

THE NATIONAL COLLEGE  BASAVANAGUDI, BANGALORE
AUTONOMOUS

DEPARTMENT OF COMMERCE

M.Com

Syllabus

ACADEMIC YEAR 2019 on words

REGULATIONS, SCHEME AND EXAMINATION

**For the Master of Commerce (M.Com)
In commerce core subjects for all semesters**

**w. e. f
Academic year 2019 - 2020**

DEPARTMENT OF COMMERCE

The National College – Autonomous
Basavanagudi, Bangalore – 560 004

REGULATION, SCHEME AND EXAMINATION FOR M .COM DEGREE COURSE UNDER SEMESTER SYSTEM WITH EFFECT FROM 2019-2020

- R1) A) Title of the course: Master of Commerce
B) Medium of Instruction: The medium of instruction shall be in English.
C) Duration of the Course: The course of study is 2 years of 4 Semesters.
- R2) Scheme of Instruction: In each semester there will be five papers. There will be 20-25 contact hours per week.
- R3) Eligibility for Admission: Candidates who have completed three years B.com degree course with 50% from any university or its equivalent are eligible for admission into this course.
- R4) Attendance: Attendance requirements will be dealt with as per Bangalore University rules from time to time.
- R5) Course Matrix: As per annexure enclosed.
- R6) Teaching and Evaluation: M.Com / MBA / MFA / MBS / PhD / M.Phil with B.Com, BBM and BBS as basic degree from any recognized university are only eligible to teach.
- R7) Scheme of Examination:
1) At the end of each semester there will be an examination of three hours for each theory paper carrying 70 marks each.
2) Continuous evaluation (CE) carrying 30 marks in each of theory paper shall be based on the performance of the students in two written internal tests, attendance, assignment and seminars. A minimum of 15 marks are required in CE.
- R8) Dissertation: Each student will choose business research project/live business problem in a business organization or industry, and prepare a dissertation report. He/she will formulate it as a research/consultancy problem, work under the guidance of a faculty member on it during the IV semester, prepare a report based on his/her work under the guidance of a faculty member and submit in the same semester. This will be evaluated for 70 marks. Project Dissertation guidance for a project from the Internal and External faculty members. Dissertation guidance of 05 students by a faculty member. Viva voce examination will be conducted for 30 marks.
- R9) Practical's: Each student will attend the business lab for 04 hours per week for the subject on Business applications. At the end all the students must submit the Hard copy which is review for 40 marks and 10 marks will be considered for Attendance in total 50 marks for IV semester.
- R10) Board of Examiners and Valuation: This shall be followed according to the Autonomous statute of our college.
- R11) Results: Results of the candidates shall be declared and classes awarded as per the procedure followed by the Autonomous statute of our college.

- R12) From the academic year 2017 -18, there shall be one open elective subject to be offered to III semester students according to the CBCS pattern for non commerce students.
- R13) Power to remove difficulties: If any difficulty arises in giving effect to the provisions of these regulations the Principal may by order to make such provisions not inconsistent with Act, Statutes, Ordinances or other regulations as appear to be necessary or expedient to remove the difficulty.
- R14) Business Lab: Theory for 2 hours and 4 hour Lab work must at the end students need to submit the report on that base viva must be considered.

Every order made under this rule shall be subject to ratification by the appropriate authorities.

COURSE MATRIX IN POSTGRADUATE COURSES
Postgraduate Course in M.Com
Course Structure

Subjects	Papers	Credits
Hard Core Theory	19	76
Soft Core Theory	2	4
Practical	3	6
Project work	1	4
Open Elective	1	2
Total	26	92

I Semester – M.Com						
Course	Title of the Paper	Hours /Week	Marks			Credits
			IA	Exam	Tot	
MC1.1	Managerial Decision for Corporate Finance	4	30	70	100	4
MC1.2	Business Environment and Government Policy	4	30	70	100	4
MC1.3	Organizational Theory and Behavior	4	30	70	100	4
MC1.4	Quantitative Techniques for Business Decisions	4	30	70	100	4
MC1.5	Basics of Monetary System	4	30	70	100	4
MC1.6	Fundamentals of E- Commerce	4	30	70	100	2
	Computer Applications-I Lab	2				2
Total Credit					700	24

II Semester – M.Com						
Course	Title of the Paper	Hours /Week	Marks			Credits
			IA	Exam	Tot	
MC2.1	Advanced Financial Management	4	30	70	100	4
MC2.2	Strategic Management	4	30	70	100	4
MC2.3	IFRS and IND Accounting Standards	4	30	70	100	4
MC2.4	Business Research Methods	4	30	70	100	4
MC2.5	Business Marketing	4	30	70	100	4
MC2.6	Computer Applications	4	30	70	100	2
	Computer Applications- II Lab	2				2
Total Credit					700	24

III Semester – M.Com						
Course	Title of the Paper	Hours /Week	Marks			Credits
			IA	Exam	Tot	
MC3.1	Strategic Cost Management	4	30	70	100	4
MC3.2	International Business	4	30	70	100	4
MC3.3	Insurance and Risk management	4	30	70	100	4
MC3.4	Cost and Management Accounting	4	30	70	100	4

	Financial Services					
MC3.5	Corporate Tax Planning	4	30	70	100	4
	Financial Markets & New Trends					
MC3.6	Open to students of other courses	2	15	35	50	2
Total Credit					550	22

IV Semester – M.Com						
Course	Title of the Paper	Hours /Week	Marks			Credits
			IA	Exam	Tot	
M.C4.1	Management of Non - Profit Organizations	4	30	70	100	4
M.C4.2	Regulatory framework	4	30	70	100	4
M.C4.3	Accounting Standards and Corporate Reporting	4	30	70	100	4
	Security Analysis & Portfolio Management					
M.C4.4	International Financial Management	4	30	70	100	4
	Goods and service tax					
M.C4.5	Business Lab (Theory and Practical) (Attendance 10 marks and Report 40 marks)	2	--	--	10	1
		4			40	1
M.C4.6	Dissertation (Project 70 marks and viva 30 marks)	4	--	--	100	4
Total Credit					550	22

I SEMESTER

MC1.1. MANAGERIAL DECISIONS FOR CORPORATE FINANCE

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objectives:

1. This course aims to equip the students with the various concepts of finance and application of management accounting tools.
2. To enable students to apply cost accounting theory decision making in business

Module I: Corporate Finance

10 Hours Concept –

types of finance – public and private finance -personal and corporate finance- sources of finance – conventional and modern financing- time value of money - operating and tax environment for financial decisions.

Module II: Cost behaviour and profits:

14 Hours Marginal

costing and short term decisions and pricing. Application of short term decision models. Problem of key factors, diversification of products, product mix decision, make or buy decisions, effect of changes in selling prices, shut down, continue decision, application of differential cost analysis.

Module III : Relevant costs for decision making:

14 Hours

Concept of Relevant Costs. Distinction between Relevant Cost and Irrelevant Costs. Differential Cost-Meaning, Characteristics. Differences between Differential Cost and Marginal costing .Practical Applications of Differential Costs. Accept or Reject Decisions. Make or Buy Decision. Sell or Process Decisions. Level of Activity planning. Purchasing or Leasing. (Problems)

Module IV: Capital Expenditure Decisions:

10 Hours Meaning –

capital budgeting process – control of capital expenditure – techniques of evaluation of investment projects- capital rationing- analysis of risk – Capital Asset Pricing Model for analysis of risk and return.

Module V: Cost audit:

08 Hours

Meaning, aspects, scope, cost audit scheme under the companies Act 1956, procedure for cost audit, cost audit report, cost audit Vs financial audit ,management audit, statutory audit. A brief survey of accounting software packages.

REFERENCES:

1. Horngreen CT: Introduction to Management Accounting, Prentice Hall of India, New Delhi.
2. LalJawahar: Management Accounting, Tata McGraw Hill New Delhi.
3. Maheswary S N, Management accounting and Financial Control; Sultan Chand & Sons New Delhi.
4. Shasi K Gupta and R K Sharma, Management accounting, Kalyani Publishers.
5. Anthony, Robert, Management Accounting, Tarapore – wala, Mumbai.

I Semester

MC1.2 BUSINESS ENVIRONMENT AND GOVERNMENT POLICY

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objectives:

1. To acquaint the student with the national and global environment pertaining to business.
2. The objective of this course is to expose the students to the effect of various national and global environmental factors on business processes and enable them to scan business opportunities and take decisions under uncertainty.

Module-I Theoretical Framework of Business Environment: 08 Hours

Concept, Significance and nature of business environment. Micro-environment macro environment. Interaction matrix of different environment factors. Process of environment scanning. Globalization and its impact on business environment.

Module - II: Public Sector and Privatization: 12 Hours

Public sector - changing role of public sector - relevance of public sector - public Sector reforms. Privatization and disinvestments - concepts - forms. Regulatory framework with reference to insurance, power and telecom sectors.

Module - III: Liberalization and Globalization: 12 Hours

New economic policy - economic reforms - liberalization. Impact of post liberalization b) Globalization - meaning - stages - factors facilitating and impeding globalization in India – BEPS, BRIKS consequences of globalization for India.

Module - IV: Foreign Capital: 12 hours

Foreign direct investment - policy - trends -problems - consequences - FEMA. Multinational corporations - entry strategies - role - growth - problems Consequences. b) Mergers and acquisitions - reasons - trends - advantages and disadvantages competition law.

Module - V: WTO and Trade Policy: 12 Hours

WTO agreements - Agreement on Agriculture (AOA) - Multi-fiber Agreement (MFA) - Trade Related Intellectual Property Rights (TRIPS) - Trade Related Investment Measures (TRIMS) - General Agreement on Trade in Services (GATS) - Barriers to trade. b) Trade policy changes consequent to WTO - recent EXIM policy - consequences of WTO for India.

REFERENCES:

1. Prof.Laxmi Narain: Globalization - liberalization and privatization of public enterprises-Sultan ChandCo.
2. S.K.Misra & V.K.Puri: Economic Environment of Business - Himalaya
3. S.K.Misra & V.K.Puri: Indian Economy - Himalaya Publishing House
4. Mintzberg H (2009) the structuring of organizations. Snow White Publishers
5. Aswathappa: Business Environment - Himalaya
6. Dutt and Sundharam: Indian Economy

I Semester

MC1.3: ORGANIZATIONAL THEORY AND BEHAVIOUR

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objective:

1. The objective of the course is to develop a theoretical understanding among students about the structure and behaviour of organization as it develops over time.
2. The course will also make them capable of realizing the competitiveness for firms.

Module I

14 Hours

Organizational Theories and Behaviour: Classical, Neo-classical and Contemporary. Authority, Power, status, formal and informal structure. Flat and Tall structures. Bureaucratization of organizations. Organizational Behaviour-concepts, determinants, models, challenges and opportunities of OB. Transaction cost and organizational behaviours Contributing disciplines to the OB. Individual Behaviour: Foundations of individual behaviour, values, attitudes, personality and emotions. Theory X and Theory Y, Chris Argyris behaviour patterns, Perceptual process.

Module II

10 Hours

Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making, Nominal group technique and Delphi technique, models of communication, communication effectiveness in organizations. Feedback, TA, Johari Window.

Module III

10 Hours

Motivation: Need hierarchy, Maslow's Need Hierarchy, Two factor theory, Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, and equity) expectancy model. Behaviour modification, Motivation and organizational effectiveness.

Module IV

10 Hours

Leadership, Power and Conflict: Concept and theories, Behavioural approach, Situational approach, Leadership effectiveness, Contemporary issues in leadership. Power and conflict. Bases of Power, power tactics, sources of conflict patterns, levels and conflict resolution strategies.

Module V

12 Hours

Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, Organizational Development: concept and intervention techniques. Individual and organizational factors to stress, consequences of stress on individual and organization, management of stress.

Note: Case Studies: Some cases of real business world are required to be discussed.

REFERENCES:

1. Robbins; S.P., Organizational Behaviour (13th edition), Prentice Hall of India Pvt. Ltd., New Delhi,
2. Luthans, Fred, Organizational Behaviour, 11th Edition, Mc Graw Hill International, New York,

I Semester

MC1.4 QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objectives:

1. To impart knowledge in concepts and tools of Quantitative techniques, to make students apply these in managerial Decision making.
2. Students learn to understand, communicate, and interpret quantitative information and mathematical ideas.

Module I

12 Hours

Linear Programming: Mathematical formulation of linear programming problems and their solution using graphic approach and simplex algorithm. Duality sensitivity analysis.

Module II

12 Hours

Transportation model-Definitions-Formulation and solution of Transportation models - North west corner - MMM - VAM.

Module III

10 Hours

Assignment model - Definitions - Formulation and solution of Assignment models-Simplex and Hungarian method.

Module IV

14 Hours

Basic probability theory-Probability of an event, empirical and axiomatic definition, and probability associated with set theory, addition law, conditional probability, multiplication law, Bayle's theorem. Probability distribution-Random variables (discrete and continuous), probability density function, cumulative density function. Probability distributions – Binomial and Poisson distributions; Exponential and normal distributions.

Module V

08 Hours

Sampling theory-Sampling, sampling distributions, standard error, test of hypothesis for means, confidence limits for means, Student's t distribution. Chi-square distribution as a test of goodness of fit..

Note: The proportion between theory and practice shall be 30:70

REFERENCES:

1. C.R.Kothari, Quantitative Techniques, Vikas publishing house.
2. P.R.Gupta and man Mohan, Operation Research, Sultan Chand and sons, New Delhi.
3. J.K. Sharma, Mathematical Models in operation research, TMH publishers.
4. Business statistics and operations research, Dr D Joseph anbarasu Lintec Press Trichy.
5. A Course in Probability Theory by Kai Lai Chung
6. An Introduction to Probability Theory and Its Applications by William Feller
7. First Course in Probability by Sheldon Ross

I Semester

MC1.5 MONETARY SYSTEM

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objectives:

1. To expose students to domestic and international monetary systems
2. To enable students to understand principles & systems of note issue
3. To familiarize with issues relating to conversion of currencies.

Module -1: Introduction to Money

Meaning, definition, functions, role of money, value of money, theories of Value of money; quantitative theory, Friedman's restatement of the quantitative theory – Keynes theory of money.

Module – 2: Monetary system

The Gold standard – paper currency standard – principles of note issue; systems of note issue – essentials of a sound currency system – paper gold or SDR.

Module – 3: International Monetary system

Introduction, Evaluation of International monetary system, Bi – metal lion; classical gold standard – interwar period Breton woods system – The flexible exchange rate – current exchange rate regime – fixed v/s flexible exchange rates.

Module -4: International Financial System

Introduction – role of financial markets – participants – elements – forex market – Euro currency market – Euro bond market – forward and future markets for foreign exchange.

Module – 5: Balance of Payment system

Meaning, Balance of Trade, Equilibrium in BOP – Devaluation and Depreciation; Current and Capital account convertibility – Recent development in foreign capital flows.

Books for Reference:

1. V.K. Bhatta, International Financial Management, Anmol publication Pvt. Ltd. New Delhi.
2. Madhu Vij, Multinational Financial Management, Excel Books, New Delhi.
3. Cheol S. Eun & Bruce G. Resman, International Financial Management, Tata Mc Grew Hill, New Delhi.
4. K.K. Dewet, Modern Economic Theory, Shyam Lal chaintable Trust, Ramnagar, New Delhi.
5. Apte P.G: International Financial Management, TMH.
6. Lavi Maurice: International Finance, Mc Graw Hill.

I Semester
MC1.6 Fundamentals Of E- Commerce

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Module---I

10 Hours

Introduction of Applications in Business

BPO-KPO-Call Centers-IT-enabled services-modern communications-fax-voice mail- information services-email-: group communication-tele-conferencing-video conferencing-file exchange

10 Hours

Module- II

Approaches to Safe E commerce and Payment and security

Secure transport protocol, Secure transaction, SEEP, SET, Certificate for Authentication, Security on web server and enterprise networks, Types of electronic payment system, Smart card and credit card based electronic payment system, Risk and Electronic payment system, Designing electronic payment system, Master card/VISA secure electronic transaction, payment processing

10 Hours

Module- III

EDI and Consumer search and Resource discovery

Introduction to EDI, Application of EDI, EDI and E Commerce, EDI Software implementation, EDI envelope for message transport, Value added network

Consumer search and Resource discovery :

Information search and retrieval, Information Filtering, Electronics Commerce Catalogs or Catalogs, Consumer data interface emerging tools .

10 Hours

Module--IV

Consumer Relationship Management

What is CRM, What is a Customer, How do we define CRM, What is CRM technology, Putting the 'e' in CRM, CRM and eCRM: Difference, the Web Experience, The features of eCRM, Is eCRM really separate, Using popular eCRM software

14 Hours

Module-V

Mobile Commerce

Meaning- characteristics, advantages and disadvantages - mobile commerce – infrastructure -wireless - standards, applications.

TEXT BOOKS

1. Peter Loshin, E-Commerce
2. C.S.V. Murthy, E-Commerce

II Semester M.Com Syllabus

II SEMESTER

MC2.1 ADVANCED FINANCIAL MANAGEMENT

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course objectives:

1. To impart the knowledge in advanced techniques of financial management, to enable the students to apply techniques in financial decision making.
2. The course will also make them capable of realizing the competitiveness for firms.

Module I

8 Hours

Financial Management: Meaning, Nature, scope and objectives – Role and functions of financial management – Financial decisions – Relationship between risk and return – sources of finance – short-term and Long-term finance.

Module II

12 Hours

Capital Budgeting: Concept of Capital Budgeting, Capital Expenditure Budget, Tactical Vs. Strategic Investment decisions, Importance of Capital Budgeting, Rational of Capital Expenditure, Kinds of Capital Investment Proposals, Factors Affecting Capital investment Decisions, Capital Budgeting Appraisal Methods, Capital Rationing, Risk Analysis in Capital Budgeting, Incorporation of Risk factor, General Techniques, Quantitative Techniques

Module III

12 Hours

Cost of Capital: Concept of Cost of Capital, Importance of Cost of Capital, Classification of Cost of Capital, Controversy regarding Cost of Capital, Determination of Cost of Capital

Module IV

10 Hours

Leverages: Meaning of Leverages, Types of Leverages, Significance of Leverages (Practical problems) Dividend, Bonus and Rights: Dividends, Bonus Shares, Rights Shares, SEBI's Guidelines for Preferential Issues

Module V

14 Hours

Working Capital Management: Factors influencing working capital requirements. Current asset policy and Current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm. (Does not include Cash, Inventory and Receivables management). **Emerging Issues in Financial Management:** Derivatives, Mergers and Acquisitions, Behavioural Finance, Financial Modelling, Financial engineering, Risk Management

Note: Question paper shall cover 70% Theory and 30% Problems.

REFERENCE:

1. Financial Management - Prasanna Chandra
2. Financial Management - I.M.Pandey
3. Financial Management - Khan & Jain:
4. Financial Management - S.N.Maheswari
5. Financial Management - Van Horne

II Semester

MC2.2: IFRS and INDAS

Lecture Hrs : 54

Internal Marks: 30

Exam Marks: 70

Course objective:

1. This paper enables the students to have a deep understanding to the theoretical framework of accounting.
2. It helps the students to have an in- depth knowledge of accounting standards to be followed while disclosing the books of accounts.

Model I: INTRODUCTION TO IFRS: The structure, vision and mission of IASB. The IFRS setting process. The IFRS adoption or convergence in countries around the world. Principal differences between Indian accounting standards and IFRS.

Model II: ACCOUNTING CONCEPTS AND STANDARDS

16 Hours

Basic Concept GAAP, Accounting Principles, Selection of Accounting Principles, Accounting Principles v/s Accounting Policies. Comparison of AS with IND AS, Measurement and Recognition in Indian Accounting Standards (IND AS) – Fair Value Measurement (IND AS 113), Revenue Recognition (IND AS18 & AS11), Employee Benefits (IND AS 19), Inventories (IND AS 02), Property, Plant and Equipment (IND AS 16) with Simple Problems.

Model III: ACCOUNTING POLICIES AND PRESENTATION

12 Hours

Accounting Policies – Meaning, types of Accounting Policies as per INDAS, Changes in Accounting Policies and Errors (IND AS 08), Presentation of Financial Statement (IND AS 01) – Scope, Features and its Objectives.

Model IV: ACCOUNTING FOR INVESTEMENTS

14 Hours

Investment meaning and definition, Exception, Classification of Investment, Cost of Investments and Valuation of Investments. Disposal of Investments, Re-Classification of Investments, Financial Instruments and Presentation (IND AS32& AS109) (Problems).

Model V: INTERIM FINANCIAL REPORTING

06 Hours

Meaning, Financial statements, Need, Principles of recognition and measurements, Form and contents of interim financial statement (IND AS 34), Disclosure requirements.

BOOKS FOR REFERENCE

1. Anthony R.N., James(2012). Accounting Principles. New Delhi; AITIBS.
2. Jawaharlal (2012). Accounting Theory. Bombay: Himalaya Publishing House.
3. M.P.Vijay Kumar. First Lessons on Accounting Standards. Snow White Publications Pvt. Ltd.
4. N.D. Gupta. Accounting Standards. New Delhi: Sultan Chand and Sons.

MC2.3 STRATEGIC MANAGEMENT

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course objectives:

1. To understand the concept and importance of strategic management.
2. To understand the process of environmental analysis and diagnosis.
3. To understand the formulation and implementation of strategies.

Module I

12 Hours

Strategic management of business: concepts and definitions of strategy and strategic management; approaches to strategic decision – making; mission and purpose, objectives and goals; strategic business unit (SBU).

Module II

10 Hours

Environmental analysis and diagnosis: concept of environment and its components; environmental scanning and appraisal; organizational appraisal; SWOT analysis; strategic advantage.

Module III

10 Hours

Industry and Competitor analysis: Michael Porter's industry analysis; competitor analysis; BCG matrix; Competitive advantage and core competence; strategy gurus.

Module IV

14 Hours

Strategies at various levels: functional strategies, business level strategies, global strategies and corporate strategies. Functional strategies: marketing strategy; production strategy; finance strategy; HR strategy. Business level strategies: generic strategic choices; global strategies; corporate strategies: growth strategies, retrenchment strategies and combination strategies.

Module V

10 Hours

Strategy formulation and implementation: Strategic alternatives; strategic choice; evaluation of strategic alternatives; strategy implementation and control; strategy and structure. Cases in strategic management.

REFERENCES:

1. Bhattachary, S.K. and N. Venkatarain: Managing Business Enterprises: Strategies, Structure and Systems; Vikas Publishing House, New Delhi.
2. Charles W.L. Hill and Gareth R. Jones: Strategic Management Theory, Educational Publishers, Chennai.
3. H. Igor Ansoff: Implanting Strategic Management; Prentice Hall, New Delhi.
4. Azhar Kazmi, Business Policy, Tata McGraw Hill, New Delhi.
5. Michael E Porter: "Competitive Strategy", The Free Press, New York.
6. Sharma R.A.; "Strategic Management in Indian Companies", Deep and Deep Publications, New Delhi

II Semester

MC2.4 BUSINESS RESEARCH METHODS

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course objective:

1. To impart scientific, statistical and analytical knowledge for carrying out research work.
2. To understand different types of research and research process.
3. To study of various research designs, tools of data collection, analysis and interpretation of data and reporting of research findings.

Module I

12 Hours

Introduction to Research Nature- objective and utility- type of research; Implication – Fundamental, Applied, policy; Purpose – Exploratory, Descriptive, predictive; Methods of Investigation: Library, case study, survey, Experimental, Action and evaluation; process of research.

Module II

8 Hours

Review of Literature, Research Gap & Identification of Problems, Research Design Construction Problem Formulation-Data sources identification-Data collection methods, sampling, experimental plan, statistical analysis and operational design, optimization for cost effectiveness and achieving desired precision, lateral review.

Module III

10 Hours

Sampling and Data Collection methods Sample size determination- Errors and sources- Field method of data collection; observation, interviews, questionnaire, schedules, scaling techniques and construction of scales, sampling and method of data collection.

Module IV

12 Hours

Testing of Hypotheses Meaning and significance- Formulation of Hypotheses – Types of hypotheses Fixation of level of significance – decision taking – Error in testing Hypotheses, interview, mail survey, experimentation, stimulation projective techniques.

Module V

14 Hours

Analysis and Reporting Statistical analysis for drawing inferences; distinction between parametric and non parametric methods, useful non parametric methods, binomial test, goodness of fit chi-square, Kolmogorov-Smirnov test, sign test, McNemar test, comparison of frequencies in related samples and independent samples, contingency coefficient, Friedman's two way analysis of variance, randomization tests, Spearman's rank, Kendall's tau and Kendall's concordance coefficient - Interpretation of analyzed data – introduction to report writing types of reports- content of reports – style of reporting – steps in drafting reports – Format of report – Documentation – footnotes and bibliography.

REFERENCES:

1. Krishna swami O.R.: "Methodology of Research in Social Sciences", Himalaya Publishing, Mumbai.
2. Suresh Gupta: Research Methodology, Deep and Deep Publications, New Delhi.

II Semester

MC2.5 BUSINESS MARKETING

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

objectives

1. To facilitate indepth understanding of similar and difference between Business to business Marketing and Consumer Marketing .
2. To equip students, with appreciation tools towards formulating and implimenting Business marketing strategies

MODULE—1 :Nature of Business Marketing

what is industrial/business marketing: Difference between Business and Consumer Marketing: nature of demand in industrial markets.

Organisational buying and buying behaviour :organisational buying decision process: Buying situation : Buy grid Frame work : Buying centre Roles : key members of buying centre. models of organisational buying behaviour ; the websiter and wind model; the sheth model.

MODULE - 2: Buyer- seller relationship

Buyer and sales representative interaction; relationship marketing;sales presentation; negotiation;reciprocity;dealing with customers' customer;customer service; management of major and National accounts.

Relationship marketing, managing buyer seller relationship, customer relationship management. Defining E-Commerce, key elements supporting E-Commerce, internal strategy implimentation.

Supply chain management: concept of supply chain management, strategic role of logistics, business to business logistical management.

MODULE -3: Marketing research and marketing intelligence

Nature and scope of industrial marketing research; marketing research process; industrial marketing, intelligence system.

Strategic Planning,Implementing and controlling in Industrial marketing

Role of marketing in strategic planning ;strategic planning at corporate level;strategic planning processat business unit level;developing industrial marketing plan; implementing and controlling marketing plans;industrial market segmentation, target marketing,and positioning.

MODULE - 4: Product, Pricing Strategies and New product development

Meaning of industrial product ; changes in product strategy ;strategies for existing products; product life cycle and strategies, pricing strategies, Impact of technology ; high tech marketing ; new product classification, development process and strategy.

Distribution channel and marketing logistics ; Alternative structures of industrial channels; types of business intermediaries; channel design;managing channel members.

Business logistics System; Tasks of Physical Distribution; Total Distribution Cost and Customer Service.

MODULE—5: Business Communication

Developing Business Communication Programme;Functions Performed by Industrial Advertising; Media used for Industrial Advertising.

Referance:1.Philip Kotler Kevin Lane Keller

2.Ross Brennan Louise canning Raymond McDowell-2nd edition – SAGE South Asia

3. FRobert Dwyer & John F Tonner-McGraw Hill Education

4. Alan Zimmorman and Jim Btytho-Routleddge

5. Nick Ellis &Soumya Sarkar

III Semester M.Com Syllabus

III SEMESTER

H.C 3.1 STRATEGIC COST MANAGEMENT

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objectives:

To expose the students to the enclosed environment of business and to enable those to formulate strategies related to cost and pricing.

Module 1:

08 Hours

Importance of analyzing cost, managing cost, cost management: areas of cost management, cost management and cost accounting, tools and techniques of cost management, role of cost accounting in strategic planning and management control.

Module 2:

12 Hours

Strategic cost management issues in different elements of cost; material, labour and overheads; product design, value analysis and value engineering, strategic analysis of cost, business process re-engineering, problems on tenders and quotations.(Selected industries like bricks, toys etc.)

Module 3:

14 Hours

Activity based costing: Inadequacies of traditional methods of overhead absorption, ABC, Kaplan and Co-oper's approach to ABC Cost drivers cost pools, allocation of overheads under ABC, Characteristics of ABC, and benefits from adaptation of ABC System. Advanced problems.

Module 4:

12 Hours

Life cycle Costing: Meaning, phases in product life cycle, characteristics, product life cycle and cost control. Experience curve in product life cycle costing. Project life cycle costing, categories of project life cycle costs, optimization of project life cycle costs. (Simple problems)

Module 5:

08 Hours

Target costing: Definition, Meaning and Nature of target costing, target costing methodology, methods of establishment of costs. JIT – features, methodology in implementation of JIT, Benefits of JIT (with advanced problems)

REFERENCES:

1. Ravi. M.K ISHORE, Cost Management, Taxman, Allied Services (p) Ltd.,
2. S.K.R. Paul, Management Accounting, New Central Book Agency Private Ltd. Calcutta.
3. S.Mukherjee and A.P.Roychowdhury, Advanced cost management Accountancy, New Central Book Agency, Calcutta.
4. De Pauls, Management Accounting in Practice, F.C.Europe pub.Ltd.London.
5. Keith Ward, Strategic management Accounting, Butterworth Heinnann Pub.
6. Nigham and Sharma – Costing methods and techniques.
7. Prof. Shankaran – costing for techniques.

III SEMESTER

S.C 3.2 INTERNATIONAL BUSINESS

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Description:

This course provides the coverage of international marketing, international trade, and international-Global sourcing, international business environment, multinational corporations and India in the global setting.

Course Objectives:

This specialization course on International Business is designed to equip the student with policy and practice skills related to international business. Upon completing this course, the student will be able to understand the intricacies of running business across the political territories.

Module 1:

10 Hours

Introduction: International Marketing-Trends in International Trade-Reasons for Going International-Global Sourcing and Production Sharing-International Orientations Internationalization Stages and Orientations-Growing Economic Power of Developing Countries-International Business Decision-Case Studies.

Module 2:

12 hours

International Business Environment: Trading Environment-Commodity Agreements- Castes-State Trading-Trading Blocks and Growing Intra-Regional Trade- Other Regional Groupings- SAARC- GATT/WTO and Trade Liberalization-The Uruguay Round Evaluation - UNCTAD

Module 3:

12 hours

India in the Global Setting: India an Emerging Market-India in the Global Trade-Liberalization and Integration with Global Economy-Obstacles in Globalization-Factors Favouring Globalization-Globalization Strategies. Trade Policy and Regulation in India: Trade Strategies-Trade Strategy of India-Export-Import Policy-Regulation and Promotion Of Foreign Trade in India-Case studies.

Module 4:

12 Hours

EXIM TRADE: Export Trade, Procedure, Steps & Documentation Direction of India's Trade – Export Financing– Document Related to Export Trade – Export Marketing – Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade

Module 5:

08 Hours

Multinational Corporations: Definition-Organizational Structures-Dominance of MNC's- Recent Trends-Code of Conduct-Multinationals in India-Case Studies

References:

1. WTO and Indian Economy: Chadha.G.K:
2. International Business: New Trends: G.S.Batra & R.C.Dangwal
3. Global Marketing Strategies: Jean Pierre & H.David Hennessey
4. Dr. Aswathappa International Business
5. P. Subba Rao – International Business – HP

III SEMESTER

S.C 3.3 INSURANCE AND RISK MANAGEMENT

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Objectives:

1. Aims to provide a broader understanding of Risks and its managerial applications.
2. To give a general idea about the nature, growth, development of insurance business in India and Expose to its Risk measurement and controlling techniques to the students.

Unit I: Introduction to Insurance

12 hrs

Meaning, Definition, functions and scope of life, fire, engineering, accident, marine and aviation insurance, Types of Insurance: Fire and motor insurance; health insurance; social insurance; home-owners insurance; life insurance and annuities; term insurance; endowment insurance; whole life insurance; life insurance pricing; employees benefits group; medical coverage; retirement plans; marine insurance; ships and goods policy; marine risk institute cargo clauses reinsurance.

Unit II: Assessment and control:

10 hrs

Control of malpractices, negligence, loss assessment and Loss control- exclusion of perils, actuaries.

Unit III: Globalization of Insurance Sector:

10hrs

Globalization of insurance sector, regulation of risk reduction by IRDA, reinsurance, coinsurance assignment.

Unit IV: Introduction to risk:

12hrs

Meaning, Definition, Types of Risk in Insurance Business, factors that limit the insurability risk, Insurers as managers of Risk ,Types of Risk in Insurance Business, management, types of risk; Identification and measurement of risk; risk evaluation and prediction.

Unit V: Risk Aversion and Risk Management:

12hrs

Risk aversion and demand for insurance by individual, business risk management and demand for insurance, Application of statistical techniques in risk avoidance, disaster risk management, Insurability of risk contractual provisions and legal doctrines, premium loading, moral hazards, deductibles and claim processing costs, risk retention and transfer, legal aspects of insurance contract, principle of indemnity, estoppels.

BOOKS FOR REFERENCE:

1. Scott Harrington and Gregory Niehaus, Risk Management and Insurance, 2nd ed., Tata McGraw- Hill.
2. Dorfman, Risk Management and Insurance, PHI.
3. Gupta PK, Insurance and Risk Management, Himalaya Publishing House.
4. Mishra MN, Principles and Practices of Insurance, S. Chand and Co.
5. Panda GS, Principles and Practices of Insurance, Kalyani Pub.

IV Semester M.Com Syllabus

IV SEMESTER

H.C 4.1 MANAGEMENT OF NON PROFIT ORGANIZATION

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objective:

This is an introductory course designed to give the student basic inputs related to management of non profit organizations. The place of non profit sector vis-à-vis State and Business and different functional dimensions of professionally managing the non profit organizations are introduced to the students.

Module 1:

12 Hours

The World of Non-Profit Enterprises : third sector, nonprofits sector, social enterprises; Economic, Sociological and Structural theories of nonprofits; Contemporary role of nonprofits; Nonprofits vis-à-vis State and Business

Module 2:

12 Hours

Human Resource Management: Volunteers & Staff, Critical issues of compensation, quality and retention, Training and development, Incentives and Motivation.

Module 3:

10 Hours

Functional Management: Distinct features of nonprofits accounting, Sources of finance and their implications, Staff and Volunteers NPOs, Taxation issues.

Module 4:

12 Hours

Governance and Professionalism: Governance process and Board role; Credibility and legitimacy issues; Professionalism, Productivity and measurement of quality

Module 5:

08 Hours

NPOs in India: History and current status, Types, Legislations related to NGOs, National Policy on Voluntary Sector (Case Study)

References:

1. Nonprofits Organizations: Theory, Management and Policy, Helmut Anheier, Routledge
2. NGO Management, Michael Edwards & Allan Fowler (Eds), Earthscan.
3. Global Civil Society: Dimensions of the Non-Profit Sector, LesterSolamon& Helmut Anheier,John Hopkins Centre for Civil Society, Baltimore.
- 4.The Third Sector, Jacques & Jose L. Monzon Campos (Eds), De Boeck.
5. Guidelines for NGO Management in India, Snehlatha Chandra,Kanishka.

IV SEMESTER

H.C 4.2 REGULATORY FRAMEWORK

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Objectives

- To develop a right understanding of regulatory framework and it's functioning in India.
- To impart instructions as to how various regulatory institutions relating to policy making influence business decisions and functioning.

Module 1:

06 hours

Introduction:

Meaning, features of Regulatory Framework. Concept of regulation, need, importance, role and functions of Regulatory Framework in India.

Module 2:

16 Hours

The Reserve Bank of India: Structure, role and functioning of RBI, Role of RBI as a regulator of banking system in India. RBI guidelines on Antimony Laundering (AML), Know Your Customer (KYC) and Combating Financing of Terror (CFT) respectively. Role of RBI in Foreign Exchange Management in India. FEMA 2002, Objectives of FEMA - Definitions- Person, Resident Person, Dealing in Foreign Exchange - Holding of Foreign Exchange - Provisions with respect to Current Account Transaction, Capital Account Transaction and Export of goods and services - Exemptions under FEMA, FEDAI - Foreign Exchange Dealers' Association of India. Objective and function only.

Module 3:

10 Hours

IRDA – Insurance Regulatory and Development Authority. Role, objectives & functioning of IRDA, Policies to control insurance related activities, **TRAI-** Telecom Regulatory Authority of India. Objectives, powers and functions of TRAI, Guidelines issued by TRAI to Customers, Tele Marketers, Service Providers etc.

Module 4:

08 hours

SEBI-Security Exchange Board of India, Objectives, powers and functions, **CBDT-** Central Board of Direct Taxes: Powers and functions.

Module 5:

14 hours

Companies Act 2013- Applicability, **Definitions-** Companies- One Person Company, Private Company, Small Company, Dormant Company, Annual report, Appellate Tribunal, Accounting and Auditing Standards. Formation of company, Memorandum, Articles, Incorporation of company. Provisions relating to **Directorship, Regulators-** **NCLT-** National Company Law Tribunal, **NFRA-** National Financial Reporting Authority, **SFIO-** Serious Fraud Investigating Office, Auditors responsibility and liability.

III SEMESTER
ELECTIVES/ACCOUNTING AND TAXATION GROUP
A.1 COST AND MANAGEMENT ACCOUNTING

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objective:

To provide an in depth knowledge of the detailed procedures and documentation involved in cost ascertainment systems. Acquire knowledge and skills for application of economics for managerial decision making.

Module 1

10 Hours

Introduction to Cost and Management Accounting: Cost Accounting: Evolution, Meaning, Objectives and Scope-Concepts of Costs , Classifications and Elements of Cost-Cost Centre and Cost Unit-Methods and Techniques of Costing -Management Accounting: Evolution, Meaning, Objectives and Scope-Tools and Techniques of Management Accounting- Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management-Role of Management Accountant in Decision Making

Module 2

11 Hours

Decision Making Tools (advanced level): (a) Marginal Costing : basic concepts; break even analysis and cost-volume-profit analysis; break-even charts and profit charts; differential cost analysis; stock valuation under marginal costing techniques versus absorption costing techniques; applications of marginal costing in decision making(b) Throughput Accounting (TA) – as a system of profit reporting and stock valuation.

Module 3

10 Hours

Budgeting and Budgetary Control: (a) Budget Concepts and Budget Preparation (b) Fixed and Flexible Budgets(c) Fixed, variable, semi-variable and activity-based categorizations of cost and their application in projecting financial results (d) Zero Base Budgeting (ZBB) (e) Budgetary Control.

Module 4

10 Hours

Cash Flow Analysis: Meaning and Definition of Cash Flow Statement – Differences between Cash Flow Statement and Fund Flow Statement – Uses of Cash Flow Statement – Limitations of Cash Flow Statement – Provisions of AS-3 – Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents - Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to AS-3

Module 5

15 Hours

Integrated accounting system

Meaning, Importance, Characteristics-Elements and Steps involved-accounting entries for an integrated accounting system-cost ledgers; Reconciliation between cost and financial profit and loss account; Integrated and non-integrated accounting and reporting.

REFERENCE:

1. Jawaharlal, Accounting Theory, Himalaya Publishing House.
2. L.S.Porwal, Accounting Theory, Tata McGraw Hill.
3. I.M.Pandey, Management Accounting. Vikas Pub.
4. S.N.Maheshwari, Management Accounting and Financial Control, Sultan Chand, New Delhi.

III SEMESTER
ELECTIVES/ACCOUNTING AND TAXATION GROUP
A.2 CORPORATE TAX PLANNING

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Objective:

The aim of this course is to familiarize the student with major latest provisions of the Indian tax laws and related judicial pronouncements pertaining to corporate enterprises having implications for various aspects of Corporate planning with a view to derive maximum possible tax benefits admissible under the law.

Module 1:

12 hours

Computation of corporate tax: Carry forward and set off of losses in the case of certain companies under Sec. 79 of Income -tax Act, 1961; Computation of taxable income of companies; Computation of the amount of corporate tax liability; Minimum Alternate Tax; Tax on distributed profits of domestic companies; Tax on income distributed to unit holders.

Module 2: Tax planning

10 hours

Meaning of tax planning and management, tax evasion and tax avoidance; Nature and scope of tax planning and management in the corporate sector; Justification of corporate tax planning and management.

Module 3:

10 hours

Implications of Tax concessions and incentives for corporate decisions in respect of setting up a new business, location of business and nature of business.

Module 4:

10 hours

Tax planning with reference to financial management decisions: Capital structure decisions; Dividend Policy; Bonus Share; Investments and Capital Gains.

Module 5:

12 hours

Tax planning with reference to managerial decisions: Owning or leasing of an asset; purchasing of assets by instalment system or Hire System; Purchasing of an asset out of own funds or out of borrowed capital; manufacturing or buying; Repairing, replacing, renewing or renovating an asset; Sale of assets used for scientific research; Shutting down or continuing operations.

Suggested Readings :

1. E.A. Srinivas, *Corporate Tax Planning*, Tata McGraw Hill.
2. Vinod K. Singhania, *Taxmann's Direct Taxes Planning and Management*.
3. V.S. Sundaram, *Commentaries on the Law of Income- Tax in India*, Law Publishers, Allahabad.
4. A.C. Sampath Iyengar, *Law of Income Tax*, Bharat Publishing House, Alla

IV SEMESTER
ELECTIVES/ACCOUNTING AND TAXATION GROUP
A.3 ACCOUNTING STANDARDS AND CORPORATE REPORTING

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

COURSE OBJECTIVES:

1. To provide knowledge about contemporary issues in accounting.
2. To enable the students to develop in sights in to financial analysis of business organizations.

Module 1:

10 Hours

Accounting standards: Definition-Benefits-Management and standard setting-Standard setting process-Difficulties in Standard setting-Types of Accounting standard-Accounting standards issued by central government till date, with problems,AS-2,AS-10,AS-14.

Module 2:

12 Hours

Financial analysis ,comparative analysis, horizontal, vertical, time series and index analysis, ratio analysis, limitation of ratio analysis, do point control chart, predictive power of financial ratios, prediction of sickness using various models, funds flow

Module 3:

12 Hours

Corporate reporting: concepts-objectives-General purpose and Specific purpose Qualities of good financial report –Segmental report-interim report, legal requirements-Social reporting-Human Resource accounting and reporting and contemporary issues.

Module 4:

12 Hours

Disclosure of accounting policies: depreciation-inventory-research and development deferred taxation-current cost accounting-post balance sheet events contingencies leases and hire purchase-goodwill-mergers and acquisitions- pension costs-foreign currency translations-change in financial position.

Module 5:

08Hours

Indian Accounting Standards: Introduction-Interpretations by Indian Accounting Standards-Significance-Difference visa-a- versa Indian Accounting Standards-Understanding of US Generally Accepted Accounting Principle (GAAP)-Indian GAAP-application of IFRS and US and US GAAP and Indian GAAP-Distinguish between IFRS and IAS.

BOOK FOR REFERENCE:

- 1.Jawaharlal,Accounting Theory, Himalaya Publishing House.
- 2.L.S.Porwal,Accounting Theory, Tata McGraw Hill.
- 3.I.M.Pandey,Management Accounting. Vikas Pub.
- 4.S.N.Maheshwari,Management Accounting and Financial Control, Sultan Chand, New Delhi.

IV SEMESTER
ELECTIVES/ACCOUNTING AND TAXATION GROUP
A.4 GOODS AND SERVICE TAX

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course objectives

The paper is intended to provide students the knowledge of the largest paradigm shift in Indirect Tax regime, the “Goods and Services Act”, which came into force with effect from 1 July 2017 under the principle of One Nation, One Tax and One Market. The course includes the structure of GST Act, procedure for registration, procedure to claim ITC, reverse charge mechanism, payment of GST, returns and assessment and GST network.

Unit 1: INTRODUCTION TO INDIRECT TAX V/S GST (Theoretical Based) 08 Hrs

The concept of tax and the objective for its levy, the concept of Direct and Indirect tax and the differences between the two types of taxes, the basic features of Indirect taxes and the principal Indirect taxes in India, Taxes Subsumed/ not subsumed into GST. Concept of Source Based Vs destination based taxation and its features. The need for GST and the historical background of GST in India, The framework of GST (Dual Model) and various benefits that are accrued from implementation of GST. The significant amendments made in Constitution (101st Amendment) Act, 2016. (Union, state and concurrent list), GST Council: Constitution, Power and Functions.

Unit 2: IMPORTANT DEFINITIONS IN GST & SUPPLY UNDER GST: 10 Hrs

Definitions of: Goods, Services, Person, Business, Business Vertical, Consideration, Aggregate Turnover, Fixed Establishment, Casual taxable person, Concept of Supply [Section 7 of CGST Act], Taxable Supplies, Exempt Supply, Non-taxable supply, Supply with consideration in course/ furtherance of business, Supply without consideration; Schedule I, II, and III to the GST Act. Continues supply, Composite supply, Mixed Supply [Section 8], Taxability of Interstate supply and Intra state supply, Concept of Outward supply and Inward supply over Sales and Purchases.

Unit 3: PROCEDURE AND LEVY UNDER GST: (Numerical based problems) 12 Hrs

Registration under GST based on Turnover Limits. Casual registration; Levy and collection of CGST/SGST/IGST (Section 9 of CGST), Apportionment of GST between Centre and State, Composition levy (Section 10), Reverse Charge Mechanism (RCM) (Section 9(3)/9(4)), Classification of rate of Taxes under GST and Composition scheme. Power to Grant Exemption from Tax [Section 11 of the CGST Act]. Tax Invoice and essential elements in Invoice. Goods kept outside the purview of GST (Alcohol; Petroleum Products). GST on Tobacco Products.

Unit 4: TIME PLACE AND VALUE OF SUPPLY (Situation based problems) 08 Hrs

Time of Supply for Goods/Services (Point of Tax) for both forward and reverse charge when consideration is received in money and when consideration other than money, residuary cases. Value of Supply to unrelated persons when price is the sole consideration of the supply, when supply to related party, Transaction Value- Inclusions and exclusion from Value of supply; concept of Discount and its treatment.

Provisions relating to determination of place of supply of goods or Services both in case of domestic as well as cross border transactions. Zero rated supply, Export of services.

Unit 5: INPUT TAX CREDIT: (Numerical Problems) 06 Hrs

Definition of Input Goods, Input Services, Capital goods, Input on Capital Goods, Concept of elimination of Tax Cascading Effect through Value added tax system. Concept of Input tax credit.

Eligibility and conditions for taking ITC, Cross Utilization of ITC, Apportionment of credit and blocked credits, Availability of credit in special circumstances, availing and utilization of ITC.

Unit 6: PAYMENT OF TAXES & FILING OF RETURNS: (Theory Only) 10 Hrs

Definition of Returns, Concept of Electronic Credit Ledger, Electronic Cash Ledger, Brief introduction and contents in- Returns for Outward supply(GSTR-1), Returns for Inward Supply(GSTR-2), Final Monthly Returns(GSTR-3), Annual Returns (GSTR-9).

Mechanism of GST Network w.r.t Returns matching of invoices. Filing of First Returns. GST Network: Structure, Vision and Mission, Powers and Functions. E-way Bill: contents and significance

BOOKS FOR REFERENCE:

1. Deloitte: GST Era Beckons, Wolters Kluwer.
2. Madhukar N Hiregange: Goods and Services Tax, Wolters Kluwer.
3. All About GST: V.S Datey - Taxman's.
4. Guide to GST: CA. Rajat Mohan,
5. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication
6. Goods & Services Tax: Dr. Sanjiv Agrawal & CA. Sanjeev Malhotra.
7. GST - Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM,
8. Understanding GST : Kamal Garg, Barat's Publication.

III SEMESTER
ELECTIVES/FINANCE GROUP
F.1 FINANCIAL SERVICES

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objectives:

The aim of this course is to expose the students to wide variety of emerging services.

Module-1: 12 Hours

Introduction: Overview of Financial Services in India, Growth, Structure - Leasing: Introduction - Concept and Classification of Leasing, essential elements of Leasing- Types of Leasing, Advantages and Limitations of Leasing- Financial evaluation of Leasing.

Module -2 10 Hours

Merchant Banking: Introduction, Meaning, Definition- Characteristics- Nature of Merchant banking- Modus Operandi of Merchant banking,

Module -3 12 Hours

Factoring : Introduction, Meaning of Factoring, How Factoring works, Types of Factoring, Functions of factoring, Cost of Factoring, Factoring v/s Forfeiting, Advantages & Disadvantages of Factoring.

Module -4 12 Hours

Credit Rating : Introduction, Concept of Credit rating, Definition, Scope, need, Types of credit rating, Credit rating agencies in India and International, process of Credit Rating, advantages & Disadvantages of Credit rating, Rating of Debt obligations, Rating services, Equity rating, Rating process and methodology, Rating symbols .

Module -5 10 Hours

Venture Capital: Meaning and Definition of venture Capital, Characteristics of Venture Capital, Forms/Types of Venture Capital Assistances, Venture Capital process, Modes of Venture Capital Assistance.

REFERENCE

1. Khan M.Y, Financial Services,, Tata McGraw Hill
2. Ravi M. Kishore, Financial Management, Taxman Publishers Pvt. Ltd
3. Kohak M.A., Financial Services in India, Digvijay Publication
4. Sanjiv Agrawal, Manual of Indian Capital Market
5. I.M. Pandey, Venture Capital - The Indian Experience, Prentice Hall India
6. J.C. Verma., Venture Capital Financing in India, Response Books
7. Stationary Guide for Non-Banking Financial Companies, Taxman Publishers Pvt. Ltd.

III SEMESTER
ELECTIVES/FINANCE GROUP
F.2 FINANCIAL MARKETS AND NEW TRENDS

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objective:

- To expose students the world financial market and expose students to the financial instruments used in financial markets.
- The purpose of the subject is to provide a sound information and knowledge of broad framework of Financial System and its constituents. The course will provide the students an understanding of the inter-linkages and regulatory frame-work within which the system operates in India.
- To provide information about the new development in financial market in India.

Module I:

10 Hrs

Finance Portfolio and Entrepreneurship: financing Start-ups, Venture Capital, Private Equity, Entrepreneurship through Acquisitions.

Module II:

10 Hrs

Capital Markets: Equity capital markets, Debt capital markets, full-range Derivatives (Exotic Options, Hybrid Products, and Structured Products). Management by objectives (MBO) – Window dressing–Leveraged buyout (LBO)–Introduction–Objectives–Leverage–Corporate–Personal–Problems.

Module III:

10 Hrs

Sustainability & Financial Inclusion: Socially Responsible Investments, Investing in Climate change, Corporate Governance, Financial reporting. Problems.

Module IV:

12 Hrs

Non-Depository Institutions: Mutual Funds: Measuring performance of Mutual Funds, Chit funds Organisation, functioning and regulatory aspects. UTI and Private sector mutual funds. Insurance Public and private Organisation: Life and Non-life insurance companies: IRDA Act LIC & GICs working and regulatory framework; Pension Funds: Organisation and working of pension funds. Problems.

Module V:

12 Hrs.

Foundation in Emerging Trends: Investing in Emerging Markets, Commodity Market: Evolution, Commodity derivatives, Commodity exchanges–Regional & National and International, Functions objectives and types, Role. Types of transactions in Commodity market – Spot, Future and Forward options markets. Problems.

REFERENCE

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. Srivastava RM : Management of Financial Institutions, HPH
3. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
4. Madura Jeff, 'Financial Markets and Institutions', South Western Cengage Learning, 8th Edition 2008.
5. Mishkin, Fredrick S. and Stanley G. Eakins, Pearson Education Ltd., 6th Edition.
6. Reserve Bank of India – Report on Currency & Finance.

IV SEMESTER
ELECTIVES/FINANCE GROUP
F.3 INTERNATIONAL FINANCIAL MANAGEMENT

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objective:

- This course seeks to provide an understanding of finance in an international setting. This course will explore the characteristics of international finance and evaluate the associated risks and benefits involved in operating globally.
- The course will emphasize on international currency issues when operating across national boundaries and the recent developments in international financing. .

Module 1:

10Hrs

Foundations of International Financial Management

Globalisation and the emergence of globalised financial markets, Major Trends and Developments, Evolution of the International Monetary System, Emergence of Euro as a Global Currency, Balance of payments, Key issues of Corporate Governance around the world.

Module 2:

12 Hrs

Foreign Exchange Market, Exchange Rate Determination and Currency Derivatives.

Structure and function of the Foreign Exchange Market, FEX market participants, Correspondent Banking relationships, Spot Market and Spot Rate Quotations, Spot FEX Trading, Cross Exchange Rate Mechanism, The Forward Market, Forward Cross Exchange Rates and Swap Transactions, Forward Market Hedge, Money Market Hedge and Options Market Hedge. (Simple problems)

Module 3: World Financial Markets and Institutions

12Hrs

International Banking Services, Reasons for International Banking Services, Types of International Banking Offices, International Finance in Practice, Euro Notes, Euro-commercial Paper, Euro Dollar Interest Rate Futures Contract, Global Financial Crisis -2008.

Module 4: Financial Management of the Multinational Firm

10Hrs

Global Trends in Foreign Direct Investment, Trade Barriers, Imperfect Labour Market and Vertical Integration, Product Life Cycle, Cross Border Mergers and Acquisitions, FDI and Political Risk.

Module 5: International Tax Environment and Transfer Pricing

10Hrs

Objectives of Taxation, Tax Neutrality, Income Tax, Withholding Tax, Value added Tax, Worldwide Taxation, Territorial Taxation and Foreign Tax Credits, Transfer Pricing and Related issues. (Simple Problems)

BOOKS FOR REFERENCE:

1. International Financial Management- Cheol S. Eun and Bruce G. Resnick, McGraw Hill
2. International Financial Management- P.G. Apte, McGraw Hill
3. V.K. Balla - International Financial Management.

IV SEMESTER
ELECTIVES/FINANCE GROUP
F.4 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Lecture Hrs : 54

Internal Marks : 30

Exam Marks : 70

Course Objective:

- The basic objective of this course is to provide develop skill to analyze various type of securities.
- To enable students develop skills in analyzing various types' securities.

Module 1:

08 Hrs

Introduction: Concept of Investment, Investment V/S Speculation, Financial and Economic Aspect of Investment, Types, Characteristics and Objectives of Investment. Selecting Investments in a global market.

Module 2 :

10 Hrs

Investment management and scope, investment avenues, types of financial assets and real assets, Security return and risk –Systematic and unsystematic risk – sources of risk, Measurement of risk and return, sources of investment information.

Module 3:

10 Hrs

Risk and return analysis, Definitions of risk. Types of Risk, minimizing risk explosive, Risk measurement.

Module 4:

10 Hrs

Fixed income securities – bonds, preference shares-sources of risk, valuation, duration of bonds-theory of interest rates –yield curve, Bond innovations and their valuation.

Module 5:

12 Hrs

Analysis of variable income securities, fundamental analysis – analysis of economy, industry analysis, company analysis – financial and non-financial, Equity valuation models. Options, futures, forwards, warrants, and their valuations.

Module 6 :

06 Hrs

Meaning of portfolio management, portfolio analysis, why portfolios? Portfolio objectives, portfolio management process, selection of securities.

REFERENCE

1. Maheshwari **Investment Management** -PHI Learning
2. V.A. Avadhani,**Securities Analysis & Portfolio Management** -Himalaya Publications House
3. Mayo **An Introduction to Investments** 1st 2009- Cengage Learning
4. Luenberger **Investment Science**- Oxford Press
5. Ho,**Securities valuation-Application of Financial Modelling**- Oxford Press
6. J. C. Fancis: Investment Analysis and Management

The National College, Basavanagudi, Bangalore-04
Autonomous

End semester examination: -----

Class: I M.Com, III Semester

Paper:

Time: 3 Hours

Max Marks: 70

Instructions: 1).Section A will be descriptive type carrying 10 Marks
2).Remaining sections will be descriptive type carrying 60 Marks

Section-A

I. Answer any five questions. Each question carries 2 marks.

5 X 2 = 10

1. a)
- b)
- c)
- d)
- e)
- f)
- g)

Section-B

II. Answer any Three questions, each question carries 5 marks

3 X 5=15

- 2.
- 3.
- 4.
- 5.
- 6.

Section-C

III. Answer any Three questions, each question carries 10 marks

3 X 10=30

- 7.
- 8.
- 9.
- 10.
- 11.

Section-D

IV. Answer the following question, compulsory question carries 15 marks.

1 X 15=15

- 12.

Inter disciplinary Paper
3.6A ENTREPRENEURSHIP DEVELOPMENT

Lecture Hrs : 30

Internal Marks : 15

Exam Marks : 35

OBJECTIVE:

To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

Module 1: ENTREPRENEURSHIP

10 Hrs

Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise – Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – Qualities of an Entrepreneur – Types of Entrepreneur

Module 2: FORMATION OF SMALL SCALE INDUSTRY

10 Hrs

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, Technical, Market and Social feasibility study.

Module 3: PREPARING THE BUSINESS PLAN (BP)

10 Hrs

Meaning – importance – preparation – BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

SKILL DEVELOPMENT:

- Preparing a letter to the concerned authority-seeking license for the proposed SSI Unit
- Preparing a letter to the concerned authority-seeking license for the proposed SSI Unit
- Format of a business plan
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest

BOOKS FOR REFERENCE

1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
3. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications
4. Udai Pareek and T.V. Rao, Developing Entrepreneurship
5. Rekha & Vibha – Entrepreneurship Development, VBH
6. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems.

4.6 BUSINESS LABORATORY

(Method of learning & practicing)

Lecture Hrs : 54

Marks : 50

Objects:

- The college Business Lab is a Multi-use research space designed to support a wide variety of research within the domains of Accounting, Finance, Management, marketing and Operations.

1. REGISTRATION OF PRIVATE LIMITED COMPANY

- Online- Registration of private and public companies
- Online – Individual Income tax

2. JOINT STOCK COMPANY-SPECIMENS

- Memorandum of Association Articles of association
- Certificate of Incorporation
- Prospectus

3. SALES PROCEDURE

- Enquiry & Quotation
- Order acceptance
- Payment advice

4. STOCK EXCHANGE

- Online stock exchange activities
- Mechanism of share market.

5. ORGANISATION STRUCTURE

- Private & public companies
- Planning , factors and controlling

6. BANKING – ACCOUNT OPERATION & APPLICATION FOR LOAN FACILITIES

- Personal & Joint accounts
- Public and private company accounts
- Process and documents arrangements

7. AUDITING

- Audit Assignment form-internal Audit
- Registration for External Auditors
- Audit Entrance Memorandum
- Audit work Programme

8. FOREIGN EXCHANGE: RATES, DETERMINATION & MARKET

- Process & factors influencing
- Impact & controlling its Impact on Indian Economy

9. EXPORT & IMPORT PROCEDURE

- Letter of offer
- Purchase order
- Shipping Details.

10. HUMAN RESOURCE MANAGEMENT

- HRP, Pay Roll methods, e- Recruitment.

11. GENERAL & LIFE INSURANCE

- Process and documents used.
- House holders insurance policy details
- House holders insurance -Proposal form cum schedule

- Standard fire and special peril policy details

12. RESERVE BANK OF INDIA

- Departments & their functions
- Planning and controlling the Indian Financial system.
- SLR, CRR Rates

13. INCOME TAXATION: E-filing

- Process and forms used in IT filings
- Online filling of returns
- GST Forms:- Fresh Approvals, Alteration, Final Returns.

14. TYPES OF DEEDS

- Lease Deed
- Partnership Deed
- Mortgage Deed
- Indemnity Bond
- Sales Deed etc...

15. TALLY ERP 9

- Introduction to Tally
- Vouching Entry
- Group Creation
- Ledger Creation
- Display of Reports.