

CURRICULUM & SYLLABUS



CHOICE BASED CREDIT SYSTEM (CBCS)

FOR

MASTER OF COMMERCE (M.Com.)

(2 Year Postgraduate Degree Program)

IN

Department of Commerce

[w. e. f. 2020-21]

**FACULTY OF FINANCE & COMMERCE
SRM UNIVERSITY DELHI-NCR, SONEPAT
Plot No.39, Rajiv Gandhi Education City, P.S. Rai, Sonapat
Haryana-131029**

SRM UNIVERSITY DELHI-NCR, SONEPAT (HARYANA)

VISION

SRM University Delhi-NCR, Sonapat, Haryana aims to emerge as a leading world-class university that creates and disseminates knowledge upholding the highest standards of instruction in Medicine & Health Sciences, Engineering & Technology, Management, Law, Science & Humanities. Along with academic excellence and skills, our curriculum imparts integrity and social sensitivity to mould our graduates who may be best suited to serve the nation and the world.

MISSION

- To create a diverse community campus that inspires freedom and innovation.
- Promote excellence in educational & skill development processes.
- Continue to build productive international alliances.
- Explore optimal development opportunities available to students and faculty.
- Cultivate an exciting and rigorous research environment.

DEPARTMENT OF COMMERCE

VISION

To be a department of academic excellence with total commitment to quality education in Commerce, management and related fields, with a holistic concern for better life, environment and society.

MISSION

- Empowering students with all the knowledge and guidance that they need to become worthy commerce & management professionals.
- Learning through activities.
- Imparting value based framework that is global
- Providing for holistic and value based development of students which ultimately enhances their employability.
- Developing social consciousness among students.
- To carve a niche for ourselves in the specialized field of commerce and management.
- Provide a nurturing and motivating environment to exploit the full potential of the students.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.
- Enable holistic development of personality with a humane and global outlook

PROGRAM REQUIREMENT

General Education Requirements: Humanities & Applied Science

Basic Science and Engineering Requirements:

1. One faculty from Computer science department to teach E-commerce subject.
2. One faculty from department of Mathematics

Disciplinary Requirements comprising of:

<i>Department of Commerce</i>	Core courses (through regular/online mode)
Department of Computer Science	Core Course (E-Commerce)
Department of Mathematics	Core Course (Quantitative Techniques for Business Decisions)
<i>Department of Commerce</i>	All Electives (through regular/online mode)
<i>Department of Commerce</i>	Open Electives (through regular/online mode)

Practical and Research component:

The aim of the Project is to give an opportunity to students to learn independently and show that they can identify, define and analyze problems or issues and integrate knowledge in a business context. It reflects the ability of a student to understand and apply the theory, the concepts and the tools of analysis to a specific situation.

The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure or a combination of these aspects of business. The students are required to define an area of investigation, carve out research design, gather relevant data, analyze the data, draw conclusions and make recommendations. The project must be an original piece of work that will be undertaken in post-graduate study, over a period of two semesters.

The topic is to be selected carefully with the help of supervisor.

All the material that relates to your project, including completed questionnaires or tapes from interviews, should be shown to your supervisor and be kept until the examination board has confirmed your results. Do not throw this material away once your project is submitted, as you might be asked to present it as part of the Viva Voce Examination, before your project results are confirmed.

The supervisor's role is to appraise ideas and work of the student. Student must take overall responsibility for both the content of project and its management. This includes selection of an appropriate subject area (with the approval of the supervisor), setting up meetings with the supervisor, devising and keeping to a work schedule (to include contingency planning), and providing the supervisor with samples of your work.

The project reports would be examined by the external examiner and based on the report and Viva Voce examination conducted at the end of IV semester, a student will be awarded marks.

The External Examiners will examine the following in Project Report

1. Literature Survey on the Topic Chosen.
2. Method of Data Collection.
3. Presentation – Style, Comprehensiveness, Table presentation, Graphs, Charts.
4. Analysis and inference and implication of the study.
5. Overall linkage between objectives, methodology, findings and suggestions.
6. Bibliography and References.

SEMESTER-I

Code	Category	Course	L	T	P	C
Theory						
MCM 101	Core	Managerial Economics	4	1	0	4
MCM 102	Core	Principles of Marketing	4	1	0	4
MCM 103	Core	Organization Theory & Behaviour	4	1	0	4
	Elective-I	Specialization*	4	1	0	4
	Elective-II	Specialization*	4	1	0	4
MCS 101	Core	Seminar*	2	0	0	1
Total			22	5	0	21
Total Contact Hours			27			

SEMESTER-II

Code	Category	Course	L	T	P	C
Theory						
MCM 201	Core	Business Environment & Policy	4	0	0	4
MCM 202	Core	Marketing Management	4	1	0	4
MCM 203	Core	Human Resource Management	4	1	0	4
	Elective-I	Specialization*	4	1	0	4
	Elective-II	Specialization*	4	1	0	4
Total			20	4	0	20
Total Contact Hours			24			

SEMESTER-III

Code	Category	Course	L	T	P	C
Theory						
MCM 301	Core	Research Methodology & Statistical Analysis	4	1	0	4
MCM 302	Core	E-Commerce	4	0	1	4
MCM 303	Core	Cost Accounting and Control	4	1	0	4
	Elective-I	Specialization*	4	1	0	4
	Elective-II	Specialization*	4	1	0	4
Total			20	4	1	20
Total Contact Hours			25			

SEMESTER-IV

Code	Category	Course	L	T	P	C
Theory						
MCM 401	Core	Quantitative Techniques for Business Decisions	4	0	0	4
MCM 402	Core	Business and Corporate Taxation	4	1	0	4
MCM 403	Core	Strategic Management	4	1	0	4
	Elective-I	Specialization*	4	1	0	4
	Elective-II	Specialization*	4	1	0	4
MDP 101	Core	Project and Viva-Voce	2	3	0	4
Total			22	7	0	24
Total Contact Hours			29			

SUMMARY OF CREDITS

Category	I Sem.	II Sem.	III Sem.	IV Sem.	Total	%
Core	13	12	12	16	53	62.35
Electives	8	8	8	8	32	37.65
Total	21	20	20	24	85	100%

EVALUATION SCHEME

INTERNAL EVALUATION (THEORY)

Assessment	Internal Assessment-I (Test/Assignment/Quiz)	Internal Assessment-II (Test/Assignment/Quiz)	Internal Assessment-III (Test/Assignment/Quiz)	Internal Assessment-IV (Test/Assignment/Quiz)	Internal Assessment-V (Test/Assignment/Quiz)	Total
Marks	10	10	10	10	10	50

INTERNAL EVALUATION (PRACTICAL)

Assessment	Daily Assessment/Observation	Programs performed during Lab hours	Programs performed during Internal practical Examinations	ViVa- Voce	Total
Marks	20	NA	NA	30	50

EXTERNAL EVALUATION (THEORY/PRACTICAL)

Assessment	End Semester Examination	Total
Marks	100	Will be scaled in 50

PROGRAM OBJECTIVE

Academic excellence: Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.

Professional Excellence: The College motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels.

Total commitment: The College is focused on the all-round development of the students' personality through proper education and exposure to the vast treasure of knowledge; sports facilities and by providing platforms for their socialization.

Holistic Development: College provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges.

Socially responsible Citizen: College inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities to with exposure to human rights, value system, culture, heritage, scientific temper and environment.

Value-based Development: To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.

As per the new structure, there are five courses in each semester. In addition, as per the area of interest, the students are required to choose one group in the beginning of the study. The group shall consist of 2 papers in each semester and after 4th semester; student will specialized in respective area. Under Choice Based Credit System, students will also study 'Open Elective' courses. These courses will be available for students of all programmes, including students of parent department. Students of other Department may choose these courses subject to fulfilling of eligibility of criteria as laid down by the Department. The structure for the groups has been designed with intent to provide advanced level specialization in the respective field.

PROGRAM OUTCOME

The M.Com course provides an extreme and rigorous base for teaching, research and allied business administration. It serves the needs of academics and prepares students for research and teaching. The course is well received in the industry and for years they have been serving the needs of managerial cadre in business and industry. M.Com Course offers research in diverse areas of Commerce discipline and has large base of research contribution. Teaching pedagogy is adopted to ensure all round learning for the students. Department of Commerce aligns itself with the overall vision of the University i.e. to touch the lives of every student by inculcating prudence, efficiency, creativity and compassion to work for the betterment of the marginalized sections of society. M.Com Course attempt to kindle their sense of — responsibility, honesty, conscience, justice — and above all commitment to human values. M.Com students form the core of our existence as an institution and are geared up to be passionate about their dreams and make their family and society proud of their achievements.

This M.Com Course aims to upgrade the standards of teaching and research and deliver an education system that is a source of national pride and public confide.

LIST OF OPEN ELECTIVES

Code	Category	Course	L	T	P	C
Open Elective-I						
MCM 403	Core	Strategic Management	4	1	0	4
MCT 401	Elective-III	Tax Planning	4	1	0	4
MCF 401	Elective-I	Financial Service	4	1	0	4

LIST OF MODULE ELECTIVES

Code	Category	Course	L	T	P	C
Elective-I(Finance)						
MCF 101	Elective	Financial Management	4	1	0	4
MCF 102	Elective	Accounting Standard	4	1	0	4
MCF 201	Elective	Investment Management	4	1	0	4
MAC 202	Elective	Advanced Managerial Accounting	4	1	0	4
MCF 301	Elective	International Financial Management	4	1	0	4
MCF 302	Elective	Security Analysis & Portfolio Management	4	1	0	4
MCF 401	Elective	Financial Services	4	1	0	4
MCF 402	Elective	Financial Derivatives	4	1	0	4
Elective-II(Accounting)						
MAC 301	Elective	Advanced Corporate Accounting	4	1	0	4
MAC 302	Elective	Financial Statement Analysis	4	1	0	4
MAC 401	Elective	Advanced Cost Accounting & Control	4	1	0	4
MAC 402	Elective	Merger & Acquisition	4	1	0	4
Elective-III(Taxation)						
MCT 301	Elective	Direct Taxation	4	1	0	4

MCT 302	Elective	Indirect Taxation	4	1	0	4
MCT 401	Elective	Tax Planning	4	1	0	4
MCT 402	Elective	International Tax	4	1	0	4

SEMESTER-I

		L	T	P	C
MCM 101	Managerial Economics	4	1	0	4
Core	Pre-requisite - Basic Knowledge of Micro & Macro economics				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. To help the students form a clear idea of Managerial Economics.
2. To enable the students understand determination of price under different market forms.
3. To enable the students understand the situation of consumer and producer equilibrium.

UNIT	Course contents	Contact Hours
Unit-I	<p>NATURE AND SCOPE OF MANAGERIAL ECONOMICS: Meaning of Managerial Economics - Managerial Economics and Economic Theory - Managerial Economics and Decision Sciences - Nature of managerial decision making - Types of business decisions - Managerial decision making process - Firm-meaning-Objectives - Nature of profits (economic vs. accounting profit) Optimization-functions-slope of functions-optimization techniques- Concept of derivative - Simple rules of derivation - Application of derivatives to optimization problems—Role of marginal analysis in decision making - Total, average and marginal relationship (including problems).</p>	9
Unit-II	<p>DEMAND ANALYSIS: Demand Theory and Analysis – Individual demand and Market demand – Factors determining demand – Elasticity of demand – Price Elasticity - Income Elasticity – Cross Elasticity – Elasticity and Decision – making (including problems). Demand estimation and demand forecasting: Meaning, significance and methods (Theory only).</p>	8
Unit-III	<p>PRODUCTION ANALYSIS: Meaning of Production function – Cobb Douglas Production Function – Production with one variable input – Law of Diminishing marginal returns – Optimal employment to a factor of production. Production with two variable inputs – Production iso-quant – Production iso-cost – Optimal employment of two inputs – Expansion path – Returns to scale and economies of scope.</p>	8

Unit-IV	COST ANALYSIS: Concepts of cost – Short run cost functions finding minimum average variable cost through equations – Long run cost function – Linear and non - linear break - even analysis. Profit contribution analysis (including problems).	7
Unit-V	MARKET STRUCTURE: Perfect and Imperfect market condition – Perfect competition – Characteristics – Equilibrium price – Profit maximization, (in short run and long run) – Shut down decision – Monopoly: characteristics, – Profit Maximization in short run and long run, Allocative inefficiency, Income Transfer and Rent seeking. Monopolistic competition: Characteristics – Profit Maximization – Price and output determination in the short run and long run, Oligopoly: Characteristics – Price Rigidity – Kinked demand model (including problems).	8

LEARNING OUTCOME:

1. Ability to forecast demand in light of changing circumstances and to formulate business plans.
2. Ability to chalk out Business Policies.
3. Knowledge about Profit Planning and control.
4. Skill to analyze effects of Government Policies

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Petersen and Lewis : Managerial Economics, 4/e, Pearson/PHI, 2002. 2. Managerial Economics, Ahuja. H.L, S. Chand, New Delhi. 3. M.L. Trivedi: Managerial Economics, Tata Mc-Graw Hill, New Delhi 2004.
Reference Book and other materials	<ol style="list-style-type: none"> 1. Gregory Mankiw; Principles of Microeconomics, Cengage Learning Publications 2. Samuelson and Nordhau; Economics, TMH Publishers Ltd., New Delhi 3. Koutsoyanni; Modern Microeconomics, Macmillan India Limited, New Delhi 4. Samuelson and Nordhaus; Economics, TMH Publishers Ltd., New Delhi 5. R.Glenn Hubbard, Anthony Patrick O'Brien; Macroeconomics, Pearson Education

		L	T	P	C
MCM 102	Principle of Marketing	4	1	0	4
Core	Pre-requisite - Basic Knowledge of marketing and principles of marketing.				
	Co-requisite- Basic understanding of marketing				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. The course aims to familiarize the students with the basic concepts & principles of marketing
2. Develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Meaning and Definition of Marketing - Scope of Marketing - Evolution of Marketing Concepts - Production Concept - Product Concept - Marketing Myopia - Selling Concept - Marketing Concept Societal Marketing Concept - Objectives of Marketing - Role of Marketing in Economic Development - Rural Marketing - Rural Markets Vs Urban Markets - Marketing Management Tasks - Marketing Mix-Direct Marketing - Online Marketing - Marketing Challenges and Opportunities – Marketing of Services.	9
Unit-II	MARKETING ENVIRONMENT: Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Competitors-Publics) - Macro Environment (Demographic-Economic-Natural-Technological-Political-Legal (Consumer Protection Act 1986) and Regulatory Cultural-Social) - International Marketing- GATT & WTO.	8
Unit-III	MARKET SEGMENTATION: Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Concept - Bases-Benefits-Requirements for Effective Segmentation - Market Segmentation Analysis for Consumer and Service - Product Positioning: Concepts – Bases.	8
Unit-IV	CONSUMER BEHAVIOUR: Consumer Behavior - Nature-Scope-Importance - Factors influencing Consumer Behavior - Economic-psychological-Cultural-Social and Personal - Models of Consumer Behavior - Marshallian-Maslow Freudian-Howard-Sheth - Steps in consumer Decision Process - Post Purchase Behavior - Cognitive Dissonance - Organizational Buyer - Industrial Markets-Reseller Market-Government Market. Characteristics of Organizational Buyer - Organizational Buying Process -	7

	Organizational Buyer Vs Consumer Behavior.	
Unit-V	MARKETING PLANNING AND STRATEGY: Corporate Strategic Planning - Vision-Mission – Strategic Business Units – Planning new businesses - Business Strategic Planning - SWOT Analysis - Goal Formulation-Strategy Formulation-Program Formulation – Implementation - Feedback and Control - Marketing Process - Nature and Contents of a Marketing Plan – marketing control - Annual Plan Control – Profitability Control – Efficiency Control – Strategic Control.	8

LEARNING OUTCOME:

1. Explain marketing as a field of study and identify the trends in marketing affecting marketers decision making
2. Critically analyse the relevant factors resulting into better distribution decisions and promotion-mix.
3. Analyse and evaluate the emerging trends in marketing.
4. Demonstrate the process of new product development and process of pricing of product/services and various decisions related to it. Also make them aware about its implication.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P. & Keller, K. L. (2017). <i>Marketing Management</i>. Pearson. 2. McCarthy, E. J., Cannon, J. & Perreault, W. (2014). <i>Basic Marketing</i>. McGraw-Hill Education.
Reference Book and other materials	<ol style="list-style-type: none"> 1. Jain: Marketing Planning and Strategy, 7e, 2. Czinkota & Kotabe: Marketing Management, 3. Ramaswamy & Namakumari: Marketing Management 4. Rajan Saxena: Marketing Management 5. Assael: Consumer Behaviour: 6e, Thomson. Business India, Business World, Economic Times

		L	T	P	C
MCM 103	Organization Theory & Behaviour	4	1	0	4
Core	Pre-requisite –Students must have know about organization structure.				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. To develop theoretical and practical understanding of different components of individual and group behavior in organizational setting.
2. To familiarize the students with the concepts and dimensions of Organization Theory.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Organization: Definition–Organisation Theories: Classical Theory- Features–limitations. Neoclassical Theory – features – limitations. Contemporary Organisation Theory – features–limitations. Systems Approach – Contingency Approach. Organisational Behaviour (OB): Features–Scope–Fundamentals Concepts of OB–Challenges and Career Development for OB – Contributing disciplines to the OB.	9
Unit-II	UNDERSTANDING INDIVIDUAL AND GROUP BEHAVIOUR: Individual Behaviour: Personality Determinants–Big five Personality factors–Learning Theories. The Perceptual Process – Factors influencing perception – Internal & External; Attitudes and Behaviour-Attitude Formation and Attitude Change. Group Behaviour: Fundamentals of Groups–Stages of Development- Important Factors influencing Team Effectiveness – Cohesiveness – Norms – Decision Making.	7
Unit-III	MOTIVATION, MORALE AND CULTURE: Motivation: Theories of Motivation–Motivational Processes - Content Theories (Maslow, Herzberg, McClelland) – Process Theories (Adam, Victor, Vroom and Lawler and Porter) – Learning and Reinforcement Theory. Morale: Factors influencing Morale. Organisational Culture: Concepts–Forming a Culture–Sustaining a Culture–Changing a Culture.	8
Unit-IV	ORGANISATIONAL POWER & POLITICS - CONFLICT - COMMUNICATION: Power and Politics: Power Bases–Dependency–Individual Versus	9

	<p>Organisational Power–Politicalprocess in Organisation – Factors contributing – Techniques of Organisational Politics – Managing Political Behaviour.</p> <p>Conflict: Transition in Conflict Thought–Functional and Dysfunctional Conflict–Process of Conflict–Managing Conflict.</p> <p>Communication: Significance–Process–Formal and Informal Communication–Barriers tocommunication – Improving Communication Skills – The Human Impact of Computer – Mediated Communication.</p>	
Unit-V	<p>LEADERSHIP AND CHANGE:</p> <p>Leadership: Introduction–Leadership and Management–Leadership Styles.</p> <p>Theories of Leadership: Traits–Behavioral Model (Managerial Grid)–Contingency (Feilder, Path goal, Tri-dimensional – Inspirational approaches.</p> <p>Change: Challenges contributing to Change–Types of Change Approaches–Contemporary Issues inChange.</p>	8

LEARNING OUTCOME:

1. Understand the theoretical development of organizational behavior and its importance in managing people at the work place.
2. Understand the behaviour of the people as individual and members of the group.
3. Understand the foundation of group dynamics and the nature of conflict and its management.
4. Distinguish between manager, boss and a leader and learn the theories of leadership.
5. Understand different types of organizational structures, organizational climate and to know the importance of organizational culture apart from learning how to deal with change and stress.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Robins P.Stephen & Judge: Organizational Behavior, 12/e PHI, New Delhi; 2. Greenberg and Baron: Behaviour in Organisation; 3. Daft:Organisation Theory and Design, Thomson; 4. Fred Luthans: Organizational Behavior, Me Graw Hill, New Delhi;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Luthans, Fred. (2002). <i>The need for and meaning of Positive Organizational Behaviour</i>. Journal of Organizational Behaviour. 23. 695-706 2. Luthans, Fred. <i>Organizational Behaviour</i>, McGraw-Hill, Indian Edition. 12th ed. (Chapter 5 for Unit 2 – Personality, Perception, Attribution, Attitudes) (Chapter 11 for Unit III – Group & Teams) 3. McShane & Mary, Ann Von Glinow (2012). <i>Organizational Behaviour, Indian edition</i> 4. Paul, R. Lawrence (1987). <i>Historical Development in OB</i> in Chapter 1, Handbook of OB by Jaw W Lorsch (ed) Englewood Cliffs, NJ : Prentice-Hall, 1-10

		L	T	P	C
MCF 101	Financial Management	4	1	0	4
Elective-Finance /Accounting /Taxation	Pre-requisite – Students must have know about basic finance and Time value of money				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. To introduce the students about the importance of Finance Management for a business.
2. To enable them to understand the various modes and techniques of managing the financial resources of an organization.
3. To know about the various factors to be considered while planning for financial policies.
4. To acquaint the students regarding the various types of decisions taken by financial managers in current competitive environment.

UNIT	Course contents	Contact Hours
Unit-I	Financial Management: Meaning- Evolution- Organization of Finance Function-Financial Decisions- Goals of Financial Management – Agency Problem – Changing Role of Finance Manager (Theory). Time value of money: Meaning-Rationale of Time Preference for Money-Future Value-Present Value (Including Problems).	6
Unit-II	CAPITAL BUDGETING: Capital Budgeting: Meaning-Importance-Process- Kinds of Decisions-Cash Flow Estimation-Techniques of Capital Budgeting – Traditional Techniques: Payback Period – Accounting / Average Rate of Return – Discounted Techniques – Discounted Payback Period – Net Present Value – Internal Rate of Return – Profitability Index – NPV Vs. IRR – Capital Rationing (Including Problems). Risk Analysis in Capital Budgeting Decisions: Sources and Perspectives of Risk-Traditional Tools- Payback Period – Risk Adjusted Discount Rate – Certainty Equivalent Coefficient of Variation – and Decision Tree Analysis (Including Problems).	9
Unit-III	WORKING CAPITAL MANAGEMENT: Working Capital: Meaning-kinds-Determinants- Sources and Levels-Estimation of Working Capital Requirements (Including Problems). Cash Management: Nature of Cash-Motives of Holding Cash-Objectives of Cash Management-Factors Determining Cash Need – Cash Cycle – Facets of Cash Management –Cash Forecasting and Budgeting – Management of Cash Flows – Determination of	10

	<p>Optimum Cash Balance (Including Problems).</p> <p>Accounts Receivable Management: Meaning–Objectives–Cost Benefit Analysis–Credit Standards–Credit Terms – Collection of Receivables (Including Problems).</p> <p>Inventory Management: Meaning–Components of Inventory–Motives of Holding Inventory–Objectives of Inventory Management – Tools and Techniques of Inventory Control (Including Problems).</p>	
Unit-IV	<p>FINANCING DECISIONS:</p> <p>Cost of Capital: Meaning–Significance–Classification of Costs–Computation of Specific Cost of Capital–Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital and Cost of Retained Earnings – Computation of weighted Average and Marginal Cost of Capital (Including Problems).</p> <p>Leverages: Meaning–Types–EBIT-EPS Analysis–Degree of Operating Leverage–Degree of Financial Leverage – Degree of Combined Leverage – Indifference Point (Including Problems).</p> <p>Capital Structure: Meaning–Determinants–Theories–Net Income Approach–Net Operating Income Approach–Traditional Approach – MM Approach (Including Problems).</p>	7
Unit-V	<p>DIVIDEND DECISIONS:</p> <p>Dividend Policy: Meaning–Types of Dividend Policies–Factors Influencing Dividend Policy–Forms of Dividends(Theory).Dividend Theories: Relevance Theories– Walter’s Model – Gordon’s Model – Irrelevance Theory–MM Hypothesis(Including Problems).</p>	8

LEARNING OUTCOME:

1. Understand the foundations of financial management, risk return framework and role of a finance manager.
2. Analyze and evaluate capital projects under different situations using appropriate capital budgeting techniques.
3. Critically examine various theories and determinants of capital structure, analyze financial plans and determine optimal capital structure.
4. Critically examine various theories and policies of dividend and determine optimal payout policy.
5. Understand the intricacies of working capital management and effectively manage cash, receivables and inventories.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Prasanna Chandra: Financial management, TMH. 2. Erhardt & Brigham: Corporate Finance: A Focused Approach, Thomson.,

	<ol style="list-style-type: none"> 3. Eugene Brigham & Erhardt: Fundamental of Financial Management, Thomson., 4. Khan M.Y. & Jain PK: Financial management, TMH., 5. 5.Kulkarni P.V.: Financial Management, Himalaya.,
Reference Book and other materials	<ol style="list-style-type: none"> 1. Brealey, R. A. and Myers S. C. (2017). <i>Principles of Corporate Finance</i>. McGraw Hill. 2. Chandra, P. (2017). <i>Financial Management-Theory and Practice</i>. Tata McGraw Hill. 3. Damodaran, A. (2007). <i>Corporate Finance: Theory and Practice</i>. John Wiley & Sons.

		L	T	P	C
MCF 102	Accounting Standard	4	1	0	4
Elective-Finance /Accounting /Taxation	Pre-requisite – Students must have know about accounting principles& conventions				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. To familiarize and acquaint the student with accounting standards.
2. To provide the knowledge of various financial reporting practices.

UNIT	Course contents	Contact Hours
Unit-I	Accounting: Concept–Evolution–Accounting as Information System–Users of Accounting Information – Accounting Environment. Accounting Theory: Concept–Role–Classification–Approaches–Accounting Principles.	6
Unit-II	ACCOUNTING STANDARDS IN INDIA - I: Accounting Standards Framework: Concept–Importance - Types–Difficulties–Enforcement–Accounting Standards Board in India. Accounting Standards Overview (AS-1 to AS-10): AS-1: Disclosure of accounting policies–AS-2: Valuation of inventories –AS-3: Cash flow statement – AS-4: Contingencies and events occurring after balance sheet date – AS-5: Net profit or loss for the period, prior period items and changes in accounting policies – AS-6: Depreciation Accounting – AS-7: Construction Contracts – AS-9: Revenue Recognition – AS 10: Accounting for Fixed assets.	8
Unit-III	ACCOUNTING STANDARDS IN INDIA - II: Accounting Standards Overview (AS11 to AS-20): AS-11: The effects of changes in foreign exchange rates- AS-12:Accounting for government grants –AS-13:Accountingfor investments – AS-14 Accounting for amalgamations – AS-15: Employee benefits – AS-16: Borrowing costs – AS-17: Segmentreporting – AS-18: Related party disclosures – AS-19: Leases – AS-20: Earning per share. Accounting Standards Overview (AS-21 to AS-32): AS-21: Consolidated financial statements–AS-22:Accounting for taxes on income – AS-23 to AS-32:Financial Instruments: Disclosures	9
Unit-IV	INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS):Uniform Global Financial Reporting: Need–Differences between IAS, Indian GAAP and US GAAP–Translation of Indian GAAP Statements in	8

	to US GAAP and IFRS – International Accounting Standards Board. IFRS: Meaning – An overview of IFRS – Convergence with IFRS – Benefits of Convergence – Challenges of Convergence – Role of ASB in post convergence Scenario	
Unit-V	FINANCIAL REPORTING: Developments on Financial Reporting Objectives: True blood Report (USA), Corporate Report (UK), Stamp Report (Canada). Financial Reporting: General Purpose–Qualities–Significance of Corporate Annual Reports–Recent Trends in Corporate Reporting in India	7

LEARNING OUTCOME:

1. Understand the foundations of accounting standard and their role in accounting books.
2. Analyze and evaluate various accounting standards with their respective significance.
3. Critically examine each accounting standard with Indian reference.
4. Role of IFRS in Indian scenario and its impact on corporate accounting.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Jawaharlal —Accounting Theory and Practice Himalaya Publishing Company; 2. .Rawat D.S. —Accounting Standards Taxmann Allied Services Private Limited; 3. Kamal Garg —IFRS Concepts and Applications Bharat Law House Pvt. Limited; 4. Ghosh T.P. —IFRSs For Finance Executives , Taxmann Allied Services Private Limited;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Chartered Accountant, ICAI;2. Management Accountant, ICAI 2. Jain S.P. & Narang K.L: Accounting Theory & Management Accounting, Kalyani

SEMESTER-II

		L	T	P	C
MCM 201	Business Environment & Policy	4	1	0	4
Core	Pre-requisite – Student need to update recent changes in government policy.				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. To give an insight into meaning of business environment and its components.
2. To familiarize with Economic System & its types.
3. To enable the students to analyze Positive and Negative impact of Liberalization, Privatization and Globalization in Indian economy.
4. To make the students aware about provisions of FEMA, The Consumer Protection Act 1986.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Business environment: micro-environment - macro environment–environmental scanning. Policy environment: Industrial Policy - Industrial Policy Resolution 1956–New Industrial Policy 1991– Fiscalpolicy – Monetary policy.	6
Unit-II	LIBERALIZATION AND GLOBALIZATION: New economic policy: economic reforms - liberalization. Globalization: meaning - stages - factorsfacilitating and impeding globalization in India - consequences of globalization for India	8
Unit-III	PUBLIC SECTOR AND PRIVATIZATION: Public sector: changing role of public sector - relevance of public sector–public Sector reforms. Privatization: concepts–nature–objectives–forms - regulatory framework with reference to insurance,power and telecom sectors.	8
Unit-IV	FOREIGN CAPITAL: Foreign direct investment: policy - trends -problems - consequences–FEMA- objectives - provisions - multinational corporations - entry strategies - role - growth – problems - consequences. Mergers andacquisitions: reasons - trends - advantages and disadvantages - competition law.	8
Unit-V	WTO AND TRADE POLICY: WTO agreements - Agreement on Agriculture (AOA) - Multi-fibre Agreement (MFA) - Trade RelatedIntellectual Property Rights (TRIPS) - Trade	8

	Related Investment Measures (TRIMS) - General Agreement on Trade in Services (GATS) - Barriers to trade. Trade policy changes consequent to WTO - Recent EXIM policy ,WTO for India.	
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LEARNING OUTCOME:

1. Skill to identify and differentiate various Micro and Macro factors affecting functioning of Business.
2. Ability to analyze Indian Economy in light of changing government regulatory policies.
3. Understanding of the targets and priorities of five years plans.
4. Ability to file complaint against unfair trade practices under Consumer Protection Act.
5. Familiarization with the objectives and strategies in Economic planning with special reference to Planning Commission and NITI Aayog.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Francis Cherunilam: Global Economy and Business Environment – Himalaya 2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya 3. S.K.Misra & V.K.Puri: Economic Environment of Business - Himalaya 4. Prof. Laxmi Narain: Globalization – Liberalization and Privatization of Public enterprises – Sultan Chand & Co.
Reference Book and other materials	<ol style="list-style-type: none"> 1. .K.Misra & V.K.Puri: Indian Economy – Himalaya 2. Aswathappa: Business Environment - Himalaya 3. Dutt and Sundharam: Indian Economy 4. Ray: Indian Economy, PHI 5. Periodicals: Economic and Political weekly; Business India; Business World; Business Today; Finance India; Business Standard.

		L	T	P	C
MCM 202	Marketing Management	4	1	0	4
Core	Pre-requisite – Student should aware about essentials of marketing.				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. Familiarize the students with the basic concepts & principles of marketing
2. Develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.
3. Enhance their knowledge about channel management & promotional strategy.

UNIT	Course contents	Contact Hours
Unit-I	PRODUCT MANAGEMENT: Concept of Product - Classification of Products - Product Levels– Product Mix - Product Mix Decisions - New Product – New Product Development Stages – Reasons for New Product Failure - Product Life Cycle Stages and Marketing Implications - Branding - Packaging & Labeling.	6
Unit-II	PRICE MANAGEMENT: Pricing – Objectives of Pricing – Role of Price in Marketing Mix – Factors Influencing Price – Pricing under different competitive conditions – New Product Pricing - Skimming and Penetration Pricing – Pricing Methods – Cost based – Demand based – Competition based– Product line Pricing – Pricing strategies	8
Unit-III	PROMOTION MANAGEMENT: Promotion – Significance – Promotion Mix – Advertising – Objectives – Media – Media selection – Budget Types of Advertising – Advertising Effectiveness, Personal Selling – Nature – Steps in Personal Selling. Sales Promotion – Objectives – Tools. Public Relations – Direct Marketing – Forms of Direct Marketing	9
Unit-IV	CHANNEL MANAGEMENT & RETAILING: Marketing Channels: Nature – Channel Levels - Channel Structure &. Participants – Functions Marketing Intermediaries - Channel Design Decisions - Channel Conflict and Resolutions - Online Marketing - Online Marketing Channels – objectives – Merits – demerits –Retailing: Meaning – Significance – Emerging trends – forms of retailing – formats of retail stores.	8

Unit-V	<p>MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH: Concept of MKIS - Components of a Marketing Information System - Internal Records System- Marketing Intelligence System-Marketing Research System-Marketing Decision Support System - Marketing Research Process - Marketing Research Vs MKIS - Marketing Research in India.</p>	9
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LEARNING OUTCOME:

1. To familiarize the students with the fundamentals of marketing to enable them to take better marketing decisions.
2. To discuss and make the students understand the nuances and complexities involved in various product and pricing decisions.
3. To equip the students to take effective distribution decisions for products and services.
4. To develop the skills among students to enable them to design the Promotion-Mix strategies advertising campaigns.
5. To make the students aware about the current trends in marketing to enable them to take proactive measures while taking marketing decisions

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Philip Kotler: Principles of Marketing, PHI 2. Ramaswamy &. Namakumari: Marketing Management 3. Jain: Marketing Planning and Strategy, 4. Gandhi IC : Marketing Management 5. Me Carthy EJ &. OtheIS: Basic Marketing 6. Rosenbloom: marketing Channels 7. Majare: The Essence of Marketing 8. Ian Chasten: New Marketing Strategies 9. Rajan Saxena: Marketing Management.
Reference Book and other materials	<ol style="list-style-type: none"> 1. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). <i>Marketing Concepts and Cases</i>. Tata McGraw Hill. 2. <i>WARC100</i>. (n.d.). Retrieved from The world’s best marketing campaigns and companies 2017: https://cdn2.hubspot.net/hubfs/358208/WARC%20100%20Summary%20of%20Results.pdf?__hssc=95498051.2.1513022131871&__hstc=95498051.dc35b4932a29ab69459a4b4ad0d21d0e.1513022131870.1513022131870.1&__hsfp=1230011665&hsCtaTracking=96588441-6da2-4470-a 3. Zikmund, W. G., & D’Amico, M. (2001). <i>Marketing: Creating and Keeping Customers in an E-Commerce World</i>, South-Western College Publication

		L	T	P	C
MCM 203	Human Resource Management	4	1	0	4
Core	Pre-requisite –				
	Co-requisite-				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. To enable the students to evaluate the process of recruitment and selection.
2. To impart knowledge for developing an organization's remuneration plans.
3. To analyze the changes in human resource practices.
4. To design and implement different methods for training of human resources.
5. To apprise the students regarding various methods of collecting job analysis information.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Human Resources Management (HRM): Concepts–Significance–Objectives – Scope – Functions - Changing role of Human Resource Manager – HRM Policies - Impact of Environment on HRM. Human Resource Development (HRD): Concept - Scope - Objectives- Brief introduction of Techniques of HRD.	6
Unit-II	ACQUISITION OF HUMAN RESOURCE: Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth - Job Analysis: Concepts - Objectives - Components (Job Description and Job Specification) - Methods of Job Analysis.; Human Resource Planning: Concept - Objectives - Factors affecting HR planning - Process of HR Planning - Problems in HR Planning.; Recruitment: Objectives - Sources of recruitment– Selection: Concept–Selection - Procedure–Tests and Interview - Placement - Induction - Promotion - Transfer.	8
Unit-III	UNIT-III: DEVELOPING AND MOTIVATING HUMAN RESOURCE: Training - Assessing training needs - Methods and Evaluation of Training. Development: Techniques of Management Development – Evaluating Effectiveness.; Performance Management: Concept - Performance Appraisal - Concept- - Traditional and Modern Methods of Appraisal – Concepts of Potential Appraisal, Assessment Centers and Career Planning and Development. Concept of Empowerment –	9

	Participative Management: Objectives – Types – Quality Circles – Brief Introduction to forms of Workers Participation in Management in India	
Unit-IV	MAINTENANCE OF HUMAN RESOURCE: Compensation Management: Job Evaluation: Concept – Methods - Essentials of Sound Wage Structure – Concepts of Minimum Wage, Living Wage and Fair Wage – Wage Differentials. Employee Relations: Objectives – Discipline: Objectives – Grievance: Causes – Procedure; Trade Unions: Objectives -	8
Unit-V	HRM IN THE KNOWLEDGE ERA: Knowledge Management: Concept - KM Architecture - Knowledge Conversion - Knowledge Management Process. Types - HR Issues. Learning Organization: Concept – Role of Leader in Learning Organizations	7

LEARNING OUTCOME:

1. Capability to understand employee recruitment and selection process.
2. Understanding of different types of remuneration plans and their significance.
3. Capability to evaluate different training programs and understanding of their limitations.
4. Knowledge regarding the developing role of human resource management in the globalized world

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Bohlander: Human Resource Management, Thomson 2. David A.De Cenzo and Stephen P.Robins: Personnel/ Human Resource Management, PHI 3. Biswajeet Pattanayak: Human Resource Management, PHI 4. Srinivas K. R: Human Resource Management in Practice, PHI. 5. Mathis: Human Resource Management, 10e Thomson 6. Sadri, Jayasree, Ajsaonkar: Geometry of HR, Himalaya 7. Subba Rao P: Personnel and Human Resource Management, Himalaya
Reference Book and other materials	<ol style="list-style-type: none"> 1. VSP Rao:, Human Resource Management, Vikas publishing 2. Mello: Strategic Human Resource Management, 2e Thomson 3. Gupta CB, Human Resource Management, Sultan Chand & Sons.

		L	T	P	C
MCF 201	Investment Management	4	1	0	4
Elective: Finance/ Accounting/ Taxation	Pre-requisite – Basic understanding of bond , equity and capital market				
	Co-requisite- None				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

- 1.To enable students to understand various dimensions of managing an investment programme.
- 2.To understand the intricacies of analyzing securities to design a portfolio.
3. To familiarize the students regarding the techniques of analyzing securities being applied by fund managers.
- 4.To familiarize the student with the principles and practice of Investment Management and acquaint the students with the functioning of the Indian Capital Market.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Investment: Meaning–Characteristics–Importance–Objectives–Factors of Sound Investment–Investment Environment – Investment Media – Principles of Investment – Speculation – Gambling – Investment Process (Theory). Financial Assets: Meaning–Classification–Shares–Debentures–Bonds–Innovative Financial Assets-Properties of Financial Assets (Theory).	6
Unit-II	INDIAN CAPITAL MARKETS - AN OVERVIEW: Primary Market: Meaning–Growth and Development–Role of NIM–Methods of Issues–PartiesInvolved – Allotment Process – Investor Protection – Recent Trends (Theory). Secondary Market: Meaning–History–Functions–Regulatory Framework–Listing and Delisting ofSecurities – Trading Procedure – Stock Exchanges in India – Growth of Stock Exchanges in India – SEBI – Its Functions and Role (Theory).	8
Unit-III	RISK AND RETURN ANALYSIS: Return: Meaning–Holding Period Return–Equivalent Annual Return–Expected Value of Return–Measuring Returns from Historical Data – Measuring Average Returns over Multiple Period – Arithmetic Average – Geometric Average – Rupee Weighted Average Return (Including Problems).	9

	Risk: Meaning–Sources of Risk–Market Risk–Interest Risk–Interest Rate Risk–Purchasing PowerRisk – Business Risk – Financial Risk – Types of Risk–Systematic Risk – Unsystematic Risk – Risk Aversion and Risk Premium – Measurement of Risk – Range as a Measure of Risk – Standard Deviation as a Measure of Risk – β as a Measure of Risk (Including Problems).	
Unit-IV	PORTFOLIO ANALYSIS: Portfolio Analysis: Meaning–Traditional Vs Modern Portfolio Analysis–Return on Portfolio–Risk onPortfolio – Diversification of Investments – Reduction of Portfolio Risk through Diversification – Security Returns Perfectly Positively Correlated – Security Returns Perfectly Negatively Correlated – Security Returns Uncorrelated (Including Problems). Markowitz Model: Assumptions–Parameters–Effect of Combining Two Securities–Interactive RiskThrough Covariance – Coefficient of Correlation – Change in Portfolio Proportions – Concept of Dominance – Limitations of Markowitz Model (Including Problems).	10
Unit-V	PORTFOLIO SELECTION: Portfolio Selection: Meaning–Feasible Set of Portfolios–Efficient Set of Portfolios Selection of OptimalPortfolios (Including problems). Sharpe Single Index Model: Measuring Security Return and Risk–Measuring Portfolio Return and Risk–Multi Index Model (Including Problems)	7

LEARNING OUTCOME:

1. Familiarization with the designing and construction of portfolios.
2. Knowledge about techniques of doing investment analysis.
3. Ability to identify and study the trends of stock markets.
4. Ability to take investment decisions taking into consideration various determinants influencing investment decisions

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Agarwal: A Guide to Indian Capital Market, New Delhi ., 2. Avadhani, V.A: Indian Capital Markets, Himalaya 3. Mayo: Investments, 7e Thomson., 4. Bhalla, V.K: Investment Management. S. Chand & Co., 5. Reilly: Investment Analysis and Portfolio Management, Thomson.,
Reference Book and	<ol style="list-style-type: none"> 1. Kevin, S: Security Analysis Portfolio Management, PHI 2. Fabozzi, Frank J: Investment Management, Prentice Hall.,

		L	T	P	C
MAC 202	Advanced Managerial Accounting	4	1	0	4
Elective: Finance/ Accounting/ Taxation	Pre-requisite – Know about cost accounting and marginal costing.				
	Co-requisite-				
	Designed by – Department of Commerce				

COURSE OBJECTIVE

1. The objective of this course is to equip the students with the knowledge of concepts, methods and techniques of management accounting
2. Enable them to use various techniques of cost ascertainment, budget preparation and variance analysis, while focusing on its need for managerial decision making.

UNIT	Course contents	Contact Hours
Unit-I	<p>FINANCIAL STATEMENT ANALYSIS: Financial Statements: Meaning–Objectives–Types–Uses–Limitations. Financial Statements Analysis: Meaning–Objectives–Techniques–Uses–Limitations. Ratio Analysis: Meaning–Types–Du Pont Analysis (Including Problems). Funds Flow Analysis: Meaning–Preparation of Funds Flow Statement–Cash Flow Analysis: Meaning–Preparation of Cash Flow Statement as per Accounting Standard No.3 (Including Problems).</p>	9
Unit-II	<p>HUMAN RESOURCE ACCOUNTING AND RESPONSIBILITY ACCOUNTING: Human Resources Accounting: Concept–Objectives–Approaches–Limitations (Theory only). Responsibility Accounting: Concept–Steps–Responsibility Centre–Types of Responsibility Centres–Preparation of Responsibility accounting reports (Including Problems).</p>	8
Unit-III	<p>INFLATION ACCOUNTING AND INCOME MEASUREMENT: Inflation Accounting: Concept–Limitations of historical cost based financial statements–Methods of Inflation Accounting: Current Purchasing Power Method – Current Cost Accounting Method (Including Problems).Income Measurement: Income Concepts - Measurement and Reporting of Revenues, Expenses, Gains and Losses (Theory only) – Analysis of Changes in Gross Profit (Including Problems)</p>	7

Unit-IV	FINANCIAL MEASURES OF PERFORMANCE: Financial Measures of Performance: Introduction–Return On Investment (ROI): Concept–Uses and Limitations – Economic Value Added (EVA): Concept – Significance of EVA – Measurement of EVA (Theory only). Balanced Score Card (BSC): Concept–Objectives–Perspectives of BSC - Multiple Scorecard Measuresto a Single Strategy (Theory Only).	8
Unit-V	MANAGERIAL DECISION MAKING: Introduction: Cost concepts for decision making–Marginal Costing and Decision Making. Pricing decisions: Normal price - Minimum price–Depression price - Special price. Product decisions: Profit planning - Level of Activity - Dropping a product line - Introducing a newproduct line - Product/Sales mix decisions - Make or Buy decisions - Key/Limiting Factors (Including Problems).	8

LEARNING OUTCOME:

1. Identify differences between various forms of accounting—Financial, Managerial and Cost and the role of a Management Accountant
2. Identify cost according to their associated activities and apply costing techniques for computing cost of products or services
3. Prepare income statements using variable costing and absorption costing
4. Make various managerial decisions on the basis of learning about concepts and issues involved therein.
5. Prepare different forms of budgetary statements, identify and control cost at a responsibility center assigned to a manager, analyze and report performance of the assigned responsibility center.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Sharma RK & Shashi K. Gupta: Management Accounting- Principles & Practice, Kalyani Publishers; 2. Jawaharlal: Accounting Theory & Practice, Himalya; 3. Gupta S.P. : Management Accounting, Sahitya Bhavan; 4. Jain S.P & Narang K.L: Accounting Theory & Management Accounting, Kalyani; 5. Robert S.Kaplan & Anthony A. Atkinson: Advanced Management Accounting, Prentice-Hall;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Journals: Chartered Accountant, ICAI; Management Accountant, ICAI 2. Lal, Jawahar (2016). <i>Advanced Management Accounting, Text, Problems and Cases.</i> S. Chand & Co., New Delhi. 3. Maher, Michael W., Stickney, Clyde P. & Weil, Roman L. (2011). <i>Managerial Accounting, An Introduction to concepts, Methods and uses.</i> South-Western College Pub.

SEMESTER-III

		L	T	P	C
MCM301	Subject Name:- Research Methodology and Statistical Analysis	4	1	0	4
Core	Pre-requisite – Student should aware about basic of research				
	Co-requisite-None				
	Designed by –Department of commerce				

COURSE OBJECTIVE

1. Objective of this course is to develop research orientation among the students and develop analytical skills.
2. The course is expected to train the students to plan and execute the research studies in business

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Meaning, Need and Importance - Classification: Statistical Techniques -Operations Research techniques - Role of Quantitative Techniques in Business and Industry - Quantitative Techniques in Decision making - Limitations. Research: Meaning, Purpose, Characteristics and Types - Process of Research: Formulation of objectives -Formulation of Hypotheses: Types of Hypotheses - Methods of testing Hypotheses - Research plan and its components - Methods of Research: Survey, Observation, Case study, experimental, historical and comparative methods,Limitation in Business research.	9
Unit-II	ANALYSIS OF DATA:Sources of Data: Primary and Secondary Sources - Methods of collecting Primary Data - DesigningQuestionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioral and Entrepreneurship (Practically students should be able to design questionnaires for given problem/cases in these areas). Census vs. Sampling - Methods of Sampling Random and Non-Random Sampling methods - Measurement and scaling techniques. Processing and Presentation of Data: Editing, coding, classification, and tabulation - Graphic anddiagrammatic presentation (Theory only). Statistical analysis of Data: Types of analysis (Descriptive analysis and inferential analysis) – Tools: Measures of Central Tendency, Measures of Variation, Skewness, Time series, Index numbers, Correlation and Regression (theory only).	9

Unit-III	INTERPRETATION AND REPORT WRITING: Interpretation: Introduction - Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies: bias, inconsistency in definitions, inappropriate comparisons, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data. (including small cases). Report Writing: Meaning and types of reports - Stages in preparation of Report - Characteristics of a good report - Structure of the report'-Documentation: Footnotes and Bibliography - Checklist for the report.	9
Unit-IV	PROBABILITY AND PROBABILITY DISTRIBUTIONS:Probability: Meaning - Fundamental Concepts - Approaches to measurement of Probability - Classical,Relative frequency, subjective and axiomatic approaches - Addition theorem - Multiplication theorems-Bayesian theorem and its simple applications - Mathematical expectation (including problems). Probability Distributions: Meaning and importance of theoretical frequency distributions Binomial,Poisson and Normal distributions - Properties and uses - fitting Binomial, Poisson and Normal, Distributions (areas method only) (including problems).	9
Unit-V	ASSOCIATION OF ATTRIBUTES & CHI SQUARE TEST:Association of Attributes: Meaning - Distinction between correlation and association Methods of studying Association - interpretation of results. Chi Square Test: Definition - Conditions for applying Chi square test, Yates's correction - Uses and limitations of Chi square test - Chi square test for testing the independence of Attributes - Chi square test for goodness of fit (including problems).	9

LEARNING OUTCOME:

The successful completion of this course shall enable the student:

- 1: To describe the meaning and role of Research.
- 2: To formulate the research problem and understanding the major research designs.
- 3: To determine data sources and learn the art of designing a questionnaire.
- 4: To understand various sampling techniques and develop understanding of data collection and fieldwork.
- 5: To enable students to analyse data using various techniques and to learn how to communicate the results and follow up.

Learning Resources	
Text Book	1.Krishna Swamy :Methodology of Research in Social Sciences., 2.Kothari:Research Methodology.

Reference Book and other materials	1..SC.Gupta:Fundamentals of Statistics., 2. Anderson:Statistics for Business and Economics.
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		L	T	P	C
MCM302	Subject Name:- E -COMMERCE	4	0	1	4
Core	Pre-requisite – Know about basic of computer function				
	Co-requisite- None				
	Designed by –Department of commerce				

COURSE OBJECTIVE

1. To know and learn about Information Technology through its applications.
2. To give an overview of E-Commerce fundamentals with an objective of exposing them to the functional areas of E-Commerce.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: E-Commerce - E-Business - Potential Benefits of E-commerce – Driving Forces of E-Commerce – Business Process, Re-Engineering–E-Commerce Applications –Regulatory Environment for E-Commerce, Competitive intelligence on the Internet – Future of E-Commerce.	9
Unit-II	ELECTRONIC DATA INTERCHANGE (EDI), E-COMMERCE & INTERNET: Introduction - Traditional EDI systems - Benefits and Drawbacks - Data transfer and standards. Financial EDI-EDI systems and the Internet - Legal security and private concerns - Authentication Methods – Firewalls – Factors considered in securing the firewalls - Internet trading relationships: Business to Consumers (B2C), Business (B2B), Consumer to Business (C2B), Government to Consumer (G2C), Features and benefits-Portal Vs Website - Supply Chain Management.	9
Unit-III	ELECTRONIC PAYMENT MECHANISMS AND WEB PAGE DESIGNING: Introduction - SET protocol - SET Vs SSL - Payment gateway - Certificate issuance - Trust chain - Cryptography methods - Encryption technology – Digital signatures - Dual signatures - SET Logo Compliance testing - Status of Software Magnetic strip cards - Smart cards - Electronic cheques -Electronic cash - Third party processors and Credit Cards - Risk and electronic system - Designing electronic payment systems. Introduction to HTML – Basic syntax – Basic Text Formatting – Images – Lists – Tables – Hypertext links.	9
Unit-IV	COMPUTERIZED ACCOUNTING: Computerized Accounting: Meaning, Features, Advantages and disadvantages – Computerized vs Manual Accounting – Creation of Company – Grouping of accounts – Creation of Accounts: Cash Book, Bank Book, Sales Register, Purchase Register, Journal Register, Debit Note Register, Credit Note Register, Opening and Closing Stock –	9

	Creation of Inventory – Creation of Stock Groups, Stock Categories, Godowns, Stock Items and Units of Measure – Detailed Stock Valuation. Entering Transactions: Voucher Entry – Sales Vouchers – Purchase Vouchers – Receipt Vouchers – Payment Vouches – Contra Vouchers – Journal Vouchers – Debit Note Vouchers – Credit Note Vouchers – Editing and Deleting Vouchers – Voucher Numbering – Customization of Vouchers – Discount Allowed – Discount Received – Petty Cash Book – Depreciation – Automatic Interest Calculation – Interest Receivable – Interest Payable.	
Unit-V	COMPUTERISED STATEMENTS: Day Books – Financial Statements: Trial Balance, Trading & Profit and Loss Account, Balance Sheet – Ratio Analysis - Cash Flow statement – Funds Flow Statement - Inventory Report of a Sole Trader and a Company – Outstanding: Receivables and Payables – Editing and Deleting Ledgers and Groups – Budget Control – Creating, Editing and Deleting Budgets –	6

LEARNING OUTCOME:

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

1. Demonstrate an understanding of the foundations and importance of E-commerce.
2. Demonstrate an understanding of retailing in E-commerce by: analyzing branding and pricing strategies using and determining the effectiveness of market research assessing the effects of disintermediation.
3. Analyze the impact of E-commerce on business models and strategy.
4. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
5. Describe the infrastructure for E-commerce.
6. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
7. Discuss legal issues and privacy in E-Commerce. Assess electronic payment system, Recognize and discuss global E-commerce issues.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Implementing Tally: Nadhani & Nadhani, BPB 2. Business Data processing System: P. Mohan, Himalaya
Reference Book and other materials	<ol style="list-style-type: none"> 1. Business Data Processing And Accounting System: V. Srinivas, Kalyani 2. Manuals Supplied along with respective packages.

		L	T	P	C
MCM303	Subject Name:- COST ACCOUNTING AND CONTROL	4	0	0	4
Core	Pre-requisite – Basics of cost accounting system				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To impart conceptual knowledge of cost accounting and to equip with skills of ascertainment and control of costs.
2. To identify differences between various forms of accounting—Financial, Managerial and Cost and the role of a Management Accountant

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Cost Accounting: Nature and Scope, Need, Objectives – Cost Concepts – Installation of Costing System – Cost Accounting its relationship with Financial Accounting and Management Accounting Cost Accounting Standards - Cost Classification – Cost Sheet - Books of Accounts – Integral and Non Integral Accounting - Reconciliation of Cost and Financial Accounts (Including Problems).	9
Unit-II	PROCESS COSTING: Process Costing: Meaning, Features, Applicability, Pros and Cons – Unit Costing Vs. Process Costing – Job Costing Vs. Process Costing – Normal Loss and Abnormal Loss - Process Accounts with Stocks – Inter-Process Profit – Equivalent Production – First In-First out Method (FIFO) and Average Method – Joint Products and By-products (Including problems).	8
Unit-III	MARGINAL, ABSORPTION AND DIFFERENTIAL COSTING: Marginal Cost: Meaning, Features - Absorption Cost: Meaning, Pros and cons – Marginal Costing Vs Absorption Costing - Preparation of Income Statement under Marginal Costing and Absorption Costing - Differential Costing: Meaning of Differential Cost, Marginal Cost Vs. Differential Cost, Characteristics of Differential Costing, Managerial Applications of Differential Cost Analysis (including problems).	9
Unit-IV	BUDGETARY CONTROL: Budget: Meaning, Essentials – Budgeting - Budgetary Control: Essentials, Advantages, Limitations – Classification of Budgets: Functional Budget: Sales Budget, Production Budget, Direct Material Budget, Direct Labor Budget, Manufacturing Overheads Budget - Capital Expenditure Budget - Cash Budget – Master Budget – Flexible Budget – Performance Budget –	9

	Traditional System of Budgeting – Zero Based Budgeting (Including Problems).	
Unit-V	STANDARD COSTING: Standards: Meaning, Types, Establishment - Standard Costing: Need, Pre-requisites, Pros and Cons - Standard Costing and Budgetary Control – Variance Analysis - Revision of Standards - Control and Efficiency Ratios (Including Problems).	9

LEARNING OUTCOME:

After completing the course, the student will be able to:

- 1:** Identify differences between various forms of accounting—Financial, Managerial and Cost and the role of a Management Accountant
- 2:** Identify cost according to their associated activities and apply costing techniques for computing cost of products or services
- 3:** Prepare income statements using variable costing and absorption costing
- 4:** Make various managerial decisions on the basis of learning about concepts and issues involved therein.
- 5:** Prepare different forms of budgetary statements, identify and control cost at a responsibility center assigned to a manager, analyze and report performance of the assigned responsibility center.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1.Jain S.P & Narang K.L., —Advanced Cost Accounting Kalyani Publishers, New Delhi; 2.Iyengar S.P.,—Cost Accounting – principles & Practice Sultan Chand & Sons; 3.Prashanta Athma, —Cost and Management Accounting Himalya;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Khan M.Y & Jain P.K., —Theory and Problems in Cost Accounting TMH; 2. Ravi M. Kishore, —Cost Management , Taxmann; 3. Lall nigam & Jain, —Cost Accounting – Principles and Practice Prentice-hall;

		L	T	P	C
MCF 301	INTERNATIONAL FINANCIAL MANAGEMENT	4	0	0	4
Elective-Finance	Pre-requisite -None				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To introduce about the foreign exchange systems prevalent in international trade and business. To elaborate the manner of determination of exchange rates.
2. To make students aware about the importance of risk analysis of host countries and their political stability before investing in the host country.
3. To discuss various exposures involves in international transactions and its management.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: An Overview of International Financial Management: Meaning–Features of International Finance–Scope of International Finance – International Financial Management and Domestic Financial Management– Factors influencing Growth of International Finance – International Monetary System (Theory only). Balance of payments Accounting: BoP Accounting Principles–Debit and Credit Entries– Balance of Payments Statement (Including Problems).	9
Unit-II	FOREIGN EXCHANGE MARKETS & EXCHANGE RATE MECHANISM: Foreign Exchange Market: Features–Major Participants– Spot Market: Features, arbitrage, speculation– Forward Market: Features, arbitrage, hedging. Speculation, Swapping (Including Problems). Exchange Rate Mechanism: Exchange Rate Quotations– Nominal, Real & Effective Exchange Rates–Exchange Rate Determination in Spot Market – Exchange Rate Determination in forward Market (Including Problems).	9
Unit-III	FOREIGN EXCHANGE EXPOSURE:Measurement of Foreign Exchange Exposure: Meaning & Relevance of Foreign Exchange Exposure–Classification of Foreign Exchange Exposure: Transaction Exposure, Operating Exposure & Accounting Exposure (Including Problems). Management of Foreign Exchange Exposure: Need– Hedging of Transaction Exposure–Hedging of Real Operating Exposure – Management of Accounting Exposure (Including Problems).	9
Unit-IV	INTERNATIONAL FINANCIAL MARKETS & INSTRUMENTS:International Financial Markets: Features–Factors for Growth–Interest Rates–Channels of International Funds Flow.	9

	International Financial Instruments: Euro Credits: Revolving Credit, Term Credit–Euro Bonds: Straight Bonds, Convertible Bonds, Currency Optional Bonds, FRNs – Euro Currency Deposits: Call Deposits, Term Deposits, Certificates of Deposits – Euro Notes: Commercial paper, NIF, Medium Term notes – Euro Issues: FCCB, GDR, ADR (Theory only).	
Unit-V	FINANCING OF FOREIGN TRADE: Foreign Trade Documents: Letters of Credit–Bill of Exchange Marine Insurance Policy–InvoicesCertificates – Bill of Lading. Foreign Trade Financing: Methods of Financing: Bank Credit (Pre-Shipment Credit, Post-ShipmentCredit, Medium Term Credit, Credit under Duty Draw Back Scheme), Factoring, Counter Trade – Modes of Payment (Theory Only).	9

LEARNING OUTCOME:

- 1: To understand the basic concepts of Multinational firms, environment of international financial management and foreign exchange market;
- 2: To understand financial viability of capital expenditure plans and risk in financial decision making;
- 3: To analyse issues related to various finance functions of MNCs;
- 4: To understand translation, transaction, and economic exposure to exchange rate changes;
- 5: To understand portfolio management techniques and its risk.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Avadhani: International Finance, Himalaya; 2. Bharati V Pathak: Indian Financial Management , Pearson; 3. Clark: International Finance, 2e Thomson 2006;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Jeevenandam: Foreign Trade Finance and Risk Management, Sultan Chand; 2. Joseph Anbarasu: global Financial Management, Ane Books Pvt.Ltd; 3. Kevin s: Fundamentals of International Financial Management, PHI;

		L	T	P	C
MCF 302	SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT	4	0	0	4
Elective-Finance	Pre-requisite –Understanding about capital market				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To familiarize with analysis of securities market, valuation of different securities for the purpose of building optimal portfolio
2. Students with latest concepts and trends in the securities market.

UNIT	Course contents	Contact Hours
Unit-I	<p>SECURITY ANALYSIS: Fundamental Analysis: Meaning–Economy Analysis–Economic Forecasting– Forecasting Techniques– Industry Analysis – Concept of Industry – Industry Life Cycle – Industry Characteristics – Company Analysis – Financial Statements – Analysis of Financial Statements (Theory Only). Technical Analysis: Meaning–Dow Theory–Basic Principles of Technical Analysis–Trends and Trend Reversal – Eliot Wave Theory – Mathematical Indicators – Market Indicators (Theory). Efficient Market Theory: Random Walk Theory–The Efficient Market Hypothesis–Forms of Market Efficiency – Tests of Efficient Market Hypothesis (Theory).</p>	9
Unit-II	<p>VALUATION SECURITIES: Share Valuation: Concept of Present Value–Share Valuation Model–One Year Holding Period–Multiple Year Holding Period – Constant Growth Model – Multiple Growth Model – Multiplier Approach to Share Valuation (Including problems). Bond Valuation: Bond Returns–Coupon Rate–Current Yield–Spot Interest Rate–Yield to Maturity–Yield to Call – Bond Prices – Bond Risks – Bond Duration(Including Problems).</p>	8
Unit-III	<p>CAPITAL MARKET THEORY: Capital Market Theory: Assumptions- Capital Asset Pricing Model–Efficient Frontier with Riskless Lending and Borrowing – Capital Market Line – Security Market Line – SML Vs. CML – Pricing of Securities with CAPM – Limitation of CAPM (Including problems). Arbitrage Pricing Theory: The Law of One Price– Assumptions–Arbitrage Pricing for one Risk Factor–Two Factor Arbitrage Pricing – Multiple Arbitrage Pricing –</p>	7

	Limitations of APT (Including Problems).	
Unit-IV	<p>PORTFOLIO PERFORMANCE EVALUATION: Portfolio Performance Evaluation: Need for Evaluation– Evaluation Perspective–Meaning of PortfolioEvaluation – Measuring Portfolio Return – Risk Adjusted Returns – Sharpe Ratio – Treynor Ratio – Differential Return (Including Problems). Security Market Indexes: Meaning–Different Averages and Indexes Exist–The Construction of Indexes– Maintenance Problems with Security Market Indexes – Stock Market Index Revision (Including Problems).</p>	9
Unit-V	<p>PORTFOLIO REVISION: Portfolio Revision: Need for Revision–Meaning of Portfolio Revision–Constraints in PortfolioRevision – Portfolio Revision Strategies – Formula Plan – Constant Rupee Value Plan – Constant Ratio Plan – Dollar Cost Averaging (theory). International Investing: Benefits and Risk of Global Investing–Factors Influencing InternationalInvesting – Foreign Exchange Risk (Theory).</p>	8

LEARNING OUTCOME:

1. Understand the environment of investment and risk return framework.
2. Analyse bonds in terms of valuation, yields and risks as well as build up immunized bond portfolio.
3. Analyse equity shares using different approaches and models.
4. Construct, analyze, select and evaluate portfolios along with a deep understanding of Capital market theory and associated models.
5. Understand and analyse futures and options, use various options trading strategies and critically examine various innovations in derivatives market.

Learning Resources	
Text Book	<p>1.Avadhani,V.A: International finance, Himalaya ., 2.Avadhani,V.A: Investment & Security Management in India, Himalaya., 3.Bhall,V.K.: Investment Management, S. Chand & Co.,</p>
Reference Book and other materials	<p>1.Fisher Donald E & Ronald J Jordan: Securities Analysis & Portfolio Management, PHI; 2..Francaia Jack Clark & Richard W Taylor: Theory</p>

		L	T	P	C
MAC 301	ADVANCED CORPORATE ACCOUNTING	4	1	0	4
Elective- Accounting	Pre-requisite – Basics of accounting and finance				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To understand the application of advanced corporate accounting practices in the fields of modern business and profession.
2. To explain the concept of divisible profits and its implications in various accounting procedures leading to preparation of Final Accounts if a Company as per Company Act.

UNIT	Course contents	Contact Hours
Unit-I	HOLDING COMPANIES: Definition – Provisions of Indian Accounting Standard 21 – Accounts – Consolidation – Preparation of Consolidated balance sheet – Minority interest – Pre-acquisition or capital profits - Cost control or Goodwill – Inter-company balances - Unrealized inter-company profits - Revaluation of assets and liabilities - Bonus shares - Treatment of dividend - More than one subsidiary inter-company holdings - Consolidation of profit and loss .	9
Unit-II	INVESTMENT ACCOUNTS & ACCOUNTING FOR PACKAGES & CONTAINERS: Investment Accounts: Need and Significance of investment accounts - Provisions of Indian Accounting Standard 13 - Accounting Treatment - Treatment of Brokerage and Expenses - Investment ledger - Equity shares accounts - Bonus Shares - Right Shares (Including problems). Accounting for Packages and Containers: Need - Accounting treatment - Non returnable containers - Returnable Containers - Methods - Maintaining containers stock account or containers trading account - Containers suspense account or Reserve account (including problems).	9
Unit-III	LEASE ACCOUNTING: Lease: Definition - Features - Advantages and disadvantages - Lease distinguished from other modes of acquisition - Provisions of Indian Accounting Standard 19 - Types lease: Financial lease, Operating lease - Financial Lease Vs. Operating Lease - Terms peculiar to leasing - Accounting for lease - Books of Lesser and Lessee - Sale and lease back (including problems).	

Unit-IV	FOREIGN BRANCHES – PREPARATION OF CONSOLIDATED STATEMENTS: Different exchange rates - Methods of translating financial statements: Temporal method, Current method, Current and Non - Current Method - Cumulative Translation Adjustment Account (CTA) - Difference in the Translated Trial Balance - Provisions Indian Accounting Standard 11 - Process of Converting Trial Balance of Foreign Branches and Preparation of Final Accounts and Consolidated Balance Sheet (including problems).	9
Unit-V	VALUATION OF INTANGIBLE ASSETS: Meaning - Significance of intangibles - Nature of intangible assets - Provisions of Indian Accounting Standard 26 - Types of intangible assets - Measurement and Recognition of intangibles - Valuation approaches (theory only).	8

LEARNING OUTCOME:

- 1: Understand the environment of investment and risk return framework.
- 2: Analyse bonds in terms of valuation, yields and risks as well as build up immunized bond portfolio.
- 3: Analyse equity shares using different approaches and models.
- 4: Construct, analyze, select and evaluate portfolios along with a deep understanding of Capital market theory and associated models.
- 5: Understand and analyse futures and options, use various options trading strategies and critically examine various innovations in derivatives market.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1.Accounting Standards and Corporate Accounting Practices: T.P. Ghosh, Taxrann; 2.Advanced Accountancy: R.L. Gupta and M. Radhaswarny, Sultan Chand and Sons; 3.Advanced Accountancy: M.C.Shukla & T.S.Grewal, S.Chand & Company Ltd.;
Reference Book and other materials	<ol style="list-style-type: none"> 1.Advanced Accountancy: S.K.R.Paul, New Central Book Agency; 2.Advanced Accountancy: M.A.Arulanandam & K.S.Raman, Himalaya Publishing House; 3.Modern Accountancy: A. Mukarjee and M.Haniff, Tata Mcgraw Hill;

		L	T	P	C
MAC 302	FINANCIAL STATEMENT ANALYSIS	4	0	0	4
Elective- Accounting	Pre-requisite – Basic knowledge of preparation of financial statement				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To familiarize and acquaint the student with application of analysis of financial statements techniques
2. To learn the analysis of different financial statement.

UNIT	Course contents	Contact Hours
Unit-I	FINANCIAL STATEMENTS: Financial Statements: Meaning, Objectives, Types, Uses, Limitations - Redrafting Financial Statements: Single-step and Multi-step Financial statements - Preparation of Financial Statements as per Indian Accounting Standards and IFRS (Theory only).	8
Unit-II	: INCOME STATEMENT: Basic elements of the Income statement - Special Income statement items - Income taxes related to operations - Earnings per share - Retained earnings - Dividend and stock splits - Legality of distributions to stockholders - Comprehensive income - International consolidated income statement (IFRS) - Profitability: Profitability measures - Trends in profitability - Segment accounting - Interim reports - Revenue by major product lines (Theory only).	8
Unit-III	BALANCE SHEET: Basic elements of the Balance Sheet: Assets, Liabilities, Stockholders' equity - Quasi-Reorganization - Accumulated other comprehensive income - Employee stock ownership plans (ESOPS) - Treasury stock - International consolidated balance sheet (IFRS) - Liquidity of short-term assets: Current assets, current liabilities and other operating cycle - Long-term debt paying ability: Income statement consideration when determining long term debt paying ability - Balance sheet consideration when determining long term debt paying ability (Theory only).	7
Unit-IV	FINANCIAL STATEMENTS OF SPECIAL ORGANIZATIONS: Banks: Income Statement, Balance sheet, Ratios for banks - Utility companies: Financial statements, Ratios for regulated utilities companies - Transport companies: Financial statements, Ratios for transportation Insurance companies: Financial Statements, Personal financial statements - Accounting for Governments and	8

	Non - Profit organizations (Theory only).	
Unit-V	ANALYSIS TECHNIQUES: Meaning - Significance of analysis - Sources of information - Techniques of analysis: Horizontal analysis, Vertical analysis, Trend analysis - Ratio analysis - Funds flow analysis - Cash Flow Statements - Strategic and Integrated Managerial Analysis of Corporate Financial Statements: Analysis of Profitability, Overall Ratio Analysis, Analysis of Quality of Earnings - Innovative Techniques of Financial Statements: Analysis per employee, Analysis per equity share (Including problems).	9

LEARNING OUTCOME:

- 1: Understand the foundations of financial modeling using spreadsheets.
- 2: Build financial models for business analysis.
- 3: Build financial models for forecasting and to make projected financial statements.
- 4: Apply modeling tools and techniques for valuation.
- 5: Use financial models for decisions in uncertainty.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Charles S. Gibson: —Financial Statement Analysis, Cengage Learning India Private Limited; 2. Lyn M. Fraser & Aileem Ormiston: —Understanding Financial Statements, PHI 3. Ambrish Gupta: —Financial Accounting for Management An Analytical Perspective, Pearson; 4. Earl K. Stice & James D. Stice: —Financial Accounting Reporting & Analysis, Cengage Learning India. Ltd.
Reference Book and other materials	<ol style="list-style-type: none"> 1. Carl s. Warren, James M. Reeve & Jonathan E. Duchac: —Financial Accounting Concepts, 2. Sharma RK & Shashi K. Gupta: —Management Accounting, Kalyani Publishers 3. Malcolm Smith, —Research Methods in Accounting, Sage Publications Ltd.

		L	T	P	C
MCT 301	DIRECT TAXATION	4	1	0	4
Elective-Taxation	Pre-requisite – None				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To acquaint the students with the theoretical and practical aspects of direct taxes
2. To acquaint the students with the theoretical and practical aspects of wealth taxes and to make them use computer packages for tax calculations.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION TO DIRECT TAXES: Features of Direct Taxes - Types of Direct Taxes - Overview of Income Tax Act 1961 - Basic Concepts: Person – Assessee - Previous Year and Exceptions - Assessment Year Income - Gross Total Income - Taxable Total Income - Residential Status - Incidence of Tax - Permanent Account Number (PAN) – Tax Account Number (TAN) - Income Tax Authorities - Functions (Theory Only).	8
Unit-II	ASSESSMENT OF INDIVIDUALS: Clubbing of Income - Set off and carry forward of losses - Permissible Deductions from Gross Total Income - Computation of Total Income and Tax Liability (Students should be given computed income under five heads for calculation of tax liability) (Theory and Problems).	8
Unit-III	: HINDU UNDIVIDED FAMILIES: Schools of Hindu Law - Residential Status of HUF - Partition of HUF - Impartible Estate - Income not to be treated as family income - Assessment of HUF (Theory and Problems).	9
Unit-IV	ASSESSMENT PROCEDURES: Filing of Different Types of Returns of Income - Types of Assessment - Deduction and collection of Tax at source - Advance Tax - Recovery of Tax - Modes of Recovery and Refund Appeals and Revision - Penalties and Prosecutions (Theory only).	9
Unit-V	WEALTH TAX: Definitions – Assessee - Assessment Year – Assets - Net Wealth - Valuation Date - Rates of Tax - Persons liable for Tax - Charge of Wealth Tax - Deemed Assets - Assets exempt from Wealth Tax (Theory and Problems).	9

LEARNING OUTCOME:

- 1: To understand the meaning and scope of tax policy and types of taxes.
- 2: To analyse the significance and determinants of tax-GDP ratio and understand other concepts central to taxation policy such as tax effort, tax equity and tax incidence.
- 3: To appreciate the significance and application of buoyancy and elasticity of tax revenue.
- 4: To become aware of the dynamics of international taxation and methods adopted by countries to alleviate international double taxation.
- 5: To examine the causes of tax evasion and tax avoidance along with methods adopted by countries to curb tax evasion and avoidance.
- 6: To assess the rationale, benefits and costs of various kinds of tax incentives offered by governments.
- 7: To understand the Constitutional provisions pertaining to taxes in India.

Learning Resources	
Text Book	<ol style="list-style-type: none">1. Vinod K. Singhania: Taxman's Direct Tax Laws2. Bhagawati Prasad: Direct Tax Laws and Practice3. B.B. Lal and N. Vashisht: Income Tax, Wealth Tax and Tax Planning
Reference Book and other materials	<ol style="list-style-type: none">1. Manmohan: Direct Taxes with Tax Planning aspects2. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning.3. V.P. Gaur and D.B. Narang Income Tax Law and Practice – Kalyani Publications.

		L	T	P	C
MCT 302	GOODS & SERVICE TAX	4	0	0	4
Elective-Taxation	Pre-requisite – basic knowledge of taxation				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To acquaint the students with the basics and latest developments in the areas of GST.
2. To facilitate the student for assessment and calculation

UNIT	Course contents	Contact Hours
Unit-I	GST in India- An Introduction: Genesis of GST in India, Concept of GST, Need for GST in India, Frame work of GST as introduced in India, Benefit of GST, Constitutional Provisions. Supply under GST: Introduction, Relevant Definitions, Concept of supply (Section 7 of CGST), Composite and Mixed Supply (Sec.8).	9
Unit-II	Exemptions from GST: Introduction, Power to Grant Exemptions, Goods Exempt from tax, List of service exempt from tax.	9
Unit-III	Charge of GST: Introduction, Relevant definitions, Extent & commencement of GST Law, Inter-State supply (Sec.7 of IGST Act), Intra –State Supply (Sec.8 of IGST Act), Supplies in terrestrial waters(Sec.9 of IGST Act), Levy and Collection of CGST & IGST(Sec.9 and sec.5 of respective act.); Reverse Charge Mechanism, Classification of Service Under GST, Composition Levy(Sec.10 of CGST Act).	9
Unit-IV	Place of supply: Introduction, Relevant definitions, Place of Supply of Goods other than supply of Goods into or Exported from India, Place of supply of Goods Imported Into, or Exported from India (Section 11), Place of supply of service where location of supplier of service and the location of service of recipient located in India (sec.12), Place of supply of service where location of supplier of service and recipient is outside India (Sec.13),	9

Unit-V	Time of Supply: Introduction, Relevant Definitions, Time of Supply of Goods (Sec.12), Time of supply of Service (Sec.13), Change in Rate of Tax in respect of supply of goods and services, Value of supply: Introduction, Relevant Definitions, Value of supply (Sec.15), Rules for Valuation of supply of goods and or services,	9
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LEARNING OUTCOME:

1. Concept of GST, Framework and need of GST.
2. Understand and analyses the event under GST –Supply
3. Understand composite and mixed supply
4. Identify and analyses the computation of reverse charge mechanism.
5. Identify and analyses the various good and services free from GST
6. Understand the place of supply of goods and services
7. Understand the charges applicable on the supply of goods and services
8. Easily compute the value of a taxable supply in different scenario.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. V. S. Datey: Indirect Taxes, Taxmann Publishers 2. Taxmann GST act with Rules and forms, Publication ; Taxmann Publication ISBN-13: 978-9787563236 3. GST for the Layman , Publication TV 18 Broadcast Limited ,ISBN-93:840-61972 BY Vishal thakkar
Reference Book and other materials	<ol style="list-style-type: none"> 1. AP Valued Added Tax Ordinance & Rules: Issued by Commissioners Taxes 2. Gaur & Narang: Wealth Tax Act and Central Sales Tax Act, Kalyani Publishers 3. Bare Acts of Indirect Taxes.

SEMESTER-IV

		L	T	P	C
MCM 401	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS	4	1	0	4
Core	Pre-requisite –Basic knowledge of Math and statistics				
	Co-requisite-None				
	Designed by –Department of commerce& Finance				

COURSE OBJECTIVE

1. To impart inferential skills to the student by using Quantitative Techniques for Business Decisions
2. To learn use of quantitative technique in research and business.

UNIT	Course contents	Contact Hours
Unit-I	<p>STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:</p> <p>Concepts: Population, sample and sampling distribution - Parameters and statistics - Central limit theorem -Concept of Standard Error - Confidential limits - Estimation of population parameters - Properties of a good estimator - Point and interval estimation - Hypothesis Formulation and testing procedure - Type I and Type II errors - One tail and two tail tests (theory only).</p> <p>Sampling of Attributes: Estimation and testing of Number and Proportions of Successes - Difference between two proportions (including problems).</p>	9
Unit-II	<p>SAMPLING OF VARIABLES:</p> <p>Large Samples: Difference between large and small samples - Estimating population mean– Testing: Significance of Mean - Significance of the difference between means of two samples - Significance of the difference between the standard deviations of two samples (including problems).</p> <p>Small Samples: 't' test - Fixing fiducial limits to population mean– Testing: Significance of the mean - Significance of the difference between two independent means - Significance of the difference between two dependent means (including problems).</p>	9
Unit-III	<p>: ANALYSIS OF VARIANCE AND STATISTICAL QUALITY CONTROL:</p> <p>F- test: Meaning and Applications–ANOVA: Assumptions</p>	8

	- Procedure - One way and two-way analysis of variance (including problems).; Statistical Quality Control: Introduction - Chance and Assignable Causes of Variation Uses of SQC - Process Control and Product Control- Control Charts for Variables: X-chart - Range chart - Standard deviation chart - Control charts for attributes: C chart - p chart - np chart.	
Unit-IV	: STATISTICAL DECISION THEORY AND GAMES THEORY: Statistical Decision Theory: Nature of Decision - State of Nature - Pay off Tables - Expected Pay off - Expected Opportunity Loss - Value of Perfect Information - Types of Decision Situation - Choice of Decision Criteria - Decision Tree Analysis - Decision Making under Uncertainties (including simple problems).; Games Theory: Characteristics of Game Theory - Two Persons Zero Sum Game - Maximum and Minimax Strategies - Saddle Point - Dominating Strategy - Mixed Strategy - Limitations of Games Theory (including simple problems with Analytical Formulae and Graphical Methods).	8
Unit-V	LINEAR PROGRAMMING (LP): Linear Programming: Meaning - Requirements for application - Assumptions - Advantages - Application of LP - Formulation of LP problems (including simple problems). Graphical Solutions of LP problems with two variables only (including simple problems).	9

LEARNING OUTCOME:

- 1: Understand different decision-making situations in business and the role of different quantitative approaches in solving them.
- 2: Learn the quantitative approaches to problem solving in business situations constrained by availability of resources or alternatives.
- 3: Ensure prudent and cost-effective decision making in Transportation, Assignment and Transshipment problems.
- 4: Learn various models of EOQ and using simulated situations to solve the problems related to inventory and queuing management.
- 5: Work on project scheduling and controlling problems using PERT & CPM techniques.
- 6: Use Markov Chains decision process and Theory of Games to the decision situations requiring prediction about outcomes.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Levin & Rubin: Quantitative Approaches in Management, Pearson 2. S.C. Gupta: Fundamentals of Statistics, Himalaya 3. Anderson: Quantitative Methods for Business Decision, 8e Thomson 4. Barry Render et al: Quantitative Analysis for Management, PHI
Reference Book and other materials	<ol style="list-style-type: none"> 1. Anderson: Introduction to Management Science: Quantitative Techniques for Decision Making, Thomson 2. G. Gopikuttan: Quantitative Methods and Operational Research, Himalaya 3. D.C. Sancheti & V.K. Kapoor: Statistics, Sultan Chand & Sons 4. Anand Sharma: Quantitative Techniques for Decision Making Himalaya

		L	T	P	C
MCM 402	BUSINESS AND CORPORATE TAXATION	4	0	0	4
Core	Pre-requisite –Aware about basic corporate taxation				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To acquaint the student with theoretical and practical aspects of Assessing Partnership Firms, Companies, Co-operatives and Trusts.
2. To learn compute tax liability of a company

UNIT	Course contents	Contact Hours
Unit-I	ASSESSMENT OF PARTNERSHIP FIRMS: Meaning of Partnership Firm - Conditions for Assessment as a firm U/S 184 and 185 - Treatment of interest and remuneration paid to partners U/S 40(b) - Computation of Total Income - Assessment of Partners of Firm - Change in constitution of Firm Succession of one firm by another firm - Assessment of dissolved or discontinued firm (Theory and Problems).	9
Unit-II	: ASSESSMENT OF PARTNERSHIP FIRMS ASSESSED AS AOP: Partnership Firm Assessed as Association of Persons (AFAOP) - Computation of Total Income - Allocation of PFAOP's - Total Income - Treatment of share of income received by partners of PFAOP (Theory and Problems).	9
Unit-III	ASSESSMENT OF COMPANIES-I: Meaning of Company - Types of Companies - Computation Procedure - Taxable income - Deductions - Tax Liability - MAT - Carry Forward and set off of losses - Tax on Distributed Profits - Tax on income distributed to Unit holders - Tax on income receipt from venture capital companies and funds (Theory only).	9
Unit-IV	ASSESSMENT OF COMPANIES – II & OTHER TAXES: Companies: Computation of total income of companies - Determination of Tax Liability (Problems). Other Taxes: Security Transaction Tax - Tonnage Tax	9

	(Theory and Problems).	
Unit-V	ASSESSMENT OF CO-OPERATIVES AND TRUSTS: Cooperative Societies: Meaning - Deduction u/s 80(p) - Other deductions - Computation of Tax (Theory and problems). Trusts: Definition – Creation – Registration - Types of Trusts - Tax Exemptions - Accumulation of income - Income not exempted - Assessment of Trust (Theory and problems).	9

LEARNING OUTCOME:

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

- 1: Compute tax liability of a company
- 2: Consider tax implications while taking business decisions
- 3: Assess impact of taxation on trade off of financial decisions
- 4: Independently undertake corporate tax planning.

Learning Resources	
Text Book	1. Vinod K. Singhanian: Taxman's Direct Tax Laws. 2. Bhagawati Prasad: Direct Tax Laws and Practice 3. B.B. Lal and N. Vashisht: Direct Taxes, Income Tax, Wealth Tax and Tax.
Reference Book and other materials	1. V.P. Gaur and D.B. Narang Income Tax Law and Practice- Kalyani Publications 2. Manmohan: Direct Taxes with Tax Planning aspects 3. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning

		L	T	P	C
MCM 403	STRATEGIC MANAGEMENT	4	1	0	4
Core	Pre-requisite – Basics of management principle and models.				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

UNIT	Course contents	Contact Hours
Unit-I	<p>OVERVIEW OF STRATEGIC MANAGEMENT:</p> <p>Strategy – Concept –Mintzberg Models of strategy- Levels of Strategy -Strategic Management: Process-Benefits – Guidelines for effective Strategic Management. Strategy, Ethics and Social Responsibility – Need for good corporate Governance – Corporate Citizenship</p>	9
Unit-II	<p>ENVIRONMENTAL ANALYSIS:</p> <p>Internal Analysis: Competitive Advantage–Competencies -SWOT Analysis–Resources,Capabilities and Core Competence- Resource Base View of a firm – Key Success Factors – Value Chain Analysis Bench Marking.</p> <p>External Analysis: Components of External Analysis– Segments of General Environment -Industry’s dominant factors- Porter’s Five Forces Model –PEST Analysis – Industry Driving forces –Strategic group mapping .</p>	9
Unit-III	<p>CRAFTING STRATEGY:</p> <p>Vision and Mission – Significance- Characteristics- Objectives – Types – Setting of Objectives - Factors affecting Strategy – Generic Strategies (Overall Low Cost Provider, focused low cost, Broad Differentiation, focused differentiation, Best-Cost Provider) Other Strategy Choices – Strategic Alliances – Mergers and Acquisitions – Vertical Integration – Outsourcing –Offensive Strategies – first mover advantages and disadvantages-diversification – modernization – turnaround.</p>	9
Unit-IV	<p>EXECUTING STRATEGY (IMPLEMENTATION OF STRATEGY):</p> <p>Nature – Organizational Issues (Annual Objectives, Policies, Resource Allocation. Structure, Restructuring, Reengineering, e-reengineering, performance pay, change,</p>	9

	conflict, culture, hr issues leadership). Marketing, Finance and Accounting Issues: Segmentation, Targeting, Positioning, Marketing Mix. Finance and Accounting: financing, investment ,dividend, budgets.	
Unit-V	EVALUATION OF STRATEGY: Strategic Evaluation – Significance – Criteria – Barriers and overcoming barriers. Strategic Control and Operation Control-Types of Strategic Controls – Process of operation Control-Evaluation techniques for strategic and operational control	9

LEARNING OUTCOME:

- 1: To describe the role of Strategic Management
- 2: To understand various levels at which Strategy exist namely Corporate, Business and Functional level
- 3: To help students learn strategic management models
- 4: To analyze how organizations make decisions in response to rapid changes that occur due to environmental changes.
- 5: To analyze how firms make entry into global markets and implement and evaluate strategy at an International level.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Thompson and Strickland :Crafting and Executing Strategy, Tata Mcgraw Hill 2. Fred r. David: Strategic Management, PHI
Reference Book and other materials	<ol style="list-style-type: none"> 1. Hitt, Ireland and Hoskisson: Strategic Management, Southwestern 2. Vipin Gupta and Others: Business Policy and Strategic Management, PHI

		L	T	P	C
MCF 401	FINANCIAL SERVICES	4	1	0	4
Elective - Finance	Pre-requisite -				
	Co-requisite				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To acquaint the student with innovative financial services offered to meet the varied requirement of both the corporate and individual customers.
2. To get the knowledge of operation and documentation of financial services firms.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Meaning - Classifications - Traditional Activities - Financial sector reforms and Financial innovations in India - Banking and Non-Banking services - Financial products and services: Merchant Banking, Loan Syndication, Leasing, Mutual Funds factoring, Forfeiting, Venture capital, Custodial Services, Corporate, Advisory services, Depository Services, Securitization, Under-writing services (Banks and Insurance), Banking services: Bank Assurance Services, Credit Rating, Credit Cards, Derivatives, Mergers, Acquisitions and Amalgamation, Services in Forex Market, Letter of Credit - Innovative Finance Instruments - Micro Credit Finance - Importance and different products/schemes - Challenges facing the financial services sector.	9
Unit-II	: LEASE, HIRE PURCHASE AND HOUSING FINANCE: Leasing: Financial lease and Operating lease - Lease Vs. Hire purchase - Types of financial leasing - Advantages of leasing - Consideration under lease Vs. Buy decision - Leasing in India - Problems of Leasing companies - RBI guidelines on leasing and finance companies. Hire Purchase: Terms of the agreement under hire purchase - Types of hire purchase - Advantages. Housing Finance: Housing Finance policy and Role of National Housing Bank (NHB) - Housing and Urban Development corporation (HUDCO) - Role of Housing Finance Corporations and the housing schemes - Recent Developments.	9
Unit-III	MUTUAL FUNDS: Mutual fund - Fund unit Vs. Equity share - Importance of Mutual funds - Types of Mutual funds: Close ended funds - Open ended funds, Income funds, Growth funds - Risks involved - Organisation of firm - Facilities available to	9

	investors - Guidelines from the Government of India - Recent reforms in mutual funds - Banks providing Mutual Fund services - Factors to be considered in selection of fund - Reasons for commercial banks to offer mutual funds - Scenario of Mutual funds in India - Problems in future prospects.	
Unit-IV	DISCOUNTING, FACTORING AND FORFAITING: Meaning of Discounting – Factoring: Meaning, Modus Operandi of factoring scheme, Terms and conditions in factoring agreement - Function of factoring services - Types of factoring - Role of Banks in providing discounting, factoring and forfeiting services, Cost of factoring and pricing of factoring services, Benefit to the clients, Export factoring – Forfeiting: Factoring Vs. Forfeiting - Advantages and limitations of forfeiting - Forfeiting in India.	9
Unit-V	SECURITISATION OF DEBT: Meaning and Concept of Securitization - Structured securities Vs. Conventional Securities - Securitization Vs. Factoring - Operational mechanism of securitization - Types of securitized assets - Securitization and Role of Banks - Advantages and limitation of securitization - Future prospects of securitization	9

LEARNING OUTCOME:

1. Understanding the operations and working of finance companies in India.
2. Capability to assess the significance of online banking.
3. Understanding the functions and significance of RBI in India.
4. Knowledge regarding different models of bancassurance in India.
5. Understanding of the different techniques of risk management.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Gordon: Financial Markets and Services, 2e Himalaya 2. Gurusamy: Financial Services & Markets, Thomson 3. Gurusamy: Financial Systems and Services, Thomson
Reference Book and other materials	<ol style="list-style-type: none"> 1. Avadhani: Marketing of Financial Services, Himalaya 2. Madura: Financial Institution & Markets, Thomson

		L	T	P	C
MCF 402	FINANCIAL DERIVATIVES	4	1	0	4
Elective-Finance	Pre-requisite – Basics of financial market				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To make student efficient in the area of derivatives, giving them the knowledge of basics in Derivatives.
2. To teach about Future Markets, Options and Swaps etc.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION TO FINANCIAL DERIVATIVES: Definition – Features - Types - Uses - Critiques - History of Derivatives Markets - Financial Derivatives Indian Scenario - Evolution of Derivatives in India; Benefits of Derivatives - Equity Derivatives - Derivatives Trading at NSE and BSE - Emerging Structure of Derivatives Markets in India (Theory only).	9
Unit-II	FUTURE AND FORWARD CONTRACTS AND MECHANISM: Introduction to Forward and Future contracts - Distinction between Futures and Forwards contracts - Future Terminology and Types of Financial future contracts - Future payoffs - Operation of Traders in Futures market - Growth of Future market in India - Future market trading Mechanism - Forward market trading Mechanism - Forward Prices Vs. Future Prices - Determination of Future prices of specific assets - Futures on commodities - Theory of future prices - Recommendations of L.C Gupta Committee (Theory only).	9
Unit-III	PRICING OF OPTION: Concept of Option - Futures Vs. Options - Determinants of option prices - Black Scholes Option pricing - Binomial Pricing model (Including Problems).	8
Unit-IV	SWAP MARKET: Concept and Nature - Evolution of Swap Market - Features of Swap - Types of Financial Swaps: Currency Swap,	8

	Interest Rate Swap, Equity Index Swap, Commodity Swap - Credit Risk in Swap and Credit Swap - Using Swap to Manage Risk - Pricing and Valuing Swap (Including Problems).	
Unit-V	STOCK INDEX FUTURES: Concept of Stock Index – Stock Index Futures - Stock Index Futures as a Portfolio Management Tool – Speculation and Stock Index Futures - Stock Index - Futures Trading in Indian Stock Market (Including Problems).	9

LEARNING OUTCOME:

- 1: Understand the premise of financial planning and identify the financial goals.
- 2: Critically evaluate the investment instruments suitable for different financial goals in different time span.
- 3: Apply appropriate financial instruments to manage individuals' finances.
- 4: Analyse investment in primary market.
- 5: Understand credit planning, retirement planning as well as estate planning.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Jayanth Rama Varma: Derivatives and Risk Management, TMH, 2. Mishra Financial Derivatives, Excel, 3. S.L. Gupta: Financial Derivatives: Theory, Concepts and Problems, Prentice Hall,
Reference Book and other materials	<ol style="list-style-type: none"> 1. S.S.Kumar, Financial Derivatives, PHI, 2. David A. Dubofsky, ThoamasW Multer, TR: Derivatives Valuation and Risk Management, Oxford, 3. .Don M. Chance, Robert Brooks: Derivatives and Risk Management Basics, Cengage,

		L	T	P	C
MAC 401	ADVANCED COST ACCOUNTING & CONTROL	4	1	0	4
Elective- Accounting	Pre-requisite- Basic knowledge of accounting				
	Co-requisite-None				
	Designed by –Department of commerce& Finance				

COURSE OBJECTIVE

1. To provide the skills and application of advanced cost accounting techniques for cost control and cost reduction.
2. Teach the price setting strategies and their implementation in terms of preparing of activity based budgets in comparison traditional budgets.

UNIT	Course contents	Contact Hours
Unit-I	ACTIVITY BASED COSTING (ABC): Inadequacies of traditional methods of overhead absorption - Need for emergence of ABC - Concept of ABC - Kaplan and Cooper's Approach to ABC - Cost Drivers and Cost Pools - Characteristics of ABC - Allocation of Overheads under ABC - Steps in ABC System - Traditional Versus ABC approach to designing a costing system - Implementation of ABC and its Benefits (including problems).	8
Unit-II	COSTING OF SERVICE SECTOR: Concept - Classification and Collection of Costs in Operating Costing - Transport Costing - Boiler House Costing - Power House Costing - Hospital Costing - Canteen Costing - Hotel Costing (including problems).	8
Unit-III	UNIFORM COSTING AND INTER-FIRM COMPARISON: Uniform Costing: Meaning - Applicability - Scope - Need - Objectives - Areas - Driving forces for applicability - Pre-requisites for installation - Manual - Advantages - Limitations. Inter-Firm Comparison: Procedure - Advantages - Limitations (including problems).	9
Unit-IV	COST AUDIT CONCEPT–OBJECTIVES-COST CONTROL AND COST REDUCTION: Cost Audit: Meaning - Importance - Scope - Functions/Objectives - Types - Advantages - Cost Audit Vs. Financial Audit - Audit Program - Audit Procedure - Audit Report. Auditing Techniques: Vouching - Check Mark and Ticking - Test Checks - Audit Notes and Questionnaires. Cost Auditor: Appointment -Disqualification for	9

	appointment - Rights - Duties and Responsibilities. Cost Control: Meaning - Techniques - Essentials for Success. Cost Reduction: Meaning - Characteristics - Program - Cost Control vs. Cost Reduction - Tools and Techniques - Areas covered - Advantages (Theory only).	
Unit-V	TRANSFER PRICING-COST REPORTING & CONTEMPORARY ISSUES : Transfer Pricing: Meaning–Objectives-Methods-Benefits–Contemporary issues in Costing : Life Cycle Costing- Quality Costing-kaizen Costing –Back Flush Costing (Concepts Only) : Just-in-Time-Meaning - General Principles [Basic Rules] - Reporting to Different Levels of Management - Forms of Reporting - Classification of Reports: According to Form, According to Contents, According to Frequency of Reporting - External Reports - Internal Reports - Review of Reports (Theory only).	9

LEARNING OUTCOME:

- 1: Describe strategic cost analysis techniques and apply these techniques for performance evaluation and managing a profitable and competitive enterprise.
- 2: Explain the concept of target costing, life costing techniques, and Kaizen costing.
- 3: Comprehend strategic decision using techniques in various spheres of organizational operations.
- 4: Know the price setting strategies and their implementation in terms of preparing of activity based budgets in comparison traditional budgets.
- 5: Understand the management of JIT system and decision making under constraints.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Jain S.P & Narang K.L. "Advanced Cost Accounting" Kalyani Publishers; 2. Iyengar S.P. "Cost Accounting -Principles & Practice", Sultan Chand & Sons; 3. Arora M.N. "Cost Accounting -Principles & Practice" Vikas Publishing House; 4. Prashanta Athma, "Cost and Management Accounting" Himalya Publishing,House;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Khan M.Y & Jain P.K. "Theory and Problems in Cost Accounting"Tata McGraw-Hill; 2..Ravi M. Kishore, "Cost Management", Taxmann Allied Services Private Limited; 3.Lall Nigam & Jain "Cost Accounting - Principles and Practice" Prentice-Hall of India Private limited;

		L	T	P	C
MAC 402	MERGERS AND AQUISITIONS	4	1	0	4
Elective- Accounting	Pre-requisite – Basic understanding of merger and acquisition				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To facilitate the knowledge on M&A.
2. To acquire additional brands; cannibalize competing brands; realize improved infrastructure; create new synergies; capitalize on efficiencies and economies of scale or to globalize in the shortest span of time.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: M&A Concept – Motives for M&As – Stakeholder Expectations in M&As – Forms of M&As – Reasons for Buying a Business – Reasons for Selling a Business – History of Merger Waves – Synergies in M&As – Strategic Approaches to M&As – Strategies for Entering a New Market – Value Creation Strategy in M&As – Growth Strategy through New Project of M&A – Corporate Objectives and Strategy for M&A – Framework for M&A Strategies – Formulating Strategies for M&As (Theory only).	9
Unit-II	CORPORATE VALUATION: Basics of Valuation – Valuation of Financial Assets – Relative Value Models – Absolute Value Models – Option Pricing Models – Valuation of Firms – Income Approach (Capitalization Method and Discounted Cash Flow Method) – Market Approach (Comparable Company Method) – Assets Approach (Adjusted Book Value Method and Liquidation Method) – Choice of Methods – The Human Aspects of M&As (Including Problems).	9
Unit-III	LEGAL ASPECTS AND SEBI REGULATORY: Laws and Statues in India – Laws Governing Mergers – The Indian Companies Act, 1956 – The Industries Development and Regulation Act (IRDA) 1951, The Income Tax Act, 1969, The Foreign Exchange Regulation Act, 1973, The Sick Industrial Companies (Special Provisions) Act, 1985, the Competition Act 2002 – Laws Governing Combinations – Regulation of Combinations (Section-5 and 6) – The SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 1997 (Theory only).	9

Unit-IV	<p>ACCOUNTING FOR MERGERS AND ACQUISITIONS:</p> <p>Controversies and Dilemma in Accounting for M&A – Accounting for M&As – Features of Pooling Accounting – Criteria for Pooling of Interests – Incentives to Choose Pooling Over Purchase – Accounting Valuation of Goodwill – Accounting for M&A in India – IFRS-3 on International Accounting Standards for M&A – Main Features of the IFRS-3 – The Standards (IFRS-3) for Business Combination – Comparison between Indian GAAP and IFRS-3 (Including Problems).</p>	9
Unit-V	<p>DEMERGER:</p> <p>Conceptualization of Demerger – Definitions – Procedural Aspects of Demerger Under the Companies Act 1956 – Effects of Demerger – Applicability – Legal Aspects – Taxation Aspects – Demerger Vs. Reconstruction – Demerger Vs. Hiving Off – Advantages of Demerger – Disadvantages of Demerger (Theory Only).</p>	9

LEARNING OUTCOME:

1. To gain the knowledge on M&As which are essentially mean to attain greater market share;
2. To acquire additional brands; cannibalize competing brands; realize improved infrastructure; create new synergies; capitalize on efficiencies and economies of scale or to globalize in the shortest span of time.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Andrew J Sherman: Mergers & Acquisitions, AMCAM, New York; 2. .Bhangaban Das, Debdas Raskhit and Satya Swaroop Debasish: Corporate Restructuring HPH; 3. Chandra Shekar Krishnamurthi and Vishwanata S.R.: Mergers and Acquisitions and Corporate Restructuring, Response Publishers;
Reference Book and other materials	<ol style="list-style-type: none"> 1. Fred Weston J, Kwang S Chung: Merger Restructuring and Corporate Control, PHI; 2. Machiraju H R: Mergers, Acquisitions and Takeovers, New age International (P) Ltd. Publishers;

		L	T	P	C
MCT 401	TAX PLANNING	4	1	0	4
Elective-Taxation	Pre-requisite – Basic of tax filing				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

1. To acquaint the student with theoretical and practical knowledge of tax planning techniques.
2. To assess impact of taxation on trade off of financial decisions.

UNIT	Course contents	Contact Hours
Unit-I	INTRODUCTION: Nature of tax – Essential components in levy of tax – Principles of taxation laws - Interpretation of statutes – Basic rules and sources for Interpretation - Concepts of Tax Avoidance, Tax Evasion, Tax Management and Tax Planning – Tax Planning in respect of residential status – Resident – Non Resident (Theory Only).	9
Unit-II	TAX PLANNING - INDIVIDUALS: Planning with reference to all five heads of Income for individuals: Salaries, House property, Profits from Business & Profession, Capital gains and Other Sources - Tax Planning with reference to Relief, Concessions, Rebates, Deductions and Incentives (Problems with special focus on Tax Planning).	9
Unit-III	TAX PLANNING – MANAGERIAL DECISIONS: Tax considerations arising with regard to specific management decisions: Make/buy, Own/lease, Installment/hire purchase, Retain/replace, Export/local sale, Shut down/continue, Expand or Contract, Merger and Amalgamations - Advance Tax - Payment of Advance Tax - Filing of Returns – Refunds - Penalties for non-compliance.(Problems on Tax planning with reference to tax liability of Firms and Companies should be worked out)	9
Unit-IV	TAX PLANNING-NEW INDUSTRIAL ESTABLISHMENTS & INVESTMENTS: Tax planning with reference to New Industrial Establishment – Location - Form - Nature and Capital Structure - Short term loans -	9

	Term loans - Public Deposits - Bonus Issues - Dividend Policies (Theory and problems).	
Unit-V	<p>TAX PLANNING – INCENTIVES AND EXPORT PROMOTION:</p> <p>Schemes for encouraging exports - Import duty relief schemes - Highlights of Export Oriented Units (EOUs), Special Economic Zones (SEZ), Export Processing Zones (EPZ) - Duty drawback provisions - Types of Drawback rates - Drawback claim procedures - Salient features of Software Technology Park (STP), Electronic Hardware Technology Park (EHTP) - Other export promotion schemes under EXIM policy (Only Theory).</p>	9

LEARNING OUTCOME:

- 1: Compute tax liability of a company
- 2: Consider tax implications while taking business decisions
- 3: Assess impact of taxation on trade off of financial decisions
- 4: Independently undertake corporate tax planning.

Learning Resources	
Text Book	<p>1. Vinod K. Singhania: - Indirect Tax Laws, Taxmann Publications.</p> <p>2. Bhagawati Prasad: Direct Tax Laws and Practice.</p>
Reference Book and other materials	<p>1. V. S. Datey: Indirect taxes, Taxman Publications.</p> <p>2. Vinod K. Singhania, Monica Singhania- Corporate Tax Planning and Business Tax Procedure- Tax Procedure - Taxmann Publication Pvt. Ltd.</p>

		L	T	P	C
MCT 402	INTERNATIONAL TAXATION	4	1	0	4
Elective-Taxation	Pre-requisite – Basic knowledge of Indian taxation				
	Co-requisite-None				
	Designed by –Department of Commerce				

COURSE OBJECTIVE

UNIT	Course contents	Contact Hours
Unit-I	<p>UNIT-I: AN OVERVIEW OF INTERNATIONAL TAXATION: International Taxation - Definition - Conflicts - Double Taxation - Double Tax treaties - Domestic Tax system - Anti avoidance measures - International Tax Planning - International Tax Law - Definition - International Tax Principles and tax treaties.</p>	9
Unit-II	<p>TAX TREATIES: Need - Purpose - Nature of work - Relief - Benefits - Historical Overview of tax treaties - Model tax conventions - Work prior to league of nations - League of Nations work - Mexico model convention - London model of convention - OECD work - United Nations work.</p>	9
Unit-III	<p>IMPACT OF DOMESTIC TAX SYSTEMS: Resident Vs Non Resident - Tax residence - Full Vs Limited taxation - Residence of Individuals, Companies and other entities - Domicile under common law. Source of Income / Gain - Rules - Conflicts - Basis of Tax Computation - Tax rate - Base - Accounting policies - Allowances - Disallowances - Incentives - Withholding taxes. Treatment of tax losses: Revenue, Capital, Foreign branch losses - Group taxation (Categories only) - Passive income: Dividend, Interest, Royalty, Capital gains. Foreign tax relief - Expense deduction - Exemption method - Foreign tax credit - Direct, Indirect tax sparing credit limitations - Excess foreign tax credit (Country examples such as India, Asia Pacific Countries, United States of America, UK, Japan, Singapore, Australia, Mauritius).</p>	9

Unit-IV	TAX LAWS OF VARIOUS COUNTRIES: Salient features of tax laws: Asia Pacific Countries - United States of America - UK - Japan - Singapore - Australia - Mauritius.	9
Unit-V	TRANSFER PRICING: International transactions - Associated enterprises - Arms length price - Computation of arms length price - Transfer pricing under Domestic Tax Law and under tax treaties - Authorities of advance rulings - Deduction of Tax at Source U/S 195 & DTAA.	9

LEARNING OUTCOME:

- 1: To understand the meaning and scope of tax policy and types of taxes.
- 2: To analyse the significance and determinants of tax-GDP ratio and understand other concepts central to taxation policy such as tax effort, tax equity and tax incidence.
- 3: To appreciate the significance and application of buoyancy and elasticity of tax revenue.
- 4: To become aware of the dynamics of international taxation and methods adopted by countries to alleviate international double taxation.
- 5: To examine the causes of tax evasion and tax avoidance along with methods adopted by countries to curb tax evasion and avoidance.

Learning Resources	
Text Book	<ol style="list-style-type: none"> 1. Basic International Taxation - Principles: Roy Rohatgi, Taxmann, Second Edition, Vol. – I; 2. Basic International Taxation - Practice: Roy Rohatgi, Taxmann, Second Edition, Vol. – II; 3. Direct Taxes - Law & Practice: Vinod K. Singhania & Kapil Singhania, Taxmann;
Reference Book and other materials	<ol style="list-style-type: none"> 1. The Law and Practice of Tax Treaties: An Indian Perspective - Nilesh Modi, Rajesh Kadakia, Wolters Kluwer India Pvt. Lt 2. Commentary to OECD Model Tax Convention and UN Model Convention; CA Course Material.