Strategies; Linking to External Files; Building Error Checks.

**Unit - III:** **(12 Hours)**

**Using Excel in Financial Modelling:** Formulas and Functions in Excel; Excel Versions; Handy Excel Shortcuts; Basic Excel Functions; Logical Functions; Nesting: Combining Simple Functions to Create Complex Formulas.

**Functions for Financial Modelling:** Aggregation Functions; LOOKUP Formulas; Nesting INDEX and MATCH; OFFSET Function; Regression Analysis; CHOOSE Function; Working with Dates; Financial Project Evaluation Functions; Loan Calculations.

**Unit – IV: (12 Hours)**

**Tools for Model Display:** Basic Formatting; Custom Formatting; Conditional Formatting; Sparklines; Bulletproofing Your Model; Customising the Display Settings; Form Controls.

**Tools for Financial Modelling:** Hiding Sections of a Model; Grouping; Array Formulas; Goal Seeking; Structured Reference Tables; PivotTables; Macros. **Common Uses of Tools in Financial Modelling:** Escalation Methods for Modelling; Nominal and Effective (Real) Rates; Calculating Cumulative Totals; Calculation a Payback Period; Weighted Average Cost of Capital (WACC); Building a Tiering Table; Modelling Depreciation Methods; Break-Even Analysis.

**Unit – V: (12 Hours)**

**Model Review:** Rebuilding an Inherited Model; Improving Model Performance; Auditing a Financial Model; Stress-Testing, Scenarios, and Sensitivity Analysis in Financial Modelling; Scenario Analysis Tools and Methods; Advanced Conditional Formatting; Comparing Scenario Methods. **Presenting Model Output:** Preparing an Oral Presentation for Model Results; Preparing a Graphic or Written Presentation for Model Results; Chart Types; Working with Charts; Handy Charting Hints; Dynamic Named Ranges; Charting with Two Different Axes and Chart Types; Bubble Charts; Creating a Dynamic Chart; Waterfall Charts.

**References:**

- ❖ Danielle Stein Fairhurst, “Using Excel for Business Analysis”, 1st Edition, 2012, Wiley India.
- ❖ Michael Alexander, Jared Decker, Bernard Wehbe, “Microsoft Business Intelligence Tools for Excel Analysts”, 1st Edition, 2014, Wiley International
- ❖ R N Prasad, Seema Acharya, “Fundamentals of Business Analytics”, 1st Edition, 2012, Wiley India
- ❖ Wayne Winston, “Microsoft Excel 2013 Data Analysis and Business Modeling”, 2014, Microsoft Press
- ❖ S. Christian Albright, Wayne L. Winston, “Business Analytics: Data Analysis & Decision Making”, 5th Edition, 2014, Cengage Learning India.
- ❖ Cornell, Paul, “Beginning Excel What-If Data Analysis Tools”, 1st Edition, 2013, Wiley Apress
- ❖ Michael Alexander, John Walkenbach, “Excel Dashboards & Reports”, 2nd Ed, 2013, Wiley India

- ❖ Conrad Carlberg, “Business Analysis with Microsoft Excel”, 3rd Edition, 2011, Que Publishers
- ❖ Francesco Iannello, “Excel: Strategic Use of The Calc Spreadsheet In Business Environment. Data Analysis and Business Modeling”, 2nd Edition, 2013, Que Publishers

## **FIRST SEMESTER Business Statistics**

### **Learning Objectives:**

- To understand the concept of business statistics and its application in social sciences.
- Impart adequate knowledge of Statistical concepts to facilitate efficient and effective managerial decisions.
- This course provides students with an understanding of how to apply statistical tools to make optimum business decisions.

### **Pedagogy:**

This course includes Class lectures, Assignments, Practical exercises, and Applications with the help of Case Study.

### **Syllabus:**

**Unit1: Statistics – An Overview**

**(7 Hours)**

Reasons for learning Statistics; Growth & development of Statistics; Statistical thinking and analysis; importance & scope of statistics; applications of statistics in Business & Economics; Limitations of Statistics.

**Unit 2: Classification and Tabulation of Data: (8 Hours)**

Basic Statistical Concepts: Data; Elements; Variables; Observations; Population; Sample; Parameter and Statistic; Need for Data; Types of data; Data Sources.

Classification & Tabulation of Data: Methods of Classification of data; Methods of Tabulation of data. Organizing data using data array: Frequency distribution construction; Types of frequency distributions. Organizing data using Diagrams & Graphs: Diagrams & types of diagrams; Graphs & types of graphs; Construction of Histogram & Ogives.

**Unit 3: Descriptive Statistical Analysis (10 hours)**

Measures of Central Tendency: Arithmetic Mean- Median - Mode- Applications; Relationship between measures of central tendency. Measures of Dispersion: Significance of measuring dispersion; Standard deviation & Coefficient of Variation with applications; Partition values- Quartiles, Deciles, Percentiles and their uses.

**Unit 4: Bivariate Analysis: (10 Hours)**

Correlation Analysis: Types of Correlation; Methods of Studying Correlation- Scatter Diagram; Karl Pearson's Coefficient of Correlation; Spearman's Rank Correlation method. Regression Analysis: Simple Regression & Multiple Regression Model; Estimation of regression parameters of Simple Regression Model by Least Square method; Coefficient of Determination ( $R^2$ ) and its interpretation.

**Unit 5: Probability and Probability Distributions: (10 Hours)**

Probability Theory: Relevance of Probability to Management decisions; Conditional probability; Bayes theorem and its applications. Probability Distributions: Bernoulli, Binomial, Poisson distribution and their application; Continuous Distributions - Normal distribution with Managerial Applications.

**References:**

- Sharma J.K. (2014), Business Statistics, 4/e, Pearson Education, New Delhi.
- David and Lori (2012), Applied Statistics in Business and Economics, Tata McGraw Hill Education Private Limited.
- Anderson, Sweeny and Williams (2015), Statistics for Business and Economics, 12/e, South Western Cengage Learning.
- Levin. I. Richard and Rubin .S. David (2008), Statistics for Management, 7/e, Prentice Hall of India Pvt Ltd, New Delhi.
- Bowerman, O'Connell and Murphree (2013), Business Statistics in Practice, Tata McGraw Hill Education Private Limited.

**FIRST SEMESTER**  
**Economic Analysis for Decision making**

**Learning Objectives:**

- Students will understand the concept of micro and macro economics and role of economics in decision making process
- Students will be able to analysis demand, production and supply for the managerial decisions
- To understand different market structure and revenue analysis under different market conditions

**Pedagogy:** Lectures, case analysis, practical problem solving, group discussion, seminars and assignments.

**Unit 1: Economics for Decision making:**

**(7 Hours)**



**Microeconomics and macroeconomics** – meaning, subject matter and scope; importance and limitations of Microeconomics and Macroeconomics; the business decision; role of economics in managerial decisions; economic environment, interactions between economic and non-economic environment; economic systems: capitalism, socialism, mixed economy, usefulness of the study of economic systems; **managerial economic analysis** – steps in building business oriented economic models; economic concepts and principles in Managerial Decision Analysis; Decision making under uncertainty.

**Unit 2: Market Demand Analysis: (7 Hours)**

Demand – meaning, individual Vs market demand; determinants of demand, demand function, demand curve, **the law of demand. Consumer demand – utility analysis, indifference curve technique, the budget constraint. Elasticity of demand** – concept, factors influencing elasticity of demand, price elasticity of demand, income elasticity of demand – meaning, types and measurement. Demand estimation – estimating the demand function, major steps in demand estimation. **Demand Forecasting** –meaning, significance of demand forecasting, short term and long term forecasting, approach to demand forecasting, sources of data for demand forecasting, **market survey, methods of forecasting demand, market experimentation.**

**Unit 3: Production Analysis: (7 Hours)**

Concept of **production function**; time element and production functions; laws of production, the law of variable proportions; the law of returns to scale; estimation of production functions; measurement; output elasticity; **production function through Iso-quant Curve and its properties; Iso cost line.**

**Unit 4: Supply Analysis: (7 Hours)**

Meaning of Supply; **determinants of supply; law of supply**; causes of change in supply; **elasticity of supply; measurement of elasticity of supply**; factors determining elasticity of supply; estimation of supply functions.

**Unit 5: Price Determination and Revenue Analysis: (10 Hours)**

**Various forms of markets** – Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; price determination in these markets; **Revenue concept**; relationship

between price and revenue under perfect competition; industry demand and firm demand; relationship between price and revenue under monopoly.

**Unit 6: Business Cycles:**

**(7 Hours)**

Meaning and features of Business Cycle; phases of business cycle; causes behind these cycles; theories of Business cycles.

**References:**

- D M Mithani (2014). Managerial Economics: Theory and Applications, Himalaya Publishing House, Mumbai.
- Kuldeep Gupta Raj Kumar (2013). Business Economics, UDH Publishers & Distributors (P) Ltd.; 4th Edition.
- K.K. Dewett (2013). Modern Economic Theory , S Chand & Sons, New Delhi
- H. L. Ahuja (2013). Macro Economics- Theory & Policy, S. Chand & New Delhi
- Mote, Paul, Gupta (2012). Managerial Economics , Tata McGraw Hill Publications, New Delhi
- D.N. Dwivedi (2010). Managerial Economics, Vikas Publishers, New Delhi
- H.C. Peterson & W.C. Lewis (2013). Managerial Economics, Prentice Hall India
- Edward Shapiro (1012). Macro Economics Analysis , Galgotia Publications
- Koutyiannis (1012). Modern Micro Economics, McMillan Publications

**FIRST SEMESTER**

**Financial Management and Policy**

**Learning objectives:**

- To provide knowledge on the role of finance in the business.
- To understand different components of cost of capital and dividend Policy.
- To study leverages and capital structure Theories.
- To analyze the affect of dividend policy on firm's value.
- To understand the concept financial planning and strategic financial planning.

**Pedagogy:**

This course consists of lectures, case analysis, group discussion, seminars, illustrations and assignments.

**Syllabus:**

**Unit-1: Financial Management – An Overview**

**(7 hours)**

Nature & Scope; Objectives – Profit VS Wealth; Types of Financial Decisions; Conflicting Goals and emerging role of Financial Manager; Agency Problem and its resolution via Market Forces and Agency Costs; Financial Objectives & Organisation Strategy.

**Unit-2: Cost of Capital (10 hours)**

Conceptual Framework, Importance and Determinants of Cost of Capital; Cost of individual Source of Finance; Cost of Debt(problems), Cost of Preference Shares(problems), Cost of Equity(problems) : Dividend Price, Dividend Growth, Earnings, Realised Yield and CAPM Approaches; Cost of Retained Earnings; Floatation Costs, WACC(problems), WMCC(problems); Investment Analysis and WACC; Calculation of cost of capital in practice.

**Unit-3: Capital Structure Theory & Policy (10 hours)**

Concepts, Relevance and Determinants of Capital Structure; Planning and Designing Optimal Capital Structure; Measures of Operating, Financial and Composite Leverage(problems) and its Usefulness in Financial Decision Making; Leverage and Financial Distress; Ratios and Industry Norms for Capital Structure; Case Analysis.

**Unit- 4: Capital Structure Decision (10 hours)**

Net Income Approach, Net Operating Income Approach, Traditional Approach and M&M Approach of Capital Structure and their impact on Firms' Value; M&M's Arbitrage(problems) and Reverse Arbitrage Arguments(problems); EBIT-EPS Analysis(problems); Relevance of Indifference Point and Financial Break Even Point(problems).

**Unit -5: Profit Allocation Decision (9 hours)**

Dividend and its forms; Theories of Dividend Policy (M&M, Walter and Gordon's Model) and their impact on the value of a firm (problems); Dividend Policy – types, practical and legal constraints. Corporate Dividend Practices in India; Case Analysis.

**References:**

- Van Horne, James C (2008), Financial Management and Policy, Prentice Hall of India.
- Srivastava, Rajiv and Misra, Anil (2013), Financial Management, Oxford University Press, Jai Singh Road, New Delhi.
- Pandey, I M (2015), Financial Management, Vikas Publishing House Pvt., Ltd, New Delhi.
- Khan, M Y and Jain, P K (2011), Financial Management, Tata McGraw Hill, New Delhi.

- Jr. Wachowics and Van Horne, James C (2009), Fundamentals of Financial Management, PHI Learning, Mexico.
- Kishore, Ravi M (2013), Financial Management, Taxmann publication, New Delhi.
- Chandra, Prasanna (2012), Financial Management: Theory and Practice, Tata McGraw Hill Publications, New Delhi.
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- Tulsian, P C and Tulsian Bharat (2010), Financial Management, S. Chand Publishing House, New Delhi.
- Bringham, Eugene F (2011), Financial Management: Theory & Practice, Ceneage Learning India Pvt Ltd.
- Pandey, I M and Bhat, Ramesh (2012), Cases in Financial Management, Tata McGraw Hill – Education.
- Shah, Paresh P (2012), Financial Management, Wiley India Private Limited, New Delhi

## **SECOND SEMESTER**

### **Accounting for Managerial Decisions**

#### **Learning objectives:**

- To provide knowledge about the accounting techniques which are helpful in the managerial decision making
- To understand concept of budgeting and budgetary control
- It also helps to study different methods of measuring and evaluating the managerial performance.
- To study managerial control techniques and responsibility accounting

**Pedagogy:**

This course consists of lectures, case analysis, problem solving, group discussion, seminars and assignments.

**Syllabus:****Unit 1: Managerial Accounting: (10 Hours)**

Introduction; nature and scope of Managerial Accounting; objectives of Managerial Accounting; Managerial Accounting Vs Financial Accounting; types of information for decision making; **role of accounting information in decision making; role of Managerial Accounting in a dynamic business environment;** skills required of Management Accountants; Management Accountants position in the organisation; Decision making process and managerial accountants role in that process; **quantitative and qualitative analysis in decision making.**

**Unit 2: Budgets and Budgetary Control: (10 Hours)**

Introduction; Budgets; Budgeting; Budgetary Control; budgeting Vs forecasting; functions of budgeting; planning and control process and budgeting; budgeting procedure; organisation for budgeting; budget period; elements of a successful budgeting plan; **budget factor; budget centres; revision of budgets; fixed and flexible budgets; preparation of different types of budgets; budgeting in international perspective** – zero base budgeting, life cycle budgets, kaizen budget; performance budgets; Activity Based Budgeting.

**Unit 3: Responsibility Accounting: (10 Hours)**

Responsibility Accounting- Introduction; meaning features and objectives of responsibility accounting; **identifying responsibility centres; measurement of divisional performance – financial and non-financial; performance evaluation using balanced score card; segment reporting – features.**

**Unit 4: Value Added Statement: (10 Hours)**

Concept of Value Added, Gross Value Added, Net Value Added; **methods of calculating the amount of value added; Economic Value Added** – measuring business income; need and **importance of EVA concept, concept of Market Value Added and shareholders' value added;** calculation of EVA; Reporting under Value Added Accounting; utility of Value Added Statements; **preparation of Value Added Statements.**

**Unit 5: Creative Accounting and Forensic Accounting: (8 hours)**

Window dressing – meaning, purposes of window dressing; window dressing practices and impact on the performance of the company. **Creative Accounting** – Meaning and

motives for creative accounting; creative accounting techniques; creative accounting and its impact on corporate; real life cases of creative accounting in India and abroad; the measures to mitigate creative accounting. **Forensic Accounting** – meaning; objectives and utility of forensic accounting; forensic accountant and his qualification, duties, responsibilities and accountability; forensic accounting Vs auditing, forensic auditing.

**Unit 6: Accounting of Carbon Credits: (8 Hours)**  
**Greenhouse Gases (GHGs), Kyoto Protocol and its various market-based mechanisms – Mechanism relevant in Indian context under which CERs are granted** – Registration process and certification of CERs by UNFCCC – Accounting principles relating to recognition, measurement and disclosures of Certified Emission Reductions (CERs) generated by the entity, accounting for carbon credits on its sale or carbon trade.

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- Horngren, Sundem, Schatzberg, Murg Stahler (2014). Introduction to Management Accounting, Pearson Education Inc.
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- M N Arora (2012). A Text Book of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd, New Delhi.
- Jawahar Lal (2010). Advanced Management Accounting: Text, Problems and Cases, S Chand & Co. Ltd, New Delhi.
- S N Maheshwari and SK Maheshwari (2006). A Text Book of Accounting for Management, Vikas Publishing House Pvt. Ltd., New Delhi.
- Garrison, Noreen, Brewer (2010). Managerial Accounting, Mc Graw Hill Education (India) Pvt. Ltd., New Delhi
- Hansen, Mowen (2011). Management Accounting, Cengage Learning India Pvt. Ltd., New Delhi
- Dinabandhu Mukhopadhyay (2009). Financial Accounting: A Managerial Perspective, Asian Books Pvt. Ltd., Net Delhi.

### SECOND SEMESTER

#### Corporate Financing and Investment Decisions

##### Learning objectives:

- To have an understanding of principles of cash flow estimation.
- To study capital investment techniques and to possess knowledge in taking decisions on capital investments.
- To understand corporate strategy in capital investment decisions.
- To understand different avenues of long term finance

- To provide adequate knowledge on Real Options and international capital budgeting

**Pedagogy:**

This course consists of lectures, case analysis, and presentation of project reports, group discussion, seminars and assignments.

**Syllabus:**

**Unit-1: Capital budgeting: (10 hours)**

Nature, Significance, Process & Types of capital budgeting decisions; **Projecting Cash Flows: Cash Flow VS Accounting Profit**, Cash Flow Patterns - Conventional and non-conventional, **Principles of cash flow projection, Cash flow estimates**; determination of relevant cash flows: independent proposal(problems), mutually exclusive proposal(problems) and replacement proposal(problems); complexities in capital budgeting application; Case Analysis.

**Unit-2: Evaluation Techniques: (15 hours)**

Investment evaluation criteria; **capital budgeting evaluation techniques**- ARR(problems), Payback period(problems), discounted payback period(problems), NPV(problems), IRR(problems), Multiple IRR(problems), Terminal value(problems), MIRR(problems) and Profitability Index(problems); **Comparison of NPV, IRR, and PI methods; Project Selection under Capital Rationing**; Concepts & Determinants, Evaluation of divisible(problems) and indivisible projects(problems); Capital budgeting under Inflationary situation(problems); case analysis.

**Unit-3: Capital Budgeting under Risk & Uncertainty (10 hours)**

Description and Measurement of Risk; **Evaluation of Risky Investment Proposal: statistical and conventional techniques for risk analysis**; Risk Adjusted Discount Rate approach(problems), Certainty-Equivalent Approach(problems), Sensitivity Analysis(problems), Standard Deviation Approach(problems), Coefficient of Variation Approach(problems), **Decision Tree Analysis**(problems) and **Monte Carlo Simulation approach**(problems); utility theory and capital budgeting; case analysis.

**Unit-4: Strategic Real Options & international Capital budgeting: (8 hours)**

Conceptual Framework; Kinds of Real Options; Differences in Financial and Real Options. Special issues in international Capital budgeting; **Project VS Parent Cash flows; Capital Budgeting Evaluation under NPV and APV Framework; Qualitative factors and Judgements in Capital Budgeting Decision.**

**Unit -5: Financial Instruments: (6 hours)**

Equity Share - Price discovery through book building process; International Instruments: External Commercial Borrowing via automatic and approval route; GDR, ADR, Euro Bonds, Foreign Bonds and Euro issues; Hybrid Instrument-Preferred Stock, Convertible bonds, Warrants and Options.

**Unit-6: Financing Options:**

**(7 hours)**

**Venture Capital** - Conceptual Framework, Stages and methods of V.C Financing; **Indian Venture Capital Scenario**- Present & future; Angel investors. – Concept, Types and Advantages; **Angel Investors VS Private Equities**.

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- Apte, Prakash G. (2012). International Finance – A Business Perspective, TMH Publication, New Delhi.

**SECOND SEMESTER**

**Tally for Business Applications**

**Learning Objectives:**



- This course will take you through a proven, structured process to improve the accounting methodology and completely automate the process of accounting.
- This course will help the learner to understand the methods of using Tally in various business applications including Taxation.

**Pedagogy:** Lectures, laboratory practical, practical application, seminars and assignments.

## **Syllabus:**

### **Unit – I: (12 Hours)**

**Tally.ERP9:** Tally.ERP 9 Start-Up, Tally.ERP 9 Screen Components; Company **Info** - Company Creation, Opening (Loading) of Tally.ERP 9, Modification of Company, Deletion of Company, Shut (Close) a Company, Company Selection.

**Set-Up of Accounts** : Assets, Liabilities, Income & Expenses; The Group - Creating Group, Creating a Group with Advanced Usage; Creating Multiple Groups, Altering or Modifying Group; Permanently Deleting a Group; Displaying a Group, The Ledger, **Creating a Single Ledger; Vouchers Types.**

### **Unit – II: (10 Hours)**

**Inventory / Items & Goods / Stock:** Creating a Single Stock Group; Creating a Multiple Stock Group, Creation of Stock Units, Alternation / Deletion of Stock Units, Stock Items

**Accounting Vouchers in Tally.ERP 9** - Types of Vouchers, Contra Voucher, Payment Vouchers, Receipt Vouchers, Journal Vouchers, Sales Vouchers, Credit Note Voucher – Sales Return, Purchase Vouchers, Debit Note Vouchers - Purchase Return, Memo Voucher.

### **Unit – III: (12 Hours)**

**GST (Goods and Service Tax) in Tally.ERP 9:** Introduction to GST (IGST . CGST, SGST ); Calculation of GST ( IGST, CGST& SGST) ; GST on Tally.ERP 9; Generate GSTR-1 Returns / Reports under Tally.ERP9; Generate GSTR-2 Returns / Reports under Tally.ERP9; Generating Form GSTR-3B; Challan Reconciliation Report for GST Payments; Creating Income and Expenses Ledger in GST; Reverse Charge on Purchase from Unregistered Dealer (URD) | Reverse Charge in GST in Tally; GST On Advance Payment Received From Customer in Tally | GST in Tally; Recording An Advance Payment To Supplier Under GST; Transferring Tax Credits of VAT, Excise, and Service Tax to GST; Recording Sales of

Composite Supply under GST, Nil-Rated Sales, Exempt Sales, Adjustment & Set-off the Liability of GST (Tax) Credit under GST

**Unit – IV:**

**(10 Hours)**

**Advanced Inventory Vouchers in Tally. ERP 9** Standard Vouchers, Order Processing; Re-Order Levels; Tracking Number; Batch-wise Details; Bill of Materials ( BoM); Price Levels and Price Lists; Zero Valued Entries; Inventory Ageing Analysis; Different Actual and Billed Quantities; Physical Stock Voucher; Rejection In, Rejection Out, Stock Journal Maintain Bill-wise Details; Cost Center and Cost Category; Interest Calculation; Reversing Journal; Post-Dated Voucher; Memo (Memorandum) Voucher; Optional Voucher

**Unit – V:**

**(12 Hours)**

**Reporting :** Modifying Reports; Balance Sheet; Profit & Loss Account; Stock Summary; Trial Balance; Day Book; Books of Accounts; Cash Book; Petty Cash Book; Bank Book; Journal Register; Ledger; Statement of Accounts; Inventory Books; Statutory Reports; List of Accounts; Exception Reports

**MIS and Other Reports :** Receivable and Payable Statement Report; Ageing Report; Godown wise Stock Report; Movement Analysis; Transaction wise Profitability Analysis; Stock Summary; Bank Reconciliation; Stock Category wise Report; Sales Order Pending Register; Purchase Order Pending Register; Sales Bill Pending Register; Product Register

**References:**

- Rajesh Chedda, “Learn Tally.ERP 9 with GST”, 2<sup>nd</sup> Edition, Anes Student Edition, 2017
- Ashok K Nadhani, “TALLY ERP 9 TRAINING GUIDE”, 4<sup>th</sup> Edition 2018, BPB Publications.
- Shradda Singh, Navneet Mehra, “Tally ERP 9 (Power of Simplicity): Software for Business and Accounts”
- Ramesh Bangia, “Learning Tally 9.0: With Introduction to Tally.ERP 9”, Learning Labs, 2015
- Professionals, “Official Guide to Financial Accounting using TALLY.ERP 9”, 3<sup>rd</sup> Ed, 2017, BPB
- Soumya Rajan, “Learn Tally.ERP 9 in 30 days”, 3<sup>rd</sup> Edition, 2017, BK Publishers

**SECOND SEMESTER**

**Goods and Services Tax and Customs**

**Objectives:**

- To enable students to understand the basic concepts of GST Law introduced in India

- To develop skills of computing GST and in filing all the returns involved under the GST.
- To familiarize students with the fundamentals and operations of GST and Customs Laws in India.

**Pedagogy:** This course consists of lectures, case analysis, problem solving, group discussion, seminars and assignments

### **Syllabus:**

#### **Unit-1: Introduction: (8 Hours)**

Module – 1: Introduction – Meaning, scope and significance of GST; classification of goods and services and GST rates; **GST model in India** – CGST, SGST and IGST; GST Law as contained in the Central Goods and Services Tax (CGST) Act, 2017 and Integrated Goods and Services Tax (IGST) Act, 2017; **GST Administration in India – GST Council** – structure, powers, functions and challenges; **Operational aspects of GST– process of Registration for manufacturer, service provider and dealer, etc.; amendment and cancellation of Registration; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax.**

#### **Unit 2: Terms under GST: (8 Hours)**

Definition of Goods, Place of Supply, Principal place of business, Agent, Principal, Associated Enterprises, Related Persons, **aggregate turnover, Services, Taxable turnover under CGST, SGST and IGST**, Capital Goods, Casual taxable person, Input, Input Tax credit, Job work, Works contract, Location of the Supplier and Recipient, Reverse charge, **Nature of supply – Composite, Mixed, Exempt, Outward, Inward. Recipient of goods and Services, Supplier of Goods and Services.**

#### **Unit 3: Levy and Collection of GST: (8 Hours)**

Incidence of Tax under GST- Procedure relating to levy – (CGST and SGST), Scope of supply, tax liability on mixed supply and composite supply, Tax invoice, time and place of supply of goods and services, Valuation and valuation rules, value of taxable supply. Computation of taxable value and tax liability including reverse charge. **Procedure relating to levy – (IGST – Inter-state supply, Intra State supply, zero Rate supply, value of taxable supply. Computation of taxable value and tax liability including reverse charge. Illustrative problems.**

#### **Unit 4: Input Tax credit: (10 Hours)**

Introduction - meaning of Input Tax Credit, **eligibility and conditions for taking Input Tax Credit – CGST, SGST and IGST; apportionment of credit and blocked credits**, availability of credits under special circumstances under section 18, inputs tax credit on capital

goods, distribution of credit by Input Service Distributor (ISD), transfer of Input Tax Credit. recovery of Input Tax Credit and interest thereon, taking input tax credit in respect of inputs sent for job work, reverse charge, manner of distribution of credit by input; service distributor; Illustrative problems.

**Unit 5: Customs Duty (Customs Act, Customs Tariff Act): (10 Hours)**

Scope and coverage of customs law, nature, types, classification, rates and valuation of customs duty; exemptions, remissions, demand, recovery and refunds in customs, export schemes, duty drawbacks, Types of valuation for Customs Duty – tariff value, transaction value; methods of valuation; general provisions about baggage, problems on computation of assessable value and customs duty.

**Reference Books:**

- GST Ready Reckoner by V. S. Datey – Taxmann Publication, July 2017
- Basics of GST by Nitya Associates – Taxmann Publications, August 2016
- GST Law Guide by CA Ishaan V Patkar – Taxmann Publications, August 2017
- Keshav Garg, GST Ready Reckoner, Bharat Law House, Delhi.
- Raman Singla and Pallavi Singla, Simplified Approach to GST – A Ready Referencer, Young Global Publications, Delhi.
- S Gupta, GST – Law and Practice, Taxmann Publications, New Delhi
- Rajat Mohan, Illustrated Guide to GST, Bharat Law House, Delhi.
- Anjali Agarwal, GST: Impact on the Indian Economy, New Century Publications, Delhi.
- Rakesh Garg and Sandeep Garg, GST Laws Manual: Acts, Rules and Forms, Bloomsbury India, New Delhi.
- The Central Goods and Services Tax Act and Rules, 2017.
- The Karnataka Goods and Services Tax Act, 2017, Karnataka Law Journal Publications, Bangalore.

**SECOND SEMESTER**

**Research Methodology and Ethics**

**Learning Objectives:**

- To have clear understanding of the meaning and purpose of Research in academics, research philosophy and strategies of Research.
- To acquaint with the knowledge of methodology involved in a scientific Research
- To know how to write a good Research Report.
- To understand the ethical issues and practices in research with an awareness of rights and obligations of research participants.
- Understand the process of Intellectual property Rights and its different forms and implications
- To know how to write research papers and publish research papers

### **Outcome of the Paper:**

- Research output with philosophical base and greater relevance to the society
- Quality research with scientific methodology
- Production of good Research Reports
- Original Research following ethical guidelines and practices in conducting the research and publication of papers.
- More awareness on Intellectual property Rights and Patents.

**Pedagogy:** Classroom lecture, laboratory experiments, seminars, assignments, case studies, field survey, projects, workshops, dissecting research papers

### **Syllabus:**

#### **Unit 1: Foundation of Research:**

(6 Hours)

**Research – meaning, characteristics, objectives**, motivation in research, need and importance of research. Types of Research; Philosophy and Research Philosophy – Ontology, Epistemology, Axiology, positivism, critical realism, interpretivism, post modernism, pragmatism – meaning, relevance and assumptions. Concept of Theory and Theory Building – deduction, induction and abduction. Research Strategies - meaning and types.

#### **Unit 2: Research Methodology**

(13 Hours)

**Research Problem** – meaning, selecting the problem, sources of problem, statement of a problem; Review of Literature – meaning and need for literature review, sources of literature review, reporting the review of literature, identification of research gap; Variables – meaning, types of variables and selection of variables; Research Design – meaning, features of good research design, types of research design, significance and preparation of research design; Research Questions; Objectives of the study; Research

Hypotheses – meaning and importance kinds of hypotheses, formulating hypotheses, testing the hypothesis; Scope of the study; Sampling and Sample Design – population, sample, sample unit and sampling, requisites of sampling, types of sampling and size of sample; Data Collection – meaning, sources of data, primary data, secondary data, preparation of questionnaire/experimental design. Reliability and Validity in Research.

**Unit 3: Interpretation and Report Writing; (Subject Specific) (6 Hours)**

**Analysis of Data** – tabulation, choosing appropriate statistical tests, interpretation and testing of hypotheses. Research Report – meaning, features of a good Research Report, elements of Research Report, format of a Research Report, Appendices and References/Bibliography – styles.

**Unit 4: Research Ethics: (10 Hours)**

**Ethics – meaning and definition**, Ethics Vs moral philosophy, nature of moral judgments and reactions. Rights and obligations of Research Participants. Scientific conduct – ethics with respect to science and research, intellectual honesty and research integrity. Scientific misconduct – falsification, fabrication and plagiarism. Publication ethics – meaning and importance, conflicts of interest, publication misconduct – meaning, problems that lead to unethical behaviors, types of publication misconduct, identification of publication misconduct, complaints and appeal. Redundant publication – duplicate and overlapping publications, salami slicing. Violation of public ethics, authorship and contributorship. Predatory publishers and journals – software to identify predatory publications – journal finder/journal suggestions tools by JANE, Elsevier journal finder, Springer journal suggestions etc., Selective reporting and misinterpretation of data. Best practices/standard setting initiatives and guidelines. Self-plagiarism.

**Unit 5: Intellectual Property Rights (IPR) and Publication of Scholarly Papers:**

(10 Hours)

IPR – Concept of IPR, nature and characteristics of IPR, origin and development of IPR, justification and rationale for protecting IPR, IPR and sustainable development, IPR and human rights, IPR issues in physical and biological sciences, Commerce and IPR issues, IPR issues in Social Sciences. **Forms of IPR – copyrights, trademarks, patents, industrial**

designs, trade secrets, geographical indications – meaning, features and application of different forms of IPRs. Filing and Registration process of IPRs.

Publication – Scholarly/research article – meaning and features of scholarly article. Successful scientific writing – process. Reference/ bibliography writing, Plagiarism and how to avoid it. Dissecting research papers. Data base and Research – Data bases – indexing data base, citation data base, Web of science, Scopus etc, Research Metrics – Impact Factor of Journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics – h-index, g-index, i10 index, Altmetric.

## References

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- Barbara H Stanley J Joan E Sieber, Gary B Melton. Research Ethics: A Psychological Approach. University of Nebraska Press
- David I Bainbridge (2012), Intellectual Property Rights. Long man Publication
- Jayashree Watal. Intellectual Property Rights in the WTO and Developing Countries. Oxford University Press
- A K Singh. Tests, Measurements and Research Methods in Behavioral Sciences. Bharathi Bhawan (Publishers & Distributors), New Delhi
- Leedy P D. Practical Research: Planning & Design. Washington: Mc Millan Publishing Co., INC

## SECOND SEMESTER

### E-Business

#### Objectives of the Paper:

- To understand the basic concept of E-Business and its application in business
- Students will study E-Business plan, design and development
- Students will study the marketing strategies involved in E-Business
- They understand legal issues relating to E-Business
- They study the selection of technology and security on the internet

**Pedagogy:** The course consists of class room lecture, practical, seminars, mini projects and assignment

## Syllabus:

### Unit –I: Introduction to Internet Business: (7 Hours)

E-Business, Communication Gateways, E-Business Statistics, Strategies for Digital Business, Strengths and Advantages of E-Business, Reasons for going Online, Offering New Services, Cost Reduction, Just in Time Inventory, Using the new Paradigm of E-Business.

**Preparing the Online Business:** Competitor Analysis on the Internet, Collecting Competitive Information, Paradigms in the New Economy, The One-to-One Enterprise, Dynamic Trade, Business Process Reengineering, Designing, Developing and Deploying the System - Identifying the Online Business, Developing a Business Plan, Design and Development.

### Unit –II: Selecting Technology: (10 Hours)

Internet Networking, Exploring the IT Infrastructure, Enterprise Middleware, Network and System Management, Security Software, Payment Solutions, Database Management Systems, Content Preparation, Data Warehousing, Enterprise Resource Planning, Call Center Solutions, Building the E-Business Applications.

**Legal Issues:** Legal Preface, Jurisdiction on the Internet, the Web Site, the Domain Name Battle, Linking and Framing Issues, Online Disclaimers, Content Liability, Intellectual Property on the Web, Legal Issues on Export, Digital Signatures, Developing a Dark Site, Disaster Recovery; Negative Campaigning; Digital Complaint Services; Strategic Planning.

### Unit –III: Marketing Strategies on the Web: (10 Hours)

Internet Marketing Strategies, Web Design, Feedback and Online Surveys, Frequently Asked Questions, Corporate Design Rules; Attracting Visitors to your Site; 5.3.4 Support Online and Offline Reading; Cross-Marketing and Cross-Selling; Event Marketing; Localization; Promoting Your E-business; Banner Ad Campaigning; Online Measurement; One-to-One Marketing; Direct Marketing

**Search Engines and Portals:** Searching the Internet; Using a Search Engine; Adding Information to Search Engines; Specialized Searches; The Future of Searching; Natural Language Searches; Image Search Engines; Intelligent Network Agents; Portal Sites, the New All-in-One Mega Web Sites

### Unit –IV: Shopping and ORM Solutions: (10 Hours)

Online Shopping; Shopping Solutions - Business Requirements; Taxation of Internet Products; Shopping Products; Implications of the New Economy; Electronic Software Distribution; ESD Products; Configurator Tools; Operational Resources Management.

**Paying Via the Net:** The Payment Business; Business Requirements; Fraud Detection; Internet Payment Methods; Post-paid Payment Systems; Credit Card Solutions; Invoice; Internet Cheques; Cash on Delivery; Instant-paid Payment Systems; Pre-paid Payment



Systems; Comparing Payment Technologies; The Future of Payment; The Open Trading Protocol.

**Unit -V: Security on the Internet: (8 Hours)**

**Information Security;** Information Policy; Threats and Challenges on the Internet; **Social Engineering;** Security through Obscurity; Authorization; Cryptographic Tools; Steganography; Enforcing Privacy; **Digital Signatures;** Privacy on the Internet; Fighting Virus and Hoax Virus Warnings; Information Attack; Client-based Security; Digital Certificates; Smart Cards; Biometric Identification; Server-based Security; Firewall; Server Protection; Protecting Digital Businesses; Certification Authority

**References:**

- Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011.
- Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, Electronic Commerce –A managerial perspective, Pearson Education Asia, 2010.
- Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e business, Oxford University Press, 2012.
- Hentry Chan et el, E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, Revised Edition.
- Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, Revised Edition
- Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3r Edition. Tata McGraw Hill Publications, 2009
- KamleshK. Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGraw Hill Publications, 7th reprint, 2009.
- Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, Revised Edition
- Micheal Papaloelon and Peter Robert, e-business, Wiley India, Revised Edition

**SECOND SEMESTER**

**INTERNSHIP**

**Internship Guidelines**

M. Com students at the end of second semester must attend internship, a soft core paper for three credits. Internship is practical application of theoretical knowledge of the student by joining an organization as an intern. This is a kind of vestibule training wherein, on the job teaching that creates a simulated work experience for the students, this allows for better knowledge of enterprise systems and customer service.

**Objectives of Internship:**

Internship is offered to M. Com students with the following objectives;

- Exposure to the industrial/business world to get practical experience in the day to day affairs of the business enterprises
- Practical application of the theoretical knowledge of the students in the field of accounting, costing, taxation, human resource, finance, marketing and management
- Studying the office environment, experiencing the day to day business decisions, superior-subordinate relationship and experiencing the work life
- Learning entrepreneurial skills and understanding issues and challenges of entrepreneurship

#### **Organizations to be selected for Internship:**

Large and medium business enterprises/offices which include banks, partnership firms, joint stock companies, social enterprises, cooperative societies and banks, Insurance companies, export-import units, Chartered Accountant firms, share broking firms and other establishments where student gets experience in all functional area of business. Preference may be given to establishments where there are minimum ten employees with separate office to deal with accounting, finance and taxation.

#### **Organizations/jobs not to be accepted for Internship:**

- Small enterprises which include retail shops, shops in malls and sole proprietary enterprises where students cannot get experience in all functional areas of business.
- Tuition to the children, Sales jobs with sales target, as waiter in bar and restaurant and any enterprise where a postgraduate student cannot work with dignity and respect, cannot be joined as intern.
- Business enterprises/offices within Dakshina Kannada District is permitted and organizations outside Dakshina Kannada District are permitted only in special cases with the approval of the Head of the Department.
- Internship in organizations outside the country is not allowed.
- Organizations/offices selected for internship must be approved by the Head of the Department.

#### **Period of Internship:**

Internship is for one month after second semester examinations. Intern must work for 200 working hours, 25 working days; one day leave may be availed. Due to unforeseen situations intern may take leave for more than one day with special permission from the concerned authority of the organization, but total number of working days of internship should not be less than 25 days.

#### **Internship Process:**

The following process is followed before and during internship;

- The Head of the Department will give detail internship orientation highlighting the purpose of internship, the organization to be selected, joining procedure, certificates

to be provided, duties and responsibilities of intern, preparation of internship report and its valuation.

- Internal supervisor will be allotted from the Department to a group of students. The organization/office is selected by the student in consultation with the supervisor. The organization/office selected must be approved by the committee headed by the Head of the department
- The manager supervising the intern is the external guide, his name, designation and phone number must given to the Department before joining the internship for necessary follow up
- The College will give letter seeking permission from the organization; acceptance of the organization must be obtained by the student well in advance.
- After joining the organization as intern, joining report must be issued and submitted to the Department within a week of joining the internship
- The student must maintain a work diary. He/she writes work diary daily covering the duties and responsibilities assigned for the day, time of entry and exit, Department in which he/she worked, supervisor under whom he/she worked, the day's experience and learning, problems faced etc.
- Every week end work diary should be signed and sealed by the external guide
- At the end of the internship, external guide must give performance certificate and attendance certificate
- Based on the work diary, intern will write a report of internship, which is assessed for 100 marks and three credits

### **Duties and Responsibilities of Intern:**

The duties and responsibilities of the intern are as follows;

- Intern should strictly follow the internship guidelines of the college
- He/she should respect the organization where he/she joined as intern, abide by the office rules and regulations and follow the instructions given by the external supervisor at the organization. He/she must work as intern with utmost care and diligence and responsible for any damage caused to the organization by him as an intern
- Intern should get the guidance of the internal supervisor from time to time. Any problem during internship must be brought to the notice of the Head of the department through the internal supervisor.
- He should submit the joining report within one week of joining the internship
- He maintains work diary and see that it is signed and sealed by the external supervisor at the week end
- He should produce work diary, performance certificate and attendance certificate at the end of the internship
- He/she submit the internship report on time to avoid the delay in announcement of the second semester result

### **Role of Internal Supervisor:**

The internal supervisor has the following duties and responsibilities:

- Internal supervisor must assist the intern in selection of the organization and see that all preliminary formalities are completed before joining the internship.
- Internal supervisor should monitor the progress of the internship and makes follow up from time to time through contact with the external supervisor.
- Any problem during internship must be brought to the notice of the Head of the Department.
- Internal supervisor must arrange for presentation of the report in the Department before the submission of final report.
- Internal supervisor should read the draft copy of the report and give necessary corrections and see that intern submit the report on time.

### **Valuation of Internship Report**

Internship Report is valued for 100 marks by the internal and external examiners based on the following criteria;

<b>Criteria</b>	<b>Marks</b>
Internship	60%
Diary	20%
Report – content and presentation	20%
<b>Total</b>	<b>100%</b>

### **Format of Internship Report**

Page 1: Cover Page

Page 2: Certificate from the Course Coordinator

Page 3: Joining Report

Page4: Internal Guide certificate

Page 5: Attendance certificate and performance certificate from the company

Page 6: Table of Contents with page numbers

Page 7: Acknowledgement

Page 8: List of Tables and Charts with page numbers

## **Chapter Scheme:**

### **I. Profile of the Organization**

- Background information of the Company
- Vision and Mission statement of the company
- Organization structure
- Present status and special achievements and awards

### **II. Internship Summary- Write according to the date covering the following**

#### **Points in paragraphs:**

- Whether worked alone or in team
- In which department worked in the day
- Methods of work performed during the day
- Your findings and learning during the days work

### **III. Skills Developed ( In general)**

- What did you enjoy and what did you like the least
- General knowledge and professional skills developed

### **IV. Conclusions and Recommendations:**

- Summary statement regarding your involvement and observation during the internship
- Some recommendations to the company for the improvement in future

**Appendices:** Any document or certificates to be attached

**Presentation of the Internship Report:**

**Quality of the Paper:** Executive bond paper A4 size

**The Text of the contents:** Times New Roman, paragraph heading and side point in font 13, explanation in font -12, line spacing - 1.5 justified, one side typing.

**Chapter Heading Font Size:** 14, Times New Roman, Centre Aligned, 30 point above and below spacing.

**No. of pages:** Number of pages in the report 50 - 60.

**Page Specification:**

Left margin - 3.0 cms

Right margin- 2.0 cms

Top margin - 2.5 cms

Bottom margin - 2.5 cms

**Page Numbers** - All text pages should be numbered at the bottom center of the pages.

**Submission:**

One copy of the report must be submitted in bound book to the Registrar Evaluation for valuation and one copy must be submitted in CD in pdf format to the department for the department purpose.

**Certificates**

1. **Format of joining report (in company letter head)**

Sir,

Mr/Ms. .... Reg. No..... Student of M. Com Second Semester at St Aloysius College (Autonomous), Mangaluru, has joined our organization as an intern and reported to duty on ..... (Day and date) at..... (Time)

Date:

Place:

Signature

Name and Designation

Seal

2. **Cover page**

College Address with Logo

Programme - M.Com

Internship Report

Name of the Company

Name and Register Number of student  
Name of the Internal Guide  
Month and Year of Internship

**3. Certificate from the Coordinator:**

College Address with Logo  
Certificate

This is to certify that Mr./Ms.....Register No. ....has successfully completed internship at ..... (Company name and address). This internship report is prepared after undergoing internship for the period as stipulated by the College and submitted to St Aloysius College (Autonomous), Mangaluru in partial fulfillment of the requirement for the award of the Degree of M. Com.

No part of this report has been submitted for the award of any Degree, Diploma, fellowship or other similar titles or prizes and the work has not been published in any journal or magazine.

Date:  
Place:  
Seal

Signature  
Name and designation with

**4. Declaration of originality by the student**

Declaration

This is to certify that this internship report has been prepared by me after undergoing internship from .....to ..... (Date) at ..... (Name and address of the company). This report is my original work and is being submitted for the partial fulfillment of the requirements of the award of the Degree of M. Com.

This report has not been submitted earlier to this College or any other Universities/Institutions for the fulfillment of the requirements of the course of the study.

Date:  
Place:

Signature  
Name and Register Number

**5. Certificate from the internal Guide**

Name and address of the internal guide  
Certificate

I hereby certify that Mr. /Ms..... Register No..... of M. Com Second Semester has completed his/her internship at.....(Name of the company and address). The internship report has been prepared by him/her under my guidance and supervision. I further certify that this internship report or part thereof has not been the basis for the award of any other Degree or Diploma or such other similar title.

Date:

Signature

Place:  
guide

Name and address of the

**6. Format of External Supervisor's evaluation certificate (in Company letter head)**

Sir,

This is to certify that Mr. .... Reg. No..... Student of M. Com Second Semester at St Aloysius College (Autonomous), Mangaluru, has completed his/her internship in our organization. He/ She worked as an intern from ..... to ..... (Date). He / She has shown keen interest and actively involved in all the tasks assigned to him/ her. He/ She discharged the responsibilities to the satisfaction of his/ her fellow workers and superiors. His/ Her conduct and character were good during the period of internship.

Date:

Signature

Place:

Name and Designation

Seal

**7. Format of attendance certificate (in Company letter head)**

Sir,

Attendance Certificate

This is to certify that Mr. .... Reg. No. ....student of M. Com Second Semester at St Aloysius College (Autonomous), Mangaluru, has worked as an intern in our organization from ..... to ..... He has been relieved from the duty on .....at ..... (Time). He has availed ..... (Number) days of leave during the period of internship.

Date:

Signature

Place:

Name and Designation

Seal

**SECOND SEMESTER**



## Open Elective: Personal Finance and Investment Planning

### Objectives:

- To provide basic knowledge of investments and the process of portfolio management.
- To equip the students with the tools to analyze the behaviour of equity markets and money market.
- To provide detailed knowledge of indirect investing.
- To give a brief idea about personal financial planning.

### Pedagogy:

This course will consist of lectures, discussions, assignments and illustrations.

### Syllabus:

#### Unit 1: Introduction to investments (10 Hours)

Concept of Security and Portfolio; Investment Vs Speculation; Investment objectives, investment alternatives and their Comparison-Financial assets and Real assets; Portfolio Management Process; Qualities for Successful Investing; Common errors in Investment Management; Investment Protection- Life and General insurance, Investor Grievance Redressal Mechanisms, Tax Planning-Tax saving avenues for an investor.

#### Unit 2: Time Value of Money (9 Hours)

Introduction, basis of time value, Compounding and Discounting, Future value of a single amount, Present value of a single amount, Future value of an annuity, Present value of annuity, Intra-year compounding and discounting, Equated monthly installments.

#### Unit 3: Equity Market & Money Market (8 Hours)

Primary equity market-Public issue, Rights issue, Preferential allotment, Secondary equity market(Stock market)-meaning, objectives, functions and classification of stock market, NSE and BSE, Trading settlement, Buying and Selling shares-Locating a broker, Internet Trading- Dematerialization, Depository Services-NSDL, CDSL, Stock Market Quotations and Indices. Money Market-meaning, features and money market instruments, Money Market Vs Stock Market.

#### Unit 4: Mutual Funds – Indirect Investing (8 Hours)

Indirect Investing-meaning, concepts and features of Mutual Fund, Entities in a Mutual Fund Operation, Open-Ended Vs Closed-Ended Schemes, Investment-Oriented Mutual Fund Schemes-Equity Schemes, Hybrid Schemes & Debt Schemes and their variants. Costs of investing in a Mutual Fund, Pros & cons of investing in a Mutual Fund, Major Mutual Fund Companies in India, Value-added services offered by Mutual Funds, Direct Vs Indirect Investing.

#### Unit 5: Individual Financial Planning (10 Hours)

Objectives of personal financial planning; Areas of personal investment – where to invest; where not to invest; where to park funds; where to invest for regular returns; where to invest for growth, Personal Financial Planning Process, Financial Life Cycle. Practical application of the ideas of Warren Buffet, Benjamin Graham, John Bogle and John Templeton to an equity investment strategy in the Indian context; strategies in equity investment; conversion of existing portfolios to safer and better diversified portfolios.

### References:

- Sharpe, W. F, Alexander G.J., and Bailey J.V., *Investments*, Sixth ed., Prentice Hall of India, New Delhi,
- Fischer, D.E., and Jordan, R.J., *Security Analysis and Portfolio Management*, Revised ed., Prentice Hall of India, New Delhi,
- Barua S.K., Varma J.R., and Raghunathan V., *Portfolio Management*, Tata Mc Graw-Hill Publishing Company Limited, New Delhi.
- Singh, Preeti. (2010), *Investment Management* Himalaya Publishing House, New Delhi.
- Francis, J.C., *Investments*, Mc Graw Hill New York.
- Amling, *Investments*, Prentice Hall N.J.
- Gupta, Shashi K and Joshi, Rosy (2012), *Security Analysis and Portfolio Management*, Kalyani Publishers, Bangalore.
- Pandian, Punithavathy (2011), *Security Analysis and Portfolio Management*, Vikas Publishing House Pvt. Ltd., New Delhi.
- Bhalla, V K. (2011), *Investment Management*, Twelfth ed., S. Chand & Company Ltd, New Delhi.
- Avadhani,V.A,(2010), *Security Analysis and Portfolio Management*, Himalaya Publishing House, New Delhi.
- Markowitz, Harry M, *Portfolio Selection: Efficient Diversification of Investments*, John Wiley, New York.
- The Random Walk Guide to Investing: Ten Rules for Financial Success

## II SEMESTER

### OPEN ELECTIVE - E-Business

#### Objectives of the Paper:

- To understand the basic concept of E-Business and its application in business
- Students will study E-Business plan, design and development
- Students will study the marketing strategies involved in E-Business
- They understand legal issues relating to E-Business
- They study the selection of technology and security on the internet

**Pedagogy:** The course consists of class room lecture, practical, seminars, mini projects and assignment

#### Syllabus:

##### **Unit –I: Introduction to Internet Business: (7 Hours)**

E-Business, Communication Gateways, E-Business Statistics, Strategies for Digital Business, Strengths and Advantages of E-Business, Reasons for going Online, Offering New Services, Cost Reduction, Just in Time Inventory, Using the new Paradigm of E-Business.

**Preparing the Online Business:** Competitor Analysis on the Internet, Collecting Competitive Information, Paradigms in the New Economy, The One-to-One Enterprise, Dynamic Trade, Business Process Reengineering, Designing, Developing and Deploying the System - Identifying the Online Business, Developing a Business Plan, Design and Development.

##### **Unit –II: Selecting Technology: (10 Hours)**

Internet Networking, Exploring the IT Infrastructure, Enterprise Middleware, Network and System Management, Security Software, Payment Solutions, Database Management Systems, Content Preparation, Data Warehousing, Enterprise Resource Planning, Call Center Solutions, Building the E-Business Applications.

**Legal Issues:** Legal Preface, Jurisdiction on the Internet, the Web Site, the Domain Name Battle, Linking and Framing Issues, Online Disclaimers, Content Liability, Intellectual Property on the Web, Legal Issues on Export, Digital Signatures, Developing a Dark Site, Disaster Recovery; Negative Campaigning; Digital Complaint Services; Strategic Planning.

##### **Unit –III: Marketing Strategies on the Web: (10 Hours)**

Internet Marketing Strategies, Web Design, Feedback and Online Surveys, Frequently Asked Questions, Corporate Design Rules; Attracting Visitors to your Site; 5.3.4 Support Online and Offline Reading; Cross-Marketing and Cross-Selling; Event Marketing; Localization; Promoting Your E-business; Banner Ad Campaigning; Online Measurement; One-to-One Marketing; Direct Marketing

**Search Engines and Portals:** Searching the Internet; Using a Search Engine; Adding Information to Search Engines; **Specialized Searches**; The Future of Searching; Natural Language Searches; Image Search Engines; Intelligent Network Agents; Portal Sites, the New All-in-One Mega Web Sites

**Unit –IV: Shopping and ORM Solutions: (10 Hours)**

**Online Shopping; Shopping Solutions** - Business Requirements; Taxation of Internet Products; Shopping Products; Implications of the New Economy; Electronic Software Distribution; ESD Products; Configurator Tools; **Operational Resources Management**.

**Paying Via the Net: The Payment Business**; Business Requirements; Fraud Detection; **Internet Payment Methods**; Post-paid Payment Systems; Credit Card Solutions; Invoice; Internet Cheques; Cash on Delivery; Instant-paid Payment Systems; Pre-paid Payment Systems; Comparing Payment Technologies; The Future of Payment; The Open Trading Protocol.

**Unit –V: Security on the Internet: (8 Hours)**

**Information Security**; Information Policy; Threats and Challenges on the Internet; **Social Engineering**; Security through Obscurity; Authorization; Cryptographic Tools; Steganography; Enforcing Privacy; **Digital Signatures**; Privacy on the Internet; Fighting Virus and Hoax Virus Warnings; Information Attack; Client-based Security; Digital Certificates; Smart Cards; Biometric Identification; Server-based Security; Firewall; Server Protection; Protecting Digital Businesses; Certification Authority

**References:**

- Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011.
- Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, Electronic Commerce –A managerial perspective, Pearson Education Asia, 2010.
- Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e business, Oxford University Press, 2012.
- Hentry Chan et el, E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, Revised Edition.
- Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, Revised Edition
- Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3r Edition. Tata McGraw Hill Publications, 2009
- KamleshK. Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGraw Hill Publications, 7th reprint, 2009.
- Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, Revised Edition  
Micheal Papaloelon and Peter Robert, e-business, Wiley India, Revised Edition

**THIRD SEMESTER**  
**Equity Research and Security Market Operation**

**Learning objectives:**

- To understand the concept of Equity Research and acquaint with the thorough knowledge of fundamental analysis.
- To study different tools of analysis of company performance.
- To understand the workings of Capital Market in India.
- To familiarize with recent development in the area of primary and secondary market.
- To be able to analyze and apply technical methods in stock trading decision.

**Pedagogy:**

This course includes lectures, case analysis, group discussion, seminars and assignments.

**Syllabus:**

**UNIT-1: Investment & Investment Strategies (8 Hours)**

Concept of Security and Portfolio; Investment Vs Speculation; investment objectives, investment alternatives and their comparison; **Investment Strategies: Value and Growth, Investing Strategy: Concepts & Criterion, Value Vs Growth.**

**UNIT-2: Equity Research (9 hours)**

Elements and types of Equity Research; **Prospects of Equity Research in India; Fundamental Analysis** – Meaning & Approaches; **Economic Analysis:** Macro economic variables; Global economy; Economic Shocks : Demand and Supply side Shocks; Economic Forecasting and Stock Investment Decisions, **Forecasting Techniques** – Anticipatory Surveys, Barometric Approach, Diffusion Index, Economic Model Building, Opportunistic Model Building, Global Sector Analysis; Individual Country Cross Sector Analysis.

**UNIT-3: Sector & Company Analysis (10 hours)**

Sector Analysis: Meaning, Nature; **Industry Life Cycle Analysis;** Analysis of Competitive Environment using Porter's Model; Company Analysis: Meaning, Nature, Qualitative Characteristics of Company Analysis; **Competitive Strategy Analysis for Companies; Ratios for Investors & Z-score Analysis.**

**UNIT-4: Technical Analysis (14 hours)**

Definition and Assumptions; Supply and Demand factors; **Technical Tools: Prediction of Market Trend using Dow Theory, Charting Techniques – Line, Bar, Point & Figure and Japanese Candlestick charts; Trend Reversal Patterns** – H&S, Double Top and Bottom Formations; Breadth of the Market (problems); Support-Resistance Level; Confidence Index; Simple and Exponential Moving Averages and stock trading decision (problems); Odd Lot Theory, Short Selling Theory; Fundamental VS Technical Analysis.

## UNIT-5: Indian Capital Market

(7 hours)

Primary Market and Secondary Market; Regulatory Framework for Securities Market in India; SEBI Act; Stock Exchanges: BSE, NSE, OTCEI; E-IPOs.

## UNIT-6: Stock Market Trading

(8 hours)

Functionaries of Stock Exchange; Trading and Settlement Procedures; Recent Changes in Stock Market and its Operation; Stock Market Indices and its Computation: Price Weighted, Equal Weighted and Value Weighted Methods; Scrip Selection Criterion of SENSEX.

### References:

- Fischer, Donald E and Jordan, Ronald J. (2007). Security Analysis and Portfolio Management, Prentice Hall of India Pvt. Ltd., New Delhi.
- Gupta, Shashi K and Joshi, Rosy (2012). Security Analysis and Portfolio Management, Kalyani Publishers, Bangalore.
- Valentine, James J (2010). Best Practices for Equity Research Analysts, McGraw Hill Publication, New York.
- Ranganatham, M and Madhumathi R. (2012). Security Analysis and Portfolio Management, Dorling Kindersley Pvt Ltd, Licensees of Pearson Education, Noida.
- Chandra, Prasanna (2014). Investment Analysis & Portfolio Management, Tata McGraw Hill Publications, New Delhi
- Khatlawala, Rajiv D (2011). How to Profit from Technical Analysis, Vision Books, New Delhi.
- Yadav, Jitendra (2012). Financial Markets and Technical Analysis, Vision Books, New Delhi
- Dhanesh Kumar Khatri, Investment Management and Security Analysis: Text & Cases, Macmillan India Limited, Delhi.
- Reilly & Brown(2004), Investment Analysis and Portfolio Management (8<sup>th</sup> ed) Thomson Publication.
- Pandian, Punithavathy (2011). Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd., New Delhi.
- Bhalla, V K. (2011). Investment Management, Twelfth ed., S. Chand & Company Ltd, New Delhi.
- Avadhani, V A (2010). Securities Analysis and Portfolio Management, Himalaya Publishing House, Mumbai.
- Markowitz, Harry M., Portfolio Selection: Efficient Diversification of Investments, John Wiley, New York.
- Guptha, L C., Stock Exchange Trading in India, Society for Capital Market Research & Development, Delhi.

- Hirschey, Mark and Nofsinger, John (2010). Investments' – Analysis and Behaviour, TMH Publication, New Delhi.
- Murphy, John J., Technical Analysis of the Financial Markets, Prentice Hall Press, New Delhi.

### **THIRD SEMESTER**

#### **Mergers, Acquisitions & Corporate Restructuring**

##### **Learning objectives:**

- To focus on the questions concerning motivations for mergers and empirical evidence related to those motivations.
- To provide an analytical framework for evaluating the strategic and financial impact of M&A's on corporations and their stakeholders.
- To have a basic understanding on different forms of corporate restructuring.
- To study various forms of takeover tactics and defenses.
- To examine the regulatory framework of M&As.
- To present a critical examination and analysis of due diligence and integration.

##### **Pedagogy:**

Course format combines lectures with case studies. In an effort to prepare the students to face the corporate world, skill-development through group discussions and student presentations will be encouraged.

##### **Syllabus:**

##### **UNIT-1: Mergers & Acquisition: (10 hours)**

Meaning & Definitions, **Types & Reasons for Mergers & Acquisition**; Five stage model of Merger; Fredrick Trautwein's Merger motives theory; Efficiency theory, Valuation Theory, Monopoly theory, Raider theory & Empire Building theory; **Agency problem & Managerialism**; **Reasons for Failure of Mergers & Acquisition**.

##### **UNIT-2: M & A Evaluation: (13 hours)**

Planning, Screening & **Financial Evaluation-Mergers as a Capital Budgeting Decision(problems)**; APV Approach for M&A evaluation(problems),Determination of Swap ratio(problems), significance of P/E ratio & EPS analysis; Cost-Benefit analysis (problems), Synergy value drivers: Concepts, types & valuation(problems); **Determination of share exchange Ratio under LG Model (problems)**.

##### **UNIT-3: Corporate Restructuring: (12 hours)**

Meaning & **different methods of Restructuring: Joint Ventures**, Strategic Alliance, Divestitures-Set offs, Spins offs & Equity Carve outs, Leveraged Buyouts, Management Buyouts, Master Limited Partnerships & ESOPs; LBO Valuation(problems).

##### **UNIT-4: Takeover Tactics & Defences: (7 hours)**

Takeover-Meaning & types; **Takeover Tactics:** Casual Pass; Dawn Raid, Bear Hug, Proxy Fight & Saturday Night Special; Take Over Defenses: Preventative Defenses - Golden Parachutes, Corporate Charter Amendments & Poison Pills; Active Takeover Defenses.

**UNIT-5: Regulatory Framework: (8 hours)**

**Mergers & Acquisitions Provisions under Companies Act of 1956; Implications of Companies Act of 2013 on Mergers & restructuring; SEBI Takeover Code- 2011; Provisions of competition Act of 2002 on Mergers; Provisions of AS14 & IFRS-3.**

**UNIT-6: Due Diligence & Post Acquisition Integration: (6 hours)**

Conceptual Framework, **Need & provisions of Due Diligence;** Post Acquisition Integration Model; Human & Cultural Issues involved in Integration for M&A success.

**References:**

- Gaughan, Patrick A (2011). Mergers, Acquisitions and Corporate Restructuring, John Wiley & Sons, New York.
- Weston F J, Chung K S and Hoag S E (2006). Mergers, Restructuring and Corporate control, Prentice hall of India, New Delhi.
- Sudarsanam, Sudhi (2004). Creating Value from Mergers and Acquisitions, Pearson education, Delhi.
- Bhalla, V K. Financial Management and Policy, Anmol Publications Pvt. Ltd. New Delhi.
- Shiv Ramu, Corporate Growth through Mergers and Acquisitions, Response Books, New Delhi.
- Van Horne, James C. Financial Management and Policy, Prentice Hall of India, New Delhi.
- Srivastava Rajiv and Misra Anil (2013), Financial Management, Oxford University Press, Jai Singh Road New Delhi.
- Chandra, Prasanna (2012). Financial Management: Theory and Practice, Tata McGraw Hill Publications, New Delhi.
- Damodaran Aswath, Corporate Finance: Theory and Practice, John Wiley and Sons, New York.
- Weston, J F, Chung, K F and J.A. Siu (2007). Takeovers, restructuring, and corporate governance Prentice Hall, Upper Saddle River, New Jersey.



- Ray, Kamal Ghosh (2010). Mergers & Acquisitions: Strategy, Valuation and Integration, PHI Publication, New Delhi.
- Shetty, Kavitha, Kale, Sharad and Aurora, Rajinder S (2011). Mergers and Acquisitions, Oxford University Press, India.

### **THIRD SEMESTER**

#### **Investment Banking & Financial Services**

##### **Objectives:**

- To understand the concept of Investment Banking and financial services
- To study different financial services rendered by different financial intermediaries.
- To understand credit rating agencies and depository services in India.

##### **Pedagogy:**

This course consists of lectures, case analysis, group discussion, seminars and assignments.

##### **Syllabus:**

##### **Unit 1: Introduction:**

**(10 Hours)**

Investment Banking and Financial Services – Meaning and features; Evolution of Investment Banking; **Fund-based and Fee-based services of Investment Banks**; Business portfolio of Investment Banks; Characteristics and Structure of Indian Investment Banking Industry; **Service portfolio of Indian Investment Banks**; Development and Regulation of Investment Banking in India; **Potential for Investment Banking and Financial Services in India**; Finance Sector Reforms and their impact in India. Merchant Banking: Meaning; Origin; Merchant Banks and Commercial Banks; Investment Banking Vs Merchant Banking

##### **Unit 2: Issue management and Private Equity:**

**(12 Hours)**

Meaning and Overview of Issue Management; **Functions of Merchant Bankers in Issue Management**; **Conceptual perspectives in Issue Management**-Type of Issue and method of delivery, Type of Instrument, Pricing of IPO's, Pricing of Rights issue/FPO, Capital Structure, Issue Structure, Offer document and disclosures; Determination of Cut-off Price, Finalizing the basis of Allotment. Private Equity and Investment banking; Investment banking perspectives in Private Equity-Business Plan and Financial Model,

Transaction Structuring, Valuation in Private Equity Transactions, Deal Structuring, Term Sheet, Corporate Disclosure.

**Unit 3: Underwriting: (8 Hours)**

Meaning and Nature of Underwriting; Forms of Underwriting; Need and Significance of Underwriting; Regulatory framework; Devolvement; Underwriting in fixed price offers; Underwriting in book-built offers, Underwriting documentation, Underwriting compensation; Green shoe option, Underwriter's risks in firm underwriting.

**Unit 4: Leasing and Forfaiting: (10 Hours)**

Leasing - Meaning; Steps in Leasing; Features and Types of Lease; Advantages and Disadvantages of Leasing; Lease vs Buy decision; Evaluating Financial lease; Evaluating Operating lease; Computation of maximum and minimum lease rent; Wrong reasons and Valid reasons for leasing; Legal Aspects of Leasing. Forfaiting – Meaning, Origin, Characteristics of a Forfaiting transaction, Benefits of Forfaiting, Working of Forfaiting, Factoring vs. Forfaiting, Growth of Forfaiting in India.

**Unit 5: Credit Rating and Depository Services: (10 Hours)**

Meaning and Functions of Credit Rating; Significance of Credit Rating; Credit Rating in India; Rating Process and Methodology; Credit Rating Agencies in India; Limitations of Rating; Future of Credit Rating in India. Depository Services - Meaning and Objectives of Depository Services; Depository Process; Trading in a Depository System; Depository System in India; Depository Institutions in India; SEBI Regulations.

**Unit 6: Other Financial Institutions and Services: (6 Hours)**

Functions and role of IDBI, ICICI, SFC's, EXIM Bank, NABARD, LIC, SIDBI, Non-Banking Financial Companies (NBFC's), New Generation Banks.

**References:**

- Khan, M Y(2013). Financial services, 7<sup>th</sup> Edition, Tata McGraw Hill ,New Delhi
- Srivastava, Rajiv and Misra, Anil (2013). Financial Management, Oxford University Press, Jai Singh Road, New Delhi.
- Pandey, I M (2010). Financial Management, Vikas Publishing House Pvt., Ltd, New Delhi.
- Khan, M Y and Jain, P K (2011). Financial Management, Tata McGraw Hill, New Delhi.
- Kishore, Ravi M (2013). Financial Management, Taxmann publication, New Delhi
- Houthakker Hendrik S & Williamson Peter J., The Economics of Financial Markets, Oxford University Press.

- Bhole, L. M. (2009). Financial Institutions and Markets, Tata McGraw Hill Publication, New Delhi.
- Da Silva Amandio F C, Investment Banking (2002). Challenges and Prospects, Vision Books Pvt., Ltd, New Delhi
- Machiraju, H R (2010), Indian Financial System, Vikas Publishing House Pvt. Ltd., New Delhi.
- Hanson James A. & Kutharia Sanjay (2011). India a Financial Sector for the Twenty-first Century (Edited), Oxford University Press.
- Kulkarni, P V & Prasad Sathya, B G. (2015). Financial Management, Himalaya Publishing House, Delhi

### **THIRD SEMESTER**

#### **Data Analysis Using SPSS**

#### **Learning objectives:**

- Students will get to know the use of Statistical Package for the Social Sciences (SPSS), user-friendly software in social science research.
- Students will understand the application of SPSS in solving research problems

#### **Pedagogy:**

The course will be conducted using lectures, practical, seminars, projects and assignments.

#### **Syllabus:**

#### **Unit 1: Introduction to SPSS: (4 Hours)**

Introduction to SPSS; Understanding SPSS spread sheet- Data View & Variable View; entering of data into SPSS.

#### **Unit 2: Data Manipulation & Descriptive Statistics: (10 Hours)**

Descriptive Statistics: Organize & Display One Qualitative Variable; Organize & Display One Quantitative Variable; Perform Exploratory Analysis; Data Manipulation: Sorting of data; Select function; Split function; Compute Function; Recode of data.

#### **Unit 3: Cross Tabulation and Chi-square Test: (10 hours)**

Cross Tabulations: Creating two way and mxn tables; interpreting row and column percentages - Chi-Square Test & interpretations

#### **Unit 4: Bivariate Analysis: (12 hours)**

Interpretation of Correlation Coefficient - Karl Pearson's Correlation Coefficient; Partial Correlation; Spearman correlation; Regression Analysis & interpretations.

#### **Unit 5: Inferential Statistics: (12 Hours)**

Comparing Means: One and Two sample tests - One sample t-test; Independent sample t-tests; Dependent (Paired) sample t-test; Factor Analysis.

**Unit 6: Reliability Test: (7 Hours)**

**Introduction to Likert Scale** - Criteria of good measurement: Reliability, Validity. Reliability Test & interpretation of Cronbach's alpha.

**References:**

- ❖ Field Andy (2007). Discovering Statistics through SPSS, Sage Publications
- ❖ Carver H Robert & Nash Gradwohl Jane (2009). Data Analysis using SPSS, South Western Cengage Learning
- ❖ Baur A Ajay & Gaur S Sanjaya (2009). Statistical Methods for Practice and Research, Response Business Books from Sage Publications
- ❖ Alston Margaret & Bowles Wendy (2005). Research for Social Workers – An Introduction to Methods, Allen and Unwin Publications
- ❖ Kirkpatrick A Lee & Feeney C Brooke (2011). A Simple Guide to IBM SPSS, South Western Cengage Learning

**THIRD SEMESTER  
Corporate Tax Planning**

**Learning objectives:**

- To provide working knowledge of taxation system in India.
- To acquaint students with the various concepts of direct tax laws and to integrate this knowledge for effective managerial decisions.

**Pedagogy:** Lectures, case analysis, practical problem solving, group discussion, seminars and assignments.

**Syllabus:**

**Unit 1: Exemptions and Deductions applicable to companies (15 hours)**

**Tax provisions relating to Free Trade Zones, Special Economic Zones, Infrastructure undertaking, Tax holiday u/s 10A, 10AA, Depreciation allowances. Cases and problem. Computation of total income of companies** - Book Profit and Minimum Alternative Tax u/s 115 JB. MAT credit. Dividend Distribution Tax, Tonnage Tax. TDS, Clubbing and Set Off and Carry Forward of Losses. Cases and problems

**Unit 2: Tax planning in respect of corporate reorganization (8 hours)**

**Mergers and Acquisitions - Tax implications Corporate restructuring through Slump sales. New industrial establishment and tax planning.** Tax planning with regard to management decisions such as make or buy, Lease or own. Cases and problems

**Unit 3: Double Taxation avoidance agreements (9 hours)**

**General principles; Bilateral and Unilateral relief provisions and tax implications,** Cases and problems

**Unit 4: Tax aspects of Transfer pricing (6 hours)**

**Introduction, Arms Length pricing: transaction method and non transaction method.**

**Unit 5: Deductions and Collection of Tax at Source for Corporate (7 hours)**

**Scheme of TDS and TCS**; tax deducted at source from companies; tax collected at source; tax deducted at source – exemptions; time of deposit of TDS; default in payment of TDS and TCS; TDS account number.

**REFERENCE:**

- Singhania Vinod K. (2017). Direct Tax Laws and Practice, Taxman Publications Pvt. Ltd, New Delhi.
- Manoharan T.N. (2017). Direct Taxes, Snow White Publications, Mumbai.
- Mehrotra, H C. (2017). Income Tax Law and Accounts, Sahitya Bhavana Publications, Agra.
- Lal, B.B. (2017). Direct Taxes, Konark Publications Pvt. Ltd, Delhi.
- Srinivas, E.A. (2017). Corporate Tax Planning, Tata McGraw Hill Publications, New Delhi.
- Lokhatia, R N. (2017). Corporate Tax Planning, Publications, New Delhi.
- Gupta Ravi and Ahuja Girish, Corporate Tax: Planning and Management, Bharat Law House Pvt. Ltd, New Delhi.
- Singhania, Monica and Singhania,V,K. (2017). Corporate Tax Planning and Business Tax Procedures, Taxmann Publications, New Delhi.

**THIRD SEMESTER**  
**Insurance and Risk Management**

**Learning Objectives:**

- To provide an understanding of basic concepts of risk and insurance
- To learn the Insurance and Risk management strategies.
- To understand the importance of corporate risks and individual risks and mitigation strategies.
- To gain knowledge about insurance company operations
- To study regulatory aspects of Insurance

**Pedagogy:**

This course includes lectures, guest lectures, case analysis, group discussions, seminars and assignments.

**Syllabus:**

**Unit-1: Introduction to Risk Management: (6 hours)**

Meaning and Nature of Risk-Perils- Hazards; Basic categories of risk-pure and speculative, dynamic and static, subjective and objective, fundamental and particular risk, diversifiable and non-diversifiable risk; **Methods of managing risk; Burden of risk on Society.**

**Unit-II: Insurance and Risk: (15 hours)**

Meaning of Insurance; Requirements of an insurable risk; Principles of insurance-utmost good faith-Insurable Interest-Indemnity-Subrogation-Proximate Cause-Contribution-Warranties; Types of Insurance; Insurance and Gambling; Insurance and Hedging; Insurance and Speculation; Benefit and cost of insurance to the society; Insurance in Handling risk.

**Unit-III: Risk Management Process: (9 hours)**

Meaning and objectives of risk management; Steps in risk management process; Risk management methods; Benefit of risk Management; Personal risk Management-Factors affecting individuals demand for insurance-process of risk management by individuals; Corporate risk management; Firm value maximization and cost of risk; Individual risk management and cost of risk.

**Unit-IV: Insurance Company Operations: (8 hours)**

Rate making; underwriting-basic principles; steps in underwriting; production; claim settlement- types of claim adjustors, steps in claim settlement; reinsurance-reasons, types of reinsurance investments; Financial operations of insurers-casualty and property insurance company and life insurance company; Life premium - Illustrations, Gross premium – Illustrations, Net level premium – Illustrations; Key insurance intermediaries-Agent and Broker-duties of a broker, procedure of becoming agent. Financial Statement analysis of Insurance Companies.

**Unit- V: Government Regulation of Insurance: (7 hours)**

Reasons for Insurance Regulations; IRDA Act 1999- constitution of the authority – Duties - powers and functions, IRDA - (Protection of Policyholders' Interests) Regulations, 2017, Insurance Ombudsman- Duties and Functions.

**References:**

- ❖ Culp, C. L., Revised Edition, *The ART of Risk Management: Alternative Risk Transfer, Capital Structure, and the Convergence of Insurance and Capital Markets*. John Wiley & Sons.
- ❖ Harrington, S., & Niehaus, G., Revised Edition, *Risk management and insurance*. McGraw-Hill.
- ❖ Loomba, J. (2013). *Risk Management and Insurance Planning*. PHI Learning Pvt. Ltd.
- ❖ Mishra M.N., M.S. (2007). *Insurance Principles and Practice*, S Chand & Co., Pvt. Ltd., New Delhi
- ❖ PROSCHOOL, I. (2012). *Risk Management and Insurance Planning*. Tata McGraw Hill nce Principles and Practice. S.Chand (G/L) & Company Ltd;

- ❖ P.K, Gupta. (2011). *Insurance And Risk Management*. Himalaya Publishing House .
- ❖ Education Private Limited .
- ❖ Rejda, G. E. (2013). *Principles of Risk Management and Insurance*. Pearson Education India.
- ❖ Teale, J. (2016). *Insurance and Risk Management*. CCH Australia.
- ❖ Tripathy, N. P., & Pal , P. (n.d.). *INSURANCE: THEORY AND PRACTICE*. PHI Learning Pvt. Ltd.
- ❖ Vaughan, E. J., & Vaughan, T. M., Revised Edition, *Essentials of Insurance: A Risk Management Perspective*. John Wiley and Sons Ltd.

### **THIRD SEMESTER**

#### **Open Elective: Corporate Culture and Ethics**

##### **Learning Objectives:**

- Students will study ethical issues in individual and professionals
- They understand corporate culture and ethical issues and dilemmas
- Students will get knowledge of CSR
- Students will understand the consumer rights and regulations
- They also understand the corporate responsibility on environment

##### **Pedagogy:**

This course includes lectures, guest lectures, case analysis, group discussions, seminars and assignments.

##### **Syllabus:**

**Unit 1: Ethics – An Introduction:**

**(8 Hours)**

Meaning and purpose of ethics; nature and scope of ethics; distinction between ethics and morality; principles of ethics; moral and non-moral standards; who sets moral standards? morality, professional codes and ethical characteristics; values ethics; roots of unethical behaviour; morality and Law; personal ethics and institutional/business ethics; Indian ethical traditions. Ethical dilemma – conflict of interest and consequences of unethical behaviour.

**Unit 2: Professional Ethics and Human Values: (10 Hours)**

Meaning of work ethics and professional ethics; professional ethics and human values; professional ethics for journalists, physicians, lawyers, engineers and accountants.

**Unit 3: Corporate Culture and ethics: (10 Hours)**

Corporation – meaning, and features of corporation; moral responsibilities of corporates; ethical practices of corporates; corporate culture – features; leadership and corporate ethical culture; Building value based corporate culture; Corporate Social Responsibility – meaning, need and nature of CSR, CSR principles and Strategies; CSR practices in India;

**Unit 4: Consumers and Business Ethics: (9 Hours)**

Consumer - an important stakeholder; Consumer and consumer protection; parties to consumer protection; consumer protection, why and how; consumer duties and responsibilities; how are Indian consumers exploited; consumer protection in India – legal protection to consumers; Consumer Protection Act as amended to date.

**Unit 5: Business Ethics and Environment Protection: (8 Hours)**

Basics of environment; Business and environment pollution; waste management; Environmental Regulations – WTO environmental provisions, Environmental Regulation in India and Environmental Protection.

**References:**

- A C Fernando (2014). Business Ethics: An Indian Perspective, Pearson Publications, Delhi



- C S V Murthy (2013). Business Ethics: Text and Cases, Himalaya Publishing House, New Delhi
- Andrew Crane & Dirk Matten (2014). Business Ethics, Oxford University Press, UK
- B N Ghosh (2012). Business Ethics, Tata McGraw Hill Education Private Limited, New Delhi
- Laura P Hartman, Joe Desjardins (2013). Business Ethics: Decision making for Personal Integrity and Social Responsibility, Tata McGraw Hill Education Private Limited, New Delhi
- Laura P Hartman, Abha Chatterjee (2014), Perspectives in Business Ethics, Tata McGraw Hill Education Private Limited, New Delhi

## **FOURTH SEMESTER**

### **International Financial Management**

#### **Objectives:**

- To study different components of the International Financial and Monetary System.
- To study various aspects of balance of payment and affects of various cross border transaction on BOP account.
- To have an understanding of forex market and its regulatory framework.
- To provide knowledge in exchange rates and exchange risk management.
- To study the various methods of managing currency exposure.
- To provide knowledge in various aspects of international financial management.

#### **Pedagogy:**

This course consists of lectures, case analysis, group discussion, seminars and assignments.

#### **Syllabus:**

## **UNIT -1: Global Financial Environment (11 hours)**

International Financial Management – an Overview; Scope of International Finance, Challenges, Distinguishing features of International Finance; **International Monetary system** – Bretton woods Conference and afterwards; present **flexible exchange rate arrangements**; International Monetary fund and its functions; **International Liquidity – Problems & Augmentation**; **Special Drawing Rights**; **Carbon Credit: Concepts, Types, Structure and Accounting.**

## **UNIT-2: Balance of Payment (10 hours)**

Meaning, **Structure and Preparation of BOP Account**(problems); **International flow of goods, services & capital**; Coping with current account deficit; **Capital Account Convertibility – Pros and Cons**; **International Indebtedness.**

## **UNIT-3: Foreign Exchange Market (9 hours)**

Meaning, Players, Workings and Structure; Types of transactions and settlement dates; **Indian Forex Market**; **Mechanics of Currency Trading**; **Bid-Ask Spreads**; LERMS, SWIFT, CHIPS; FEMA – an overview, **Exchange Dealing, Currency Possession**;

## **UNIT-4: Forex Quotation and Arbitrage (12 hours)**

**Forex Quotation**: Direct Rate, Indirect Rate, Cross Rates(problems), Spot VS Forward Rates (problems), **Outright Forward VS Swap Rate** (problems), **Option Forward Rates** (problems); **Forex Arbitrage: Two Point Arbitrage** (problems), **Triangular Arbitrage** (problems); **Factors affecting Exchange Rates**; **Exchange Rate Determination**: PPP theory, IRP theory and Covered Interest Rate Arbitrage(problems).

## **UNIT-5: Currency Exposure Management (8 hours)**

**Currency Exposure and its Types**; **Translation Exposure** – Concept, Translation Methods and Management; **Transaction Exposure and its Management** – Leading & Lagging Strategies, Currency Invoicing, Netting Strategies, Hedging Strategies-Forward, option and money market hedging; Economic Exposure – Measurement and Management: Marketing and Production Initiatives.

## **UNIT-6: International Working Capital Decision & Project Finance (6 hours)**

Objectives, **Special Issues in International Working Capital Management**; Centralized VS Decentralized Cash Management; Euro-Currency Market; Project Finance: Concepts, characteristics, and Formats.

### **References:**

- Eun, Cheol S and Resnik, Bruce G (2007). International Financial Management, TMH Publication, Boston.
- Sikdar, Soumyen (2013). Capital Flows & Exchange Rate Management, Oxford University Press, New Delhi.

- Apte, Prakash G (2011). International Financial Management, TMH Publication, New Delhi.
- Madhura, Jeff (2012). International Financial Management, South Western Thomson Learning, USA.
- Sharan, Vyuptakesh (2012). International Financial Management, PHI Publication, New Delhi.
- Srivastava Rajiv and Misra Anil (2013). Financial Management, Oxford University Press, Jai Singh Road, New Delhi.
- Vij, Madhu (2010). International Financial Management, Excel Books, New Delhi.
- Shapiro, Alan C (2013). Multinational Financial Management, John Wiley Publication, USA.
- Chandra, Prasanna (2012). Financial Management: Theory and Practice, Tata McGraw Hill Publications.
- Apte, Prakash G (2012). International Finance – A Business Perspective, TMH Publication, New Delhi.
- Bekaert, Geert and Hodrick, Robert J (2011). International Financial Management, Pearson Hogher Education, New Jersey.
- Click, Reid W and Coval, Joshua D., The Theory and Practice of International Financial Management, PHI Pvt. Ltd., New Delhi.
- Avadhani, V A., International Finance, Himalaya Publishing House, Mumbai.

## **FOURTH SEMESTER**

### **Cost Analysis for Managerial Decisions**

#### **Learning Objectives:**

- Students will study relevant cost for decision making
- Students will be able study pricing policies and strategies
- They will be able analyze cost behaviour in various decisions
- They study different TQM strategies

#### **Pedagogy:**

This course consists of lectures, case analysis, group discussion, seminars and assignments.

#### **Syllabus:**

**Unit 1: Introduction:****(8 hours)**

Cost concepts in Decision Making; cost classification; distinction between relevant costs and irrelevant costs; Essentials of good cost accounting system; Installation of costing system; Strategic Cost Management – Concept of Strategy; cost Management, Strategic Cost Management; importance of strategic cost management and its framework; techniques involved in Strategic Cost Management.

**Unit 2: Pricing Policies and Strategies:****(10 Hours)**

Meaning, determinants/ factors to consider for pricing; pricing methods; theory of price; pricing strategies; short run Vs long run pricing decisions; target pricing; economic approach to pricing; identify prices in different points. Transfer Pricing – concept, objectives of sound Transfer Pricing System; requisites of a sound transfer pricing system; methods transfer pricing – problems.

**Unit 3: Marginal Costing and Profit Planning:****(10 Hours)**

Concept of Marginal Cost, Marginal Costing, Marginal Costing equation; Cost – Volume – Profit Analysis; Break – Even Analysis; Application of Marginal Costing Techniques in decision making; Problems and Cases

**Unit 4: Standard Costing and Variance Analysis:****(10 Hours)**

Concept of Standard Cost and Standard Costing; standard costs and estimated costs; standard cost and budgets; types of standards; setting standards for material, labour and overheads, revision of standards; variance analysis – material, labour, overheads and sales variance – problems and analysis; managerial uses of variance analysis.

**Unit 5: Activity Based Cost Systems (ABC)****(10 Hours)**

Concept of ABC; Traditional, Volume Based Product Costing System Vs Activity Based Costing System; Assigning Service Department Costs to Activities; Identifying activities and mapping resource costs to activities; Assigning Service department costs; Issues in ABC; Activity Based Management; problems and Cases.

**Unit 6: Total Quality Management (TQM):****(8 Hours)**

TQM – meaning; quality as a corporate strategy; principles of TQM; benefits; Models of achieving TQM; Six-Sigma Quality – concept; philosophy; principles; pre-requisites; core elements; structured problem solving approaches used in six sigma projects; six sigma management.

**Reference:**

- SP Jain, K L Narang, Simmi Agrawal (2013). Advanced Cost Accounting (Cost Management), Kalyani Publishers, Ludhiana
- B K Bhar (2012). Cost Accounting: Methods and Problems, Academic Publishers, Kolkata
- Maheshwari S N. (2014). Cost and Management Accounting, Sultan Chand and Sons, New Delhi.
- Agarwal, Jain, Gupta, Strategic Management Accounting, Raj Publishing House, Jaipur.
- Rathnam, P V and Lalitha, P, Management Accounting and Performance Measurement, Kitab Mahal, New Delhi.
- Khan, M Y and Jain, P K. (2013). Management Accounting and Financial Analysis, for CA Final examination, Tata McGraw Hill, New Delhi.
- Periasamy, P. (2012). A Text Book of Financial, Cost and Management Accounting, Himalaya Publishing House, Mumbai.
- S Kaplan Robert, Atkinson Anthony A., (1998). Advanced Management Accounting, 3<sup>rd</sup> edition, Prentice Hall of India Pvt. Ltd, New Delhi.
- Hilton Ronald W., (2008). Managerial Accounting: Creating Value in a Dynamic Business Environment, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

**FOURTH SEMESTER****R for Data Analysis****Learning Objectives:**

- The Data Science with R course focuses on imparting in-depth knowledge of various techniques for data analytics using R. The course includes real-life projects, case studies.
- Develop better understanding of basic concepts of statistics
- Provide overview of computer assisted data analysis
- Develop requisite skills to write functions and scripts in R

- Enhance knowledge and develop skill for performing appropriate analyses

**Pedagogy:**

This course consists of lectures, laboratory practical; case analysis, problem solving, seminars and assignments.

**Syllabus:**

**Unit – I: (10 Hours)**

**The Data science for Business Applications** - The roles in a data science project, Stages of a data science project - Defining the goal – data collection and management – modeling – model evaluation and critique –presentation and documentation –Model deployment and maintenance; setting up expectations

**Loading data into R** - Working with data from files -Working with well-structured data from files or URLSU sing R on less-structured data; Working with relational databases - A production –size example-Loading data from a database into R-working with the PUMS data

**Unit – II: (12 Hours)**

**Exploring Data:** Using summary statistics to spot problems - Typical problems revealed by data summaries; Spotting problems using graphics and visualization -Visually checking distributive for a single variable – visually checking relationships between two variables

**Managing data:** Cleaning Data - Treating missing values (NAs)-data transformations; Sampling for modeling and validation - Test and training splits –creating a sample group column-record grouping-data provenance

**Unit – III: (12 Hours)**

**Choosing and evaluating models:** Mapping problems to machine learning tasks - Solving classification problems-solving scoring problems-working without known targets –problems-to-method mapping; Evaluating models - Evaluating classification models –evaluating scoring models –evaluating probability models –evaluating ranking models-evaluating clustering models; Validating Models - Identifying common models problems-Quantifying model soundless-ensuring model quality

**Linear and logistics regression:** Using linear regression- Understanding linear regression –Building a linear regression model- making predictions-finding relations and extracting advice –reading the model summary and characterizing coefficient quality-linear regression takeaways; Using Logistic regression- Understanding linear regression –building a logistic regression model-making predictions-finding relations and extracting advice from logistic models –reading the model summary and characterizing co efficient.

**Unit – IV: (12 Hours)**

**Unsupervised Methods:** Cluster Analysis -Distances-preparing the data –hierarchical clustering with hclust()-the k0means algorithm-assigning new points to clusters – clustering takeaways; Association Rules -Overview of association rules-the example problems –mining association rules with the arules package.

**Exploring advance methods:** Using bagging and random forests to reduce training variance- Using bagging to improve prediction –using random forests to further improve prediction –bagging and random forest takeaways; Using generalized additive models (GAMs) to learn on-monotone relationships -Understanding GAMs- A one-dimensional regression example-extracting the nonlinear relationships –using GAM on actual data-using GAM for logistic regression.

**Unit –V:**

**(10 Hours)**

**Documentation and deployment:** The buzz dataset, Using knitr to produce milestone documentation – knitr: knitr technical details-using knitr to document the buzz data; Using comments and version control for running documentation - Writing effective comments-using version control to record history –using version control to explore your project-using version control to share work; Deploying Models - Deploying models as R HTTP services – deploying models by export.

#### **References:**

- Nina Zumel, John Mount, “Practical Data Science with R”, 1<sup>st</sup> Ed, Wiley Dreamtech Press
- Robert I. Kabacoff, “R in Action Data Analysis and Graphics with R”, 1<sup>st</sup> Ed, O’Reilly Publisher
- V Vishwanathan, “Data Analytics with R: A Hands-On Approach”, 2015, Pearson
- P Bruce, A Bruce, “Practical Statistics for Data Scientists:”, 2015, O’Reilly Publishers
- Tony Fischetti, “Data Analysis with R”, 1<sup>st</sup> Ed, 2017, PAKT Publishers

## **FOURTH SEMESTER**

### **Project**

### **Project Guidelines**

#### **Introduction:**

The Choice Based Credit System (CBCS) suggested by UGC has given an opportunity to every Post Graduate student to undertake project in their respective subject specialization at their IV Semester. Project is a research study wherein a student must

make a detailed study with scientific methodology and analyze on a particular issue relating to commerce and management, the findings of the study must be presented in the form of a Report. The student must select a topic of their interest in the field of their study which is socially relevant and useful to the society and the student in particular.

### **Objectives of the Project:**

The main objective of the project is to give practical exposure to the students in the field of their study and provide industry - institution interaction. The other objectives are as follows;

- Students will be able to develop research interest and culture in their respective field of study
- Students explore the social relevance and application of their respective subject
- It provides practical knowledge and exposure in their studied area
- It enables the students to make in depth study of the particular issue and explore solution to the problems the society facing in the field of commerce and management

### **Planning and Preparation of the Project:**

The project is a compulsory paper of four credits to be undertaken under the supervision of a guide in the IV semester of M. Com. However, preparation for the project is commenced in the third semester itself. Detail orientation is given in the third semester regarding the purpose of the project, identification of the problem, methodology to be followed, teacher and guide responsibilities, method of evaluation, presentation of the report etc. Allotment of guides/project supervisors and selection and finalization of topics will be completed in the third semester itself. The project calendar is given in the third semester. Individual projects and not group projects are undertaken and therefore, overlapping of the topics will be avoided by the faculty in Departmental meetings with the Head of the Department.

### **Area to be chosen for the Project:**

Though M. Com is a specialized postgraduate programme, it is interdisciplinary. A student can take up project on any issue in the field of commerce, management and economics. The topic selected must be relevant and feasible to study.

### **Types of Projects and the Methodology to be adopted:**

Students can take up either case study or survey method. In case of case study, project is done in a business organization. The sample organization chosen must be in existence for more than five years and minimum five years data must be analyzed and interpreted. The



sample organization must provide certificate at the end of the project confirming that the student has done the project in that organization. In case of survey method, a structured questionnaire covering all the objectives given in the proposal must be administered on the sample size which is decided scientifically. However, the minimum sample size is 80 respondents.

### **Role of Guides/Project Supervisors:**

A group of students is allotted to the faculty member as guide based on the expertness of the faculty and specialization of the student. The following are the responsibilities of the project guide/supervisor;

- The topic is chosen by the student of his interest in consultation with the guide.
- The project guide should give guidance in material search, preparation of questionnaire, presentation of chapters, analysis and interpretations and submission of reports
- He should help the student in the preparation and presentation of papers in the seminars and conferences and publication of research articles in the field of his/her project
- The project guide should monitor the progress of the work and see that chapters are submitted as per the schedule
- The project guide/supervisor must read the draft copy of the report and see that necessary corrections are made to bring out good report
- The project guide/supervisor is required to follow the project calendar and see that student submitting the project on the date of submission.

### **Responsibilities of the Student:**

The following are the responsibilities of the student during the project period to produce quality projects and for the successful completion of the project:

- Student should select the topic for the study in consultation with the project guide and keep the guide informed about the progress of his/her work.
- He/she must follow the project calendar. He/she should consult the supervisor with prior appointment from time to time.

- He/she should accept the guidance, oblige the instructions and constructive criticisms of the project supervisor to improve the quality of the project
- Any difficulty/conflicts or confusion must be settled with the Head of the Department.

**Project Calendar:**

The Project calendar is spread over the entire period of IV semester. The Department must prepare a calendar of events to be followed by the student and guide to complete the project in time:

<b>Report to be submitted</b>	<b>Date</b>
Selection of the topic/company/area and submission the project supervisor	
Confirmation of topic to the student	
Submission of the project proposal/synopsis	
Report of review of literature (Minimum 20)	
Submission of profile of the company and questionnaire	
Data Collection	From .....to.....
Submission of tables of data for analysis	
Submission of analysis and interpretation	
Submission of findings, conclusion and suggestion	
Submission of Project Report	

**Format of the Project Proposal/Synopsis:**

A Student should prepare in detail the proposal/synopsis of the project and submitted well in advance of starting the project work. The proposal must be approved by the project committee of the Department, which includes Head of the Department and Faculty members. The proposal must be submitted in the following format;

- Title/topic of the project
- Introduction

- Need for the study
- Statement of the problem
- Objectives of the study
- Hypothesis
- Scope of the study
- Sample and sample size
- Methodology of the study
- Social relevance and Contribution of the study
- Limitations of the study
- Chapter scheme
- References

### **Format of the Project Report:**

The Project Report covers the following aspects:

- **Title Page:** College Name and address with College Logo, Title, name of the student with Register Number, Project Supervisors name and date.
- **Preliminary Pages:** Declaration of originality, Certificate from the organization, certificate from the supervisor, certificate from the Head/College, contents with page numbers, acknowledgement, list of tables and charts with page number
- **Abstract:** Abstract in 250-300 words covering the issue covered, objectives, methodology and major findings of the study.
- **Chapter Scheme:**
  - Chapter I: Introduction – General introduction, Need for the study, Statement of the problem, Statement of objectives, scope of the study, methodology, sample and sample size, limitations of the study and chapter scheme.
  - Chapter II: Literature review – Review of literature/ previous studies concerning the issue under study.
  - Chapter III: Profile of the study area – covering a brief profile of the area/organization under study
  - Chapter IV: Results and Discussion – It covers analysis and interpretation of the data collected

➤ Chapter V: Summary of findings, Conclusion and suggestions – This chapter covers major findings of the study, conclusion and suggestions

- **Bibliography** (minimum 30 Books/Journals)
- **Appendices:** Covers questionnaires and important documents to be attached to the project

**Valuation of Project Report:**

**Internal Assessment Marks (continuous evaluation):** Internal assessment 30 marks distributed as follows;

<b>Criteria</b>	<b>Marks</b>
Proposal/synopsis	10
Submission of chapters/reports and regularity in guide meeting	15
Presentations in seminars/conferences/publication of research articles in the project area	05
<b>Total</b>	<b>30</b>

**External Valuation of the Project Report:**

Project is valued for 70 marks of which external valuation is done for 50 marks and viva voce is conducted for 20 marks.

Weightage in the external valuation is as follows:

<b>Criteria</b>	<b>Weightage</b>	<b>Marks</b>
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Relevance of the issue	10%	05
Methodology	10%	05
Literature Review	10%	05
Profile of the study area/organization	10%	05
Analysis and interpretations	50%	25
Findings, conclusion and suggestions	10%	05
<b>Total</b>	<b>100%</b>	<b>50</b>

**Viva voce Examination:**

Viva voce examination will be conducted in the Department by informing the student in advance the day, date, time and place of the viva voce examination. One external examiner/expert in the field, project supervisor and one internal examiner is the panel for the viva voce examination. 20 marks are given considering the following criteria;

<b>Criteria</b>	<b>Marks</b>
Depth of Knowledge in the area	05
Content of the presentation	05
Communication	05
Level of Confidence & presentation of self	05
<b>Total</b>	<b>20</b>

**Presentation of the Project Report:**

**Quality of the Paper:** Executive bond paper A4 size

**The Text of the contents:** Times New Roman, paragraph heading and side point in font 13, explanation in font -12, line spacing - 1.5 justified, one side typing.

**Chapter Heading Font Size:** 14, Times New Roman, Centre Aligned, 30 point above and below spacing.

**No. of pages:** Minimum of 80 pages and a maximum of 125 pages in the report.

**Page Specification:**

Left margin - 3.0 cms

Right margin- 2.0 cms

Top margin - 2.5 cms

Bottom margin - 2.5 cms

**Page Numbers** - All text pages should be numbered at the bottom center of the pages.

**Submission:**

One copy of the report must be submitted in bound book to the Registrar Evaluation for external valuation and one copy must be submitted in CD in pdf format to the Department for the department purpose

**Bibliography writing**

American Psychological Association (APA) style of writing bibliography is suggested.

**Books with one author**

Author's surname, name. (full stop)Year (Within Brackets). (full stop) Title of book. (Underlined OR italics) (full stop) Publisher, (comma) Place of publication, (comma) Vol. No. Page No.

Eg: Mukherjee, P. K. (1999). *Principles and Practice of Management*. Tata McGraw Hill, Publication, New Delhi, Vol.19, No.3, p.11-13

**Books with an editor**

Editor's surname, name. (full stop) (ed.) (In brackets) Year. (In brackets) (full stop) Title of book. (underlined OR italics) (full stop) Publisher, (comma) Place of publication, (comma)Vol. No. page No.

Eg: Jayaswal, S. P. (eds) (2001). *Integrated Child Development*. The Report of the AERA Panel on Research and Teacher Education. Lawrence Erlbaum Associates, Mahwah, Vol. No.5, pp. 34-56.

**Chapter in an Edited Book**

Chapter author's surname, initials. (full stop) Year. (brackets) (full stop) Title of chapter. (full stop) Followed by In: (underlined) (colon) Editor's surname, initials. (full stop) (ed.)

(in brackets) Title of book. (underlined OR italics) (full stop) Publisher, (comma) Place of publication. (full stop)

Eg: Jayaswal, S. R. (1974). *Integrated Child Education*. In Dovesett, N. C. & Jayaswal, S. R. (eds) Education of the Child. Ari Aurobindo Society, Pndicherry, Vol. 3, No.4, pp.67-89

#### **Book with more than three Authors:**

Bransford, J.D. et al (2015). *Advanced Accountancy*, National Publishers Pvt. Ltd. New Delhi, Vol. 5, No.10, p. 567.

#### **Journal article**

Author's surname, initials (full stop) Year. (in brackets) (full stop) Title of the article. (full stop) Title of the journal. (underlined OR italics) (full stop) Volume, number, month/season, (comma) Page number of article. (full stop)

Example: Lomax, P. (1993). *Management of Training for Industries: An Action Research*. Journal of All India Association for Educational Research. Vo.5,Vol.2, 1-7, April.

#### **Newspaper Article:**

Mohanty, S.B. (2016, October 13) *Management by Objective*, Times of India, p.12.  
Times of India (2016, October 13). *Workshop on Employee Training at St. Aloysius College, Mangalore*. p. 10

#### **World Wide Web**

Author's surname, initials. (full stop)Year. (in brackets) (full stop) Title (underlined OR italics) [Internet]. [in square brackets] (full stop) Publisher, (comma) Place of publication. (full stop) Available from: <URL> [accessed date].

Eg: Holland, M. (1996). Harvard System [Internet].Bournemouth University, Poole. Available from: [http://www.bournemouth.ac.uk/library/using/harvard\\_system.html](http://www.bournemouth.ac.uk/library/using/harvard_system.html) [Accessed 1 November 20014].

#### **Certificates:**

##### **1. Cover Page**

(College Logo)

ST ALOYSIUS COLLEGE (AUTONOMOUS) MANGALURU

Project Report on the Topic Titled

“ .....

Submitted to St Aloysius College (Autonomous), Mangaluru in partial fulfillment of the requirements for the award of the Degree of Master of Commerce

M.Com (Finance and Analytics)

By

(Name of the Student)

(Class and Register No)

Under the guidance of

Name and address of Guide

Month and Year

## 2. Certificate from the Course Coordinator

(College Logo)

FACULTY OF COMMERCE

ST ALOYSIUS COLLEGE (AUTONOMOUS)

LIGHT HOUSE HILL ROAD, MANGALORE – 575 003

CERTIFICATE

This is to certify that Mr./Ms ..... bearing Register Number..... has successfully completed the project work on the topic entitled “.....” under the guidance of (Project guide name)

This Project Report is submitted to St Aloysius College (Autonomous), Mangalore in partial fulfillment of the requirements for the award of the Degree of Master of Commerce during (year)

Date: Signature with name and Designation

Place: Seal

## 3. Declaration from the student



## DECLARATION

I hereby declare that the Project Report entitled "....." submitted be me in partial fulfillment of the requirements for the award of the Degree of M.Com (Finance and Analytics) to St Aloysius College (Autonomous), Mangalore is my original work, and completed under the guidance of Mr./Ms.....(name of the guide) and has not been submitted for the award of any other degree, diploma, fellowship or any other similar title or prizes.

Date:

Signature

Place:

Name of the student

Register No

#### 4. Certificate from the Project Guide

Name of the Guide

Address

#### CERTIFICATE

This is to certify that the Project Report entitled "....." submitted in partial fulfillment of the requirements for the Degree of M. Com (Finance and Analytics) to St Aloysius College (Autonomous), Mangalore by Mr. /Ms..... (Student name and Reg. No), who has worked under my supervision and guidance and that no part of this report has been submitted for the award of any degree, diploma, fellowship or similar titles or prizes and that the work has not been published in any journal or magazine.

Date:

Certified

Place:

Signature

Project Guide

(Name of the guide)

#### 5. Certificate from the company in its letter head

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr/Ms ..... student of M.Com (Finance and Analytics) at St Aloysius College (Autonomous). Mangalore (Reg. No) has done his /her project in our company on the topic entitled “ .... ” for the purpose of partial requirements for the award of the Degree of Master of Commerce. He/She has collected data from our company for the project for the period from .....to..... (Date)

During his/her tenure of the project his/her conduct and character was good

Name of the Designation

Company seal

Date:

Place:

**FOURTH SEMESTER**

**Financial Derivatives**

### Learning Objectives:

- To explain the role of derivative markets.
- To examine the trading mechanics derivative contracts.
- To examine the different derivative instruments.
- To apply the valuation models for pricing the derivatives.
- To analyse the option hedging strategies

### Pedagogy:

This course includes lectures, case analysis, seminars and assignments, class sessions using illustrations.

### Syllabus:

#### **Unit -1: Financial Derivatives- An introduction (6 hours)**

Concept of derivatives, Features, **Types of Financial Derivatives** – Forwards, Futures, Options, Warrants and Convertibles, Swaps, Exotics; Participants in Derivative Markets; Difference between Commodity and Financial Futures; **Trading system; Clearing and settlement system; Trading Process;** Exchange traded versus OTC derivatives; Functions and Criticism of Derivatives; Evolution of Derivatives; Derivatives in India; **Regulatory Framework for Derivatives Trading in India.**

#### **Unit -2: Forwards and Futures (10 hours)**

Forwards and Futures-Features, **Settlement Problems with Forward Contracts;** Participants in Futures markets; Specification of the Futures Contract; Settling a futures position; **Differences between Forward and Futures Contracts; Valuation of Forwards and Futures- Illustrations ;Hedging using Futures** - Long Hedging Strategy- Illustrations, Short Hedging Strategy - Illustrations , Cross Hedge-Illustrations ; Measurement of Hedge Ratio-Illustrations; Cost Carry **Arbitrage Strategies**-Illustrations; **Marked to Market Concept**-Illustrations.

#### **Unit -3: Options Valuation and Hedging strategies (15 hours)**

Meaning and Types of options; **Moneyness of Option Contracts;** Minimum and Maximum values of call and put option- Illustrations ;Factors Affecting Call and Put Options Pricing; **Option pricing Models**- Binomial Model- Illustrations, Black and Scholes Model - Illustrations ; **Option Hedging Strategies**- Hedging using Call and Put-Protective Calls,

Protective Puts, Covered Calls- Illustrations Spreads Positions- Bull Spreads, Bear spreads, butterfly spreads, Condor- Illustrations; Combination- Straddles, Strangles, Strips, Straps- Illustrations.

#### **Unit-4: Financial Swaps**

**(8 hours)**

Features and uses of swaps; **Comparative advantage argument**; **Designing an interest rate swaps** – valuation of interest rate swaps; **Designing a currency swaps**– valuation of currency swaps- Practical illustrations

#### **Unit-5: Credit Derivatives**

**(6 hours)**

Origin, **types of credit derivatives** – Credit Default Swaps- Mechanics of CDS transaction, Total Return Swaps, Credit Options, and **Credit Linked Notes**- Mechanics of credit linked Notes; Credit derivatives Versus Financial Guarantee Products; **Development of CDS market in India**; Benefits of credit derivatives.

#### **References:**

- \* Chance, Don M and Brooks, Robert (2010). *An Introduction to Derivatives and Risk Management*, Thomson South-Western.
- \* Gupta S L. (2008) *Financial Derivatives*, PHI Learning, Delhi.
- \* Hull, J C. (2013). *Options, Futures and Other Derivatives*, Pearson Education, Chennai
- \* Jain, P.K, Dixit, Alok and Yadav, Surendra S. (2012). *Derivative markets in India*, Tata Mcgraw Hill
- \* Janakiramanan, Sundaram (2013). *Derivatives and Risk Management*, Dorling Kindersley Pvt. Ltd, Licenses of Pearson Education.
- \* Kevin, S. (2010). *Commodity and Financial Derivatives*, PHI Learning Private Limited, New Delhi
- \* Kotreshwar, G (2008) *Financial Derivatives*, Himalaya Publishing House, Mumbai.
- \* Sridar, A.N (2010). *Futures and Options: Equities and Commodities*, Shroff Publishers.
- \* Srivatsava, Rajiva (2012). *Derivatives and Risk Management*, Oxford University Press.
- \* Vohra, N D and Bagri, B.R (2008). *Futures and Options*, Tata Mc Graw Hill Publishing Company Limited, New Delhi

**FOURTH SEMESTER**  
**Corporate Law, Ethics and Governance**

**Objectives:**

- To acquaint with the knowledge of corporate law as amended up to date
- To know the importance of ethics and ethical practices in business
- To understand the corporate social responsibility issues and measures in India
- To study the issues related to corporate governance and the corporate governance initiatives in India

**Pedagogy:**

This course includes lectures, guest lectures, case analysis, group discussion, seminars and assignments

**Syllabus:**

**Unit 1: The Companies Act (as amended) (8 hours)**

Company: Meaning & Definition; Lifting of the 'corporate Veil'; Legal compliances and stages in the formation of Joint Stock Company; Alteration of Memorandum of Association and Articles of Association; Doctrine of Indoor Management; Company Law Administration in India – National Company Law Tribunal and Appellate Tribunal and Special Courts; company law in a computerized environment

**Unit 2: Securities and Exchange Board of India Act, 1992 (as amended by the Securities Laws (Amendment) Ordinance, 2013) (8 hours)**

Establishment and Management of SEBI; powers and functions of the Board; Registration of stock-brokers, sub-brokers, share transfer agents etc. penalties and adjudication.

**Unit 3: Business Ethics (12 hours)**

Introduction; nature of business ethics; Ethics and Morals; sources of ethical standards; need and benefits of business ethics; work place ethics – factors influencing ethical behavior at work – ethical issues in work place; environment and ethics – ecological ethics – conservation of natural resources – eco-friendly business practices; ethics in marketing and consumer protection – behaving ethically in marketing – healthy competition and protecting consumer interest; ethics in accounting and finance. Ethical dilemma – meaning and factors influencing ethical dilemma, Consequences of ethical dilemma; Corporate scandals; whistle blowing; insider trading; discrimination;

motivations for unethical practices in business; unethical practices and corporate failures – causes and cases; measures to mitigate unethical practices.

**Unit 4: Corporate Governance (10 hours)**

Introduction - meaning and definition; benefits of good corporate governance; initiatives for corporate governance reforms in India; committees and codes on corporate governance in India; issues in Indian Corporate Governance.

**Unit 5: Corporate Social Responsibility (7 hours)**

Need for CSR; issues in CSR in India; CSR mechanisms; benefits of Corporate Social Responsibility; CSR and Governance; CSR Models; corporate philanthropy in India.

**References**

- Companies Act, 2013, Taxmann's Publication, New Delhi.
- Avtar Singh. (2015). Company Law, Eastern Book Company, Lucknow.
- AK Majumdar and Dr G K Kapoor. (2017). Company Law and Practice, Orient Publishing Company, New Delhi.
- J P Sharma, Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd. New Delhi.
- Anil Kumar, Corporate Governance, Theory and Practice, International Book House Pvt. Ltd. New Delhi, Revised Edition.
- SP Iyengar. (2015). Company Law, Sultan Chand and Sons, New Delhi.
- Twinkle Prusty, Corporate Governance Compliance in Indian Industries: A Case Study, Regal Publications, New Delhi, Revised Edition

## **FOURTH SEMESTER**

### **Business Analysis and Valuation**

#### **Learning objectives:**

- To examine the effectiveness of an organisation's strategy.
- To appraise the techniques of valuation.
- To discuss the approaches to enterprise valuation.
- To develop skills for the valuation of assets and liabilities.
- To explain the value based management methods.

#### **Pedagogy:**

This course includes lectures, case analysis, seminars and assignments, class sessions using illustrations.

#### **Syllabus:**

##### **Unit 1: Business Analysis**

**(8 hours)**

Assessing the strategic position of an organisation, **Evaluating the strategic choices available to an organisation , strategic implementation**, Evaluating and redesigning business processes and structures to implement and support the organisation's strategy , Integrate appropriate information technology solutions to support the organisation's strategy, **Project management**, Financial implications of making strategic choices and of implementing strategic actions, **Strategy and People-leadership, job design & staff development.**

##### **Unit 2: Basis for Valuation**

**(9 hours)**

Introduction, **Principles and Techniques of Valuation**, role, context and approaches to Valuation-Book value approach, stock and debt approach, discounted cash flow approach, Relative valuation approach, Contingent claim valuation; features of the valuation process; **Asset valuation; Earnings valuation; Cash flow valuation; Other valuation basis; Priorities of different stakeholders in terms of business valuation.**

### **Unit 3: Enterprise DCF model & Relative valuation**

**(10 hours)**

**Enterprise DCF model-Analyzing** historical performance-Estimating the cost of capital-forecasting performance-Estimating the continuing value-calculating and interpreting the results-other DCF models: Equity DCF Model, Dividend Discount Model, free cash flow to Equity(FCFE) model-Adjusted present value model-Economic profit model-Applicability; Relative valuation-steps involved in Relative valuation-Equity valuation multiples-Enterprise valuation multiples-choice of multiple-Best practices using multiples-assessment of relative valuation.

### **Unit 4: Valuation of Asset and Liabilities**

**(10 hours)**

**Forms of Intellectual Property and Methods of Valuation**- Valuation of Fixed Assets - Valuation of Goodwill- Patents and Copyrights -Valuation of Brands- Valuation of Real Estate- Valuation of Liabilities.

### **Unit5: Value Based Management & Advanced issues in valuation**

**(8 hours)**

**Value Based Management-methods & key premises of VBM** - Marakon approach- Alcar approach -Mckinsey approach - Strern Stewart approach-BCG approach-Lessons from the experiences of VBM adopters. Advanced issues in valuation - valuation in companies of different kinds - valuation in different contexts - loose ends in valuation.

### **References:**

- Prasanna Chandra, Corporate Valuation and Value Creation, Tata McGraw Hill, 2011
- Aswath Damodaran, Damodaran on Valuation, 2/e, John Wiley and Sons, Revised
- Philip R Daves, Michael C. Ehrhardt, and Ron E. Shrieves, Corporate Valuation: A Guide for Managers and Investors, Cengage Learning, 2003
- David Frykman, Jakob Tolleryd, Corporate Valuation, Financial Times Prentice Hall, 2003
- Rawley Thomas, Benton E. Gup, The Valuation Handbook: Valuation Techniques from Today's Top Practitioners, John Wiley & Sons, 2010



- Rajiv Srivastava and Anil Misra, Financial Management, 2/e, Oxford University Press, 2011

## **FOURTH SEMESTER**

### **Portfolio Theory and Management**

#### **Learning objectives:**

- To provide basic knowledge of investments and the process of investment analysis.
- To equip the students with the tools to analyze the behavior of capital markets.
- To provide a good understanding of portfolio optimization and portfolio performance evaluation.
- To emphasis using real world data how the portfolio theories relate to practice.

#### **Pedagogy:**

This course will consist of lectures, discussions, assignments and illustrations.

#### **Syllabus:**

#### **Unit 1: Introduction to portfolio theory & Efficient Market Hypothesis**

**(10 hours)**

Features of investment programme- Selection of Asset Mix- Selection of Securities and formulation of Portfolio strategy – Portfolio execution- Portfolio revision- Performance Evaluation – Sources of investment information. EMH: Weak, Semi-strong and Strong Market; Testing of different forms of market efficiency and their significance. Valuation of Securities – Valuation of Debt instruments, Valuation of Preference Shares, Valuation of Equity Shares, Dividend Equalization Approach to Valuation of Equity Shares, Expected rate of Return on Common Stock;

#### **Unit 2: Portfolio analysis**

**(10 Hours)**

Risk and return: Types of risk-systematic and unsystematic risk, historical return and risk. Computation of risk and Return-Portfolio risk and return-average return, variance, standard deviation, correlation coefficient, covariance. Concept of alpha and beta: its significance and measurement. Reduction of risk through diversification. Markowitz Model and limitations, Efficient Frontier, optimal portfolio, Riskless borrowings and lending, Sharpe's Single Index Model.

#### **Unit 3: Asset Pricing Theories**

**(10 Hours)**

**Capital Asset Pricing Model (CAPM)**- Assumptions, Capital Market line and Security Market line- a Comparison, identifying underpriced/ overpriced security using CAPM. Arbitrage Pricing theory- Law of one price, Arbitrage pricing for one factor, two factor and multi factor arbitrage.

**Unit 4: Portfolio Evaluation & Performance (5 hours)**

**Concepts, Sharpe's measure, Treynor's measure, Jensen's measure, Fama's measure.**

**Unit5: Personal Financial Planning (10 Hours)**

Objectives of personal financial planning; **Areas of personal investment** – where to invest; where not to invest; where to park funds; where to invest for regular returns; where to invest for growth. **An Equity Investment Model for the Common Investor:** Investment strategy in a diversified equity portfolio; the place of equity in a diversified investment and asset allocation portfolio; long term real returns on equity and bonds; **practical application of the ideas of Warren Buffet, Benjamin Graham, John Bogle and John Templeton to an equity investment strategy in the Indian context; strategies in equity investment;** conversion of existing portfolios to safer and better diversified portfolios; booking profits; zero risk systematic transfer strategies; quantum of equity allocation depending upon the level of the market at a given time; strengths and weaknesses of the suggested model; Investor protection and redressal of investor grievances.

**References:**

- Sharpe, W. F, Alexander G.J., and Bailey J.V., Investments, Sixth ed., Prentice Hall of India, New Delhi, revised edition
- Fischer, D.E., and Jordan, R.J., Security Analysis and Portfolio Management, Sixth ed., Prentice Hall of India, New Delhi, revised edition.
- Barua S.K., Varma J.R., and Raghunathan V., Portfolio Management, Tata Mc Graw-Hill Publishing Company Limited, New Delhi.
- Pandian, P., (2011), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd., New Delhi.
- Bhalla , V.K. (2011), Investment Management, Twelfth ed., S. Chand & Company Ltd, New Delhi.
- Singh, Preeti. (2010). Investment Management, Himalaya Publishing House, New Delhi.
- Avadhani, V.A. (2010), Securities Analysis and Portfolio Management, Himalaya Publishing House.
- Harry M. Markowitz. Portfolio Selection: Efficient Diversification of Investments, John Wiley, revised edition.
- Chandra, Prasanna (2014). Investment Analysis & Portfolio Management, Tata McGraw Hill Publications.

□ Gupta, Shashi K and Joshi, Rosy. (2012). Security Analysis and Portfolio Management, Kalyani Publishers, Bangalore.

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