

M.Com. (CBCS)

(Applicable to the batch of students admitted in the academic year 2019-'20 and onwards)

SYLLABUS



DEPARTMENT OF COMMERCE,
MAHATMA GANDHI UNIVERSITY
NALGONDA - 508254 T.S.

2019

(Applicable to the batch of students admitted in the academic year 2019-20 and onwards)

DEPARTMENT OF COMMERCE, MGU
M.COM COURSE STRUCTURE (CBCS)

FIRST SEMESTER							
Code	Name of the Paper	SOI	Credits	Exam Hrs	Sem Exam	IA	Total
Com 101	Managerial Economics	5	4	3	80	20	100
Com 102	Principles of Marketing	5	4	3	80	20	100
Com 103	Organisation Theory & Behaviour	5	4	3	80	20	100
Com 104	Specialization**	5	5	3	80	20	100
Com 105	Specialization**	5	5	3	80	20	100
FC*	Communicative English & Soft Skills	2	2	2 1/2	40	10	50
	Seminar	2	1		15W	10PR	25
	Total	29	25				
SECOND SEMESTER							
Code	Name of the Paper	SOI	Credits	Exam Hrs	Sem Exam	IA	Total
Com 201	International Business & Business Environment	5	4	3	80	20	100
Com 202	Marketing Management	5	4	3	80	20	100
Com 203	Human Resource Management	5	4	3	80	20	100
Com 204	Specialization**	5	5	3	80	20	100
Com 205	Specialization**	5	5	3	80	20	100
FC*	Human Values & Ethics	2	2	2 1/2	40	10	50
	Seminar	2	1		15W	10PR	25
	Total	29	25				
THIRD SEMESTER							
Code	Name of the Paper	SOI	Credits	Exam Hrs	Sem Exam	IA	Total
Com 301	Research Methodology & Statistical Analysis	5	4	3	80	20	100
Com 302	E-Commerce	5(3T & 2P)	4	3	60 Th+ 20 LB	20	100
Com 303	Cost Accounting & Control	5	4	3	80	20	100
Com 304	Specialization**	5	5	3	80	20	100
Com 305	Specialization**	5	5	3	80	20	100
ID	(Open Elective [®]) Consumer Affairs	4	4	3	80	20	100
	Seminar	2	1		15W	10PR	25
	Total	31	27				
FOURTH SEMESTER							
Code	Name of the Paper	SOI	Credits	Exam Hrs	Sem Exam	IA	Total
Com 401	Quantitative Techniques for Business Decisions	5	4	3	80	20	100
Com 402	Business & Corporate Taxation	5	4	3	80	20	100
Com 403	Strategic Management	5	4				
Com 404	Specialization Paper – I	5	5	3	80	20	100
Com 405	Specialization Paper - II	5	5	3	80	20	100
Com 406	PROJECT WORK*	8	4	-	50VV +50D	-	100
ID	Corporate Governance [®]	4	4	3	80	20	100
	Seminar	2	1		15W	10PR	25
	Total	39	31				
	Grand Total	128	108				

Open Elective offered by Department of Commerce and / or other Departments / Faculties

*FC – Foundation Course / Add on Course

Notation: Com-Commerce; W-Write up (4-5 Pages); PR-Presentation; IA-Internal Assessment; D-Dissertation (50-75 Pages); VV-Viva-Voce; LB-Lab Practical; ID – Internal Disciplinary

- i) Teachers are advised to handle/analyse at least 3 or 4 cases in the subject in the classroom on any topics outlined wherever feasible;
- ii) For each paper there will be semester examination for 80 marks and 20 marks for internal assessment;

- iii) In paper 302 theory examination is for 60 marks, Internal Assessment is for 20 marks and Computer Lab Practical examinations is for 20 marks;
- iv) Open Elective is inter-disciplinary and is offered to the M.Com Students and Students of other Faculties/Departments also.
- v) Students studying M.Com Course should opt one Open Elective each in III & IV Semesters from the pool of papers/ Courses offered by Department of Commerce and / or other Faculties / Departments.

****AREA OF SPECIALISATION**

Sl. No.	Specialization	Semester-I	Semester-II	Semester-III	Semester-IV
I	Finance (F)	(1) FM: Financial Management (2) IAS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) IFM: International Financial Management (6) SAPM: Security Analysis and Portfolio Management	(7) FS: Financial Services (8) FD: Financial Derivatives
II	Accounting (A)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) ACA: Advanced Corporate Accounting (6) FSA: Financial Statement Analysis	(7) ACAC: Advanced Cost Accounting and Control (8) M&A: Mergers & Acquisitions
III	Marketing (M)	(1) RM: Retail Marketing (2) ASM: Advertising & Sales Management	(3) CRE: Consumer Rights & Education (4) MR: Marketing Research	(5) SM: Services Marketing (6) CB: Consumer Behavior	(7) SCM&CRM: Supply Chain Management & Customer Relationship Management (8) IM: International Marketing

IV	Taxation (T)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) DT: Direct Taxation (6) IDT: Indirect Taxation	(7) Tax: Business Taxation (8) IT: International Taxation
V	International Business (IB)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) IFM: International Financial Management (6) ITTP: International Trade –Theory and Practice	(7) IBE: International Business Environment (8) IM: International Marketing
VI	Insurance (I)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) PPLHI: Principles and Practice of Life and Health Insurance (6) PPGI: Principles and Practice of General Insurance	(7) AS: Actuarial Science (8) RP: Retirement Planning
VII	Banking (B)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) IM: Investment Management (4) AMA: Advanced Managerial Accounting	(5) EB&FS: E-Banking and Financial Services (6) BT: Banking Technology	(7) IB: International Banking (8) CB: Central Banking
VIII	E-Commerce (E-Com)	(1) RM: Retail Marketing (2) ASM: Advertising & Sales Management	(3) CRE: Consumer Rights & Education (4) MR: Marketing Research	(5) NCS: Netiquettes and Cyber Security (6) NIPS: Network Infrastructure and Payment System	(7) BME: Business Models for E-Commerce (8) LSOIE: Legal Security in E-Commerce
IX	Computer Applications (CA)	(1) FM: Financial Management (2) AS: Indian Accounting Standards	(3) DCN: Data Communications and Networks (4) OOP: Object Oriented Programming with C++	(5) RDBMS: Relational Database Management Systems (6) CL: Cyber Laws	(7) AE: Advanced Excel (8) WD: Web Designing
The allotment of THP 4T +2P; IA=15; LPE=35; EE=50; Total =100 Marks.					

Note:

- 1) O, A, B, C, D, E and F grades are awarded on the basis of marks secured as per the directive given by the University.
- 2) For each paper there will be semester examination for 80 marks and 20 marks for internal assessment [15 marks for tests (average of the two tests) and 5 marks for assignment in the subject].
- 3) Business Organization Management (BOM) is an Inter-Disciplinary (ID) paper which is offered for non-commerce students.

PROJECT GUIDELINES

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.

- 1) 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.
- 2) The topic is to be selected carefully with the help of supervisor.
- 3) 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.
- 4) 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.
- 5) 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.
- 6) The External Examiners will examine the following in Project Report:
 - a) Literature Survey on the Topic Chosen.
 - b) Method of Data Collection.
 - c) Presentation – Style, Comprehensiveness, Table presentation, Graphs, Charts.
 - d) Analysis and inference and implication of the study.
 - e) Overall linkage between objectives, methodology, findings and suggestions.
 - f) Bibliography and References.

SEMESTER-I

MANAGERIAL ECONOMICS

PAPER CODE: COM 101:Core-I
THPW: 5; Credits:4

Total Marks:80+20=100
ESED: 3HRS

Objective: to impart conceptual and practical knowledge of managerial economics.

UNIT-I: 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).

UNIT-II: DEMAND ANALYSIS:

Demand Theory and Analysis – Individual demand and Market demand – Factors determining demand – Relationship between AR and MR-Consumer Behaviour –utility analysis – indifference curve analysis - Elasticity of demand – Price Elasticity - Income Elasticity – Cross Elasticity – Elasticity and Decision making (including problems). Demand estimation and demand forecasting: Meaning, significance and methods (Theoryonly).

UNIT-III: 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 (including problems).

UNIT-IV: COST ANALYSIS:

Concepts of cost – Short run cost functions - Finding minimum average variable cost through equations – Long run cost function – Linear and nonlinear break even analysis.- Profit contribution analysis (including problems).

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 – price discrimination-Monopolistic competition: Characteristics – Profit Maximization – Price and output determination in the short run and long run, Oligopoly: Characteristics – Price Rigidity – price leadership - Kinked demand model (including problems).

SUGGESTED READINGS:

1. Petersen and Lewis : Managerial Economics, 4/e, Pearson/PHI,2002.
2. Managerial Economics, Ahuja. H.L, S. Chand, NewDelhi.
3. M.L. Trivedi: Managerial Economics, Tata Mc-Graw Hill, New Delhi2004.

PRINCIPLES OF MARKETING

PAPER CODE: COM 102:Core-II
THPW: 5; Credits:4

Total Marks:80+20=100
ESED: 3HRS

Objective: *to familiarize the Students with basic concepts of Marketing*

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

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

UNIT-III: SEGMENTING, TARGETING & POSITIONING:

Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Bases-Benefits-Requirements for Effective Segmentation - Market Segmentation Analysis for Consumer and Service - Product Positioning: Concepts – Bases

UNIT- IV: CONSUMER BEHAVIOUR:

Consumer Behaviour - Nature-Scope-Importance - Factors influencing Consumer Behaviour - Economic - Psychological-Cultural-Social and Personal - Models of Consumer Behaviour - Marshallian-Maslow Freudian-Howard-Sheth - Steps in consumer Decision Process - Post Purchase Behaviour - Cognitive Dissonance - Organizational Buyer - Industrial Markets-Reseller Market-Government Market. Characteristics of Organizational Buyer - Organizational Buying Process - Organizational Buyer Vs Consumer Behaviour – Factors influencing organizational Consumer Behaviour

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

SUGGESTED READINGS:

1. Marketing Management - Philip Kotler - PearsonEducation/PHI
2. Marketing Management - Rajan Saxena - Tata McGrawHill
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari -SAGE
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, PearsonEducation
5. Basic Marketing - Perreault and McGarthy - Tata McGrawHill
6. Case and Simulations in Marketing - Ramphal and Gupta - Golgotia,Delhi.
7. Case Studies in Marketing - R.Srinivasan -PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, NewDelhi
9. Marketing Management – S.Jayachandran -TMH
10. Rajan Saxena: MarketingManagement
11. Stanton WJ: Fundamental ofMarketing,
12. Assael: ConsumerBehaviour,Thomson.

ORGANISATION THEORY AND BEHAVIOUR

PAPER CODE: COM 103:Core-III

THPW: 5; Credits:4

Total Marks:80+20=100

ESED: 3HRS

Objective: to familiarize the students with the concepts and dimensions of Organization Theory & Behaviour.

UNIT 1: 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 opportunities for OB – Contributing disciplines to the OB-Concept of Positive Organizational behavior.

Organizational Effectiveness: Approaches – Factors affecting Organizational Effectiveness

UNIT II: UNDERSTANDING INDIVIDUAL AND GROUP BEHAVIOUR:

Individual Behaviour : Factors Influencing Individual Behaviour -Personality Determinants – Big five Personality factors – Learning Theories. The Perceptual Process – Factors influencing perception – Internal and 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

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: – Characteristics - Dimensions – Forming a Culture – Sustaining a Culture – Changing a Culture

UNIT IV: ORGANISATIONAL POWER , POLITICS, CONFLICT & STRESS MANAGEMENT:

Power and Politics: Power Bases – Dependency – Individual Versus Organisational Power – Political process in Organisation – Factors contributing – Techniques of Organisational Politics – Managing Political Behaviour.

Conflict – Transition in Conflict Thought – Functional and Dysfunctional Conflict – Process of Conflict – Managing Conflict.

Concept of Stress - Potential Sources of Stress - Individual Differences - Cultural Differences - Consequences of Stress - Managing Stress

UNIT V: LEADERSHIP, COMMUNICATION AND CHANGE:

Leadership : Leadership and Management – Leadership Styles - Theories of Leadership – Traits – Behavioral Model (Managerial Grid) – Contingency (Feilder, Path goal, Tri-dimensional – Inspirational approaches

Communication: Significance –Process- Formal and Informal Communication - Barriers to communication- Improving Communication Skills – Introduction to Transactional Analytics – The Human impact of computer Mediated Communication.

Change – Challenges contributing to Change – Types of Change Approaches – Contemporary Issues in Change.

SUGGESTED READINGS:

1. Robins P.Stephen & Judge: Organizational Behavior, Pearson, NewDe1hi.2007
2. Greenberg and Baron: Behaviour in Organisation
3. Daft: Organisation Theory and Design, Thomson2005

4. Fred Luthans: Organizational Behavior, Me Graw Hill, NewDelhi.
5. Nahavandi: Organizational Behaviour,sage.
6. Nelson: Organisational Behaviour, 3e, Thomson2006
7. Aswathappa: Organizational Behavior, HimalayaPublisher.
8. Jones G R :Organizational Theory, Pearson Education, NewDelhi
9. Shashi Gupta & Rosy: Organisation Behaviour—KalyaniPublication
10. Hellriegel: Organisational Behaviour, 10e, Thomson2006.
11. SharmaVVS: Organisational Behaviour,JaicoPublication

(Specialisation: Finance/Accounting/Taxation/International Business/Insurance/Banking/Computer Applications)

FINANCIAL MANAGEMENT

PAPER CODE: COM 104: EI
THPW: 5; Credits:5

Total Marks:80+20=100
ESED: 3HRS

Objective: to introduce the subject of Financial Management; and to acquaint the student with various techniques of Financial Management.

UNIT-I: INTRODUCTION TO FINANCIAL MANAGEMENT:

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)

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)

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 Optimum Cash Balance (Including Problems)

Accounts Receivable Management: Meaning – Objectives – Cost Benefit Analysis – Credit Standards – Credit Terms – Collection of Receivables (Including Problems)

Inventory Management: Meaning – Components of Inventory – Motives of Holding Inventory – Objectives of Inventory Management – Tools and Techniques of Inventory Control (Including Problems)

UNIT-IV: FINANCING DECISIONS:

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)

Leverages: Meaning – Types – EBIT-EPS Analysis – Degree of Operating Leverage – Degree of Financial Leverage

– Degree of Combined Leverage – Indifference Point (Including Problems)

Capital Structure Theories: Meaning – Determinants – Theories – Net Income Approach – Net Operating Income Approach – Traditional Approach – MM Approach (Theory)

UNIT-V: DIVIDEND DECISIONS:

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).

SUGGESTED READINGS: **1.**Prasanna Chandra: Financial management, TMH, **2.**Erhardt & Brigham: Corporate Finance: A Focused Approach, Thomson, **3.**Eugene Brigham & Erhardt: Fundamental of Financial Management, Thomson, **4.**Khan M.Y.&Jain PK: Financial management, TMH, **5.**Kulkarni PV.: Financial Management, Himalaya., **6.**Lasher: Practical Financial Management, Thomson,**7.**Pandey I.M.: Financial Management, Vikas, **8.**Rustagi, R.P. Financial Management, Sultan Chand., **9.**Shashi K Gupta and RK Sharma: Financial Management, Kalyani, **10.**Solemen Ezra & Pringle John J:An Introduction to Financial Management, PH, **11.**Srivatsava R.M: Essential of Business Finances, Himalaya, **12.**Sudarsan Reddy G:Financial Management, Himalaya, **13.**Van Horn, James C:Finl Management, PH.

(Specialisation: Finance/Accounting/Taxation/International Business/Insurance/Banking/Computer Applications)

INDIAN ACCOUNTING STANDARDS

PAPER CODE: COM 105:E II

THPW: 5; Credits:5

Total Marks:80+20=100

ESED: 3HRS

Objective: to familiarize the student with accounting standards and financial reporting practices.

UNIT-I:INTRODUCTION:

Accounting: Meaning – Evolution – Accounting as an information system – Accounting Principles - Accounting standard: Concept -Evolution - Difficulties in standard setting process – IASB - FASB- ASB India: Constitution - Functions – Procedure for setting standards - Need for Uniform Global Financial Reporting - Significant differences between IAS, US GAAP and Indian GAAP (AS) - IFRS Concept – Convergence of Accounting Standards - Ind AS Concept – Applicability/Adoption of Ind AS (Road Map). **(Theoryonly)**

UNIT-II: INDIAN ACCOUNTING STANDARDS (IND AS-1 to 21):

Overview of Indian Accounting Standards: (Ind AS-1 to Ind AS-21): Ind AS-1: Presentation of financial statements – Ind AS-2: Inventories – Ind AS-7: Cash flow statements - Ind AS-8: Accounting policies, changes in accounting estimates and errors – Ind AS-10: Events after the Balance Sheet Date – Ind AS-11: Construction contracts – Ind AS -12: Income taxes – Ind AS-16: Property, Plant and Equipment – Ind AS-17: Leases – Ind AS-18: Revenue – Ind AS-19: Employee benefits – Ind AS-20: Accounting for Govt. Grants and Disclosure of Govt. Assistance – Ind AS-21: The effects of changes in foreign exchange rates. **(Theory only)**

UNIT-III: INDIAN ACCOUNTING STANDARDS (IND AS-23 to 41):

Overview of Indian Accounting Standards: (Ind AS-23 to Ind AS-41): Ind AS- 23: Borrowing costs – Ind AS-24: Related party disclosure – Ind AS-27: Separate financial statements – Ind AS-28: Investments in associates and Joint ventures – Ind AS-29: Financial Reporting in Hyper Inflationary economies – Ind AS-32: Financial instruments: Presentation – Ind AS-33: Earnings Per Share – Ind AS-34: Interim financial reporting – Ind AS-36: Impairment of assets – Ind AS-37: Provisions, contingent liabilities and contingent assets – Ind AS-38: Intangible assets – Ind AS-40: Investment property – Ind AS-41: Agriculture. **(Theory only)**

UNIT-IV: INDIAN ACCOUNTING STANDARDS (IND AS-101 to 106) :

Overview of Indian Accounting Standards: (Ind AS 101 to Ind AS 106): Ind AS-101: First time adoption of Indian Accounting Standards – Ind AS-102: Share based payments – Ind AS-103: Business Combinations – Ind AS -104: Insurance contracts – Ind AS-105: Non-current assets held for sale and discontinued operations – Ind As-106: Exploration for and evaluation of mineral resources. **(Theory only)**

UNIT-V: INDIAN ACCOUNTING STANDARDS (IND AS-107 to 115) :

Overview of Indian Accounting Standards: (Ind AS 107 to Ind AS 115): Ind AS-107: Financial instrument: disclosure – Ind AS-108: Operating segments – Ind AS-109: Financial instruments – Ind AS-110: Consolidated financial statements – Ind AS-111: Joint arrangement - Ind AS – 112: Disclosure of interest in other entities – Ind AS-113: Fair Value Measurement –Ind AS-114: Regulatory Deferral Accounts – Ind AS-115: Revenue from Contracts with customers. **(Theory only)**

SUGGESTED READINGS:

1. Jawaharlal —Accounting Theory and Practice|| Himalya Publishing Company, NewDelhi.
2. Porwal L.S. —Accounting Theory|| Tata McGraw-hill Publishing Company, NewDelhi.
3. Rawat D.S. —Accounting Standards|| Taxmann Allied Services Private Limited, NewDelhi.

4. Rawat D.S. —Ind ASs Converged IFRS|| Taxmann Allied Services Private Limited, NewDelhi.
5. Kamal Garg —Ind AS & IFRS|| KG Management Advisors LLP, New Delhi,2017
6. KamalGarg—IFRSConceptsandApplications||BharatLawHousePvt.Limited,NewDelhi.
7. GhoshT.P.—IFRSsforFinanceExecutives||,TaxmannAlliedServicesPrivateLimited,NewDelhi.
8. Gupta R.L & Radhaswamy —Advanced Accountancy|| Sultan Chand & Sons, NewDelhi.

JOURNALS & NEWS PAPERS:

- 1) Chartered Accountant, Journal, ICAI. 2) Management Accountant, Journal, ICWAI
- 3) Economic Times, News Paper, Times of India, 4) Business Line, News Paper, The Hindu.

(Specialisation: Marketing /E-Commerce)

RETAIL MARKETING

PAPER CODE: COM 104 : E I

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objective: is to enable the students to understand the finer nuances of Retail marketing.

UNIT –I: INTRODUCTION TO RETAIL MARKETING:

Introduction Retail definitions. Retailing and marketing. Importance of retailing in an Economy. Retailer- functions of a retailer. Place of retailing in a distribution channel. Classification of Retailers- Types of retailers based on operational structure- non-store retailing- service retailing.

UNIT II : RETAILING CONCEPTS AND CONSUMER BEHAVIOR:

Introduction – customers, competition, environmental trends. Retail Mix- Place, Product, Price, Promotion. Theories of Retail change: theory of natural section in retailing(environmental theory), cyclical theories (wheel of retailing, retail accordion theory, retail life cycle theory) Consumer Behavior – Introduction – major factors influencing buyers behavior (cultural, social, personal, psychological factors) purchase decisions- forms of customer buying behavior, Buyer Decision Process.

UNIT III :RETAILING MARKETING MIX: retailing marketing mix, retail product, retail pricing. Marketing mix, marketing mix for services. Target markets- retail product- break down of the retail product (service, quality, merchandise, brand name, features and benefits, atmospheric) Retail pricing : factors affecting the pricing decisions, setting prices- cost oriented, demand oriented pricing- price adjustments and price tactics.

UNIT IV: RETAIL PROMOTION AND RETAIL DISTRIBUTION:

Retail Promotion: communication, stages in communication, advertising, sales promotion, publicity. Store Atmosphere. Retail distribution: channels and channel flows(physical flow, manufacturer/producer, intermediary/ wholesaler, retailer, service flow, information, payments, promotion flows) Inventory- merchandise turnover, Book Inventory and Periodic Inventory, Perpetual Inventory, Physical Inventory.

UNIT V: RETAIL RESEARCH:

Application of Information Technology, Introduction – MkIS- Components of Marketing Information system *(internal records, Marketing Intelligence, Marketing research) Application of IT – areas where IT impacts (inventory control, point of sale, sales analysis, Planning & forecasting, collaborative planning, forecasting and replenishment – CPFR, Essentials requirements of an information system. Enterprise Resource Planning (EPR) Future trends in IT applications in retailing.

SUGGESTED READINGS:

1. Retail Management by Michael Levy, Barton Weitz, Ajay Pandit by Mc GrawHill
2. Retail Management by Barry Berman/ JoelEvans/ Mini Mathur – PearsonPublications
3. Retail Marketing Management by David Gilbert – PearsonPublications
4. Retail Management by Arif Shiekh & Kaneez Fatima- HimalayaPublications
5. Retail Management by Pradhan , Tata Mc GrawHill
6. Retail Management , Sahni & Parti, KalyaniPublishers

(Specialisation: Marketing /E-Commerce)

ADVERTISING AND SALES MANAGEMENT

PAPER CODE: COM 105: E II

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objective: to develop an understanding of the decision processes in advertising from a marketer's point of view and to understand the concept, methods and strategies of sales management.

UNIT I: INTRODUCTION TO ADVERTISING:

Advertising- an element in Marketing Mix- Role and Importance - Difference between advertisement and publicity - Advertising as a means of communication - Setting Advertising Objectives - DAGMAR approach to setting objectives- Media selection - measurement of effectiveness of Media - Preparing advertising plan, Developing message, writing copy, advertising appeals and per-testing and post teaching copy Media decisions, media strategy and scheduling decisions, Planning and managing advertising campaigns.

UNIT II: INTEGRATED MARKETING COMMUNICATIONS:

Different types of advertising, public relations, advertising budget and relevant decisions, Advertising agencies, their role and importance, management problems of agencies, client-agency relations, advertising in India, Problems and Prospects. Role of Integrated Marketing Communications (IMC), Designing, Objectives Setting and Budgeting for IMC programs, Developing effective communications, Managing Mass Communications: Events, Experiences and public relations, Measuring media.

UNIT III: EVALUATION OF ADVERTISING EFFECTIVENESS:

-objectives of evaluations, difficulties of evaluation and various methods of evaluating advertising effectiveness. Advertising Research. Advertising agencies and their business in India, functions of advertising agencies, factors affecting in selection of advertising agency. A brief profile of the major advertising agencies like MARG, O & M, HTA, LINTAS, MUDRA etc. Advertising Ethics and Government control in India. Criticism of advertising on socio-economic ground. Role of a advertising standards councils of India in governing business.

UNIT IV: SALES MANAGEMENT:

Sales organization, Sales Functions and its relationship with other marketing functions, External relationship of the Sales Department e.g. with distributors, Government and Public, Functions and qualities of a Sales Executive, Environment Routing and Scheduling, International Sales Management.

UNIT V: SALESMANSHIP:

Theoretical aspects of Salesmanship, the process of selling, Sales forecasting methods, Sales budget, Sales force management, Recruitment, Selection, Training, Motivation and Compensation of the fields sales force and sales executive, Evaluation and control of sales force, Sales Territories, Sales Quotas.

SUGGESTED READINGS:

1. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Pearson Education.
2. Raghuvir Singh: Advertising-Planning and Implementation, Prentice Hall India.
3. Richard R. Still, Cundiff W. Edward and Govoni A. P. Norman: Sales Management, Decisions, policies and Cases, Pearson Education.
4. K. K. Havaladar : Sales and Distribution Management, Tata Mc-Graw Hill.
5. G.E. Belch and M.A. Belch: Introduction to Advertising and Promotion, Irwin Publishers.
6. C.H. Sandage, V. Fryberger and K. Rotzoll: Advertising, AITBS.

SEMESTER-II

INTERNATIONAL BUSINESS AND BUSINESS ENVIRONMENT

PAPER CODE: COM 201: Core-I

Total Marks:80+20=100

THPW: 5; Credits:4

ESED: 3HRS

Objective: to familiarize and acquaint the students with the knowledge of business environment and latest development in business environment.

UNIT - I: INTRODUCTION:

Business environment—concept-elements-Economic environment-economic systems-Policy Environment-Fiscal Policy-Monetary Policy—Political environment-Role of government in business-Legal Environment-Consumer protection Act-Competition Act-Socio-Cultural Environment -corporate social responsibility.

UNIT - II: LIBERALIZATION:

Industrial Policy 1991 and its implementation—Industrial growth and structural changes-Economic Planning—NITI Aayog—Economic reforms – liberalization—Second Generation reforms-Balance of Payments-importance-components.

UNIT - III: PRIVATIZATION AND GLOBALISATION:

Privatization-concepts – nature – objectives – forms—Theories of International Trade-Government intervention in International Trade-tariff and non-tariff barriers—Scope and importance of international business—Globalization-meaning-drivers – Modes of Entry.

UNIT - IV: FOREIGN CAPITAL:

Foreign Direct Investment: types-trends-costs and benefits to home and host countries-policy of Government-Foreign Portfolio Investment – FEMA- Objectives – Provisions—International Economic Institutions-IMF-World Bank-UNCTAD.

UNIT - V: WTO AND TRADE POLICY:

World Trade Organisation – functions – objectives – AOA – GATS – TRIPS – TRIMS - Regional Economic Integration-levels-trade creation and diversion effects-Regional Trade Agreements-EU-ASEAN-SAARC-NAFTA-BRICS—India's Trade Policy.

SUGGESTED READINGS:

Books:

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. Menipaz: International Business:sage.

4. Prof. Laxmi Narain: Globalization – Liberalization and Privatization of Public enterprises – Sultan Chand &Co.

5. S.K.Misra & V.K.Puri: Indian Economy -Himalaya

6. Aswathappa: Business Environment -Himalaya

7. Dutt and Sundharam: IndianEconomy

8. Ray: Indian Economy, PHI

Reports:

1. World Development Report; 2. Human Development Report;

3. India Development Report; 4. Pre-budget economic survey.

Periodicals:

Economic and Political weekly; Business India; Business World; Business Today; Finance India; BusinessStandard.

MARKETING MANAGEMENT

PAPER CODE: COM 202: Core-II

Total Marks:80+20=100

THPW: 5; Credits:4

ESED: 3HRS

Objectives: To understand the components of Marketing mix in detail.

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.

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.

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.

UNIT-IV: CHANNEL MANAGEMENT & RETAILING:

Marketing Channels: Nature – Channel Levels - Channel Structure &. Participants – Functions of Marketing Intermediaries - Channel Design Decisions - Channel Conflict and Resolution - Online Marketing - Online Marketing Channels – objectives – Merits – demerits –Retailing: Meaning – Significance – Emerging trends – forms of retailing – formats of retail stores.

UNIT-V: DIGITAL MARKETING, MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH:

Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world – latest practices.– Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; overview of search engine optimization (SEO)

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.

SUGGESTED READINGS:

1. Marketing Management - Philip Kotler - Pearson Education/PHI
2. Marketing Management - Rajan Saxena - Tata McGrawHill
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari -sage
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education
5. Basic Marketing - Perreault and McGarthy - Tata McGrawHill

6. Case and Simulations in Marketing - Ramphal and Gupta - Gollatia, Delhi.
7. Case Studies in Marketing - R. Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi
9. Marketing Management – S. Jayachandran - TMH
10. Rajan Saxena: Marketing Management
11. Stanton WJ: Fundamental of Marketing,
12. Assael: Consumer Behaviour, Thomson

HUMAN RESOURCE MANAGEMENT

PAPER CODE: COM 203: Core-III

Total Marks:80+20=100

THPW: 5; Credits:4

ESED: 3HRS

Objective: to understand various facets of human resource management & comprehend emerging developments in HRM.

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- Concepts of Talent Management- Concept of Human Capital-Social Capital.

Human Resource Development (HRD): Concept - Scope - Objectives- Brief introduction of Techniques of HRD

UNIT-II: ACQUISITION OF HUMAN RESOURCE:

Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth - Job Analysis: 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: Selection - Procedure – Tests and Interview - Placement - Induction - Promotion - Transfer

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 - Career Planning and Development

Concept of Empowerment – Participative Management: Objectives – Types – Quality Circles – Brief Introduction to forms of Workers Participation in Management in India – Work committee – Joint management council – Worker Shareholder – Worker Director

UNIT-IV: MAINTENANCE OF HUMAN RESOURCE:

Compensation Management: Objectives – Job Evaluation:– Methods - Essentials of Sound Wage Structure – of Minimum Wage, Living Wage and Fair Wage – Wage Differentials.

Employee Relations: Concept of Employee Engagement – Discipline: Objectives – Grievance: Causes – Procedure;

Industrial Relations Systems- Concept of Industrial Conflict- Causes- Trade Unions: Objectives - Role of Trade Union in New economy - Collective Bargaining: Types – Essential conditions for the success of Collective Bargaining.

UNIT-V: RECENT TRENDS IN HUMAN RESOURCES MANAGEMENT:

Knowledge Management: KM Architecture - Knowledge Conversion - Knowledge Management Process.

Virtual Organizations: Features -Types - HR Issues. **Learning Organization:** Characteristics – Role of Leader in Learning Organizations.

Managing Diversity – Benefits- Strategies. **Worklife Balance**-Significance-Steps.

SUGGESTED READINGS:

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. Sharma: Human Resource Managementsage
5. Mathis: Human Resource Management, 10eThomson
6. Sadri, Jayasree, Ajgaonkar: Geometry of HR,Himalaya
7. Subba Rao P: Personnel and Human Resource Management,Himalaya.
8. VSP Rao:, Human Resource Management,Vikas
9. Mello: Strategic Human Resource Management, 2eThomson
10. Gupta CB, Human Resource Management, Sultan Chand & Sons.

INVESTMENT MANAGEMENT

PAPER CODE: COM 204:E I

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objective: To familiarize the student with the principles and practice of Investment Management and acquaint the students with the functioning of the Indian CapitalMarket.

UNIT-I: INTRODUCTION TO INVESTMENTMANAGEMENT:

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).

UNIT-II: INDIAN CAPITAL MARKETS - AN OVERVIEW:

Primary Market: Meaning – Growth and Development – Role of NIM – Methods of Issues – Parties Involved – Allotment Process – Investor Protection – Recent Trends (Theory).

Secondary Market: Meaning – History – Functions – Regulatory Framework – Listing and Delisting of Securities – Trading Procedure – Stock Exchanges in India – Growth of Stock Exchanges in India – SEBI – Its Functions and Role (Theory).

Security Market Index: Meaning – Different Averages and Indices – The Construction of Indces – Maintenance Problems with Security Market Indices – Stock Market Index Revision (Including Problems)

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).

Risk: Meaning – Sources of Risk – Market Risk – Interest Risk – Interest Rate Risk – Purchasing Power Risk – 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 on Portfolio – Diversification of Investments – Reduction of Portfolio Risk through Diversification – Security Returns Perfectly Positively Correlated – Security Returns Perfectly Negatively Correlated – Security Returns Uncorrelated (IncludingProblems)

Markowitz Model: Assumptions – Parameters – Effect of Combining Two Securities – Interactive Risk Through Covariance – Coefficient of Correlation – Change in Portfolio Proportions – Concept of Dominance – Limitations of Markowitz Model (Including Problems).

UNIT-V: PORTFOLIOSELECTION:

Portfolio Selection: Meaning – Feasible Set of Portfolios – Efficient Set of Portfolios Selection of Optimal Portfolios (Includingproblems).

Sharpe Single Index Model: Measuring Security Return and Risk – Measuring Portfolio Return and Risk – Multi Index Model (IncludingProblems).

SUGGESTED READINGS:

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.,**6.**Kevin, S: Security Analysis Portfolio Management, PHI **7.**Fabozzi,
Frank J: Investment Management, Prentice Hall., **8.**Fischer, Donald, E. and Ronald, J.Jordan: Security Analysis &
Portfolio Management, PHI., **9.**Strong: Portfolio Construction and Management, PHI., **10.**Sharpe etal: Investments,
PHI., **11.**Machi Raju, H.R: Working of Stock Exchanges in India: Wiley Eastern Ltd **12.**Preeti Singh: Investment
Management, Himalaya., **13.**Sulochana, M: Depository System - Problems & Prospects, Kalyani., **14.**Sulochana, M:
Investment Management, Kalyani., **15.**Shashi K. Gupta and Rosy Joshi: Security Analysis and Portfolio
Management,Kalyani.,

(Specialisation: Finance/Accounting/Taxation/International Business/Insurance/Banking/Computer Applications)

ADVANCED MANAGERIAL ACCOUNTING

PAPER CODE: COM 205: E II

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objectives: To familiarize and acquaint the student with application of advanced managerial accounting techniques.

UNIT-I: ANALYSIS OF FINANCIAL STATEMENTS:

Financial Statements – Meaning – Objectives – Types – Uses – Limitations -Techniques of analysis of financial statements: Ratio Analysis: Meaning – Types of Ratios- DuPont Analysis. **(Including problems)**

Funds Flow Analysis – Meaning – Preparation of Funds Flow Statement – Cash Flow Analysis – Meaning - Preparation of Cash Flow Statement as per Ind AS-7. **(Including problems)**

UNIT-II: HUMAN RESOURCES ACCOUNTING AND RESPONSIBILITY ACCOUNTING:

Human Resources Accounting – Concept – Objectives – Approaches- Limitations (Theory only)

Responsibility Accounting – Concept – Steps – Responsibility Centre – Types of Responsibility Centres: Cost Centre, Revenue Centre, Profit Centre and Investment Centre – Preparation of Responsibility accounting reports (including problems)

UNIT-III: INFLATION ACCOUNTING AND INCOME MEASUREMENT:

Inflation Accounting - Concept – Limitations of historical based-cost financial statements – Methods of Inflation Accounting: Current Purchasing Power Method – Current Cost Accounting Method **(Including problems)**

Income Concepts for financial reporting – Measurement and Reporting of Revenues, Expenses, Gains and Losses (Theory only) – Analysis of Changes in Gross Profit. **(Including problems)**

UNIT-IV: 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 measures into a single strategy. **(Including Simple Problems)**

UNIT-V: CONTEMPORARY ISSUES IN MANAGEMENT ACCOUNTING:

i) **Management Control Systems** – Characteristics (Technical Considerations & Behavioural Considerations) – Problems in implementing an effective Management Control System – Anticipating and avoiding the problems – Indirect costs of MCS – Design and Evaluation of MCS- Organizational Ethical code of conduct and Management Accounting and Control System Design. **(Theory only)**

ii) **Mergers and Acquisitions:** Introduction – Forms of Combinations – Reasons for Mergers – Legal and Procedural aspects of merger – Valuation of firms – Forms of financing a merger – Capital structure after merger and consolidation – Financial problems of merger and consolidation – Accounting for Amalgamations – SEBI Regulations. **(Including problems)**

SUGGESTED READINGS:

1. Sharma RK & Shashi K. Gupta: —Management Accounting- Principles & Practice|| Kalyani Publishers, Jawaharlal —Accounting Theory & Practice|| Himalya Publishing Company, NewDelhi.
2. Gupta S.P. —Management Accounting|| Sahitya Bhavan Publications,Agra.
3. Jain S.P. & NarangK.L. -AccountingTheory&ManagementAccounting||KalyaniPublishers,
4. RobertS.Kaplan &AnthonyA. Atkinson -AdvancedManagementAccounting||PHI.
5. RustagiR.P. -ManagementAccounting||,Galgotia PublishingCompany, New Delhi.
6. RonaldW. Hilton, -ManagerialAccounting||,TataMcGraw-HillPublishingCompany, New Delhi.
7. AnthonyA.Atkinson,RobertS.Kaplan,EllaMaeMatsumura,S.MarkYoungandG.ArunKumar,

—Management Accounting – Information for Decision Making and Strategy Execution||, Pearson Education, New Delhi.

8. Ambrish Gupta —Financial Accounting for Management An Analytical Perspective||, Pearson Education (Singapore) Pte. Ltd.,/Dorling Kindersley (India) Pvt. Ltd., 3rd Edition.

9. Belverd E. Needles, Jr.—Financial Accounting||, Houghton Mifflin Company, USA.

JOURNALS & NEWS PAPERS:

1) Chartered Accountant, Journal, ICAI, 2) Management Accountant, Journal, ICWAI

3) Economic Times, News Paper, Times of India, 4) Business Line, News Paper, The Hindu

(Specialisation: Marketing /E-Commerce)

CONSUMER RIGHTS & EDUCATION

PAPER CODE: COM 204 :E I

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objective: to develop the awareness of consumer rights and need role and importance of consumer education, to understand finer nuances of Consumer Protection Act in India in the arena of marketing.

UNIT I: CONSUMER RIGHTS:

Consumer Rights: Definition, The right to be protected from all kind of hazardous goods and services, The right to be fully informed about the performance and quality of all goods and services, The right to free choice of goods and services, The right to be heard in all decision-making processes related to consumer interests, The right to seek redressal, whenever consumer rights have been infringed and The right to complete consumer education.

Concept of Consumer : a) Consumer in India. b) Consumer of goods and services. c) Professional services- Medical, legal, educational and welfare services. Consumer movement and consumer protection in India, historical perspectives, the post independence scenario. Emergence of consumer protection in India, U.S.A. and Britain. Consumerism: Concept of consumerism, consumer justice and consumer sovereignty, and development of public policy and consumer justice.

UNIT II: CONSUMER BEHAVIOUR IN INDIAN MARKETING SYSTEM: Countervailing influence: Responsibility of manufacturers, producers organizations. Consumer groups and tools of consumer organizations: Consumer action groups, consumer resistance, consumer boycotts, lobbying, consumer guidance.

UNIT III: DEVELOPMENT OF CONSUMER PROTECTION MOVEMENT IN INTERNATIONAL SPHERE: International Convention on Consumer Justice, role of Consumer International (CI), International Activities for Consumers Protection, IOCU, FAO, ILO, WIPO, WHO, UNCTAD, UN guidelines for Consumer Protection. Emergence of new Consumer Movements: Green Consumerism, Cyber Consumerism.

UNIT IV: CONSUMER EDUCATION: Consumer awareness of rights and duties, lack of awareness, particularly in rural areas and amongst the farmers, lack of access to information. Role of media in consumer protection, social effect of advertisement, remedies for false and deceptive advertisement, code for commercial advertisements.

UNIT V: CONSUMER LAW IN INDIA: Historical and Sociological Background of Consumer Law in India, Rights of Consumer under the Consumer Protection Act 1986, nature and characteristics. Definitions: complainant, consumer dispute, defect, deficiency in service, service, unfair trade practices, restrictive trade practices. Consumer Protection Councils, role, objects, and composition. Structure, composition, power and functions of District Forum, State Commission and National Commission. Law of compensation, approach of Consumer Forum while awarding compensation. Procedure to be followed by consumer redressal agencies, provisions regarding execution of the decision and Appeals. Judgments of Supreme Court and NCDRC.

SUGGESTED READINGS:

1. Gordon Barrier, The Development of Consumer Law and Policy (1984)
2. Joel R. Ivans, Consumerism in the United States and Inter- industry Analysis
3. Ram Krishana Bajaj, Consumerview-point
4. Wilson M. Herman, Business Economic Problems
5. M.M. Prasad, Top Consumer Behaviour (Top Publication, Delhi).

6. Robert N. May, Consumer Movement-Guardians of Market Place(1980).
7. Foo Gaik Sim, 10 CU on Record, A Documentary History of the International Organisation of Consumer Unions1969-90.
8. United Nations Guidelines on Consumer Protection, 9th April1985.
9. J.N. Barowalia, Commentary on the Consumer Protection Act, 1986 (1996), Universal Publishing Co, Pvt. Ltd.
10. Dr. Gurjeet Singh, Law of Consumer Protection in India(1996).

(Specialisation: Marketing /E-Commerce)

MARKETING RESEARCH

PAPER CODE: COM 205:E II

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objective: to develop the skills of marketing research, to understand the importance and role of research in the total marketing concept and to have an understanding about the conceptual issues in applications of marketing research.

UNIT I: INTRODUCTION TO MARKETING RESEARCH:

Marketing Research – Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Marketing Intelligence system . Research process – Management dilemma(problem)
– decision problem – research problem – hypothesis statement – characteristics of a good hypothesis – drafting the research proposal.

UNIT II: SOURCE OF MARKET INFORMATION:

Various sources of market Information – Methods of collecting Market Information - Primary data – Questionnaire design - Administration and analysis considerations in design - Attitude measurement – scaling techniques. Observation method of primary data collection. Web based primary data collection – issues of reach, analysis, accuracy , time and efficiency. Secondary data – sources – problems of fit and accuracy. Syndicated services. Marketing research techniques: Market development research: Demand Estimation research, Test marketing, Segmentation Research. Sales forecasting – objective and subjective methods

UNIT III: MARKETING MIX RESEARCH:

Concept testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketingresearch.

UNIT IV: MARKETING EFFECTIVENESS AND ANALYTICS RESEARCH:

Customer Satisfaction Measurement, mystery shopping, Market and Sales Analysis Exploratory designs – Descriptive designs - Longitudinal and cross-sectional analysis Qualitative research techniques – a) Based on questioning: Focus groups, Depth interviews, Projective techniques. b) Based on observations: ethnography, grounded theory, participant observation. Causal research – Basic experimental designs – internal and external validity of experiments.

UNIT V: DATA ANALYSIS REPORTING:

Data analysis – Univariate analysis – Bivariate analysis – Multivariate analysis. Simple and cross tabulation, simple and multiple regression, Factor analysis. Cluster analysis, Discriminant analysis. Fallacies of interpretation. Report writing – forms of report – fundamentals of a good report, Footnotes, Bibliography and Referencing.

SUGGESTED READINGS:

1. Marketing Research, Concept & Cases – CooperSchindler.
2. Research for Marketing Decisions – Paul Green, Donald Tull, GeraldAlbaurn
3. Marketing Research –Nargundkar.
4. Marketing Research –Beri
5. Marketing Research – Measurement & Methods – Donald S.Tull, Dell.Hawkins
6. Marketing Research –Aakar, Kumar,Day

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER-III

RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

PAPER CODE: COM 301:Core-I

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

OBJECTIVE: *Objective of this course is to develop research orientation among the students and develop analytical skills.*

UNIT-I: INTRODUCTION:

Quantitative Techniques: 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 - Difficulties in Business research.

UNIT-II: COLLECTION, PRESENTATION & ANALYSIS OF DATA:

Sources of Data: Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/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 and diagrammatic 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).

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.

UNIT-IV: STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:

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).

Sampling of Attributes: Estimation and testing of Number and Proportions of Success - Difference between two proportions (including problems).

UNIT-V: SAMPLING OF VARIABLE:

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)

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).

SUGGESTED READINGS:

1. Levin et al: Statistics for Management., 2. Kothari: Research Methodology., 3. Zikmund: Business Research Methods., 4. Krishna Swamy: Methodology of Research in Social Sciences., 5. SC. Gupta: Fundamentals of Statistics., 6. SP. Gupta: Statistical Methods., 7. Keller: Statistics for Management & Economics., 8. Sanchetty & Kapoor: Business Statistics., 9. Anderson: Statistics for Business and Economics, Achalapathi KV: Reading in Research Methodology in Commerce & Business Management.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER-III

E-COMMERCE

PAPER CODE: COM 302:Core-II
THPW: 5 (3T+2P) ;Credits: 4

Total Marks: 60Th+20I+20LB =100
ESED: 3HRS

OBJECTIVE: *to know and learn about Information Technology through its applications; and to give an overview of E-Commerce fundamentals with an objective of exposing them to the functional areas of E-Commerce.*

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.

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.

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.

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 – 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 – Outstandings: Receivables and Payables – Editing and Deleting Ledgers and Groups – Budget Control – Creating, Editing and Deleting Budgets – GST Assessment.

SUGGESTED READINGS:

1. Implementing Tally: Nadhani & Nadhani,BPB
2. Business Data processing System: P. Mohan,Himalaya
3. Business Data Processing And Accounting System: V. Srinivas,Kalyani
4. Manuals Supplied along with respective packages.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER-III

COST ACCOUNTING AND CONTROL

PAPER CODE: COM 303 :Core-III

THPW: 5 ; Credits: 4

Total Marks:80+20 =100

ESED: 3HRS

OBJECTIVE: *to impart conceptual knowledge of cost accounting and to equip with skills of ascertainment and control of costs.*

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).

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).

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 Marginal & Differential Cost Analysis (including problems).

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 – 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).

SUGGESTED READINGS:

1. Prashanta Athma, —Cost and Management Accounting □ Himalya; 2. Jain S.P & Narang K.L., —Advanced Cost Accounting □ Kalyani Publishers, New Delhi; 3. Iyengar S.P., —Cost Accounting – principles & Practice □ Sultan Chand & Sons; 4. Khan M.Y & Jain P.K., -Theory and Problems in Cost Accounting □ TMH; 5. Ravi M. Kishore, —Cost Management □, Taxmann; 6. Lall nigam & Jain, —Cost Accounting – Principles and Practice □ Prentice-hall; 7. Manish Dutta, — Cost Accounting – Principles & Practice □, Pearson; 8. Saxena VK & Vashist CD, —Advanced Cost & Management Accounting □ Sultan Chand & Sons; 9. Colin Drury, -Management & Cost Accounting □ Thomson Asia Pvt. Ltd, 10. Asish K. Bhattacharyya — Principles and Practice of Cost Accounting □. Prentice Hall, 11. Arora M.N. —Cost Accounting –Principles & Practice □ Vikas Publishing House. 12. Ravi M. Kishore —Cost & Management Accounting □ Taxman’s Publications Pvt. Ltd., New Delhi.

(Applicable to the batch of students admitted in the Academic Year 2019-20 and onwards)

SEMESTER III: SPECIALISATION

FINANCE/INTERNATIONAL BUSINESS INTERNATIONAL FINANCIAL MANAGEMENT

PAPER CODE: COM 304; F/IBElective- I

Total Marks: 80+20=100

THPW: 5;Credits 5

ESED: 3 HRS

Objective: To gain the conceptual knowledge and application of international financial management.

UNIT-I: INTRODUCTION TO INTERNATIONAL FINANCIAL MANAGEMENT

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)

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)

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)

UNIT-IV: INTERNATIONAL INVESTMENT DECISION

Foreign Direct Investment: Theories of FDI – Costs and Benefits of FDI – Strategy for FDI – Control of MNCs. (Theory Only)

International Capital Budgeting: Evaluation Criteria: Non-discounting Methods and Discounting Methods – Computation of Cash Flow – Cost of Capital: Average Cost of Capital – Cost of Debt – Cost of Equity Shares – Cost of Retained Earnings (Including Problems)

UNIT-V: INTERNATIONAL FINANCING DECISIONS

International Financial Markets: Channels for International Flow of Funds – Changing Structure of the International Financial Market – Selection of Sources and Forms of Funds (Theory Only)

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)

SUGGESTED READINGS

1. Sharan: International Financial Management, PHI; 2. Avadhani: International Finance, Himalaya; 3. Bharati V Pathak: Indian Financial Management, Pearson; 4. Clark: International Finance, 2e Thomson; 5. Jeevenandam: Foreign Trade Finance and Risk Management, Sultan Chand; 6. Joseph Anbarasu: Global Financial Management, Ane Books Pvt. Ltd.; Kevin S: Fundamentals of International Financial Management, PHI; 8. Madhu Vij: International Financial Management, Excel Books; 9. Jeff Madura: International Financial Management, Cengage; 10. Shapiro: Multinational Financial Management PHI.

(Applicable to the batch of students admitted in the academic year 2019-20 and
SEMESTER III : SPECIALISATION : FINANCE

SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

PAPER CODE: COM 305/EII

THPW: 5 ;Credits:5

Total Marks: 80+20=100

ESED: 3HRS

Objective: To familiarize with analysis of securities market, valuation of different securities for the purpose of building optimal portfolio and the students with latest concepts and trends in the securities market.

UNIT-I: 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 Only)

Efficient Market Theory: Random Walk Theory – The Efficient Market Hypothesis – Forms of Market Efficiency – Tests of Efficient Market Hypothesis (Theory Only)

UNIT -II: VALUATION OF 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)

UNIT -III: 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 – Limitations of APT (Including Problems)

UNIT-IV: PORTFOLIO PERFORMANCE EVALUATION

Portfolio Performance Evaluation: Need for Evaluation – Evaluation Perspective – Meaning of Portfolio Evaluation – Measuring Portfolio Return – Risk Adjusted Returns – Sharpe Ratio – Treynor Ratio – Differential Return (Including Problems)

UNIT-V: PORTFOLIO REVISION

(Applicable to the batch of students admitted in the academic year 2019-20 and

Portfolio Revision: Need for Revision – Meaning of Portfolio Revision – Constraints in Portfolio Revision – Portfolio Revision Strategies – Formula Plan – Constant Rupee Value Plan – Constant Ratio Plan – Dollar Cost Averaging (Theory Only)

International Investing: Benefits and Risk of Global Investing – Factors Influencing International Investing – Foreign Exchange Risk (Theory Only)

SUGGESTED READINGS:

1. Avadhani, V.A.: Investment & Security Management in India, Himalaya; 2. Bhal, V.K.: Investment Management, S. Chand & Co.; 3. Fisher Donald E & Ronald J Jordan: Securities Analysis & Portfolio Management, PHI; 4. Francaia Jack Clark & Richard W Taylor: Theory & Problems of Investment, McGraw; 5. Gangadhar V: Investment Management, Anmole; 6. Kevin S: Security Analysis and Portfolio Management, Prentice Hall; 7. Mayo: Investments, Thomson; 8. Punithavathi Pundyan: Securities Analysis & Portfolio Management, Vikas; 9. Reilly: Investment Analysis and Portfolio Management, Thomson; 10. Strong: Practical Investment Management, Thomson; 11. Sharp Etal.: Investments, Prentice Hall; 12. Sulochana M: Investment Management, Kalyani.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESER III : SPECIALISATION : ACCOUNTING

ADVANCED CORPORATE ACCOUNTING

PAPER CODE: COM304/EI(A)

Total Marks:80+20=100

THPW: 5, Credits:5

ESED: 3 HRS

OBJECTIVES: to understand the application of advanced corporate accounting practices in the fields of modern business and profession.

UNIT-I: HOLDING COMPANIES:

Definition - Provisions of Ind AS 103 & 110 - 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 account (including problems).

UNIT-II: INVESTMENT ACCOUNTS & ACCOUNTING FOR PACKAGES & CONTAINERS:

Investment Accounts: Need and Significance of investment accounts - 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).

UNIT-III: LEASE ACCOUNTING:

Lease: Definition - Features - Advantages and disadvantages - Lease distinguished from other modes of acquisition - Provisions of Ind AS 116 – Types of leases: 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 Ind AS 21 - Process of Converting Trial Balance of Foreign Branches and Preparation of Final Accounts and Consolidated Balance Sheet (including problems).

UNIT-V: FORENSIC ACCOUNTING:

Introduction - Role and Functions of Forensic Accountant - Need for Forensic Accounting - Detection Techniques :- Critical point Auditing (CPA) - Property Audit (PA) - Characteristics of Forensic Accountant - Forensic Accounting in India. (theory only).

SUGGESTED READINGS:

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.; 4.Advanced Accountancy: S.K.R.Paul, New Central Book Agency; 5.Advanced Accountancy: M.A.Arulanandam & K.S.Raman, Himalaya Publishing House; 6.Modern Accountancy: A. Mukarjee and M.Haniff, Tata Mcgraw Hill; 7.Advanced Accountancy: Jain and Narang, Kalyani Publications; 8.Students Guide to Accounting Standards: D.S.Rawat, Taxmann Publications.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESER III : SPECIALISATION : ACCOUNTING

FINANCIAL STATEMENT ANALYSIS

PAPER CODE: COM305;EII(A)

Total Marks:80+20=100

THPW: 5 ;Credits5

ESED: 3 HRS

OBJECTIVES: to familiarize and acquaint the student with application of analysis of financial statements techniques.

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 (Theoryonly).

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).

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 (Theoryonly).

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 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).

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESER III : SPECIALISATION : ACCOUNTING

SUGGESTED READINGS:

1. Charles S. Gibson: -Financial Statement Analysis, Cengage Learning India Private Limited; 2. Lyn M. Fraser & Aileen 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 Pvt. Ltd.
5. Carl S. Warren, James M. Reeve & Jonathan E. Duchac: -Financial Accounting Concepts, Methods and Applications, Cengage Learning India Pvt. Ltd.
6. Sharma R. K. & Shashi K. Gupta: -Management Accounting, Kalyani Publishers
7. Malcolm Smith, -Research Methods in Accounting, Sage Publications Ltd.
8. Rawat D. S.: -Accounting Standards, Taxmann
9. Kamal Garg: -IFRS Concepts and Applications, Bharat Law House Pvt. Ltd.
10. Ghosh T. P.: -IFRSs For Finance Executives, Taxmann.

(Applicable to the batch of students admitted in the academic year 2019-20 and

**SEMESTER III : SPECIALISATION : MARKETING
SERVICES MARKETING**

PAPER CODE: COM304- EI(M)

Total Marks: 80+20=100THPW:

5 ; Credits:5

ESED: 3 HRS

Objectives:

To develop the skills of marketing of services, to understand the importance and role of services in the total marketing concept.

UNIT I: Introduction to Services:

Definition, Services Vs Goods, Classification of Services, Services Continuum, What are services, Growth of services, Characteristics of services, services Marketing Mix, Role of physical evidence, processes and people; Service scapes; Internal response to service scapes; Cognitive response, emotional response, physiological responses, behavioral response.

UNIT II:

High contact and low contact services, Differentiation in services, strategies for differentiation, Pricing of Services, Distribution of Services; Understanding service process - variety in process, value addition in process, task allocation, decisions in service process planning.

UNIT III:

Understanding the service process, Managing Demand and capacity , Service branding, Service Promotion, Service Quality - Quality dimensions, technical quality and functional quality.

UNIT IV:

Focus on Customers and Managing Relationships: Customer Behaviour in Service Settings, targeting customers, managing relationships, and building loyalty. Complaint handling and service recovery.

UNIT V:

Planning & Managing Service Delivery: Creating delivery systems in place, cyberspace and Time, Enhancing Value and improving quality and productivity, managing customer waiting lines and reservations. Marketing of financial services, hospitality services, tourism and travel services, health - services, education and professional services, public utility services. Business Process Outsourcing and Knowledge Process Outsourcing

Suggested Readings:

1. Adrian Paye: The Essence of Services Marketing, Prentice Hall India.
2. Sanjay P. Palankar: Services Marketing, Himalaya Publishing House.

(Applicable to the batch of students admitted in the academic year 2019-20 and

3. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing: People, Technology, Strategy, Pearson Education.
4. K. Rama Mohana Rao: Services Marketing, Pearson.
5. J.N. Jain and P.P. Singh: Modern Marketing of Services-Principles and Techniques, Regal Publications.
6. Deepak Bhandari and Amit Sharma: Marketing of Services, Vrinda Publications.
7. Bidhi Chand: Marketing of Services, Rawot Publications.
8. Nimit Chowdhary and M. Chowdhary: Textbook of Marketing of Services, MacMillan India.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : MARKETING

CONSUMER BEHAVIOR

PAPER CODE: COM305;EII(M)

Total Marks:80+20=100

THPW: 5 ; Credits : 5

ESED: 3HRS

Objectives: To develop the skills of marketing by understanding the finer aspects of consumer behaviour, to understand the importance and role of consumer behaviour in the total marketing System.

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOUR: Introduction, Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organizations’ as Buyers, Development of Marketing Concept, Different fields contributing to the knowledge of Consumer behaviour, & 7 O’s Model of Consumer Behaviour.

UNIT II: THEORIES OF CONSUMER BEHAVIOUR: Economic Theory, Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Black box Models, Distributive Approach,

Consumer decision: Process approach, Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives Factors influencing consumer decision making, Segmentation, Psychographics & VALS; Diffusion of Innovations. **Consumer Decision-making Process:** Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour (Cognitive Dissonance)

UNIT III: DETERMINANTS OF CONSUMER BEHAVIOUR : Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour - Social class, Social groups, Opinion leaders. Culture, Sub - culture, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

UNIT IV: ORGANIZATIONAL BUYING BEHAVIOUR: Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, Organizational Buyer Decision Process, Organizational Buying Roles.

Service consumer behavior: Decision making perspective, Element of risk in services buying, Service decision process, Service strategy; Anatomy of a service exchange - encounter types, customer and staff, customer and system, customer and environment.

UNIT V: MODELS OF CONSUMER BEHAVIOUR: Howard - Seth Model, Engel - Blackwell Kollat (Multi-mediation Model), Nicosia Model. Seth’s Family Decision - making Model.

(Applicable to the batch of students admitted in the academic year 2019-20 and

Recommended Books:

1. Consumer Behaviour – Schiffmen, Kanuk –Pearson
2. Consumer Behaviour – Loudon & Della Bitta –TMH
3. Consumer Behaviour – Suja R. Nair –HPH
4. Consumer Behaviour – Blackwell / Minlard / Engel -Cengage
5. Consumer Behaviour – Mujumdar –PHI
6. Consumer Behaviour – M.S. Raju, Dominique Xardel –Vikas
7. Consumer Behaviour – Batra & Karmi – ExcelBooks

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : TAXATION

DIRECT TAXATION

PAPER CODE: COM 304;EI(T)

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

OBJECTIVE: *to acquaint the students with the theoretical and practical aspects of direct taxes including wealth taxes and to make them use computer packages for tax calculations.*

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).

UNIT-II: EXEMPTED INCOMES & AGRICULTURAL INCOME:

Exempted incomes - Agricultural income – Meaning of Agricultural income - kinds of Agricultural income – Provisions Relating to Semi agricultural income – Tax Treatment of agricultural income. (Theory & Problems)

UNIT-III: 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 assessment of tax liability) (Theory and Problems).

UNIT-IV: ASSESSMENT OF HINDU UNDIVIDED FAMILY:

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).

UNIT-V: 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 - Refund Appeals and Revision - Penalties and Prosecutions (Theory only).

SUGGESTED READINGS:

1. Vinod K. Singhania: Taxman's Direct Tax Laws
2. Bhagawati Prasad: Direct Tax Laws and Practice
3. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning.
4. V.P. Gaur and D.B. Narang Income Tax Law and Practice – Kalyani Publications.
5. GST and Customs: K. Bansal, Taxmann Publications

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III: SPECIALISATION : TAXATION

INDIRECT TAXATION

PAPER CODE: COM305; EII(T)

Total Marks: 80+20=100

THPW: 5; Credits: 5

ESED: 3 HRS

OBJECTIVE: to acquaint the students with the basics and latest developments in the areas of Indirect taxes.

UNIT-I: INDIAN TAXATION SYSTEM:

Difference between Direct Taxation and Indirect Taxation in India - Introduction to Indirect taxes: Features, Characteristics - Constitutional provisions relating to Indirect taxes in India - Types of Indirect taxes - Demerits of repealed indirect taxes in India and post GST of indirect taxes (pre GST and post GST) - Emergence of new indirect tax system – Advantages.

UNIT-II: INTRODUCTION TO GST:

Meaning of GST - Need for GST - Advantages and limitations of GST - Definition on supply - Dual GST - Inter & Intra State Supply - GST – Rates - Import of goods – Special products - petroleum, Alcoholic liquor, Tobacco - State union Territory GST Act: Union State UT - Inter - State transfer - Distinction between goods and services - composition scheme - Administration control and GST Council.

UNIT-III: GST – I PROCEDURES:

GST Registration - levy and collection of GST - Exemptions from GST - Place, Time and value of supply input tax credit - Payment of GST. (Theory & Problems)

UNIT-IV: GST – II ASSESSMENT OF GST:

GST: Reverse charge mechanism – Tax invoice, credit and debit notes – Returns under GST – Accounts, Records and Audit – Assessment – Offences, penalties & appeals - miscellaneous provisions. (Theory & Problems)

UNIT-V: CUSTOMS ACT:

Meaning of Customs - Organisation and operational authorities of Customs Act - Classification for Customs - Types of Customs duty - Exemptions - Determination of value of imported goods for purpose of calculating countervailing duty (Section 12) - Essential conditions for determination of value (Section 14) (Theory & Problems)

SUGGESTED READINGS:

1. V. S. Datey: Indirect Taxes, Taxmann Publishers
2. Bare Acts of Indirect Taxes.
3. Fundamentals of GST – CA (Dr.) KM. Bansal Taxmann's

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : INTERNATIONAL BUSINESS

INTERNATIONAL TRADE - THEORY AND PRACTICE

PAPER CODE: COM305; EII (IB)

THPW: 5; Credit:5

Total Marks:80+20=100

ESED: 3HRS

OBJECTIVE: *to provide the knowledge of international business and acquaint students with latest development in international business*

UNIT-I: INTERNATIONAL TRADE THEORIES:

Why countries - Age of mercantilism - Classical trade theory - Theory of absolute advantage - Theory of comparative advantage - Factor Proportions trade theory - International investment and Product cycle theory - New trade theory: strategic trade - Competitive advantage of nations - Gains from international trade.

UNIT-II: REGIONAL INTEGRATION:

Levels of Economic Integration - Free trade area - Customs union - Common nearest - Economic union - Arguments surrounding economic integration - Trade Creation and trade Diversion - Economies of Scale - Price - Factor Productivity - Regionalism us Nationalism - European integration - EU - NAFTA - SAARC - ASEAN - Other economic alliances - Pros and Cons of integration.

UNIT-III: WORLD TRADE ORGANIZATION AND GATS:

Free Trade Vs. Protection - Forms of trade regulation - Restrictions of imports - Tariffs - Quotas - Non tariff barriers - Dumping - Trade barriers - Restrictions of exports - Export promotion - Import promotion - Investment Promotion home and host country perfectives.

UNIT-IV: MANAGEMENT OF EXCHANGE RATE RISK AND INTERST RATE RISK:

Basic principles of multilateral trade negotiation – GATT and its early rounds – Uruguay round agreements – W.T.O.: Functions, Organizational structure, Settlement of Disputes, W.T.O. and India – Origin of UNCTAD – Major areas of negotiations – Recent developments and challenges.

UNIT-V: BALANCE OF PAYMENTS:

Structure of Balance of Payments – Current account and capital account transaction – Official reserves account – Equilibrium – Disequilibrium and adjustment – Different approaches to BoP adjustment – Recent trends in India is BOP.

SUGGESTED READINGS:

1. International Business-Concepts, Environment and Strategy: Vyuptakesh Sharah, Reason;
2. International Business: Michel R. czinrotx, Ilkka A. Ronkainen and Michel H. Mobbelt, South - Western Chantage Learning;
3. Interational Business-Text and Casses: D. Suffa Rao, Himalaya Publications;
4. International Trade-Selected readings: Bhagwati J,CUP-Massachusetts;
5. Internationa Business Environment: Sundaram and Black, PrenticeHall
6. International Business: Francischerunilam;
7. International Business: Charles Hill;
8. Communicating Globally, Inter cultural communication and IB: Wallace Schmidt, Saya publications.
9. Cross Cultural Management, Essential Concepts: David Thomas, Saya Publications;
10. IB-Competing in the Global Market Place: Irwin, MC Graw Hill.
11. Panayariya.A(Zooh),-Miracles and Debracles Indefense of trade openness – the world economy, Vol.27, No.8, pp 1149-1171;
12. Frankel.J& D.Romer (1999),-Doestrade cause growth, American Economic Review, Vol.89, No.3, pp379-399;
13. Lopez, R.A, -Trade and Growth: Reconciling the Macro economic and micro economic Evidence, Journal of Economic review, Vol.19, No.4, pp.623-648;

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : INSURANCE

PRINCIPLES AND PRACTICE OF LIFE AND HEALTH INSURANCE

PAPER CODE: COM304;EI(I)

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3 HRS

OBJECTIVE:*To acquaint the student about the changing scenario in Life & Health Insurance.*

UNIT-I: RISK MANAGEMENT: Managing Personal Risks: Premature Death, Superannuation, Disability, Unemployment, Managing Risks Associated with Premature Death: Identifying and Measuring Risks Associated with Premature Death - Amount of Life Insurance to Own - Approaches for Estimating Optimal Life Insurance. Protection: Human Life Value Approach - Needs Approach - Capital Retention Approach - Risk Associated with Superannuation - Risk of Outlining the Retirement Accumulation - Estimating the Accumulation Need - Risks Associated with Disability - Needs Analysis for Disability Risk - Available Resources to Meet the Disability Risk - Providing for the Gap Between Needs and Available Resources - Evaluating Medical Expenses Exposure - Managing Risk of Unemployment - State Unemployment Insurance Programmes - Risk Retention and Risk Reduction.

UNIT-II: LIFE INSURANCE – INTRODUCTION: Types of life insurance Contracts - Term and Cash Insurance - Level Premium Concept - Life Insurance products - Types of Term Insurance - Whole Life Insurance: Ordinary Life Insurance, Limited payment Life Insurance, Endowment Life Insurance - Variation of Whole Life Insurance: Variable Life Insurance, Universal Life Insurance, Variable Universal Life Insurance, Current Assumption on whole life insurance, Indeterminate Premium Whole Life Insurance - General Classifications of Life Insurance: Ordinary Life Insurance, Industrial Life Insurance, Group Life Insurance, Credit Life Insurance - Computation of Life Insurance premium: Mortality, Interest, Net Single Premium, Net Level Premium, Reserves on Life Insurance policies - Benefits-Certain and Benefits-Uncertain contracts.

UNIT-III: LIFE INSURANCE CONTRACTS: Inception of the Life Insurance Contract - General Provisions of Life Insurance: Ownership Clause, Beneficiary Clause, Incontestable Clause, Suicide Clause, Grace Period, Reinstatement, Misstatement of Age or Sex Clause; Change-of - Plan Provision, Exclusion And Restrictions, Payment of Premiums, Assignment Clause, Policy Loan Provision - Dividend Options: Cash, Premium Reduction, Accumulate at Interest, Paid-up Additions, Fifth Dividend Option - Term Insurance - Non-Forfeiture Option or Cash Surrender Option - Settlement Options: Interest Option, Fixed Period Option, Fixed Amount Option, Life Income Option - Additional Life Insurance Benefits: Waiver of Premium Provision, Guaranteed Purchase Option, Accidental Death Benefit Rider, Cost of Living Rider - Buying Life Insurance - Determining the Cost of Life Insurance - Rate On Saving Component - Taxation and Life Insurance - Shopping for Life Insurance.

UNIT-IV: HEALTH INSURANCE: Standalone Health insurance - Individual Health and Disability Income Insurance - Types of Individual Health Insurance Coverage: Hospital-Surgical Insurance, Major Medical Insurance, Long Term Care Insurance, Disability Income Insurance - Need for Disability Income Insurance - Short Term Versus Long term Disability Coverage Health Insurance for the Elderly, Long Term Care Insurance - Shopping for Health Insurance - Employee Benefits: Group Life and Health Insurance, Group Insurance, Group life Insurance Plans, Group Health Insurance Plans, Group Disability - Income Insurance.

UNIT-V: INSURANCE COMPANY OPERATIONS: Rate Making – Underwriting – Production - Claim Settlement – Reinsurance - Life Insurance Industry in India - Government Insurance Units - Private Players - Emerging Scenario - Marketing Systems - Distribution Channels - Agents and Brokers - Changes in Distribution System - Government regulation of Insurance - Rationale of Regulation - Function of IRDA, IITDA Regulations - Issues in Insurance Regulation.

SUGGESTED READINGS:

(Applicable to the batch of students admitted in the academic year 2019-20 and

1. Vaughan, E.T & T.Vaughan: Fundamentals of Risk Insurance, John Wiley & Sons
2. Course material and books published by Insurance Institute of India, Mumbai
3. Rejda, G.E: Principles of Risk Management and Insurance (Seventh Edition), Pearson
4. Treischmann: Risk Management & Insurance, Thomson

5. Chance: Introduction to Risk Management and Derivatives, Thomson.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER : III : SPECIALISATION : INSURANCE
PRINCIPLES AND PRACTICE OF GENERAL INSURANCE

PAPER CODE: COM305;EII (I)

Total Marks:80+15+05=100

THPW: 5; Credits:5

ESED: 3 HRS

OBJECTIVE : *to acquaint the student with the techniques of General Insurance.*

UNIT-I: RISK, RISK MANAGEMENT AND INSURANCE:

Risk, Uncertainty, Peril and Hazard, definition of Risk of Loss, Classifications of Risks, Growth Number of Risk, Increasing Severity of Losses. Managing Risk, Risk Management by Individuals, Businesses and Society, Tools Of Risk management Risk Control; Risk Financing, Risk Management as a Business function, Risk Management and Value Creation, Process of Risk Management, Identifying and Evaluating Potential Losses, Selection of Risk, Treatment Devices. Property and Liability risk Exposure, Life, Health and Loss of Income Exposure, Methods of Risk Management: Non Insurance Methods, Risk Avoidance, Loss Control, Risk Retention, Risk Transfer. Insurance as a Risk Management Technique, Nature of Insurance, Risk Sharing And Risk Transfer, Law of Large Numbers, Risk Reduction Through Pooling Benefits and Costs of Insurance.

UNIT-II: LEGAL PRINCIPLES IN INSURANCE:

Principles of Indemnity, Insurable Interest, Subrogation and Utmost Good Faith, Proximate Cause Requisites of Insurance Risks, Insurance and Law of Contracts, Distinguishing Legal Characteristics of Insurance Contracts.

Insurance Policy Provisions, Definitions, Declarations, Insuring Agreement, Exclusions, Conditions, Miscellaneous Provisions, Endorsements, Cover Note, Warranties, Interpretation of Insurance Policy.

UNIT-III: PROPERTY LOSS EXPOSURES AND GENERAL INSURANCE COVERAGES:

General Insurance Policies - Types of Coverage.

Commercial Property Loss Exposures, Personal Property Loss Exposure, fire And Allied perils, Declaration and Floating Policy, Business Interruption Insurance, House Owners policy, Boiler and Machinery Insurance, Marine Cargo Insurance: Law and practice.

UNIT-IV: AUTOMOBILE INSURANCE:

Act only Cover, Third Party Property Damage and Bodily Injury Cover, Liability Exposures, Types of Liability Damages, Criminal and Civil Law.

Torts, Law of Negligence, Defence Against Negligence Claims, Types of Liability Exposures, Professional Liability Insurance.

UNIT-V: RATE-MAKING IN GENERAL INSURANCE:

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

SUGGESTED READINGS:

1. Vaughan,E.Tand T.Vaughan: Fundamental of Risk and Insurance, John Wiley & Sons
2. Rejda G.E: Principles of Risk Management and insurance, Pearson Education
3. Luthardt: Property and Liability Insurance Principles, Insurance Institute of America,
4. Stulz: Risk Management management & Derivatives, 2e, Thomson
5. Chance: Introduction to Risk Management and Derivatives, Thomson.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : BANKING

E-BANKING AND FINANCIAL SERVICES

PAPER CODE: COM 304:EI (B)

Total Marks:80+20=100

THPW: 5 ; Credits:5

ESED: 3HRS

OBJECTIVE: *to acquaint the student with Innovative Banking and Financial Services offered to meet the varied requirement of both the corporate and individual customers.*

UNIT-I: INTRODUCTION TO E-BANKING:

Introduction - Traditional Banking Vs. E-Banking – Impact of Information Technology on Banking
- Facets of E-Banking – E-Banking Transactions – Models for E-Banking – Advantages of E-Banking – Constraints in E-Banking – Security Measures – Future of E-Banking.

UNIT-II: ELECTRONIC APPLICATIONS IN BANKING:

Centralized Banking System – Core Banking System – System Administration – Database Administration – Application Server and Application Administration – Network Administration – Domains – Data Downloads – Data Uploads – Band Widths – Data Centre – Data Storage Devices
– Data Backups –Restoration.

UNIT-III: INTRODUCTION TO FINANCIAL SERVICES:

Introduction – Nature and Scope of Financial Services – Growth of Financial Services – Constituents of Financial Services Market – Role of Service Providers in Financial Services - Problems of Financial Services Sector – Future of Financial Services Sector in India.

UNIT-IV: MERCHANT BANKING SERVICES:

Introduction – Nature and Scope of Merchant Banking – Services Provided by Merchant Banker: Issue Management, Project Management, Loan Syndication, Portfolio Management, Corporate Counseling, Managing Joint Ventures, Other Specialized Services – Code of Conduct for Merchant Bankers - Merchant Banking in India – ON LINE Banking – models - RBI issues.

UNIT-V: SECURITIZATION AND FACTORING SERVICES:

Introduction – Nature and Scope of Securitization – Securitization Process – Rationale for Securitization – Securitization in India – Regulatory Framework of Securitization in India – Advantages of Securitization – Meaning and Scope of Factoring – Functions of Factoring – Factoring Process – Types of Factoring – Factoring Services in India – RBI Regulations Relating to Factoring – Reasons for Unpopularity of Factoring in India.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : BANKING

SUGGESTED READINGS:

- (1) MukundSharma, Banking and Financial Services, Himalaya Publishing House, Mumbai.
- (2) Srivastava P.K. Dr., Banking Theory and Practice, Himalaya Publishing House, Mumbai.
- (3) Uppal R.K., Banking with Technology, New Century Publications, New Delhi.
- (4) Kaptan S S, Indian Banking in Electronic Era, New Century Publication, New Delhi.
- (5) Khan M. Y., Indian Financial System, Tata McGraw Hill Publishing Company Ltd., New Delhi.
- (6) Uppal R K & Pooja, Transformation in Indian Banks – Search for Better Tomorrow, Sarup Book Publishers Pvt. Ltd., New Delhi.
- (7) Agarwal O. P., Banking and Insurance, Himalaya Publishing House, Mumbai.
- (8) Rama Gopal C., Management of Financial Services, Vikas Publishing House Pvt. Ltd., New Delhi.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : BANKING

BANKING TECHNOLOGY

PAPER CODE: COM 305:E II (B)

Total Marks: 80+20=100

THPW:5 ; Credits:5

ESED: 3 HRS

OBJECTIVE: to make the students conversant with banking technology in terms of delivery, security and controls with reference to India.

UNIT-I: BRANCH OPERATION AND CORE BANKING:

Introduction - Evolution of Bank Management – Technological Impact in Banking Operations – Total Branch Computerization – Concept of Opportunities – Centralized Banking – Concept, Opportunities, and Challenges & Implementation – Technological Changes in the Banking Industry: Internet Banking, Electronic Payment Technologies, Information Exchanges.

UNIT-II: DELIVERY CHANNELS:

Overview of Delivery Channels – Automated Teller Machine (ATM) Deposits & Payment – Phone Banking – Call Centers – Internet Banking – Mobile Banking – Payment Gateways – Card Technologies – MICR Electronic Clearing – Card less ATMs.

UNIT-III: BACK OFFICE OPERATIONS:

Bank Back Office Management – Inter Branch Reconciliation – Treasury Management – Forex Operations – Risk Management – Data Centre Management – Net work Management – Knowledge Management (MIS/DSS/EIS) – Transaction Code Numbers – Guidelines regarding MICR Encoders – Format of Local Clearing Stamp – Memorandum of Procedure for handling clearing settlement – Customer Relationships Management (CRM),etc.

UNIT-IV: INTERBANK PAYMENT SYSTEM:

Interface with Payment System Network – Structured Financial Messaging system – Electronic Fund Transfer – EFT: Participants, Process Flow, Security Aspects, Rights and Obligations of Participating Banks or Institutions, Claims, Allocation of Loss and Dispute Resolution, Terms and Conditions of EFT executed in the RBI EFT System - RTGSS – Negotiated Dealing Systems & Securities Settlement Systems – Electronic Money – E Cheques.

UNIT-V: CONTEMPORARY ISSUES IN BANKING TECHNIQUES:

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : BANKING

Analysis of Rangarajan Committee Reports – E Banking - Budgeting – Banking Softwares –
Analysis of Recent Core Banking Software – Cryptography, Bit coin, EDI, Electronic payment
system.

SUGGESTED READINGS:

- (1) Financial Services Information Systems - Jessica Keyes Auerbach Publication; 2nd Edition 2010.
- (2) Kaptan SS & Choubey NS., – E-Indian Banking in Electronic Era, Sarup & Sons, New Delhi, 2008.
- (3) Vasudeva, -E – Banking, Common Wealth Publishers, New Delhi, 2008.
- (4) Turban Rainer Potter, Information Technology, John Wiley & Sons Inc. 2010.
- (5) Banking Technology - Indian Institute of Bankers Publication 2010.
- (6) Srivastava P.K. Dr., Banking Theory and Practice, Himalaya Publishing House, Mumbai.
- (7) Agarwal O. P., Banking and Insurance, Himalaya Publishing House, Mumbai.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER : III : SPECIALISATION : E-COMMERCE

NETIQUETTES AND CYBER SECURITY

PAPER CODE: COM 304: EI (E-Com)

THPW: 5; Credits:5

MAX.MARKS:80+20=100

EXAM DURATION: 3HRS

OBJECTIVE: To equip the students with knowledge of accessibility and its security features.

UNIT-I : INTRODUCTION TO NETIQUETTE:

Introduction-Cyberspace-Domains of Cyberspace-Internet-Commercial online services.

Netiquette-Definition-rules of netiquette-usage in emails-discussion group-information retrieval-social media and business-mobile netiquette. advantages and disadvantages of netiquette.

UNIT-II: INFORMATION TECHNOLOGY ACT 2000(ITA2000): overview of

information technology Act of India 2000-Aims and objectives of IT Act -Digital signature and Electronic signature-Electronics governance-Electronics contacts-Regulation of certifying Authorities- DUAL Signature-Electronics signature certificate-subscriber-computer related Offences and Gray areas of ITA2000.

UNIT-III: INTRODUCTION TO CYBER CRIME: Definition and classification of cybercrime-Cyber Crime Legal perspective- Categories of Cyber Crime and Cyber Stalking- Hacking-Cyber space and Criminal behavior-Problem associated with cybercrime-Digital forensic- Contaminants and destruction of data-firewalls and packet filters.

UNIT-IV: MOBILE AND WIRELESS DEVICES: Trend mobility-Authentication service security-Attacks on mobile phones-Mobile phone security-Credit Card frauds-Types of Credit Card frauds-Security implications for organizations-Organizational measurement for Handling mobile Security policies and measures in mobile computingera.

UNIT-V: TOOLS AND METHODS USED IN CYBERCRIME: Proxy servers and

Anonymizers-Phishing-Password cracking, Key loggers and Spy wares-Virus and Worms-Trojan Horse and Backdoors-Steganography-DoS Attacks-SQL Injection-Buffer overflow-Attacks on wireless network.

References:

1. **Netiquette** Virginia Shea Albion Books, 1994Original from CornellUniversity.
2. Nina Godbole & Sunit Belapure **Cyber Security**, Wiley India Pvt Ltd,2012.
3. Anti-Hacker Tool Kit (Indian Edition) by Mike Shema, Publication Mc GrawHill.
4. Ramandeep kaur nagra, **Cyber laws and Intellectual Property Rights**, Kalyani Publishers,

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER : III : SPECIALISATION : E-COMMERCE

7e,2015.

5. Dr.Bhuvan Unhelkar, **Information system security**, Wiley India Pvt Ltd,2012

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER : III : SPECIALISATION : E-COMMERCE

NETWORK INFRASTRUCTURE AND PAYMENT SYSTEM

PAPER CODE: COM305; EII (E-Com)

THPW: 5;Credits: 5

MAX. MARKS: 80T+20IA=100

EXAM DURATION: 3HRS

OBJECTIVE: Make the student to understand the fundamentals of network infrastructure & its usage in E-payments.

UNIT-I: INTRODUCTION TO NETWORK INFRASTRUCTURE:

Introduction – Taxonomy – computer Networks – Basic configurations – Network Architecture Model –Fundamentals of Data and Signals- Media: Conducted and Wireless - Twisted Pair - Coaxial Cable - Fiber Optic Cable – Wireless - Transmissions - Media Selection criteria –.Data Link Connections. Multiplexing Frequency - Division and Time Division Multiplexing - Business Multiplexing in action- OSI Reference model.

UNIT – II: LAN NETWORK

Local Area Networks (LAN) – Introduction - Functions of LAN - Advantages and Disadvantages – Basic Topologies - Medium Access Control Protocol – Entrepreneur IEEE802 formats - LAN Systems- Internetworking - Bridges - Hubs - Switches - Network Servers – Routers - Wide Area Networks (WAN) - Introduction - Types of Network Subnets - Connection Oriented

Applications vs. Connectionless Applications. Internet TCP/IP, HTTP, SMTP, POP.

UNIT – III: NETWORK ACCESSING LINK:

Telecommunication Systems - Basic Telephone Systems - Leased Lines Services – ISDN - Frame Relay – ATM – DSN - Computer Telephone Integration-Common Gateway Interface - Multimedia Objects - Network Access Equipment - Network cables - need for intelligent Website - Basic Web Languages for web Designing - Corporate Strategic Infrastructure Required - Miscellaneous Website DesignTips.

UNIT –IV : ELECTRONIC PAYMENT SYSTEMS:

Features of an ideal electronic payment system - Types of an Electronic Payment System - Credit Cards - Debit Cards - Smart Cards - E-Money- E-cash-virtual money system - E-Cheque and Electronic fund transfer(EFT) – Mobile payments and digital wallets.

UNIT –V: COMMUNICATION SYSTEM SECURITY

Need of security in E-Commerce; Essential security requirements for safe electronic payments - Security Schemes for an Electronic Payment Systems - Encryption - Digital Signature-Dual Dignature - Security Certificates - Internet security Protocol- SSL –HTTP – SET.

References:

1. Data Communications and Computer Networks - A Business Users Approach, Curt M White, Thomson Learning.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER : III : SPECIALISATION : E-COMMERCE

2. Computer Networks, Pearson Education by Andrew S. Tanenbaum. DC & Networking, Foronzan, Mc Graw Hills Publications.
3. Computer Networks, Dave, IE Publishers.
4. James F Kurose, Keith W Ross, Computer Networking A Top – Down Approach, Addison Wesley.
5. Frontiers of Electronic Commerce: Ravi Kalakota & A.B. Whinston.
6. Electronic Commerce – Security: Greenstein & Feinman Risk Management & Control

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : COMPUTER APPLICATIONS

RELATIONAL DATABASE MANAGEMENT SYSTEM

PAPER CODE: COM304 : EI (CA)

Total Marks:60+20+20=100

THPW 4T+2P;Credits:5

ESED: 3HRS

OBJECTIVE: To learn about different data storage, organization, design techniques and Implementation techniques

UNIT-I: The Entity –Relationship Model :

Overview of Database Design, Entities Attributes, relationships, Extended ER Model features Introduction to DBMS - Advantages - Data Abstraction - Data models - Features - Converting ER models to relations - Database Manager - DBA Database users.

UNIT-II:

Relational Model - Query languages – Keys - Query by Example (QBE) - SQL –Introduction - DDL – DML – DCL - Integrity constraints in SQL.

UNIT-III:

Normalization&De-Normalizationconcepts-JoinsandSubQueriesinSQL–CreatingIndexes– Views - Sequences andSynonyms.

UNIT-IV:

Recovery & Atomicity: Storage types - Failure types - Centralized and Distributed database processing methods – PL SQL - Control Structures – Cursors – Functions –Procedures - Triggers.

UNIT-V:

Security & Integrity - Advanced Database systems - Concepts of Front End Applications - D2k as Front End Tool-Forms - Designer-Forms – Menus – Toolbars - D2K Reports Case Studies.

SUGGESTED READINGS:

1. Database Systems – Rob, 5/e -Thomson.
2. SQL / PL SQL – Deshpande, DreamtechPublishers.
3. Fundamentals of Database Systems – Ramez, Elmasri / Navathe Secondedition.

(Applicable to the batch of students admitted in the academic year 2019-20 and

4. Database Management Systems - Raghurama Krishnan, Johannes Gehrke, Third Edition – Mc Graw Hill, Pearson edition,2006.
5. Developing commercial Applications using Developer 2000 version 2. (Forms 5 and Reports 3) - IvonByross
6. Concepts in Database Management – Pratt,Thomson.
7. Oracle PL SQL, The Complete Reference, Loney, Mc Graw HillPublishers

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER III : SPECIALISATION : COMPUTER APPLICATIONS

CYBER LAWS

PAPER CODE: COM 305: EII (CA)

Total Marks: 80+20=100

THPW: 5; Credits:5

ESED: 3HRS

Objective : The objective of this course is to enable students understand legal and regulatory framework for doing business in India. The student will also be able to know the Information Technology Act 2000. Along with learning cyber laws the course enables the student to understand Cyber crime, Tools and methods used in cyber crime and Cyber Security.

UNIT-I:

Cyberspace and cyber Law: Introduction to cyber space and cyber law, components of cyber law, categories cyber law, Punishments, Components of cyber law, Internet governing bodies, International aspects of electronic contracting, Global issues of Privacy in cyber space.

UNIT-II:

Information Technology Act 2000(ITA2000): History, overview of Information Technology Act of India 2000, Benefits of Cyber Laws, Aims and objectives of ITA2000, Digital Signature – DUAL Signature and Electronic Signature, Electronic Governance, Electronic Contracts, Regulation of Certifying Authorities, Electronic Signature Certificate, Penalties, Compensation and Adjudication, Cyber Appellate, Computer related Offences and Grey areas of ITA2000.

UNIT-III:

Introduction to Cyber Crime: Definition and Classification of Cyber Crime, Cyber Crime Legal perspective, Indian perspective and Global perspective, Categories of Cyber Crime and Cyber Stalking, Cloud computing, Risk associated with cloud computing,

UNIT-IV:

Mobile and Wireless devices: Trend mobility, Authentication service security, Attacks on mobile phones, Mobile phone security, Credit Card frauds, Types of Credit Card frauds, Security implications for organizations, Organizational measurement for Handling mobile, Security policies and measures in mobile computing era.

UNIT-V:

(Applicable to the batch of students admitted in the academic year 2019-20 and

Tools and methods used in cyber crime: Proxy servers and Anonymizers, Phishing, Password cracking, Key loggers and Spy wares, Virus and Worms, Trojan Horse and Backdoors, Steganography, DoS Attacks, SQL Injection, Buffer overflow, Attacks on wireless network.

Text Books:

1. Ramandeep kaur nagra, **Cyber laws and Intellectual Property Rights**, Kalyani Publishers, 7e, 2015
2. Nina Godbole & Sunit Belapure **Cyber Security**, Wiley India Pvt Ltd,2012.
3. Gerald. R. Ferrera, Reder and linchtenstein, **Cyber laws – Text and Cases**,3e, Cengage learning
4. Faiyaz Ahamed, **Cyber Law and Information Security**, DreamTech Press,2013
5. Pankaj Agarwal, **Information Security and Cyber Laws**, Acme Learning,2013
6. Manjot kaur, **Essentials of E-Business and Cyber laws**, KalyaniPublishe

(Applicable to the batch of students admitted in the academic year 2019-20 and

OPEN ELECTIVE

SEMESTER III: CONSUMER AFFAIRS

Paper Code: Open Elective Course I (ID)
PPW: 4; Credits: 4

Max. Marks: 80+20 IA
Exam Duration: 3 Hrs

Objective: This paper seeks to familiarize the students with their rights and responsibilities as a Consumer, the social framework of Consumer Rights and legal framework of protecting Consumer Rights. It also provides an understanding of the procedure of Redress of Consumer Complaints, and the role of different agencies in establishing Product and Service Standards. The student should be able to comprehend the Business Firms' Interface with Consumers and the Consumer Related Regulatory and Business Environment

Unit I: Conceptual Framework

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction- Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

Unit II: The Consumer Protection Law in India

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice.

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit III: Grievance Redressal Mechanism under the Indian Consumer Protection Law

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Leading Cases decided under Consumer Protection law by Supreme Court/National

Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit IV: Role of Industry Regulators in Consumer Protection

(Applicable to the batch of students admitted in the academic year 2019-20 and

Banking: RBI and Banking Ombudsman - **Insurance:** IRDA and Insurance Ombudsman - **Telecommunication:** TRAI - **Food Products:** FSSAI - **Electricity Supply:** Electricity Regulatory Commission - Real Estate Regulatory Authority

Unit V: Contemporary Issues in Consumer Affairs

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Agmark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview

Note: Unit II and III refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E-books :- www.consumereducation.in
8. Empowering Consumers e-book,
9. ebook, www.consumeraffairs.nic.in
10. *The Consumer Protection Act, 1986 and its later versions.* www.bis.org

Periodicals

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru
3. 'Consumer Voice', Published by VOICE Society, New Delhi.

Websites: www.ncdrc.nic.in, www.consumeraffairs.nic.in, www.iso.org, www.bis.org.in, www.consumereducation.in, www.consumervoices.in, www.fssai.gov.in, www.cercindia.org

(Applicable to the batch of students admitted in the academic year 2019-20 and
SEMESTER-IV

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

PAPER CODE: COM401:Core-I
THPW: 5 ; Credits: 4

Total Marks:80+20=100
ESED: 3HRS

OBJECTIVE: to impart inferential skills to the student by using Quantitative Techniques for Business Decisions.

UNIT-I: ANALYSIS OF VARIANCE AND STATISTICAL QUALITY CONTROL:

F-test: Meaning and Applications - ANOVA: Assumptions - 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-II: 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 Attribute – Chi square test for goodness of fit (including problems).

UNIT-III: OTHER NON-PARAMETRIC TESTS:

Non- Parametric test, Meaning - Sign Test - Paired Sample Sign Test Mann -Whitney test (UTEST); One Sample Run test Kruskal-Wallis test (H-test); Rank correlation test - Merits and limitations of Non - Parametric test.

UNIT-IV: STATISTICAL DECISION THEORY AND GAME 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 Uncertainty (including simple problems).; **Game Theory:** Characteristics of Game Theory – Two Persons Zero Sum Game - Maximum and Minimax Strategies – Saddle Point – Dominating Strategy – Mixed Strategy - Limitations of Game Theory (including simple problems with Analytical Formulae and Graphical Methods).

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).

SUGGESTED READINGS:

1. Levin&Rubin: Quantitative Approaches in Management,Pearson
2. SC.Gupta: Fundamentals of Statistics, HimalayaPublications
3. SP.Gupta:StatisticalMethods.
4. Anderson: Quantitative Methods for Business Decision, 8eThomson
5. Barry Render et al: Quantitative Analysis for Management,PHI
6. Anderson: Introduction to Management Science: Quantitative Techniques for Decision Making,Thomson
- 6.G.Gopikuttan: Quantitative Methods and Operational Research, Himalaya

- 7.D.C.Sancheti & VK.Kapoor: Statistics, Sultan Chand & Sons

8. Anand Sharma: Quantitative Techniques for Decision Making HimalayaPublications
9. Shenoy GV: Quantitative Techniques for Managerial Decisions, NewAge

(Applicable to the batch of students admitted in the academic year 2019-20 and onwards)

SEMESTER-IV

BUSINESS AND CORPORATE TAXATION

PAPER CODE: COM 402; Core II

Total Marks:80+20=100

THPW: 5; Credits:4

ESED: 3 HRS

OBJECTIVE: to acquaint the student with the Theoretical and Practical aspects of Assessing Partnership Firms, Companies, Co-operatives and Trusts. To make the student aware of basics of GST and Customs Act.

UNIT-I: ASSESSMENT OF PARTNERSHIP FIRMS & AOP:

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 - Partnership Firm Assessed as Association of Persons (AFAOP) - Computation of Total Income - Treatment of share of income received by partners of PFAOP (Theory and Problems).

UNIT-II: 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 and Problems).

UNIT-III: 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 (Theory and Problems).

UNIT-IV: 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).

UNIT – V: FUNDAMENTALS OF GST & CUSTOMS ACT:

GST Introduction - Registration – Inter & Intra State Acts under GST - Distinction between goods and services - Levy and collection of GST - Exemptions from GST - Place, Time and value of supply input tax credit - Payment of GST. (Theory only)

Customs Act: Meaning- Classification – Types of Customs duty – Exemptions.

SUGGESTED READINGS:

1. Vinod K. Singhania: Taxman's Direct Tax Laws.
2. V.P. Gaur and D.B. Narang Income Tax Law and Practice- Kalyani Publications
3. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning.
4. CA (Dr.) KM Bansal Taxmann's Fundamentals of GST & Customs Law
5. GST and Customs : K. Bansal, Taxmann Publications
6. VS Date Indirect Taxes: Taxmann's publication

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER-IV

STRATEGIC MANAGEMENT

PAPER CODE: COM 403; CORE-III

Total Marks:80+20=100

THPW: 5 ; Credits:4

ESED: 3HRS

UNIT I: OVERVIEW OF STRATEGIC MANAGEMENT:

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

UNIT II: ENVIRONMENTAL ANALYSIS:

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.

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.

UNIT III: CRAFTING STRATEGY:

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.

UNIT IV: EXECUTING STRATEGY (IMPLEMENTATION OF STRATEGY):

Nature – Organizational Issues (Annual Objectives, Policies, Resource Allocation. Structure, Restructuring, Reengineering, e-reengineering, performance pay, change, conflict, culture, hr issues leadership). Marketing, Finance and Accounting Issues: Segmentation, Targeting, Positioning, Marketing Mix. Finance and Accounting: financing, investment ,dividend, budgets. Performance Evaluating (ROI, EVA, and MVA)- Balanced ScoreCard

UNIT V: EVALUATION OF STRATEGY:

(Applicable to the batch of students admitted in the academic year 2019-20 and

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 operationalcontrol

REFERENCE:

1. Thompson and Strickland :Crafting and Executing Strategy, Tata McgrawHill
2. Fred r. David: Strategic Management,PHI
3. Hitt, Ireland and Hoskisson: Strategic Management,Southwestern
4. Vipin Gupta and Others: Business Policy and Strategic Management,PHI

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : FINANCE

FINANCIAL SERVICES

PAPER CODE: COM 404; E I (F)

Total Marks:80+20=100

THPW: 5;Credits:5

ESED: 3 HRS

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

UNIT-I: INTRODUCTION TO FINANCIAL SERVICES

Financial Services: Meaning and Classification (Theory)

Fund Based Services: Leasing – Hire Purchase – Factoring – Forfaiting – Bill Discounting – Housing Finance – Insurance Services – Venture Capital – Banking Services – Mutual Fund Services (Theory)

Fee Based Services: Corporate Advisory Services – Stock Broking – Custodial Services – Credit Rating – New Financial Products and Services: Merchant Banking – Loan Syndication – Securitization (Theory) (Only Conceptual Clarity)

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 (Theory)

Hire Purchase: Terms of the Agreement under Hire Purchase - Types of Hire Purchase – Advantages (Theory)

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(Theory)

UNIT-III: MUTUAL FUNDS

Mutual Funds: 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 - Organization of Firm - Facilities Available to 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 (Theory)

UNIT-IV: DISCOUNTING, FACTORING AND FORFAITING

Discounting and Factoring: 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 (Theory)

(Applicable to the batch of students admitted in the academic year 2019-20 and

Forfeiting: Factoring Vs. Forfeiting - Advantages and limitations of forfeiting - Forfeiting in India (Theory)

UNIT-V: SECURITISATION OF DEBT

Securitization 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(Theory)

SUGGESTED READINGS

1. M.Y. Khan: Financial Services, Mc Graw Hill; 2. Gordon: Financial Markets and Services, Himalaya; 3. Gurusamy: Financial Services & Markets, Thomson; 4. Avadhani: Marketing of Financial Services, Himalaya; 5. Madura: Financial Institution & Markets, Thomson; 6. Pathak: Financial Markets and Services, Pearson; 7. Akbar Ali Khan & Sudershan: International Trade & Finance, Himalaya.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : FINANCE

FINANCIAL DERIVATIVES

PAPER CODE: COM405; E II (F)

Total Marks:80+15+05=100

THPW: 5;Credits:5

ESED: 3 HRS

Objective: To make student efficient in the area of derivatives, giving them the knowledge of basics in Derivatives such as Forwards, Futures, Options and Swaps etc.

UNIT-I: INTRODUCTION TO FINANCIAL DERIVATIVES

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)

UNIT- II: FORWARDS AND FUTURES

Forwards and Futures: Meaning - Distinction between Forwards and Futures Contracts - Future Terminology and Types of Financial Future Contracts - Future Payoffs - Operation of Traders in Futures Market - Growth of Futures Market in India - Futures Market Trading Mechanism - Forward Market Trading Mechanism - Forward Prices Vs. Future Prices - Determination of Future Prices of Specific Assets - Futures on Commodities - Theory of Futures Prices - Recommendations of L.C Gupta Committee(Theory)

UNIT- III: OPTIONS

Options: Concept of Option - Futures Vs. Options - Determinants of Option Prices - Black Scholes Option Pricing Model - Binomial Pricing Model (Including Problems)

UNIT- IV: SWAPS

Swaps: Concept and Nature - Evolution of Swaps Market - Features of Swaps - Types of Financial Swaps: Currency Swap, Interest Rate Swap, Equity Index Swap, Commodity Swap - Using Swap to Manage Risk - Pricing and Valuing Swaps (Including Problems)

UNIT- V: STOCK INDEX FUTURES

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)

SUGGESTED READINGS:

1. S. L. Gupta: Financial Derivatives: Theory, Concept and Problems, PHI; 2. David A. Dufossky, Thoamas W Multer, TR: Derivatives Valuation and Risk Management, Oxford; 3. Don M. Chance, Robert Brooks: Derivatives and Risk Management Basics, Cengage; 4. Rjiv Srivastava: Derivatives and Risk Management, Oxford Higher Education; 5. John C Hull: Options, Futures and Other Derivatives, Pearson; 6. Jayanth Rama Varma: Derivatives and Risk Management, TMH; 7. Mishra Financial Derivatives, Excel; 8. Prafulla Kumar Swain: Fundamentals of Financial Derivatives, HPH; 9. R. Amuthan: Financial Derivatives, HPH; 10. Sundaram Janakiraman: Derivatives and Risk Management, Pearson.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : ACCOUNTING
ADVANCED COST ACCOUNTING & CONTROL

PAPER CODE: COM404 EI (A)

Total Marks:80+20=100

THPW: 5Credits:5

ESED: 3HRS

OBJECTIVE: *to provide the skills and application of advanced cost accounting techniques for cost control and cost reduction.*

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).

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).

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).

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 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).

SUGGESTED READINGS:

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;
5. Khan M.Y & Jain P.K. "Theory and Problems in Cost Accounting" Tata McGraw-Hill;
6. Ravi M. Kishore, "Cost Management", Taxmann Allied Services Private Limited;

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : ACCOUNTING

7. Lall Nigam & Jain "Cost Accounting - Principles and Practice" Prentice-Hall of India Privatelimited;
8. Manish Dutta " Cost Accounting - Principles & Practice", Pearson EducationLimited;
9. Saxena V.K & Vashist C,D. "Advanced Cost & Management Accounting" Sultan Chand & Sons;
10. Colin Drury "Management & Cost Accounting" Thomson Asia pvt. Ltd. Allied Services PvtLtd.;
11. Asish K. Bhattacharyya " Principles and Practice of Cost Accounting". Prentice Hall of IndiaLimited.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : ACCOUNTING
MERGERS AND ACQUISITIONS

PAPER CODE: COM405;E II (A)

Total Marks:80+20=100

THPW:5; Credits: 5

ESED: 3 HRS

OBJECTIVE: to gain the knowledge on M&As which are essentially mean to attain greater market share; 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. The teachers are expected to demonstrate case study methodology.

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 (Theoryonly).

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).

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).

UNIT-IV: ACCOUNTING FOR MERGERS AND ACQUISITIONS:

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).

UNIT-V: DEMERGER:

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).

SUGGESTED READINGS:

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; 4. Fred Weston J, Kwang S Chung: Merger Restructuring and Corporate Control, PHI; 5. Machiraju H R: Mergers, Acquisitions and Takeovers, New age International (P) Ltd. Publishers; 6. Manju Gupta: Contemporary Issues in Mergers and Acquisitions, HPH; 7. Nishikant Jha: Mergers, Acquisitions and Corporate Restructuring, HPM; 8. Rajinder Aurora, Kavita Shetty and Sharada Kale:

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : ACCOUNTING

Mergers and Acquisitions, oxford University Press; **9.**Ravindhar Vadapalli: Merger, Acquisitions: Strategy, Valuation and Integration, PHI; **10.**Ray Kamal Ghosh: Mergers and Acquisitions: Strategy, Valuation and Integration,PHI.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : MARKETING

SUPPLY CHAIN MANAGEMENT AND CUSTOMER RELATIONSHIP MANAGEMENT

PAPER CODE: COM404 ;E I (M)

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3 HRS

OBJECTIVES: Course enable the students to learn Integrated planning coordination and control of all logistical business processes and to learn a few basic aspects of CRM

UNIT-I: INTRODUCTION TO SCM:

Meaning – Need – Origin - Elements of SCM - Future trends in SCM - Purchasing issues in SCM - Role of purchasing in an organization - Purchasing process - Sourcing decisions - Role of supply base - Supplier selection - Purchasing organization - Centralized Vs Decentralized - International purchasing/globalsourcing

UNIT-II: SUPPLIER RELATIONSHIP AND SOURCING STRATEGIES:

Developing successful partnership - Supplier evaluation & certification - Supplier Relationship Management software - Supplier management and alliance Development - Use of E-procurement system - Rewarding Supplier Performance - Bench marking sourcing practices - Third party SCMservices.

UNIT-III: OPERATIONS AND DISTRIBUTION ISSUES IN SCM:

Demand forecasting and collaborative planning, forecasting and replenishment - Matching supply and demand forecasting techniques - Qualitative and Quantitative methods - Software solutions - Domestic and International transportation - Impact of transportation on SCM - Fundamentals of transportations - Warehousing - Transportation management - E-commerce & transportation.

UNIT-IV: INTRODUCTION TO CRM :

Marketing/Commerce in the 21st century - Changing marketing environment - The value Discipline Model - The new (e) marketplace - Its impact on customer loyalty - CRM definition - Components of CRM - CRM concepts - Goals of CRM - CRM functions - Customer Experience Management - Back office and front officefunctions.

UNIT-V: CRM IN MARKETING

CRM marketing initiation - Cross-selling and up selling - Behavior prediction - Customer life time value - Call centre and customer care measurement - Analytical CRM - The Concepts of Data Warehouse - Data mining - Click stream analysis - Personalization - OperationalCRM.

SUGGESTED READINGS:

1. Principles of SCM: WisnerThomson,
2. Introduction of SCM: Bozarth Y HandField.
3. CRM Hand Book: Jylldyche, PearsonEducation.
4. CRM: Judith W Kincaid, PearsonEducation.
5. Customer Relationship Management: Wagner,Thomson.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION: MARKETING/INTERNATIONAL BUSINESS

INTERNATIONAL MARKETING

PAPER CODE: COM 405 ; E II (M)/ (IB)

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3HRS

UNIT- I: INTRODUCTION TO INTERNATIONAL MARKETING: Definition - Developing a global awareness

– Concepts (Domestic Market, Extension Concept, Multi-domestic Market Concept, and Global Marketing Concept) - Driving forces (Market needs, Technology cost, Quality, Communication and Transportation, Leverage) - Restraining forces (Market differences, History, Myopia, Organizational culture, National controls/ Barriers to entry) - Domestic marketing Vs. International marketing.

UNIT-II: INTERNATIONAL MARKETING ENVIRONMENT: Economic Environment: Economic Systems (Capitalist, Socialist & Mixed) - Market Development (Stages of Market Development, Low-income, High Income, Location of income, Location of population, Marketing of Economic Development) - **Global Environment - Political Environment** - Multiplicity of Political Environments (Foreign Politics Domestic Politics, International Politics) - Types of Political System (Parliamentary, Absolutist, Two-Party, Multi-party, Single Party, Dominated single party) - Political Risks of Global Business - Sovereignty of nations - Stability of government policies. **Legal Environment:** Multiplicity of legal environment (Domestic, Foreign, and International) - Bases for legal system - Commercial Law within countries (Marketing laws, Green Marketing and Anti-trust) – Bribery - Gray Market – Counterfeiting - Protection of Intellectual Property Rights. **Cultural Environment:** Culture and its characteristics - Elements of culture - Cultural Knowledge - Cultural Values. **Business Customs in International Marketing:** Required Adaptation - Methods of doing business - Business Ethics.

UNIT-III: INTERNATIONAL MARKETING SEGMENTATION, TARGETING AND FOREIGN MARKET

ENTRY STRATEGIES: Global Segmentation, Targeting and Positioning - Research Process (Defining the problem, establishing research objectives, sources of data etc.) - Research on Internet - Planning for global markets (Company objectives and Resources, International commitment and Planning process) - Criteria for selecting a foreign market entry strategy - Foreign Market Entry Strategies (Exporting, Branches, Subsidiaries, Licensing, Agents and Distributors, Joint Ventures, Manufacturing, Assembly Operations, Management Operations, Management Contracts, Turnkey Operations, Acquisitions, Internet, Franchising, Consortia, Counter-trade, Strategic international alliances, Foreign direct investment, Factoring and forfeiting).

UNIT-IV: INTERNATIONAL MARKETING MIX: PRODUCT AND PRICING DECISIONS: Product

Decisions:Product and analysis of Product components -Product adoption - Physical or Mandatory requirements and adaptation - Product alternatives, Screening products for adaptation - Product standardization vs. Product adaptation - Green Marketing and Product Development Brands (Global, National, and Private) – Packaging - International Product Life Cycle International Product - Promoting Industrial Product - Marketing Services' globally (Services opportunities in global markets, entering global markets, Market environment for business services). **Pricing Decisions:**Approaches to international Pricing (Full cost vs. Variable cost pricing, skimming and Penetration pricing)

- Dumping - Types of dumping (Sporadic, Predatory, Persistent and Reverse dumping) - Price distortion – Inflation - Transfer Pricing - Administered Pricing (Cartels, Government influenced pricing) - Counter-trade.

UNIT- V: INTERNATIONAL MARKETING MIX: DISTRIBUTION & PROMOTION DECISIONS:

Distribution Decisions: Channel Constraints - Channel Terminology - Distribution Patterns. General Patterns (Middlemen services, Line Breadth, Cost and Margins, Channel length, Non-existence channels, blocked channels, stocking, Power and competition - Retail Patterns (Size Patterns, Direct Marketing) - World Wide Web (Special

(Applicable to the batch of students admitted in the academic year 2019-20 and

issues, Promotion) - Alternative middlemen choices (Home country middlemen, Foreign country middlemen, Government affiliated middlemen) - Determinants of Channel types (Legal regulations, Product image, Product characteristics, Middlemen loyalty and conflict, Local customs, Power and Coercion, Control) - Channel structure (Consumer Products, Industrial Products). **Promotion Decisions:** Promotion Mix Concept - Personal Selling (Personal Selling vs. Advertising, Vary quality, inter-cultural negotiations, Motivation, Telemarketing, Expatriate Personnel) - Publicity (Nature, Management, Negative Publicity) - Sales Promotion (Nature, and Restrictions - Overseas Product exhibitions - Global Advertising Concept - Global creative challenges - Internet (A media-mix alternative) - Advertising Agency Standardized international advertising - Developing cultural awareness.

SUGGESTED READINGS: 1.Czinkota : International Marketing, Thomson; 2.Sak Onkvisit and John J. Shaw: International Marketing: Analysis & Strategy, PHI; 3.Warren J. Keegan: Global Marketing Management, PHI; 4.Roger Bennet: International Marketing: Strategy. Planning Market Entry & Implementation, Kogan Page Ltd., U.K; 5.Philip R. Cateora and John L.Graham: International Marketing, TMH; 6. Doole: International Marketing Strategy, Thomson.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : TAXATION

TAX PLANNING

PAPER CODE: COM404: E I (T)

THPW: 5 ;Credits: 5

Total Marks: 80+20=100

ESED: 3HRS

OBJECTIVE: *to acquaint the student with theoretical and practical knowledge of tax planning techniques.*

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).

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).

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)

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 - Term loans - Public Deposits - Bonus Issues - Dividend Policies (Theory and problems).

UNIT-V: TAX PLANNING – INCENTIVES AND EXPORT PROMOTION:

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

(Applicable to the batch of students admitted in the academic year 2019-20 and

Technology Park (STP), Electronic Hardware Technology Park (EHTP) - Other export promotion schemes under EXIM policy (Only Theory).

SUGGESTED READINGS:

1. Vinod K. Singhania: - Indirect Tax Laws, TaxmannPublications.
2. Bhagawati Prasad: Direct Tax Laws andPractice.
3. V. S. Datey: Indirect taxes, TaxmanPublications.
4. Vinod K. Singhania, Monica Singhania- Corporate Tax Planning and Business Tax Procedure- Tax Procedure - Taxmann Publication Pvt.Ltd.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : TAXATION

INTERNATIONAL TAXATION

PAPER CODE: COM 405 ;E II (T)

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3 HRS

OBJECTIVES: Course emphasizes on tax treaties and tax laws of various countries and analyses importance of the same.

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.

UNIT-II: 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.

UNIT-III: 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).

UNIT-IV: TAX LAWS OF VARIOUS COUNTRIES:

Salient features of tax laws: Asia Pacific Countries - United States of America - UK - Japan - Singapore - Australia - Mauritius.

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.

SUGGESTED BOOKS:

1. Basic International Taxation - Principles: Roy Rohatgi, Taxmann, Second Edition, Vol. –I;

(Applicable to the batch of students admitted in the academic year 2019-20 and

- 2.** Basic International Taxation - Practice: Roy Rohatgi, Taxmann, Second Edition, Vol. –II;
- 3.** Direct Taxes - Law & Practice: Vinod K. Singhanian & Kapil Singhanian, Taxmann;
- 4.** The Law and Practice of Tax Treaties: An Indian Perspective - Nilesh Modi, Rajesh Kadakia, Wolters Kluwer India Pvt. Ltd.;
- 5.** CCH India Master Tax Guide, PWC;
- 6.** CCH International Master Tax Guide, PWC;
- 7.** Commentary to OECD Model Tax Convention and UN Model Convention;
- 8.** CA Course Material.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : INTERNATIONAL BUSINESS

INTERNATIONAL BUSINESS ENVIRONMENT

PAPER CODE: COM 404; E I (IB)

Total Marks:80+20=100

THPW: 5; Credits:5

ESED: 3 HRS

OBJECTIVE: to provide the knowledge of international business environment and strategic management of international business environment.

UNIT-I: INTRODUCTION TO INTERNATIONAL BUSINESS (IB):

Concept and process of globalization – Meaning and Importance of IB – Domestic Business Vs. International Business – Factors influencing IB trends – Modes of IB – Determinants of entry modes – Role of MNCs – Problems and Prospects.

UNIT-II: INTERNATIONAL BUSINESS ENVIRONMENT:

Political environment – Legal environment – Economic environment – Socio environment – Cultural environment – Ethical environment – Environmental forces influencing IB prospects and Challenges involved.

UNIT-III: MANAGEMENT OF INTERNATIONAL BUSINESS OPERATIONS:

Location for production – Options – Factors influencing location decision – Management of inventory methods – Sourcing of inputs – Modes of Procurement – International Logistics – Transportation issues – Services – Barriers to international Services – Major services – Off shoring of corporate services – Factors influencing – India's status with reference to all the above aspects.

UNIT-IV: STRATEGIC MANAGEMENT OF INTERNATIONAL BUSINESS :-

Strategies - Different approaches to strategy formulation-porter-pro and Hamel-Yip-levels of strategy formulation: Corporate, Business, Department levels - Strategic Planning Process – Centralized Vs. Decentralized Planning – Organizational structures – Process of control – features of an effective control system.

UNIT-V: GLOBAL TECHNOLOGY MANAGEMENT:

Technology and IB Meaning – Technology as a strategic asset - Technological strategy – Development – Acquisition – Audit - Problems of Technology management - Production of technology - IT in IS.

SUGGESTED READINGS:

1. International Business-Concepts, Environment and Strategy: Vyuptakesh Sharah,Reason;
2. International Business: Michel R.czinrotx, Ilkka A.Ronkainen and Michael H. Mobbelt, South – Western Cengage Learning;
3. International Business-Text and Cases: D.Suffa Ra, HimalayaPublications;
4. International Business Environment: Sundaram and Black, PrenticeHall;
5. International Business: Francis Cherunika;
6. International Business: CharlesHill;

(Applicable to the batch of students admitted in the academic year 2019-20 and

7. Communicating Globally, Inter cultural communication and IB: Wallace Schmidt, Saya publications; 8. Cross Cultural Management-Essential Concepts: David Thomas, Sayapublications;
9. IB, Competing in the Global Market Place: Irwin, MC Graw Hill.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : INSURANCE

INSURANCE: ACTUARIAL SCIENCES

PAPER CODE: COM 404 E I (I)

Total Marks: 80+20=100

THPW: 5;Credits 5

ESED: 3 HRS

UNIT-I:

Introduction to statistics - Random variables Meaning - Central Limit theorem - Derivation - Applications - Probable experience - Actual experience - Law of large numbers - Application of the Law of Insurance.

UNIT-II:

Probability distributions: Normal, Binomial and Poisson and their essential properties - Probability distribution used in Risk management and Rationale of their use - Estimation: Method of Estimation, Use of Estimates in Insurance - Monte Carlo Simulation: Use of Monte Carlo Method.

UNIT-III:

Mean - Variance Analysis - Computation of Mean and Variance - Variance as a measure of risk - Discrete Term - Structure models - Modeling stochastic term structure - Interest - Sensitive cash flows - Valuation of Interest - Sensitive cash flows.

UNIT-IV:

Mortality tables - Probabilities of Survival and Death - Computation of mortality rates - Preparation of mortality tables - Mortality tables for insurance and for annuities - Valuation of Life Insurance Risks and Principles underlying - Determination of Life Reserves: Meaning, Methods of calculation of Life Reserve: Terminal, initial and mean reserves - Actuarial Analysis of pension plans.

UNIT-V:

Regression Theory - Computation of Partial and Multiple Linear regressions - Liability Cash Flows - Modeling Liability Cash Flows. Measuring the effectiveness of Risk Management - Products with basic risk - Credit riskmetrics.

SUGGESTED READINGS:

1. Hossack, LB: J.H. Pollard and B. Zehnwirth, Introductory Statistics with Applications in General Insurance, Cambridge University Press; Cambridge, England.
2. Babbel, David F. and Graig B. Merrill, Valuation of Interest, Sensitive Financial Instruments, Society of Actuaries, Maringale.

(Applicable to the batch of students admitted in the academic year 2019-20 and

3. Whatsham: Futures & Options in Risk Management, Thomson
4. Morgan, J.P.: Introduction to Credit Metrics, J.P. Morgan, New York.
5. Bell, David E. and Authur Shleifer Jr.: Risk Management.
6. Course material and books published by "Insurance Institute of India", Mumbai.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : INSURANCE

RETIREMENT PLANNING

PAPER CODE: COM 405; E II (I)

Total Marks: 80+20=100

THPW: 5; Credits;5

ESED: 3 HRS

UNIT-I:

Historical background to employees benefits in India - Employees State Insurance (ESI) and its schemes - Provident funds and its schemes - Superannuation and gratuity schemes.

UNIT-II:

Group Insurance schemes - Segments of group insurance market - Origin and development of group schemes - Characteristics of groups - Group underwriting - Rate making and experience rating adjustment.

UNIT-III:

Gratuity and Super annuity Schemes - Different ways of arranging schemes - Funded schemes and unfunded schemes - Trustee administered and insured schemes - Methods of costing past service benefit and future service benefits - Annual premium and single premium - Method of costing - Definite funding and indefinite funding and controlled funding - Methods - Cash accumulation system of securing gratuity and pension benefits - Determination of contribution - Rates under gratuity and benefit purchase superannuation schemes.

UNIT-IV:

Legal aspects and taxation treatment of retirement provisions under provident, gratuity and superannuation funds - Documentation of trust deeds and Rules.

UNIT-V:

Date processing and group schemes.

SUGGESTED READINGS:

1. Leaflets prepared by the LIC of India.
2. LIC Publications Act.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : BANKING

INTERNATIONAL BANKING

PAPER CODE: COM 404:E I (B)

Total Marks: 80+20=100

THPW:5 ; Credits:5

ESED: 3 HRS

OBJECTIVE: to enable the students familiarizing with functions and performance of international financial institutions and operational mechanism of foreign exchange market in India.

UNIT-I: INTRODUCTION TO INTERNATIONAL BANKING:

Global Trends and Developments in International Banking – International Financial Centres – Offshore Banking Units – International Financial Institutions – IMF, IBRD, BIS, ADB, NDB, AIIB, MIGA, EGRD, AFDB, AIIB – Legal and Regulatory Aspects of International Banking
– Factors driving the internationalization of banking.

UNIT-II: INTERNATIONAL BANKING OPERATIONS:

Profitability of International Banking Operations - Investment Banking - Correspondent Banking
Treasury and Risk Mitigation - FEMA and Regulatory Framework in India - Letter of Credit
mechanism and UCPDC / URC / URR Buyer's / Sellers credit - Bilateral trade - counter trade.

UNIT-III: INTERNATIONAL BANKING, LEGAL AND REGULATORY ASPECTS:

Regulatory Framework – Basel-II - International law - choice of law - conflict of laws - jurisdictional
issues - Exchange management and controls - International loan agreements - covenants and
clauses - Anti-money laundering laws.

UNIT-IV: INTERNATIONAL CORPORATE FINANCE:

Fundamental principles of lending to MNCs - Documentation and monitoring of Corporate
Finance - International credit rating agencies and global capital markets - Raising resources
and its deployment through ECBs, ADRs, GDRs, ECCBs and other types of Bonds, etc. in
international markets.

UNIT-V: PROJECT AND INFRASTRUCTURE FINANCE:

CRISIL, THE WORLD BANK, - OECD, Larsen & Toubro infrastructure Development Project Limited (L&T
IDPL) – Reliance infrastructure Limited – GMR infrastructure Limited, IRB infrastructure Developers
Limited, Jai Prakash Associates Limited, Nagarjun Construction Company, Hindustan Construction
Company – GVK Power and Infrastructure Limited- LLOYD.

(Applicable to the batch of students admitted in the academic year 2019-20 and
Suggested Readings:

- (1) Indian Institute of Banking and Finance, International Banking Mumbai.
- (2) Sayers R.S., Modern Banking, Clarendon Press, Oxford.
- (3) Basu S.K., Contemporary Banking Trends, Book Exchange Publishers.
- (4) Saxena K.B., International Banking: Banking Theory and Principal Banking Systems.
- (5) Naliniprava Tripathy, Investment Banking – Text and Cases, Himalaya Publishing House, Mumbai.
- (6) Agarwal O. P., Banking and Insurance, Himalaya Publishing House, Mumbai.
- (7) Bank for International Settlement, Committee on the Global Financial System, Basel, Switzerland, July, 2010.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : BANKING

CENTRAL BANKING

PAPER CODE: COM 405: E II (B)

Total Marks:80+20=100

THPW: 5 ; Credits:5

ESED: 3 HRS

OBJECTIVE: to familiarize the students with functions and performance of Central banks in general and central banks in USA, UK, European Union and India in particular.

UNIT-I: EVOLUTION AND FUNCTIONS OF CENTRAL BANKING:

Introduction – Development of Central Banks in Developed and Developing Countries – Functions of a Central Bank – Regulatory and Developmental Functions.

UNIT-II: CENTRAL BANKING IN USA AND RUSSIA:

Introduction - Organizational Evolution – Constitution and Governance – Role – Functions – Performance – Recent Developments.

UNIT-III: CENTRAL BANKING IN UK AND EUROPE:

Introduction – Organizational Evolution – Constitution and Governance – Role – Functions – Performance – Recent Developments.

UNIT-IV: CENTRAL BANKING IN CHINA AND BRAZIL:

Introduction – Organizational Evolution – Constitution and Governance – Role – Functions – Performance – Recent Developments.

UNIT-V: CENTRAL BANKING IN INDIA:

Introduction - Organizational Evolution – Constitution – Governance – Major Organizational and Functional Developments – RBI Act – Banking Regulation Act – Foreign Exchange Management Act – Banking Ombudsman Scheme – Financial Sector Reforms – Recent Developments – The BASEL Norms – Prudential Norms – Effect of Liberalization and Globalization on Financial Stability.

SUGGESTED READINGS:

- (1) Khan M.Y., Indian Financial System, Tata McGraw Hill Publishing Company Ltd., NewDelhi.
- (2) Decock M H., Central Banking, UBS Publisher Distributors Pvt. Ltd., NewDelhi.
- (3) Vasudevan A., Central Banking for Emerging Market Economies, Academic Foundation, NewDelhi.

(Applicable to the batch of students admitted in the academic year 2019-20 and

- (4) Hawtrey, The Art of Central Banking, Augustus M Kelley Publishers, NewYork.
- (5) Charles Albert Goodhart, Evolution of Central Banks: A Natural Development?, London School of Economics & Political Science,London.
- (6) Indian Institute of Banking & Finance, Central Banking,Mumbai.
- (7) RBI, History and Evolution of Central Banking in India,Mumbai.
- (8) Srivastava P.K. Dr., Banking Theory and Practice, Himalaya Publishing House,Mumbai.
- (9) Agarwal O. P., Banking and Insurance, Himalaya Publishing House,Mumbai.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : E-COMMERCE

BUSINESS MODELS FOR E-COMMERCE

PAPER CODE:COM: 404 E I (E-Com)

MAXIMUM MARKS:80+20=100

THPW: 5; Credits:5

EXAM DURATION: 3HOURS

OBJECTIVE: *to enable the students to learn different elements and models for E-Commerce.*

UNIT-I: INTRODUCTION TO ELECTRONIC COMMERCE:

Introduction – Meaning – Need – Significance – Scope - Eight unique features of E-Commerce – Difference between E-Commerce and E-Business - Advantages of E-Commerce – Disadvantages of E-Commerce – Electronic Commerce Vs. Traditional Commerce – Prospects of E-Commerce in India.

UNIT-II: C2C, G2C, THE ELEMENTS OF E-COMMERCE:

Elements – E-Visibility – The E-shop – Online Payments – Delivering the Goods – After-Sales Service – Internet E-Commerce Security-Amazon, PayTM, Gpay etc.

UNIT-III: BUSINESS TO BUSINESS (B2B) ELECTRONIC COMMERCE:

Inter Organization Transactions: Introduction – Credit Transactions and Trade Cycle – Variety of Transactions; Electronic Markets: Markets – Electronic Markets Usage of Electronic Markets – Advantages and Disadvantages – Future of Electronic Markets; Inter Organizational E-Commerce: Inter Organizational Transactions – Purchasing online – After Sales Online – E-Commerce in Desktop Facilities Management.

UNIT-IV: BUSINESS TO CONSUMER (B2C) ELECTRONIC COMMERCE:

Consumer Trade Transactions: Internet E-Commerce – The E-Shop – Internet Shopping and Trade Cycle – Advantages and Disadvantages of Consumer E-Commerce.

UNIT-V: E-BUSINESS:

Introduction – Internet Books Shop – Grocery Supplies – Software Supplies and Support – Electronic Newspapers – Internet Banking – Virtual Auctions – Online Share Dealing E-delivery.

SUGGESTED READINGS:

- 1) **David Whiteley**, E-Commerce, Strategy, Technologies and Applications, Tata McGraw-Hill Edition.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : E-COMMERCE

- 2) **G.S.V.Murthy**, E-Commerce Concepts, Models, Strategies, Himalaya PublishingHouse.
- 3) Ward Hanson and Kirthi Kalyanan, Internet Marketing andE-Commerce.
- 4) **Bharat Bhaskar**, Electronic Commerce, Tata Mc-Graw HillPublications.
- 5) **Parag Diwan & Sunil Sharma**, E-Commerce – A Manager’s Guide to E-Business, ExcelBooks.

(Applicable to the batch of students admitted in the academic year 2019-20 and

**SEMESTER IV : SPECIALISATION : E-COMMERCE
LEGAL SECURITY IN E-COMMERCE**

PAPER CODE:COM: 405; E II (E-Com)

MAXIMUM MARKS:80+20=100

THPW: 5; Credits:5

EXAM DURATION: 3HOURS

OBJECTIVE: to familiarize the students with e-security and cyber laws.

UNIT-I: INTRODUCTION TO COMPUTER CRIMES: Computer Crimes – Types of Computer Crimes – Specific Threats – Attacks on Computer Systems – Major Types of Security Problems – Computer Frauds and Abuse Techniques – Characteristics and Types of Computer Frauds – Preventing Computer Frauds and Ethical Considerations – E-Commerce Security Issues - Risk Involved in E-Commerce – Protecting E-Commerce System.

UNIT-II: E-SECURITY: Introduction – Security Requirements – Types of Intruders – Attacking Methods – Hackers and Crackers – Computer Viruses – Spam – Denial of Services – Security Policy – Secure E-Transactions – Types of Information Systems Controls – General Controls – Physical Controls – Access Controls – Biometric Controls – Data Security Controls and Application Controls – Security Tools and Methods – Password – Authentication – Access Control - Encryption – Firewall – Antivirus Software – Digital Identity and Digital Signature – Secure Electronic Transaction Protocols.

UNIT-III: CYBER LAWS: Introduction – Meaning – Scope – Online Contracts – Legal Aspects of E-Contracts (offer and acceptance in e-form) – Cyber Laws & Legal Issues (Cyber Jurisprudence, & Sovereignty, Net Neutrality, Freedom of Speech in Cyber Space) - Information Technology Act – 2002, Part-I: Digital Signature (Sections 4-9), E-Records (Sections 11-16) – Part-II: Penalties for Cyber Wrongs and Adjudication (Sections 43-47, Cyber Regulation Appellate Tribunal (Procedure and Powers Sections 48-51), Offences by Companies (Section 85).

UNIT-IV: THE COPYRIGHT ACT, 1957: Introduction – Evolution of the Law on Copy Right– Meaning – Scope and Characteristics of Copyright – Object of Copyright – Works in which Copyright Subsists – Qualification for Copyright Subsistence – Author and Ownership of Copyright and Rights of the Owner – International Copyright (Sections 40-43).

UNIT-V: THE DESIGNS ACT 2000: Industrial Designs: Introduction and Meaning – Register ability of a Design – Application for Registration of a Design (Section 3-10) – Copyright in Registered Designs (Section 11 to 20) – Infringement (Piracy) of Copyright in Design (Section 22)

– Defenses which may be set up by the Defendant.

SUGGESTED READINGS:

- 1) Dr. U.S. Pandey, Rahul Srivastavan and Saurabh Shukla, E-Commerce and its Applications, S. Chand & Company, New Delhi.
- 2) Dr. Sushila Madan, Management Information and Control Systems, Taxmann.
- 3) Elias M Awad, Electronic Commerce, Pearson Education.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : E-COMMERCE

- 4) D. P. Mittal, Law of Information Technology (Cyber Law),Taxmann.
- 5) B Y Rohnay D, Guide to CyberLaws.
- 6) Justice Yatindra Singh, Cyber Laws, Universal Law PublishingCompany.
- 7) D.P. Mittal, Law of InformationTechnology.
- 8) Krishnakumar , CyberLaws.

(Applicable to the batch of students admitted in the academic year 2019-20 and

SEMESTER IV : SPECIALISATION : COMPUTER APPLICATIONS

ADVANCED EXCEL

PAPER CODE: COM 404 E I (CA)

Total Marks:60+20+20=100

THPW: 3T+2P ; Credits:5

ESED: 3HRS

OBJECTIVE: To impart the knowledge of excel in data presentation and financial and statistical analysis.

UNIT-I: UNDERSTANDING EXCEL: Excel's Files, Ribbon and shortcut, Create a workbook, Enter data in a worksheet, Format a worksheet, Format numbers in a worksheet, Create an Excel table, Filter data by using an Auto filter, Sort data by using an AutoFilter. Essential worksheet Operations: Using Short cut keys, Key board shortcuts. Working with Cells and Ranges: Formatting Cells, Name Manager. Visualizing Data Using Conditional Formatting: Apply conditional formatting. Printing Your Work: Print a worksheet, Using Print Preview and other utilities

UNIT-II: DATES AND TIMES & TEXT: Working with Dates & Time, Creating Formulas that Manipulate text – Upper, Proper, Lower, Concatenate, Text to Column. Creating Formulas that Count, Sum, Subtotal - Create a formula, Use a function in a formula. Creating Formulas that Look up Values: VLookup, Hlookup, Match &index.

UNIT-III : CUSTOM NUMBER FORMATS: Format Cells Window. Using Data Tab and Data Validation: Getting external Data, Remove Duplicates, Apply data validation & using utilities from Data Tab. Protecting Your Work using Review Tab utilities. Performing Spreadsheet What-If Analysis. Create a macro, Activate and use an add-in.

UNIT-IV : FINANCIAL APPLICATIONS: Introduction to formulas: PV, NPV, IRR, PMT, IPMT, NPER, RATE, Creating Balance Sheet, Investment Calculations, Depreciation calculations. Creating charts and Graphics. Chart the data, Creating Sparkline Graphics, Using Insert Tab utilities.

UNIT-V : ANALYSING DATA: Random Number Generation, Validation of data, reduction data, reliability of the data and rotation, Histogram, Descriptive Statistics, Rank and Pearson Correlation, Covariance, Regression, t-test, Z-test, F-Test and Anova.

SUGGESTED READINGS:

(Applicable to the batch of students admitted in the academic year 2019-20 and

- 1. Charts and Graphs Microsoft Excel 2013 – Bill Felen – PearsonPublication.**
- 2. Statistics made simple do it yourself on PC – KVS Sarma – 2nd Edition –PHI.**
- 3. Microsoft Office 2007- Essential Concepts and Techniques – Shelly Cashman Vermaat – Cengage Learning.**
- 4. PC software Under Windows – Puneet Kumar – KalyaniPublishers.**
- 5. 100 statistical Tests in R – N.D. Lewis – Healthes Hills Press, NewDelhi.**

SEMESTER IV : SPECIALISATION : COMPUTER APPLICATIONS
WEB DESIGNING

PAPER CODE: COM 405 E II (CA)

Total Marks:60+20+20=100

THPW: 3T+2P ; Credits:5

ESED: 3HRS

OBJECTIVE: *The Course emphasizes on the skills of designing and creation of web pages, Scripting & Markup language, client side Scripting Language, Server Side Scripting and importance of PHP & My SQL.*

UNIT I:

Introduction to HTML, Structure of HTML Document, Basic HTML Tags working with tables, Working with Form Elements, Working Images. Working with list order list, Un order list, Working with CSS. Inline and Internal External Style sheet.

UNIT II:

JAVA Scripts : Introduction What is Client Side Scripting Languages, Data Types Operators Functions Predefined Functions, User Defined Functions, Control Statements IF, Nested IF Loops Break & Continues Statements.

UNIT III:

(Math Objects, Number Objects, Array Objects, Date Objects) Event Handling, On load on Unload on Click, On Focus, On blur On submit On Mouse over, On Mouse Down.

UNIT IV:

PHP : Introduction to PHP, PHP Tags, Statements, white space, PHP Data Types , Using Operators, Making decisions conditionals, Using Arrays , Array Operators, Multidimensional Arrays, /sorting Arrays, Using Functions in PHP, using Parameters, Passing reference and passing value, Object Oriented PHP concepts class and attributes operators , inheritance, Encapsulation Abstract Methods and Class Error ExpectationHandling.

UNIT V:

My SQL: Designing your web Data base, Relations Database concepts, Web Data base Architecture, Logging to My SQL, Creating Data base Tables , what is SQL, Retrieving data from the data base, DDL,DML, Statements, Views joins, functions

SUGGESTED BOOKS :

1. PHP and My SQL Web Development, 4th Edition, Luke Welling, Laura Thomson, Publisher: AddisonWesley.
2. Beginning HTML, XHTML, CSS, and JavaScript, Jon Duckett, Publication/Wiley
3. HTML5, Black Book Dream Tech Publications, Wiley India PvtLimited.
4. Willard, Web Design A Beginners Guide, Tata Mc GrawHill
5. Roy: Web technology, Oxford UniversityPress.

OPEN ELECTIVE

SEMESTER IV: CORPORATE GOVERNANCE

Paper Code: Open Elective Course II
PPW: 4; Credits: 4

Max. Marks: 80+20 IA
Exam Duration: 3 Hrs

Objective: To give an overview of the Principles of Corporate Governance and to explain its need and significance

Unit I: Corporate Ethics

Morality and Ethics – Business Values and Ethics – Approaches and Practices of Business Ethics – Corporate Ethics – Ethics Programme – Codes of Ethics – Ethics Committee – Ethical Behaviour – Concepts and Advantages – Rating Agencies – Green Governance – Clause 49 and Listing Agreement

Unit II: Corporate Governance – An Overview

Conceptual Framework of Corporate Governance: Theories & Models - Broad Committees – Corporate Governance Reforms – Major Corporate Scandals in India and Abroad – Corporate Governance Problems noticed in various Corporate Failures – Codes & Standards on Corporate Governance – Major Corporate Best Practices in India and Abroad

Unit III: Corporate Social Responsibility

Concept of CSR – Corporate Philanthropy – Strategic Planning and Corporate Social Responsibility – Relationship of CSR with Corporate Sustainability – CSR and Corporate Ethics – CSR and Corporate Governance – CSR Provisions under the Companies Act 2013 – CSR Committee – CSR Models – Codes and Standards on CSR

Unit IV: Shareholders, Stakeholders and Board of Directors

Shareholder Rights – Equitable Treatment – Responsibilities of Shareholders – Minority Shareholder's Protection – Stakeholder Protection – Structure and Independence of the Board – Responsibilities and Duties of the Board – Selection, Remuneration and Evaluation of the Board – Board Committees – The Board and the Management

Unit V: Audit Committee

Introduction – Objectives – Organization of Audit Committee – Responsibilities of the Audit Committee – Working with Auditors and Management – Blue Ribbon Committee

Suggested Readings

1. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi

2. MC Kuchhal, Modern Indian Company Law, Shri Mahavir Book Depot
3. KV Bhanumurthy and Usha Krishna, Politics, Ethics and Social Responsibility of Business, Pearson Education
4. N Balasubramanian, A Casebook on Corporate Governance and Stewardship, McGraw Hill Education
5. B.N. Ghosh, Business Ethics and Corporate Governance, McGraw Hill Education
6. S K Mandal, Ethics in Business and Corporate Governance, McGraw Hill Education
7. Bob Tricker, Corporate Governance – Principles, Policies and Practice (Indian Edition), Oxford University Press
8. Christine Mallin, Corporate Governance (Indian Edition), Oxford University Press
9. Sharma J. P., Corporate Governance, Business Ethics and CSR, Ane Books Pvt Ltd, New Delhi

Note: Latest Edition of Text Books may be used.