



**ST ALOYSIUS COLLEGE (AUTONOMOUS)
MANGALURU**

Re-accredited by NAAC “A” Grade

**Course structure and syllabus of
OF**

M.Com.

CHOICE BASED CREDIT SYSTEM (CBCS)

(2021 -22 BATCH ONWARDS)

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Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4
Recognised by UGC as "College with Potential for Excellence"
Conferred "College with "STAR STATUS" by DBT, Government of India.
Centre for Research Capacity Building under UGC-STRIDE

Date: 12-08-2021

NOTIFICATION

Sub: Syllabus of **M.Com.** under Choice Based Credit System.

Ref: 1. Decision of the Academic Council meeting held on 19-06-2021 vide
Agenda No: 15 (2021-22)
2. Office Notification dated 12-08-2021

Pursuant to the above, the Syllabus of **M.Com.** under Choice Based Credit System 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

M.Com

PROGRAM OUTCOMES

PO 1:	Apply knowledge of management theories and practices to solve contemporary and complex business problems.
PO 2:	Ability to lead themselves and others in the achievement of business goals through value based leadership skills
PO 3:	Ability to analyse and communicate global, economic, financial, legal, and ethical aspects of business.
PO 4:	Understand the values of life-long learning.
PO 5:	Ability to work in a team of core competence or multidisciplinary teams.

PROGRAM SPECIFIC OUTCOMES

PSO 1:	Develop entrepreneurial skills through effective Industry Institute Interactions.
PSO 2:	Qualify in various competitive examinations related to career growth and succeed in procuring best opportunities in the corporate and academia

M.Com 2021						
I Semester (3 Hard core and 3 soft core paper)						
Code	Papers	Duration of Exam	Marks		Total	Credits
			IA	End Semester		
PH 311.1	Accounting Theory and Practice	3	30	70	100	5
PH 312.1	Financial Management and Policy	3	30	70	100	5
PH 313.1	Income Tax	3	30	70	100	5
PS 314.1	Economic Environment and Policy	3	30	70	100	3
PS 315.1	Corporate Law, Ethics and Governance	3	30	70	100	3
PS 316.1	Quantitative Techniques for Decision Making	3	30	70	100	3
PS 317.1	Working Capital Management					
					600	24
II Semester (2 Hard core and 3 Soft core papers and 1 internship and open elective 1 paper)						
PH 311.2	Corporate Accounting and Reporting	3	30	70	100	5
PH 312.2	Corporate Financing and Investment Decisions	3	30	70	100	5
PS 313.2	Business Taxation	3	30	70	100	3
PS 314.2	Business Statistics	3	30	70	100	3
PS 315.2	Research Methodology and Ethics	3	30	70	100	3
PS 316.2	E-Business					
PS 317.2	Internship	--	--	--	100	3
PO 318.2	Personal Finance and Investment Planning	3	30	70	100	3
	Total				700	25

M.Com						
Code	Papers	Duration of Exam	Marks		Total	Credits
			IA	End Semester		
III Semester (3 Hard core and 2 Soft core papers and open elective 1 paper)						
PH 311.3	Equity Research and Security Market Operation	3	30	70	100	4
PH 312.3	Mergers, Acquisitions and Corporate Restructuring	3	30	70	100	4
PH 313.3	Investment Banking and Financial Services	3	30	70	100	4
PS 314.3	Corporate Tax Planning	3	30	70	100	3
PS 315.3	Contemporary Issues in Accounting	3	30	70	100	3
PS 316.3	Insurance and Bank Management					
PO 317.3	Entrepreneurial Development	3	30	70	100	3
	Total				600	21
IV Semester (4 Hard core and 2 Soft core papers)						
PH 311.4	Project	3	30	70	100	4
PH 312.4	International Financial Management	3	30	70	100	4
PH 313.4	Derivatives and Risk Management	3	30	70	100	4
PH 314.4	Cost and Management Accounting	3	30	70	100	4
PS 315.4	Portfolio Theory and Management	3	30	70	100	3
PS 316.4	Computer Applications in Business	3	30	70	100	3
PS 317.4	Marketing Management					
	Total				600	22
Grand Total					2500	92

M. Com Structure (2021-22)

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	5	15	3	3	9	-	-	-	-	24
II	3	5	15	2	3	6	1	3	3	3 (SC)	25
III	3	4	12	2	3	6	1	3	3	-	21
IV	3	4	12	2	3	6	-	-	-	4 (HC)	22
Total			49			30			6	7	92

Hard Core – 57.61%; Soft Core – 35.87%; Open Elective – 6.52%

Scheme of Valuation

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 No. 14)

Semester I

PH 311.1

Acco

unting Theory and Practice

Objectives:

- To understand the need for information in the business
- To study the accounting framework, nature and source of accounting principles and basic accounting concepts
- To know the role of accounting theories in the practice of accounting
- To know the theoretical aspects of standard setting and converged accounting standards in India
- To understand monetary and non-monetary assets
- To acquaint with the knowledge of the preparation and presentation of financial statements

Learning Outcomes:

After a completed course, the student should display an ability to:

- Evaluate the notions & ideas of thought that have shaped a theoretical basis for accounting.
- Examine the relationship between accounting theory and practice.
- Examine the role of Conceptual framework in the standard setting process.
- Apply critical thinking by identifying and analyzing accounting issues using relevant accounting frameworks.
- Prepare Financial Statements in accordance with appropriate standards.

Pedagogy:

The course consists of class room lecture, problem solving, application in accounting practice, seminars and assignments

Syllabus:

Unit-1: The nature and scope of Accounting (10 hours)

Introduction – nature and scope of Accounting, the need for information; categories of information; the financial accounting information; accounting as a language; nature of Accounting principles; sources of Accounting principles. Basic Accounting concepts: the Balance Sheet; Basic Accounting concept: the income statement.

Unit-2: Accounting Theory: Formulation and Classification (10 hours)

Concept of ‘Theory’ and ‘Accounting Theory’; purposes and role of Accounting Theory; classification of Accounting theory; approaches in Accounting Theory; methodology in Accounting Theory – positive methodology and normative methodology.

Unit-3: Standard Setting and Accounting Standards (12 hours)

Accounting bodies; Accounting Standards – meaning and objectives; merits and demerits of Accounting Standards; scope of Accounting Standards; Accounting Standard Board – its scope and functions; procedure for issuing Accounting Standards by ICAI; Compliance with

the Accounting Standards; status of Accounting Standards issued by ICAI; applicability of Accounting Standards for companies; Accounting Standards and auditors; Indian and International Accounting Standards.

Unit-4: Revenue, Monetary & Long Lived Non-monetary Assets (12 hours)

Revenue – meaning, timing of revenue recognition, amount of revenue recognized; IND AS - 18. Monetary Assets – meaning and items of monetary assets; Non-monetary assets – nature of long lived assets, distinction between asset and expense, types of long lived assets and their valuation, significance of depreciation and depreciation policies; IND AS -16; IND AS - 38.

Unit-5: Preparation of Financial Statements (12 hours)

Meaning and types of financial statements, purposes of the preparation of financial statements and qualitative characteristics of financial statements; preparation of financial statements of a joint stock company in the statutory format (illustrative problems); IND AS – 101. Meaning of cash flow and cash flow statement; objectives and usefulness of cash flow statement; classification of cash flows; IND AS 7; preparation of cash flow statement (illustrative problems).

References:

- Robert, Anthony, Hawkins, David F and Merchant, Kenneth A (2012), Accounting: Text and Cases, Special Indian Edition, The McGraw Hill Publishing Co. Ltd, New Delhi.
- Lal, Jawahar (2012), Accounting Theory and Practice, Himalaya Publishing House, Bangalore
- DS Rawath (2013). Students Guide to Accounting Standards, Taxman Publications, New Delhi.
- Robert N Anthony, James S Reece. (2001). Accounting Principles, AITBS Publishers and Distributors, New Delhi
- Jawahar Lal, Corporate Financial Reporting. (2009). Theory and Practice, Taxman Allied Services, New Delhi
- S K Bhattacharya and Jon Deorden. (2009). Accounting for Management, Text and Cases, Vikas Publishing House New Delhi
- Porwal L S. (2001). Accounting Theory, Tata McGraw Hill publications, New Delhi.
- M P Vijay kumar. (2014). First Lessons in Advanced Accounting, Revised Edition, Prime academy, Chennai

Semester I

PH 312.1

Financial Management and Policy

Objectives:

- To provide knowledge on the role of finance in the business.
- To understand different components of cost of capital and weighted average cost of capital.
- To study leverages and capital structure theories.
- To analyze the effect of dividend policy on firm's value.

Learning Outcomes:

On successful completion of this course, students will be able to:

- Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.
- Familiarize with cost of capital and capital structure to support managerial decisions.
- Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.
- Analyse the complexities associated with management of cost of funds in the capital Structure.

Pedagogy:

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

Syllabus:

Unit-1: Financial Management – An Overview

(9 hours)

Nature, Aims of Finance function, Finance and related disciplines- Finance and accounting, Finance and Economics, Finance and other related disciplines, Objectives – Profit VS Wealth- Arguments for profit maximization, Criticism of Profit Maximization, Implications of wealth maximization, Arguments against Wealth Maximization; Types of Financial Decisions- Investment decision, Financing decision, Dividend policy decision; Agency Problem and its resolvment via Market Forces and Agency Costs; Balancing financial goals vis-a-vis sustainable growth.

Unit-2: Cost of Capital

(14 hours)

Conceptual Framework, Importance and problems in determining cost of capital; Cost of individual source of finance :Cost of Debt- cost of perpetual debt (Illustrative problems) and cost of redeemable debt (Illustrative problems), Cost of Preference Shares- Cost of redeemable preference shares (Illustrative problems) and Cost of irredeemable preference shares (Illustrative problems), Cost of Equity: Dividend Price (Illustrative problems), Dividend Growth, Earnings (Illustrative problems); Weighted Average Cost of Capital using Book value weights and Market value weights (Illustrative problems).

Unit-3: Capital Structure Theory & Policy (12 hours)

Concepts, Determinants of Capital Structure; Planning and Designing Optimal Capital Structure; Measures of Operating, Financial and Composite Leverage (Illustrative problems) and its Usefulness in Financial Decision Making; EBIT-EPS Analysis (Illustrative problems); Leverage and Financial Distress.

Unit- 4: Capital Structure Decision (11 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 (Illustrative problems) and Reverse Arbitrage Arguments (Illustrative problems); Indifference Point and Financial Break Even Point (Illustrative problems).

Unit -5: Profit Allocation Decision (10 hours)

Dividend and its forms; Determinants of dividend policy, Theories of Dividend Policy- Modigliani and Miller approach (Illustrative problems), Walter's Approach (Illustrative problems), Gordon's Approach (Illustrative problems), Dividend Policy – types, practical and legal constraints. Corporate Dividend Practices in India.

References: (Latest editions):

- Bringham, Eugene F, Financial Management: Theory & Practice, Cengage Learning India Pvt Ltd.
- Chandra, Prasanna, Financial Management: Theory and Practice, Tata McGraw Hill Publications, New Delhi.
- Damodaran, Aswath, Corporate Finance: Theory and Practice, John Wiley and Sons, New York.
- Gupta, Shashi K and Sharma, R K, Financial Management, Kalyani Publishers, Ludhiana.
- Jr. Wachowics and Van Horne, James C, Fundamentals of Financial Management, PHI Learning, Mexico.
- Khan, M Y and Jain, P K, Financial Management, Tata McGraw Hill, New Delhi.
- Kishore, Ravi M, Financial Management, Taxmann publication, New Delhi.
- Pandey, I M, Financial Management, Vikas Publishing House Pvt., Ltd, New Delhi.
- Pandey, I M and Bhat, Ramesh, Cases in Financial Management, Tata McGraw Hill – Education.
- Ross, S A, Westerfield, R W and J Jeff, Corporate Finance, Tata McGraw Hill Publication, New York.
- Rustogi, R P, Financial Management, Galgotia Publishing Company, New Delhi.
- Shah, Paresh P, Financial Management, Wiley India Private Limited, New Delhi.
- Srivastava, Rajiv and Misra, Anil, Financial Management, Oxford University Press, Jai Singh Road, New Delhi.
- Tulsian, P C and Tulsian Bharat, Financial Management, S. Chand Publishing House, New Delhi.
- Van Horne, James C, Financial Management and Policy, Prentice Hall of India.

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.
- To equip the students with perspectives in financial planning.

Learning Outcome:

On successful completion of this course, students will be able to:

- Acquire profound clarity on concepts pertaining to personal tax.
- Understand relevance of investments to be made for better tax planning.
- Recognize the modes of tax planning with respect to chosen occupation.
- Inculcate decision making power in managing investments with regard to tax.
- Decide on Investment gestation based on tax policies of the country.

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, relevant definitions, residence and incidence 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

Unit3: 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: General deductions & Clubbing and Set off of losses

(12 hours)

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

REFERENCE (Latest editions):

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

Semester I

PS 314.1 Economic Environment and Policy

Objectives:

- The paper introduces students to various economic systems and policies.
- In specific it gives an idea of the working of the Indian economic environment with various policies.
- The paper provides a partial overview of the legal environment of business.
- It helps one to make uncanny parallels with global economy and analyze dimensions to find remedies to solve inefficient policies.

Learning Outcome:

On successful completion of this course, students will be able to:

- Recognize the state of any given economy based on sovereign characteristics.
- Identify the modes of channelizing capital into the economy.
- Understand, analyze and recommend policies for better economic framework.
- Conceptual clarity on legal rights of individuals as citizens of the country pertaining to business.

Pedagogy:

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

Syllabus:

Unit 1: Economic Environment

(12 hours)

Meaning and elements of the economic environment, interactions between economic and non- economic environment. Economic systems: Capitalism, Socialism, Mixed economy, usefulness of the study of economic systems, problems of methodology in economic system. Economic policy: meaning and history of economic policy, macroeconomic goals of state policy, conflict between goals, priorities involved in selecting goals.

Unit 2: Financial System and the Economy

(12 hours)

Formal and Informal financial systems; The Indian Financial System; Components of the Formal Financial system; Financial markets; Role of Financial Institutions and Financial Markets. Banks and Capital adequacy Norms: Introduction; Basle Committee; Tiers of Capital; Prudential norms on Capital Adequacy.

Unit 3: Indian economic environment

(12 hours)

Economic planning in India – objectives and achievements during the plan periods; Economic reforms: logic and rationale of economic reforms, second generation reforms; Globalization of the Indian economy; New Industrial Policy 1991, FDI in retail sector, FERA, FEMA. Special Economic Zones: objectives, privileges and critique.

Unit 4: Legal environment of business**(9 hours)**

Competition Act, 2002: Overall Scheme- prohibition of certain agreements; prohibition of abuse of dominant position; regulation of combinations; Competition Commission of India. Consumer Protection Act, 2019: Objectives of the Act and Rights of Consumers; Consumer Protection Councils; Consumer Disputes Redressal Agencies.

REFERENCES (Latest editions):

- Sen Raj Kumar, Modern Indian Economy, Regal Publications.
- Mahajan, V S, Studies in Indian Economy, Deep & Deep, New Delhi.
- Ray, S K. Indian Economy, Prentice Hall of India, Delhi.
- Misra & Puri. Economic Environment of Business, Latest Edition, Himalaya Publishing House Private Ltd, New Delhi.
- Fernando A.C. Business Environment, Pearson Education India, Delhi
- Mishra, Bishnupriya, Uppal, R.K. Business Environment in India. New Century Publications, New Delhi.
- Sen Amartya and Dreze Jean, An Uncertain Glory: India and its Contradictions, Penguin publication, London.
- Dilip Moodherjee (ed), Indian Industry: Policies and Performance, Oxford University Press.

Semester I

PS 315.1 Corporate Law, Ethics and Governance

Objective:

- 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

Learning Outcomes:

On successful completion of this course, students will be able to:

- Acquaint with the knowledge of corporate law and its administration in India.
- Recognize the inherent conflict of interest in many business decisions and Demonstrate an understanding of common ethical problems in businesses.
- Demonstrate a critical appreciation of the growing importance of corporate social responsibility and how it relates to corporate strategy.
- Critically evaluate the concepts and committees of corporate governance.

Pedagogy:

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

Syllabus:

Unit 1: The Companies Act (as amended) (14 hours)

What is a Company?, Features, Lifting of the Corporate Veil- Statutory Provisions and Judicial Interpretation; Stages in the formation of Joint Stock Company- Promotion, Registration and Floatation; Memorandum of Association- Object of Registering a Memorandum of Association, Content of Memorandum, Alteration of Memorandum of Association; Articles of Association and Alteration of Articles of Association; Doctrine of Ultra Vires- Origin, Effects and Exceptions; Constructive Notice of Memorandum and Articles, 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: Business Ethics (14 hours)

Introduction; nature of business ethics; Scope of business ethics, need and benefits of business ethics; Sources of Business Ethics, Principles of business ethics, Ethical Issues in Marketing, Unethical practices in finance and accounting, Ethics in Human resource management, work place ethics – factors influencing ethical behaviour at work; whistle blowing; insider trading-Arguments against Insider trading, Measures to mitigate unethical practices

Unit 3: Corporate Governance**(9 hours)**

Introduction - meaning and definition; benefits of good corporate governance; Principles of Corporate Governance; Models-Anglo-American Model, German-Japanese Model and Indian-south Asian model, Committees and codes on corporate governance in India; issues in Indian corporate Governance.

Unit 4: Corporate Social Responsibility**(8 hours)**

Need for CSR; issues in CSR in India; CSR mechanisms; benefits of Corporate Social Responsibility; CSR and Governance; Arguments for and Against for and against Corporate Social Responsibility, CSR Models- Friedman model, Ackerman Model, Carroll Model, Environmental Integrity & Community Model, Corporate Citizenship Model, Stockholders & Shareholders Model, New Model of CSR; corporate philanthropy in India.

References (Latest editions):

- Companies Act, 2013, Taxmann's Publication, New Delhi.
- Avtar Singh. Company Law, Eastern Book Company, Lucknow.
- AK Majumdar and Dr G K Kapoor. 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.
- SP Iyengar. Company Law, Sultan Chand and Sons, New Delhi,
- Twinkle Prusty. Corporate Governance Compliance in Indian Industries: A Case Study, Regal Publications, New Delhi

PS 316.1 - Quantitative Techniques for Decision Making

Objectives:

- To formulate the problem of a man- machine organization.
- To construct a mathematical model for the problem under study.
- To test the model and the solution derived from it and establish control over the solution.
- To implement the solution.
- Understand relevance & need of quantitative methods for making business decisions

Learning Outcomes:

On successful completion of this course, students will be able to:

- Understand managerial decision-making processes in organizations and appreciate the use of various quantitative techniques in making decision;
- Apply quantitative techniques to solve a variety of business problems
- Comprehend the concept of a Transportation Model and develop the initial solution for the same;

Pedagogy:

Curriculum involves lectures and practical classes for problem solving. Importance is given to problem solving skills.

Unit-1: Introduction to Operation Research (OR) and Linear programming problems (10 hours)

Meaning and definition of OR, Scope of Operations Research , Features of Operations Research, Phases of Operations Research, Types of Operations Research Models, Limitations of OR Application of LPP in Management, Advantages of LPP, Formulation of LPP, Solution of LPP by Graphical method, Simplex method- Infeasible and unbounded solution, Formulation of dual of a LPP.

Unit-2: Transportation and Assignment Models (13 hours)

Transportation Model : Various methods for finding initial solution, North West Corner Rule; Least Cost Method, and Vogel's Approximation Method (VAM), Test for Optimality: The Modified Distribution (MODI) Method, Degeneracy in Transportation Problem, Unbalanced Transportation Problem, Maximisation Case in Transportation Problem. Applications
Assignment Model : Meaning, Comparison with Transportation Problem, Formulation of Assignment Model, Hungarian Method for Solution of Assignment Model, Maximization problem, Restrictions on Assignments, Alternate optional solutions. Applications

Unit 3 – Network Analysis (12 hours)

Networking concepts, Critical Path Method (CPM): Characteristics of Critical Path; Finding Critical Path in Large Network Using Forward Pass Computation and Backward Pass Computation; Activity Float Analysis,

Programme Evaluation and Review Technique (PERT): PERT computations, pessimistic, likely, optimistic time, expected time, probability of achieving completion date, crashing of a project. Application in Management

Unit-4: Game Theory & Simulation Management Games

(10 hours)

Game Theory: Introduction, 2 person zero sum games, solution to games, saddle point, dominance rule, mixed strategy, Graphical method of solving (2 x n) and (m x 2) games.

Simulation: Monte Carlo Method (Problems), waiting line simulation Method, Inventory Management Simulation, Marketing Management Simulation, Financial Management Simulation. Application of game theory and Simulation in management.

References: (latest editions)

- Sharma, J.K. (2006). Operation Research, McMillan Publishers, Delhi.
- Winston, Wayne L (2008), Operation Research, Thomson.
- S. D. Sharma. (2002). "Operation Research", Kedar Nath and Ram Nath & Co. Ltd.
- Anand Sharma, Quantitative Techniques for decision making, Himalaya publications, Delhi.
- Gupta and Khanna. (2005). Quantitative Techniques for decision making, PHI publication, Delhi.
- Kalavathy, S. (2004), Operation Research, Vikas Publishing House, New Delhi.
- Vohra, N.D. (2003), Quantitative Techniques in Management, Tata McGraw Hill publications, New Delhi.
- Bhat, Sridhar K. (2011). Operation Research and quantitative techniques, Himalaya publishing house, Delhi

Semester I

PS 317.1

Wo

Working Capital Management

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.

Learning Outcome:

On successful completion of this course, students will be able to:

- Analyse working capital management policies and their impact on the firm's profitability, liquidity and operating flexibility.
- Understand the importance of working capital management and its role in meeting the firm's strategic objectives and value creation.

Pedagogy:

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

Syllabus:

Unit 1: Working capital planning and Management (8 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: Cash and Receivables Management

(12 hours)

Introduction, Classification of Cash flows, Cash flow process & its relevance, Principles of Cash Management , 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. Receivables Management - 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; Cases Analysis.

Unit 5: Inventory Management

(9 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 (Latest editions):

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

Semester II

PH 311.2 Corporate Accounting and Reporting

Objectives:

- To study corporate financial reporting practices and disclosure requirements in India.
- To study important Converged Accounting Standards related to the preparation and presentation of financial reports
- To study techniques and problems of corporate restructuring
- To solve accounting problems on amalgamation & external reconstruction.
- To acquaint with the knowledge of various issues and problems related to published financial statements
- To understand the basis of consolidation & prepare consolidated financial statements.

Learning Outcomes:

On successful completion of this course, students will be able to:

- Build a solid foundation in accounting and reporting requirements.
- Develop comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity.
- Account for a range of advanced financial accounting issues.
- Prepare the accounts of companies undergoing amalgamation & external reconstruction.
- Prepare consolidated accounts for a corporate group.
- Analyse the various issues & problems related to published financial statements.

Pedagogy:

This course consists of lectures, case analysis, and problem solution, application of accounting standards, seminars and assignments.

Syllabus:

Unit 1: Practical application of Accounting Standards (10 hours)
Application of IND AS - 24 (Related Party Disclosures); IND AS - 33 (Earning per Share); IND AS - 36 (Impairment of Assets)

Unit 2: Accounting for Amalgamation (12 hours)
Introduction; kinds of Amalgamation; accounting methods; disclosure requirements; accounting entries in the book of transferor company; accounting entries in the book of transferee company – pooling of interest method and purchase method; Investment held by Transferee Company in Transferor Company; investment held by Transferor Company in Transferee Company; dissenting shareholders.

Unit 3: Accounting for Corporate Restructuring (10 hours)

Meaning of corporate restructuring; reasons for restructuring; broad areas of restructuring; techniques of corporate restructuring; forms of reconstruction; problems on internal reconstruction.

Unit 4: Consolidated Financial Statements (12 hours)

Introduction; parent and subsidiary companies; basis of consolidation; procedure in the preparation of consolidated Balance Sheet; problems; IND AS - 110.

Unit 5: Corporate Financial Reporting (12 hours)

Introduction; objectives of corporate reporting; users of accounting information; disclosure requirements, Interim Financial Reporting - IND AS - 34; Operating Segments - IND AS 108; Issues and problems with special reference to published financial statements.

References

- M P Vijaya kumar. (2012). First Lessons in Accounting Standards, Snow White Publishers, Bombay, revised edition
- Dolphy D' Souza (2002). Ready Reckoner to Indian Accounting Standards and GAAP, Contemporary Issues and Solutions, Snow White Publishers, Bombay, revised edition
- Lal Jawahar. (2009). Corporate Financial Reporting: Theory and Practice, Taxmann Allied Services, New Delhi
- Siedler Leen J. and Dr Carmichael. (1981). Accountant's Handbook, John Wiley & Sons, New York, revised edition.
- M C Shukla, T S Grewal and SC Gupta. (1997). Advanced Accounts, S Chand and Sons, New Delhi
- S P Jain and K L Narang. (2013). Advanced Accountancy, Kalyani Publishers, New Delhi
- Dr Ravi M Kishore. (2013). Advanced Accounting with Accounting Standards and Problems and Solutions, Taxmann's Publications, New Delhi.
- TP Ghosh, CA Srinivasan, Anand G. (2011). Taxmann's Guide to Indian Accounting Standards Converged with IFRS's Notified on 25th February, 2011, Taxmann's Publications (P) Ltd, New Delhi
- S K Bhattacharya and Jon Deorden. (1997). Accounting for Management, Text and Cases, Vikas Publishing House, New Delhi

Semester II

PH 312.2 Corporate Financing and Investment Decisions

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

Learning Outcomes:

On successful completion of this course, students will be able to:

- Calculate the yearly cash flows of different types of capital budgeting project and evaluate how the choice of depreciation method affects the cashflows
- Apply several capital budgeting techniques appreciating the strengths and weaknesses of the different techniques
- Understand how to incorporate risk and uncertainty into capital budgeting decisions
- Assess the factors affecting international investment decisions and opportunities presented to an organisation
- Evaluate alternative sources of financing options and investment opportunities and their suitability in particular circumstances

Pedagogy:

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

Syllabus:

Unit-1: Capital Budgeting

(12 hours)

Nature, Significance, Assumptions, Process & Kinds of capital budgeting decisions; Identification of relevant cashflow, Cash flow estimates, Effect on depreciation, Cash Flow Patterns - Conventional and non-conventional, Problems and difficulties, Determination of relevant cash flows: independent proposal (Illustrative problems), mutually exclusive proposal (Illustrative problems) and replacement proposal (Illustrative problems); Case Analysis.

Unit-2: Evaluation Techniques

(15 hours)

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

Unit-3: Capital Budgeting under Risk & Uncertainty (12 hours)

Evaluation of Risky Investment Proposal- statistical and conventional techniques for risk analysis: Risk Adjusted Discount Rate approach (Illustrative problems), Certainty-Equivalent Approach (Illustrative problems), Sensitivity Analysis (Illustrative problems), Standard Deviation Approach(Illustrative problems), Coefficient of Variation Approach(Illustrative problems), Decision Tree Analysis(Illustrative problems); case analysis.

Unit -4: Financial Instruments (9 hours)

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

Unit-5: Financing and Strategic Real Options (8 hours)

Conceptual Framework; Venture Capital - Features of Venture Capital investments, Stages and methods of V.C Financing; funding process: Indian Venture Capital Scenario- Present & future; Angel investors. – Concept, Types and Advantages, Kinds of Real Options- Options to delay, options to expand, options to abandon.

References (latest editions):

- Pandey, I M, Financial Management, Vikas Publishing House Pvt Ltd., New Delhi.
- Khan, M Y and Jain, P K, Financial Management, Tata McGraw Hill, New Delhi.
- Kishore, Ravi M, Financial Management, Taxmann publication, New Delhi.
- Chandra, Prasanna, Financial Management: Theory and Practice, Tata McGraw Hill Publications, New Delhi.
- Rustogi, R P, Financial Management, Galgotia Publishing Company, New Delhi.
- Ross, S A, Westerfield, R W and J Jeff, Corporate Finance, Tata McGraw Hill Publication, New Delhi.
- Crarie, Dwight B, Financial Management, John Wiley and Sons, Harward Business Review Executive Series, New York.
- Shah, Paresh P, Financial Management, Wiley India Private Limited.
- Donand H. Chew (Jr), Ed, The New Corporate Finance, McGraw Hill Publications, Boston.
- Van Horne, James C and Wachowicz, John M, Fundamentals of Financial Management, Prentice Hall of India, New Delhi.
- Apte, Prakash G., International Finance – A Business Perspective, TMH Publication, New Delhi.

**Semes
ter II**

**PS
313.2**

Business Taxation

Objectives:

- To provide students with thorough knowledge of indirect tax laws and practice in India
- To study basic concept of Goods and Service Tax
- To perceive and plan businesses with absolute understanding on UpToDate tax laws.

Learning Outcome:

On successful completion of this course, students will be able to:

- Acquire conceptual clarity in the model of GST.
- Have sound knowledge on technical jargons in relation to the tax system.
- Understand the channel of working of dual GST system.
- Make the best advantage of the tax prospects provided through GST regime.
- Have profound knowledge on Customs Act and the modes of assessment.

Pedagogy:

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

Syllabus:

Unit-1: Introduction & Terms under GST:

(10 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:

(7 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.

References (Latest editions):

- GST Ready Reckoner by V. S. Datey – Taxmann Publication.
- Basics of GST by Nitya Associates – Taxmann Publications.
- GST Law Guide by CA Ishaan V Patkar – Taxmann Publications.
- Keshav Garg, GST Ready Reckoner, Bharat Law House, Delhi.
- Raman Singla and PallaviSingla, Simplified Approach to GST – A ReadyReferencer, 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.

Semester II
PS 314.2 Business Statistics

Objectives:

- To provide students with the knowledge of basic descriptive and inferential statistics and their applications in business and research.
- Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
- Be able to read and interpret statistical information & to perform statistical analysis

Learning Outcomes:

On successful completion of this course, students will be able to:

- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problems

Pedagogy:

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

Syllabus:

Unit 1: Descriptive statistics

(15 hours)

Correlation- meaning – different types of correlation - methods of studying correlation - scatter diagram method, Karl Pearson's method, spearman's method.

Regression - meaning, obtaining two regression lines, their significance in the Business field.

Unit 2: Inferential statistics

(12 hours)

Hypothesis testing-Meaning of statistical hypothesis, type I error and type II error, one tail and two tail tests , Process of testing hypothesis, Process of testing hypothesis The T-Test; Z-Test, and Analysis of Variance (ANOVA) .

Meaning of Non-Parametric Tests, Advantage of Non-Parametric Tests, The Chi-square (X²) Test, The Mann-Whitney U Test (in case of Large Samples). Parametric and Non parametric testing for mean, proportions, variance, difference between means, difference between proportions

Unit -3: Time Series Analysis:

(8 Hours)

Meaning, Components, Measurement of Trend, Measurement of Seasonal Variations, Measurement of Cyclical Variations.

Unit 4: Probability Distribution

(10 hours)

Probability - Meaning of probability, relevance of probability in decision making, definitions, basic rules, Probability distribution - discrete distributions- Bernoulli, Binomial, Poisson distribution and its application, continuous normal distribution and its applications.

References: (latest editions)

- Gupta S P. (2012). Statistical Methods, Sulthan Chand & Sons, New Delhi.
- S C Gupta. (2014). Fundamentals of Statistics, Himalaya Publishing House, New Delhi.
- U K Srivastava and others. (2011). Quantitative technique for Managerial Decisions, Anmol Publications, New Delhi.
- Richard I Levin, David S Rubin. (2008). Statistics for Management, Prentice Hall Business Publishing Co, New Delhi.
- Y P Agarwal. (2012). Statistical Methods (Concepts, Application and Computation), Sterling Publishers Pvt. Ltd, Delhi.
- R S Bharadwaj. (2011). Business Statistics, Excel Books, Noida.
- Sanchethi and Kapoor. (2013). Quantitative Techniques, Sulthan Chand & Co., New Delhi.
- S C Gupta and V K Kapoor. (2014). Fundamentals of Statistics, Sultan Chand & Sons, New Delhi.
- Cooper R Donald, Schindler S Pamela. (2014). Business Research Methods, Tata McGraw Hill Publications Ltd, New Delhi
- Kothari C R. (2014). Research Methodology – Methods and Techniques, New Age International Ltd, New Delhi.
- Norman K Denzin, Yvonna S Lincoln. (2010). Hand Book of Qualitative Research, Sage Publications, Delhi.
- B N Ghosh. (2012). Scientific Method and Social research, Sterling Publishers, Delhi.

Semester II

PS 315.2 Research Methodology and Ethics

Objectives of the Paper:

- 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 writing of a good Research Report.
- To understand the ethical issues and practices in research with an awareness of rights and obligations of research participants.
- To know how to write research papers and publish research papers.

Learning Outcomes:

On successful completion of this course, students will be able to:

- Identify research output with philosophical base and greater relevance to the society
- Undertake quality research with scientific methodology
- Produce good Research Reports
- Undertake original Research following ethical guidelines and practices in conducting the research and publication of papers.

Pedagogy: Class room lecture, laboratory experiments, seminars, assignments, case studies, field survey, projects, workshops, dissecting research papers.

Unit 1: Foundation of Research:

(8 Hours)

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

Unit 2: : Research Process

(10 Hours)

Research Problem – meaning, Selection and Definition of Problem, Identifying Research Problem, Formulating Research problem; Review of Literature – meaning and need for literature review, sources of literature review, Organising and presenting Literature Review, identification of research gap; Variables – meaning, types of variables; Research Design – meaning, features of good research design, different types of research design- observational research design-descriptive, analytical, exploratory research design, and experimental research design., Objectives of the study; Research Hypotheses – meaning and kinds of hypotheses, Procedure of Hypothesis Testing; Scope of the study.

Unit 3: Sampling and Data Collection

(10 Hours)

Sampling and Sample Design – Steps involved in developing sampling design, Sampling and Non- sampling errors; characteristics of a good sampling design, Sampling techniques – Different types of probability sampling- simple random sampling, systematic sampling, stratified sampling, cluster and multistage sampling, different types of non-probability sampling- purposive, convenience, quota sampling techniques; advantages and disadvantages of various methods; Census versus Sample Survey. Data Collection – meaning, Selecting an appropriate method of Data collection, Types- primary data- Observation method, Interview method, Questionnaire method, Schedule method, secondary data- Sources of Secondary Data; Phases of Designing a questionnaire.

Unit 4: Analysis and interpretation of the data and Report writing

(9 hours)

Measurements in research-nominal, ordinal, interval, ratio; Analysis and interpretation of Data – meaning and importance, precautions in interpretation, Thesis writing /Report writing - Planning and organizing research report, format of research report, significance of report writing, different steps in writing reports, layout of the research report, mechanics of writing research report, precautions for writing research reports, format of reference writing and bibliography writing.

Unit 5: Research Ethics and Publication

(8 hours)

Ethics – meaning and definition, Rights and obligations of Research Participants. Scientific misconduct – falsification, fabrication and plagiarism. Publication ethics – meaning and importance, conflicts of interest. Publication misconduct – meaning, types of publication misconduct, complaints and appeal. Publication – Scholarly/research article – meaning and features of scholarly article. Successful scientific writing – process. Reference/ bibliography writing, Plagiarism and how to avoid it.

References (latest editions):

- Barbara H Stanley J Joan E Sieber, Gary B Melton. Research Ethics: A Psychological Approach. University of Nebraska Press
- Cooper R Donald, Schindler S Pamela. Business Research Methods, Tata McGraw Hill Publications Ltd, New Delhi
- Kothari C R. Research methodology: Research & Techniques. New Age International Publishers, New Delhi
- Leedy P D. Practical Research: Planning & Design. Washington: Mc Millan Publishing Co., INC
- Ramamurthy G C, Research Methodology. Dreamtech Press, New Delhi.
- Singh Y K. Fundamentals of Research Methodology and Statistics. New International (P) Ltd., New Delhi.
- Wallinman N. Your Research Project: A Step by Step Guide for the first time Researcher. Sage Publications, London

Semester II
PS 316.2 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.

Learning outcomes:

On successful completion of this course, students will be able to:

- Able to understand concepts of E-Commerce and E- business
- Analyze different types of portal technologies commonly used in the industry.
- Integrate theoretical frameworks with business strategies.

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 (latest editions)

- Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson.
- Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, Electronic Commerce –A managerial perspective, Pearson Education Asia.
- 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.
- Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition.
- Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3r Edition. Tata McGraw Hill Publications.
- KamleshK. Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGraw Hill Publications.
- Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley.
- Micheal Papaloelon and Peter Robert, e-business, Wiley India.

**Semester
II
PS 317.2
Int
ernship**

Introduction:

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;

Criteria	Marks
Internship	40%
Diary	20%
Report – content and presentation	40%
Total	100%

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.

1. Certificates

Sir,

Format of joining report (in company letter head)

1.

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:

Signature

Place:

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:

Signature

Place:

Name and designation with Seal

4. Declaration of originality by the student

Declaration

This is to certify that this internship report has been prepared by me after undergoing internship fromto (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:

Signature

Place:

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:

Name and address of the guide

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 t

o

..... (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:
Place:

Signature
Name and Designation
Seal

Semester II

PO 318.2 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.

Learning Outcomes:

On successful completion of this course, students will be able to:

- Identify the major types of investment alternatives.
- Describe how safety, risk, income, growth, and liquidity affect your investment decisions.
- Figure out the future value of money using future value charts.

Pedagogy:

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

Syllabus:

Unit 1: Introduction to investments (15 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, Tax Planning-Tax saving avenues for an investor, Investor Grievance Redressal Mechanisms.

Personal Financial Planning - 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. Investment ideas of Warren Buffet, Benjamin Graham, John Bogle and John Templeton

Unit 2: Equity Market & Money Market (10 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 3: 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-Orientation of 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 4: Time Value of Money

(12 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.

References: (latest editions)

- 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.,(2007) *Security Analysis and Portfolio Management*, Sixth 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.
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- 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 (1959), *Portfolio Selection: Efficient Diversification of Investments*, John Wiley, New York.
- *The Random Walk Guide to Investing: Ten Rules for Financial Success*

Semester III

PH 311.3 Equity Research and Security Market Operation

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 working 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.

Learning Outcomes:

After a completed course, the student should display an ability to:

- Explore different avenues of investment.
- Understand the elements of Equity Research & different approaches to Security Analysis.
- Understand the securities market & the trading systems in the market.

Pedagogy:

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

UNIT-1: Investment & Investment Strategies (10 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 (12 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

(10 hours)

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

1. Fischer, Donald E and Jordan, Ronald J (2007), Security Analysis and Portfolio Management, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gupta, Shashi K and Joshi, Rosy (2012), Security Analysis and Portfolio Management, Kalyani Publishers, Bangalore.
3. Valentine, James J (2010), Best Practices for Equity Research Analysts, McGraw Hill Publication, New York.
4. Ranganatham, M and Madhumathi, R. (2012). Security Analysis and Portfolio Management, Dorling Kindersley Pvt Ltd, Licensees of Pearson Education, Noida.
5. Chandra, Prasanna (2014), Investment Analysis & Portfolio Management, Tata McGraw Hill Publications, New Delhi
6. Khatlawala, Rajiv D (2011), How to Profit from Technical Analysis, Vision Books, New Delhi.
7. Yadav, Jitendra (2012), Financial Markets and Technical Analysis, Vision Books, New Delhi
8. Dhanesh Kumar Khatri, Investment Management and Security Analysis: Text & Cases, Macmillan India Limited, Delhi.
9. Reilly & Brown(2004), Investment Analysis and Portfolio Management (8th ed) Thomson Publication.
10. Pandian, Punithavathy (2011), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd., New Delhi.
11. Bhalla, V K (2011), Investment Management, Twelfth ed., S. Chand & Company Ltd, New Delhi.
12. Avadhani, V A (2010), Securities Analysis and Portfolio Management, Himalaya Publishing House, Mumbai.
13. Markowitz, Harry M (1959), Portfolio Selection: Efficient Diversification of Investments, John Wiley, New York.
14. Gupta, L C (2005), Stock Exchange Trading in India, Society for Capital Market Research & Development, Delhi.
15. Hirschey, Mark and Nofsinger, John (2010), Investments' – Analysis and Behaviour, TMH Publication, New Delhi.
16. Murphy, John J (1999), Technical Analysis of the Financial Markets, Prentice Hall Press,

New Delhi.

Semester III

PH 312.3 Mergers, Acquisitions and Corporate Restructuring

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.

Learning Outcomes:

On successful completion of this course, students will be able to:

- Analyse the challenges associated with each phase of the M&A process from developing acquisition plans through post-closing integration.
- Apply financial modelling tools to evaluate mergers and acquisitions.
- Understand how to create corporate value by restructuring a company or by combining businesses.
- Equip with the knowledge of selecting appropriate takeover tactics depending upon the types of anti-takeover defenses.
- Understand the impact of the regulatory environment on the M&A deals.

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; Fredrick Trautwein's Merger motives theory- Efficiency theory, Valuation Theory, Monopoly theory, Raider theory, Empire Building theory, Disturbance theory and Process Theory; Merger Process- Planning Phase and Implementation Phase, Reasons for Failure of Mergers & Acquisition.

UNIT-2: M & A Evaluation

(14 hours)

Mergers as a Capital Budgeting Decision (illustrative problems); APV Approach for M&A evaluation (illustrative problems), Determination of Swap ratio (illustrative problems), Cost- Benefit analysis (illustrative problems); Determination of share exchange Ratio under LG Model (illustrative problems), Need & provisions of Due Diligence.

UNIT-3: Corporate restructuring**(13 hours)**

Meaning & different methods of Restructuring: Joint Ventures-Features, rationale, Strategic Alliance-Motives, Types, Difference between Joint ventures and strategic alliance, Divestitures, Demerger-Set offs, Spins offs & Equity Carve outs, Master Limited Partnerships & ESOPs, Leveraged Buyouts- Characteristics features of leverage buyout candidates, variant of LBO, Leverage buyout process through MBO, LBO Valuation (illustrative problems).

UNIT-4: Takeover Tactics & Defences**(10 hours)**

Meaning & Forms of takeover- Legal perspective, Business perspective, Reverse takeover; Takeover Tactics- Casual pass, Dawn raid, Bear hug, Proxy fight, Saturday night special; Takeover defences: Preventative Defenses-Golden Parachutes, Poison pills, Corporate Charter Amendments; Active Takeover Defenses Greenmail, Pacman defences, White knight, Crown jewel defences, Lobster trap, Scorched earth defences, Show stopper, Grey knight and People pill defences.

UNIT-5: Regulatory Framework**(9 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 Ind AS 103 & IFRS-3.

References (latest editions)

1. Gaughan, Patrick A, Mergers, Acquisitions and Corporate Restructuring, John Wiley & Sons, New York.
2. Weston F J, Chung K S and Hoag S E, Mergers, Restructuring and Corporate control, Prentice hall of India, New Delhi.
3. Sudarsanam, Sudhi, Creating Value from Mergers and Acquisitions, Pearson education, Delhi.
4. Bhalla, V K , Financial Management and Policy, Anmol Publications Pvt. Ltd. New Delhi.
5. Shiv Ramu, Corporate Growth through Mergers and Acquisitions, Response Books, New Delhi.
6. Van Horne, James C, Financial Management and Policy, Prentice Hall of India, New Delhi.
7. Srivastava Rajiv and Misra Anil, Financial Management, Oxford University Press, Jai Singh Road New Delhi.
8. Chandra, Prasanna, Financial Management: Theory and Practice, Tata McGraw Hill Publications, New Delhi.
9. Damodaran Aswath, Corporate Finance: Theory and Practice, John Wiley and Sons, New York.
10. Weston, J F, Chung, K F and J.A. Siu, Takeovers, restructuring, and corporate governance Prentice Hall, Upper Saddle River, New Jersey.
11. Ray, Kamal Ghosh, Mergers & Acquisitions : Strategy, Valuation and Integration, PHI Publication, New Delhi.
12. Shetty, Kavitha, Kale, Sharad and Aurora, Rajinder S, Mergers and Acquisitions, Oxford University Press, India.

Semester III

PH 313.3 Investment Banking and 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.

Learning outcome:

On successful completion of this course, students will be able to:

- Identify distinguishing features of investment banks and their working.
- Learn the process and procedure involved in public issue and other alternate capital raising technique and the hands-on partnership with investment banks for the same.
- Learn the techniques on meeting the statutory requirements from the perspective of an investment bank along with segregation of their duties and responsibilities.
- Be skeptical and have practical approach towards choices made on use of alternative financial services.
- Understand the relevance of third-party validation for business integrity.

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, Finalising 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**(10 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**(12 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**(12 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.

Reference (Latest editions):

1. Khan, M Y, Financial services, Tata McGraw Hill ,New Delhi
2. Srivastava, Rajiv and Misra, Anil , Financial Management, Oxford University Press, Jai Singh Road, New Delhi.
3. Pandey, I M, Financial Management, Vikas Publishing House Pvt., Ltd, New Delhi.
4. Khan, M Y and Jain, P K, Financial Management, Tata McGraw Hill, New Delhi.
5. Kishore, Ravi M ,Financial Management, Taxmann publication, New Delhi
6. Houthakker Hendrik S & Williamson Peter J. The Economics of Financial Markets, Oxford University Press.
7. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill Publication, New Delhi.
8. Da Silva Amandio F C, Investment Banking. Challenges and Prospects, Vision Books Pvt., Ltd, New Delhi
9. Machiraju, H R, Indian Financial System, Vikas Publishing House Pvt. Ltd., New Delhi.
10. Hanson James A. & Kutharia Sanjay. India a Financial Sector for the Twenty-first Century (Edited), Oxford University Press.
11. Kulkarni, P V & Prasad Sathya, B G. Financial Management, Himalaya Publishing House, Delhi.

REFERENCE: (latest editions)

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

Semester III

PS 315.3

Objectives:

Contemporary Issues in Accounting

- To study the contemporary issues emerging in the field of Accounting
- To understand IFRS and its related issues in international financial reporting and disclosure
- To acquire knowledge about the challenges facing accounting globally.
- To understand recent developments in financial reporting

Learning Outcomes:

Upon successful completion, students will have the knowledge and skills to:

- Identify & evaluate the issues related to the regulation of external financial reporting.
- Research & analyse complex Contemporary financial accounting issues and formulate well reasoned and coherent arguments and reach well considered conclusions in relation to those issues.
- Critically evaluate contemporary external company reporting practices.

Pedagogy:

The course consists of class room lecture, problem solving, group discussion, guest lectures, seminars and assignments

Syllabus:

Unit-1: International Financial Reporting and Disclosure (10 hours)

International Accounting- meaning and scope of international accounting, international audit environment; Global convergence of Accounting – need, benefits and challenges of convergence; overview of International Accounting Standards (IAS)/ International Financial reporting Standards (IFRS); overview of international organizations promoting accounting harmonization; understanding of US GAAP; IFRS and Indian GAAP – comparison.

Unit 2: Social and Environmental Accounting (13hours) Social Accounting:

meaning, definition, importance and limitations of social accounting; approaches to Social Accounting; measurement of social cost and benefit; methodology of preparation of social accounting (Problems). 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 3: Value Added Accounting

(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 (problems).

Unit 4: Human Resource Accounting

(12 hours)

Introduction; 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

1. M P Vijaya Kumar, First Lessons in Advanced Accounting, revised edition, Prime Academy, Chennai
2. Frederick D S Choi, Gary K Meek, International Accounting, V Edition, Pearson Education, Noida.
3. Shahrokh M Saudagaran, International Accounting: A user Perspective, Second Edition, 2007, Thomson Learning Inc., Indian Edition
4. Shirin Rathore. (1996). International Accounting, PH Learning Pvt. Ltd, New Delhi
5. Thomas G Evans, Accounting Theory: Contemporary Accounting Issues, Thomson, South Western, US
6. Dinabandhu Mukhopadhyay, Financial Accounting: A Managerial Perspective, Asian Books Private Ltd., Delhi
7. Dhanesh K Khatri, Financial Accounting, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
Rajiv Srivastava (2014). Derivatives and Risk Management, Oxford University Press, New Delhi.
8. Dr Ravi M Kishore, Advanced Accounting with Accounting Standards and Problems and Solutions, Taxmann's Publications, New Delhi.
9. TP Ghosh, CA Srinivasan Anand G, Taxmann's Guide to Indian Accounting Standards Converged with IFRS's Notified on 25th February, 2011, Taxmann's Publications (P) Ltd, New Delhi
10. Girish Rana (2013). Financial Institutions and Markets, Horizon Press, New Delhi
11. S P Jain and K L Narang. (2014). Advanced Accountancy, Kalyani Publishers, New Delhi

Semester III

PS 316.3 Insurance and Bank Management

Objectives of the Study:

- Students will be able to understand the basic concept and principles of insurance
- They study legal aspect relating to insurance
- They understand Indian Banking structure
- To know development in Banking system

Learning Outcomes:

On successful completion of this course, students will be able to:

1. Understand the risks faced by banks and ways to overcome them.
2. Understand how to choose life insurance policies based on their need

Pedagogy:

The course consists of class room lecture, group discussion, guest lectures, seminars and assignments

Syllabus:

Unit 1: Origin and Concept of Insurance: (8 hours)

Meaning, definition, nature and functions of Insurance; history and growth of insurance in India; principles of insurance; classification of insurance; role of insurance in the economic development; Reforms in Insurance sector – R N Melhotra Committee Recommendations; global insurance scenario.

Unit 2: Practice of Insurance: (7 hours)

Nomination, surrender, revival of policies, loan against policies, policy servicing, double insurance, risk management, disclosure and settlement; claims settlement, rights of insurer on payment; underwriting of life and general insurance. Insurance intermediaries – types, functions and code of conduct; Actuarial valuation – meaning of actuary; appointment – eligibility, approval of IRDA, powers, duties and obligations of an actuary, challenges for an actuary in the global insurance scenario.

Unit 3: Legal dimensions of Insurance: (10 hours)

Introduction; legal Acts relating to Insurance – salient features; IRDA Act- provisions as amended up to date; duties, powers and functions of Authority. Social Insurance – meaning, features, legal frame work, social insurance in India

Unit 4: Structure of Indian Banking System:**(10 hours)**

Structure of Indian Banking system – role and functions of the Reserve Bank of India and commercial banks; scheduled and non-scheduled banks; cooperative banks; Banking sectors – corporate banking, retail banking, rural banking, international banking, non-banking financial intermediaries – features and services, Banks capital adequacy norms; The Banking Regulation Act.

Unit 5: Development in banking industry:**(10 hours)**

Banking sector reforms – rationale of banking sector reforms; major reforms in India; Non-performing Assets- concept and implications; Electronic Banking – concept; services offered by e – banking; electronic payment media – risks involved in e-banking.

Reference:

1. K C Shekhar, Banking Theory and Practice, Vikas Publishing House Pvt. Ltd
2. Gupta. P.K. Insurance and Risk Management, 2nd Edition, Himalaya Publishing House.
3. George. E. Rejda. Principles of Risk Management and Insurance, 9th Edition, Pearson Education.
4. Mittal. Alka. And Gupta. S. L. Principles of Insurance and Risk Management”, Sultan Chand and Sons, Delhi
5. Panda. G.S., Principles and Practices of Insurance, Kalyani Publications.
6. Mishra. M. N., Principles and Practices of Insurance, Sultan Chand and Sons, New Delhi
7. International Banking Operations, Indian Institute of Banking and Finance, MacMillan Publications
8. G Vijayaragavan, Bank Credit Management, Text and Cases, Himalaya Publishing House,
 - a. Delhi
9. Bank Financial Management, Indian Institute of Banking and Finance, MacMillan Publications
10. Peter Rose, Sylvia C Hedgins, McGraw Hill Education (India) Pvt. Ltd. New Delhi
11. P K Srinivastava, Banking Theory and Practice, Himalaya Publishing House, New Delhi

Semester III

PO 317.3

En

Entrepreneurial Development

Objectives:

- Students will understand the concept and competencies of entrepreneurship
- Students will be able to explore the entrepreneurship opportunities, prepare the business plan and project report
- They explore different funding sources and study different functional areas of entrepreneurship
- Students will study the concept social entrepreneurship and its different perspectives

Learning Outcomes:

On successful completion of this course, students will be able to:

- Understand the function of an entrepreneur in the successful, commercial application of innovations
- Confirm an entrepreneurial business idea
- Identify personal attributes that enable best use of entrepreneurial opportunities
- Explore entrepreneurial, leadership and management styles.

Pedagogy:

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

Syllabus

Unit 1: Entrepreneurship and Entrepreneur:

(10 hours)

Entrepreneurship- Concept, Functions, need and importance; entrepreneurship as career option, the scope of entrepreneurship in India; what motivates entrepreneurship; Entrepreneur – Meaning and characteristics of an entrepreneur; competencies of an entrepreneur; Career dilemmas of an entrepreneur; types of entrepreneurs; Entrepreneurial values and attitudes; ethics and social responsibility of entrepreneurs; Barriers to entrepreneurship; challenges of women entrepreneurship in India; Entrepreneurial profile - Case analysis of successful entrepreneurs.

Unit 2: The Business Plan & Funding the Business Venture

(15 hours)

Start Up – Concept; Feasibility Study – business environment analysis and opportunity assessment; Business plans – meaning and types; implementing a business plan; Project report – preparation and presentation of a project report; Different forms of business enterprises – proprietary, partnership, corporate and cooperative entities - meaning and features; why some businesses fail; case analysis.

Planning for capital needs; concept of working capital and fixed capital; Short term and long term finance; sources of finance – debt or equity financing, bank finance to entrepreneurs;

Institutions supporting entrepreneurs; State support for entrepreneurship development; Financial Management

– basic knowledge on budgets, day books, cash book, break even analysis, income statement

and balance sheet, tax structures – income tax, excise duty -sales tax.

Unit 3: Social Entrepreneurship:**(10 hours)**

Meaning and features; objectives and philosophy of social entrepreneurship; who are social entrepreneurs? Perspectives of social entrepreneurship; promotion of social entrepreneurship; requisites of an effective social entrepreneur; challenges of social entrepreneurship in India; case analysis of social entrepreneurs

Unit 4: Functional Plans:**(10 hours)**

Marketing concepts; scope and functions of marketing; Intellectual Property Rights; Marketing Plan for the new venture; steps in preparing marketing plan; Franchising – attraction and selection of franchisee;

Human resource management – meaning, definition and importance of Human Resource; Entrepreneurship Development Programme – meaning, objectives and phases of EDP; Risk taking-Concept; types of business risks.

Reference: (latest editions)

- S.S.KHANKA. (2010). “Entrepreneurial Development” S.Chand & Co. Ltd. Ram Nagar New Delhi, Revised Edition
- Hisrich R D and Peters M P. (2005). “Entrepreneurship” 5th Edition Tata McGraw-Hill (Revised) Edition, Boston.
- Rabindra N. Kanungo. (1998). “Entrepreneurship and innovation. Sage Publications, New Delhi, Revised Edition, Delhi
- Thomas W. Zimmerer, Norman M. Scarborough. (2008). Essentials of Entrepreneurship and Small Business Management, PHI Learning Pvt. Limited, Delhi
- Michael Schaper, Thierry Volery, Paull Weber, Kate Lewis. (2014). Entrepreneurship and Small Business, Wiley India (P) Ltd, New Delhi
- Rajeev Roy. (2011). Entrepreneurship, Oxford University Press, New Delhi
- Monica Loss, F L Bascunan. (2003). Entrepreneurship development, Global Vision Publishing House, New Delhi

Semester IV**PH 311.4 Project****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:

Report to be submitted	Date
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	Fromto.....
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:

1. **Title Page:** College Name and address with College Logo, Title, name of the student with Register Number, Project Supervisors name and date.
2. **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
3. **Abstract:** Abstract in 250-300 words covering the issue covered, objectives, methodology and major findings of the study.
4. **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
5. **Bibliography** (minimum 30 Books/Journals)
6. **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;

Criteria	Marks
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
Total	30

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:

Criteria	Weightage	Marks
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
Total	100%	50

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;

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

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 [Accessed 1 November 2014].

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 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 by me in partial fulfillment of the requirements for the award of the Degree of
M.Com 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 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

5. Certificate from the company in its letter head

TO WHOMSOEVER IT MAY CONCERN

Project Guide (Name of the guide)

This is to certify that Mr/Ms student of M.Com 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 fromto... (Date)

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

Company

seal Date:

Place:

Semester IV
PH 312.4 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.

Learning Outcome:

On successful completion of this course, students will be able to:

- Attain proficiency in the working and need of international financial management and the global monetary systems.
- Prepare and analyse BOP of a country and strategies to mitigate deficit.
- Learn to be a shrewd dealer in forex market and understand the pitfalls of the system to make the best advantage of the market scenarios.
- Assess the relevant risks adjacent to forex dealings and strategize for optimal management.
- Learn on latest currency introduction, working capital management and alternative modes of finance in international business.

Syllabus:

UNIT -1: Global Financial Environment (12 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, Quotation and Arbitrage (15 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; Forex Quotation : Direct Rate, Indirect Rate, Cross Rates(problems), Spot VS Forward Rates (problems), Outright 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-4: Currency Exposure Management (12 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-5: International Working Capital Decision & Project Finance (7 hours)

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

References (Latest editions):

1. Eun, Cheol S and Resnik, Bruce G, International Financial Management, TMH Publication, Boston.
2. Sikdar, Soumyen, Capital Flows & Exchange Rate Management, Oxford University Press, New Delhi.
3. Apte, Prakash G , International Financial Management, TMH Publication, New Delhi.
4. Madhura, Jeff, International Financial Management, South Western Thomson Learning, USA.
5. Sharan, Vyuptakesh, International Financial Management, PHI Publication, New Delhi.
6. Srivastava Rajiv and Misra Anil, Financial Management, Oxford University Press, Jai Singh Road, New Delhi.
7. Vij, Madhu, International Financial Management, Excel Books, New Delhi.
8. Shapiro, Alan C, Multinational Financial Management, John Wiley Publication, USA.
9. Chandra, Prasanna, Financial Management: Theory and Practice, Tata McGraw Hill Publications.
10. Apte, Prakash G, International Finance – A Business Perspective, TMH Publication, New Delhi.
11. Bekaert, Geert and Hodrick, Robert J, International Financial Management, Pearson Hogher Education, New Jersey.
12. Click, Reid W and Coval, Joshua D. The Theory and Practice of International Financial Management, PHI Pvt. Ltd., New Delhi.
13. Avadhani, V A, International Finance, Himalaya Publishing House, Mumbai.

Objectives:**Semester IV****PH 313.4
Derivatives and Risk
Management**

- To provide an understanding of basic concepts of derivatives and risk management.
- To provide basic knowledge about forwards, futures, options and Swaps and its valuation.
- To gain knowledge about Futures trading mechanism, Hedging and Arbitrage strategies.
- To Study different types of option hedging strategies.
- To provide essential information about swaps and its structure.

Learning Outcomes:**On successful completion of this course, students will be able to:**

- Have a discussion and explain in detail derivatives products such as options, futures, swaps and other derivative securities.
- Understand the importance of risk management and be able to describe the main tools for managing risks
- Develop theoretical valuation methods to price futures and options.
- Develop strategies to profit from mispriced derivative assets and Hedge underlying positions using derivatives
- Explain the binomial model and its extension in continuous time to the Black-Scholes model.
- Understand the mechanics of interest rate and currency swaps

Pedagogy:

Lectures, group presentations and seminar, class sessions, using illustrations.

Syllabus:**UNIT-1: Derivative Instruments & Market (10 hours)**

Meaning, Features, types of derivatives- Classification based on product- Forwards, Futures, Options, Swaps, Warrants, Baskets, LEAPs and Swaptions, Classification based on underlying asset, Classification based on trading; Participants-Hedgers, Speculators, Arbitrageurs, Trading Process; Fundamental Linkages between Spot and Derivatives Market; Role and Criticisms of Derivative Markets.

UNIT-2: Risk Management (8 hours)

Sources of Financial Risks – Credit VS Market Risk, Default Risk, Forex Risk, Interest Risk and Purchasing Power Risk; Risk Management Process; Risk Management Methods; Cost of Risk and its Components; Risk Identification and Measurement.

UNIT-3: Forwards & Futures

(14 hours)

Forwards & Futures – Meaning, Features; Pricing forwards and futures- Securities providing no income, securities providing a known cash income, securities providing yield, carry type commodities, non-carry type commodities; Hedging using Futures: Long Hedging Strategy (illustrative problems) & Short Hedging Strategy (illustrative problems); Hedge Ratio (illustrative problems); Cost-Carry Arbitrage Strategies (illustrative problems); Marked to Market Concept (illustrative problems) Commodity Exchanges – MCX, NCDEX & NMCEIL.

UNIT-4: Options and its Pricing

(15 hours)

Options and its types; Moneyness of Option Contracts (illustrative problems); Factors Affecting Call and Put option Pricing; Option Pricing Models: Binomial Model (illustrative problems); Black & Scholes Model (illustrative problems). Option Hedging Strategies -: Protective Calls (illustrative problems), Protective Puts (illustrative problems), Spreads – Bull Spreads (illustrative problems), Bear Spreads (illustrative problems), Butterfly Spreads (illustrative problems); Combinations – Straddles (illustrative problems), Strangles (illustrative problems), Strips (illustrative problems), Straps (illustrative problems).

UNIT-5 Swaps

(9 hours)

Meaning, types and basic structure (illustrative problems); Mechanics of Interest Rate Swaps; the Comparative Advantage argument; Valuation of Interest Rate Swaps (illustrative problems); Currency Swaps – Meaning, Structure (illustrative problems) and Valuation (illustrative problems).

References (latest editions):

1. Janakiraman, Sundaram, Derivatives and Risk Management, Dorling Kindersley Pvt Ltd, Licensees of Pearson Education.
2. Sridhar, A N, Futures & Options: Equities and Commodities, Shroff Publishers.
3. Chance, Don M and Brooks, Robert, An Introduction to Derivatives & Risk Management, Thomson South-Western.
4. Srivatsava, Rajiva, Derivatives and Risk Management, Oxford University Press.
5. Hull, J C, Options, Futures and Other Derivatives, Pearson Education, Chennai.
6. Dubofsky, D A and Miller, T W, Derivatives: Valuation and Risk Management, Oxford University Press, New York.
7. Vohra, N D and Bagri, B R, Futures and Options, Tata Mc Graw Hill Publishing Company Limited, New Delhi.
8. Kotreshwar, G, Risk management, Insurance and Derivatives, Himalaya Publishing House, Mumbai.
9. Gupta. S L, Financial Derivatives, PHI Learning, Delhi.
10. Gujral, Ashwani, How to make money trading Derivatives, Vision Books, New Delhi.
11. Kevin, S, Commodity and Financial Derivatives, PHI Learning Private Limited, New Delhi
- 12.

Objectives:

Semester IV

Accounting

PH 314.4 Cost and Management

- To provide knowledge about the accounting techniques which are helpful in the managerial decision making
- To study different methods of measuring and evaluating the managerial performance.
- To equip the student with the application of Unit costing and Process costing.
- To make students understand the various concepts of standard costing.
- To equip students with the knowledge relating to the difference between ABC & Traditional Volume Based Product Costing System.
- To understand Balanced Score Card and Total Quality Management.

Learning Outcomes:

Upon successful completion, students will have the knowledge and skills to:

- Critically analyse & provide recommendations to improve the operations of organisations through the application of management accounting techniques.
- Demonstrate mastery of Costing Systems, Cost Management Systems and Performance Measurement Systems.
- Demonstrate the need for a balance between financial and non – financial information in decision making, control and performance evaluation applications of management accounting.
- Evaluate the costs and benefits of different conventional and contemporary costing systems

Pedagogy:

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

Syllabus:

Unit 1: Nature and Scope of Cost and Management Accounting (12 hours)

Essentials of good cost accounting system; Installation of costing system in firms; Management Accounting – meaning, scope and functions, users of management accounting information; techniques of management accounting; comparison of management accounting with cost accounting. Strategic Management Accounting – meaning and techniques of strategic management accounting. Pricing Decisions – 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 indifferent points – problems.

Unit 2: Unit Costing and Process Costing**(12 hours)**

Unit Costing – meaning; sources of cost information, cost sheet, production account, treatment of effective materials, scrap, by products and defective products, tender or quotation or estimated cost sheet – problems. Process Costing – Meaning & Definitions; Application of process costing, recording of elements of costs in process costing, costing procedure involved in process costing, treatment of nominal loss; Rejects and Rectification; Abnormal Loss and Abnormal gain A/C – Problems.

Unit 3: Activity Based Cost Systems (ABC)**(12 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 4: 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 5: Standard Costing and Performance Measure the Balanced Score Card & TQM**(10 hours)**

Setting Standards; Use of Standards; Cost Variance analysis; Significance of Cost Variance; Behavioural impact of Standard Costing; Changing role of Standard Costing System in today's business; Problems and Cases.

The Balanced Score Card – financial perspective, customer perspective, internal business process perspective, learning and growth perspective; linking multiple score card measures to a single strategy; Diagnostic Vs Strategic measures; Case analysis. Total Quality Management – Measuring and Reporting Quality Costs; Changing views of optimal product quality; Transfer Pricing; Goal Congruence and Internal Control Systems; Case analysis.

References:

1. S Kaplan Robert, Atkinson Anthony A., (1998). Advanced Management Accounting, 3rd edition, Prentice Hall of India Pvt. Ltd, New Delhi.
2. Hilton Ronald W., (2008). Managerial Accounting: Creating Value in a Dynamic Business Environment, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
3. Jawaharlal. (2016). Advanced Management Accounting, Text and Cases, S Chand and Co. Ltd, New Delhi.
4. Archer Subhash H, & Kerr Halbert S, Readings and Cases in Corporate Finance, McGraw Hill Book Company, New York.
5. Horngren, Sunden. (2005). Stratton, Introduction to management Accounting, Prentice Hall of India Pvt Ltd., New Delhi.
6. Maheshwari S N. (2014). Cost and Management Accounting, Sultan Chand and Sons, New Delhi.
7. Agarwal, Jain, Gupta, Strategic Management Accounting, Raj Publishing House, Jaipur.
8. Rathnam, P V and Lalitha, P, Management Accounting and Performance Measurement, Kitab Mahal, New Delhi.
9. Khan, M Y and Jain, P K. (2013). Management Accounting and Financial Analysis, for CA Final examination, Tata McGraw Hill, New Delhi.
10. Periasamy, P. (2012). A Text Book of Financial, Cost and Management Accounting, Himalaya Publishing House, Mumbai.

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 emphasize using real world data how the portfolio theories relate to practice

Learning Outcomes:

At the end of the course students should be able to:

- Value Debt & Equity instruments.
- Design & manage bond as well as equity portfolios in the real world.
- Measure the Portfolio Performance.
- Practically apply the investment ideas of Warren Buffet, Benjamin Graham, John Bogle and John Templeton to an equity investment strategy in the Indian context.

Pedagogy:

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

Syllabus:

Unit 1: Introduction to portfolio theory & Efficient Market Hypothesis (12 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 (12 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 & Portfolio Evaluation & Performance Measurement (11 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. Portfolio Evaluation & Performance Measurement, Concepts, Sharpe's measure, Treynor's measure, Jensen's measure, Fama's measure.

Unit 4: 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.

References:

1. Sharpe, W. F, Alexander G.J., and Bailey J.V., (1998). Investments, Sixth ed., Prentice Hall of India, New Delhi, revised edition
2. Fischer, D.E., and Jordan, R.J., (2007), Security Analysis and Portfolio Management, Sixth ed., Prentice Hall of India, New Delhi, revised edition.
3. Barua S.K., Varma J.R., and Raghunathan V., (2001). Portfolio Management, Tata Mc Graw- Hill Publishing Company Limited, New Delhi.
4. Pandian, P., (2011), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd., New Delhi.
5. Bhalla , V.K. (2011), Investment Management, Twelfth ed., S. Chand & Company Ltd, New Delhi.
6. Singh, Preeti. (2010). Investment Management, Himalaya Publishing House, New Delhi.
7. Avadhani, V.A. (2010), Securities Analysis and Portfolio Management, Himalaya Publishing House.
8. Harry M. Markowitz. (1991). Portfolio Selection: Efficient Diversification of Investments, John Wiley.
9. Chandra, Prasanna (2014). Investment Analysis & Portfolio Management, Tata McGraw Hill Publications.
10. Gupta, Shashi K and Joshi, Rosy. (2012). Security Analysis and Portfolio Management, Kalyani Publishers, Bangalore.

Semester IV
PS 316.4
Computer Applications in
Business

Objectives:

- To provide an understanding of computers, computer operating system and application of relevant software in managerial decision making.
- To develop students' skills in the net based business operations.
- To have an understanding about the basic concept of computerized accounting and inventory system.
- To create accounting master – ledger, accounting voucher, stock transfer and physical stock voucher
- To understand the basic concept of E-Business and its application in business

Learning Outcomes:

On successful completion of this course, students will be able to:

- Explain the guiding principles of professional behavior in computing
- Expertise in the marketing strategies involved in E-Business
- Explain the concepts and terminology used in the operation of application systems in a business environment.

Pedagogy:

This course consists of lectures, practical lab works, seminars and assignments

Unit-1: Information Technology & Cyber Law (10 hours)

Meaning and Components of information technology; Basic Idea of Different Types of Networks; Internet-a Global Network; E-Mail; Common Protocol Used in Internet; Concept of World Wide Web and Internet Browsing; Internet Security- threats and measures; IT act 2000; Cyber Crime; Cyber Crime Laws – Understanding the technology of internet under Cyber Law; Law of Digital Contracts

Unit -2: Spreadsheets (2 theory + 9 practical hours)

Working with Excel – Formatting, Functions: Mathematical, Logical, Statistical and Finance Functions; Chart Features; Working with graphics in Excel; Capital Budgeting and Spread Sheet

– Lease Vs Buy analysis -- Capital Structure - Option pricing - Bond Valuation.

Unit -3: Introduction to Tally (3 theory + 9 practical hours)

Preparation of Vouchers, Invoice and Salary Statements; Maintenance of Inventory Records, Maintenance of Accounting Books and Final Accounts; Financial Reports Generation.

Unit -4 E- commerce & E - business (12 Hours)

Meaning of E- Commerce & E business B2B, B2C, C2C, N2N, B2G, O2O and other models of E-Commerce, online Marketing. Electronic Payment System: Different types of E-payments, E

- cash, E-cheques, E- Wallet, credit cards, smart cards, electronic purses and debit cards,
legal risks

of E- payment and options of E-payment system. Conflicts in E-Commerce business: Features and perceptions of E-Commerce- Conflicts, Security issues in E-Commerce: Digital signature E- Commerce Security, E-Commerce Threats, Protecting from E-Commerce Threats, Security tools, Encryption and its roles in E-Commerce Business.

References: (latest editions)

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2. Patil, Sharad (2012), Computer Application in Business, Vision Publications, Mumbai.
3. Field, Andy (2009), Discovering Statistics using SPSS, Sage Publications, London.
4. Nandhani, A K (2012), Mastering Tally. ERP 9, BPB Publications, New Delhi.
5. Kogean Learning Solutions Inc. (2010), Tally. Erp 9 in Simple Steps, Dreamtech Press.
6. Tulsiani, Harkishan (2013), Accounting with Tally 9, APH Publishing Corporation, New Delhi.
7. Tally ERP 9 Book (WWW.Tally9Book .Com)
8. Learning Tally ERP9.0, Volume 1-5
9. Sudalaimuthu, S and Raj, Anthony S (2014), Computer Application in Business, Himalaya Pubishing House, New Delhi.
10. Eliason, Alan L, Business Computer Systems and Applications, Science Research Associates, Chicago.
11. Blanc, Iris, Computer Applications for Business, Dictation Disc Company publishers, New York.
12. Prajagopalan, S P (2011), Computer Applications in Business, Vikas Publishing House Private, Limited, New Delhi.
13. Batchelor, Andrew J., (1989). Computer Applications for Business Planning: A Practical Hands-On Text, Tangent Publishing, Ohio, US.
14. Weather wax, Ann and Weather wax, Robert C (1997), Business Analysis with Computer Applications, South-Western Thomson Learning, Cincinnati, Ohio.
15. Bodhanwala, Ruzbeh J (2009), Understanding and Analyzing Balance Sheets using Excel Worksheets, PHI Learning Private Limited, New Delhi.

Semester IV

PS 317.4 Marketing Management

Objectives of the Study:

- Students will understand the marketing philosophies and core concepts
- They understand different customer satisfaction and service quality models
- To study different aspects of international marketing
- To study Marketing Information system and Customer Relationship Management

Pedagogy:

This course will consist of lectures, discussions, assignments and case analysis.

Learning outcomes:

On successful completion of this course, students will be able to:

- Interpret complex marketing issues and problems using relevant theories, concepts and methods.
- Critically evaluate the marketing function and the role it plays in achieving organisational objectives.
- Analyse external and internal marketing environment and identify and prioritise appropriate marketing strategies

Syllabus:

Unit 1: Marketing Philosophies:

(8 hours)

Marketing definitions; Core concepts of marketing – a) Need, Want, Desire, Benefits, Demand, Value, Exchange; b) Goods – Services Continuum, Product, Market; c) Customer Satisfaction, Customer Delight; d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. e) Holistic Marketing Orientation & Customer Value; customer value and its impact on customer satisfaction.

Unit 2: Customer Satisfaction & Service Quality:

(11 hours)

Monitoring and measuring customer satisfaction, Order taking and fulfillment; Service Guarantee

- Handling complaints effectively; Defects, Failures and Recovery. Concept and Importance of quality in Services; How customers evaluate service performance, Service Quality Models Parsuraman - Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF – Gronroos model

Unit 3: International Marketing:

(12 hours)

Challenges and opportunities in International Marketing – Quality considerations in International Marketing; Underlying forces of International Marketing; Global marketing environment - Economic Environment, Socio-cultural Environment; Legal and Statutory Framework; International market entry strategies; Global Marketing Mix; Documentation

and procedural complexities; Processing Export Orders; Limitations of Global Marketing.

Unit 4: Information System and Marketing Research: (14 hours)

Marketing Information System – meaning and elements of Marketing Information System; Organization and maintenance of marketing information system; data sources and their utility; Customer Relationship Management – concepts; objectives and application; issues in implementing CRM; Marketing Research - objectives and scope of marketing research; research design; marketing research process; qualitative and quantitative research in marketing. Issues and Developments in Marketing -Rural marketing; Green marketing; Cyber marketing

References:

1. SHH Kazmi (2007), Marketing Management, Text and Cases, Excel Books, New Delhi
2. Kotler, Keller, Koshy and Jha (2008), Marketing Management-A South Asian Perspective, Pearson Publication, Delhi
3. Russell S Winer (2007), Marketing Management, Pearson Publication, US
4. R L Varshney, B Bhattacharya (2012), International Marketing Management, An Indian Perspective, Sultan Chand and Sons, New Delhi
5. Naresh K Malhotra, Satyabhushan Dash (2010), Marketing Research, An Applied
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6. Ramaswamy, V.S and Namakumari, S (2013), Marketing Management: Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd., New Delhi
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a. Education Pvt. Ltd. New Delhi.
8. Onkvisit, Sak and Shaw Johan J. (2008) International Marketing- Strategy and Theory, Fifth Edition, Taylor and Francis.
9. Keegan, Warren J. (2013), Global Marketing, 4th Edition, Pearson Education, New Delhi.
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