

Syllabus and Curriculum for M. Com Programme

Master of Commerce

2019 ADMISSION ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)



**BOARD OF STUDIES IN COMMERCE (PG)
MAHATMA GANDHI UNIVERSITY**

2019

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Acknowledgement

We, the Board of Studies (PG), Commerce MG University are extremely happy to introduce the revised curriculum for M. Com degree programme. The new curriculum will be applicable with effect from 2019–20 academic year onwards. This work is a synergistic product of many minds and is the result of interdependence and not of independence. At the very outset, we express our heartfelt thanks to all those who have contributed to this noble venture.

The Vice Chancellor of MG University, Dr. Sabu Thomas, has supported and motivated us in completing this work in time. We are extremely grateful to Dr. Sabu Thomas for his support and motivation which made us more committed to finish the task well in time. We express our deepest sense of gratitude to the Syndicate of MG University for their goal-oriented management style, continuous follow up, constant inspiration and the readiness to listen. We are fortunate to have a very vibrant syndicate member, Sri. V S Praveen Kumar as the convener of Curriculum and Syllabus Revision committee. He is the source of energy and the connecting link with the University. We are so happy to express our thanks to Sri Praveen Kumar for his support. We also express our sincere gratitude to Prof Tomichan Joseph, the Syndicate member in charge of Commerce Syllabus revisions workshop.

We are deeply thankful to the administrative staff of the MG University for their support from the very beginning of this task. Principals of all Arts and Science Colleges affiliated to MG University deserve a special mention. They have very positively responded to our invitation to participate in the workshop.

Collective mind is essence of success of any great venture. We express our sincere thanks all the teachers who have participated in the curriculum revision workshop and contributed a lot.

We also express our sincere thanks to the Resource Persons of the workshop Dr Gabriel Simon Thattil, C A Prasanth Sreenivas, Dr Mendez Jacob and also the Dean of Faculty of Commerce Dr Resia Beegam S and Dr K Krishnadas, Member Syndicate for their guidance and support. Our sincere gratitude is expressed to students and eminent persons from academia who gave feedback and suggestions on the syllabus and curriculum.

Chairperson and Members-
Board of Studies of Commerce (PG)

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Scheme and Structure of M.Com Degree Programme

(Under Mahatma Gandhi University Regulations PGCSS2019 from 2019-20 academic year onwards)

1. Aim of the Program

The broad aim of the Programme is to provide awareness to the learners regarding the developments in the field of Business, Commerce, Industry and Management and equip them to develop necessary analytical and managerial skills so as to cope up with the challenges posed by industry and environment, both national and global.

2. Eligibility for Admissions

A candidate who has passed B Com/BBA/ BBM approved by M G University with a minimum of 45% are eligible to pursue the M. Com Programme on a regular basis. Relaxation in percentage is allowed for SC/ST, OEC, SEBC and Physically challenged students as prescribed by the University from time to time.

3. Duration of the Programme

The programme shall be spread over four semesters with each semester having a duration of 90 days.

4. Medium of Instruction and Assessment

The medium of instruction shall be English. There shall be continuous assessment of the students on an internal basis based on the provisions of the Regulations and end semester examinations conducted by University. The final assessment shall be based on both the above components in accordance with the provisions of the Regulations.

5. Faculty under which the Degree is Awarded

The Degree is awarded under the Faculty of Commerce.

6. Specializations offered, if any

Three Streams of Electives are offered of which the college can select one stream. All the courses of the particular stream selected have to be taken by the student. The elective stream is spread over semester three and four with one course in the third semester and two courses in fourth semester. The Streams offered as electives are (1) Finance and Taxation (2) Marketing and International Business (3) Management and Information Technology. The colleges may be given the chance to select the electives in the first year of the revised curriculum (2019-20) before the commencement of admissions, inform the same to the University and also mention the same in admission portals and documents. Changes in electives in subsequent years shall be done only with express permission of the University.

7. Note on compliance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees

The programme is offered in accordance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees. The student has to secure 80 credits to complete the programme successfully.

8. Programme Outcome

M.Com degree programme offered by University is outcome based and the outcomes expected are as follows:

| | |
|------------|--|
| PO1 | Enhancing the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers. |
| PO2 | Developing problem analysis skills and knowledge and applying the same in real life situation. |
| PO3 | Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems |
| PO4 | Understanding the role and applicability of knowledge acquired in the context of society, environment and sustainable development sticking on to the ethics and values. |
| PO5 | Developing effective communication skills and ability to work in teams by strengthening group dynamics |
| PO6 | Fostering ability to engage in life long learning, demonstrating empathetic social concern, contributing to the development of nation, by making sure of awareness gained on various issues. |

9. Programme Specific Outcome

| | |
|-------------|--|
| PSO1 | Inculcating managerial skills and theoretical knowledge for managing business units with special focus on functional areas of business and management. |
| PSO2 | Imparting advanced accounting knowledge and skills and provide awareness regarding latest developments in the field of accounting. |
| PSO3 | Enabling learners to acquire advanced theoretical knowledge on research methods and techniques and also developing capabilities in the application of research in solving business related problems. |
| PSO4 | Acquisition of expertise in specialized fields like finance, taxation, marketing, management and information technology. |
| PSO5 | Development of quantitative aptitude and analytical skills of the learner. |
| PSO6 | Facilitating learner to pursue career in professional areas of commerce and management such as taxation, financial services, consultancy etc. |

10. Name of Electives:-

| | |
|---------|---------------------------------------|
| Group 1 | Finance and Taxation |
| Group 2 | Marketing and International Business |
| Group 3 | Management and Information Technology |

11. The Program Structure

| Course Code | Title of the Course | Type of the Course | Hours per week | Credits |
|--|--|--------------------|----------------|-----------|
| FIRST SEMESTER | | | | |
| CM010101 | Specialised Accounting | Core | 5 | 4 |
| CM010102 | Organisational Behaviour | Core | 5 | 3 |
| CM010103 | Marketing Management | Core | 5 | 4 |
| CM010104 | Management Optimisation Techniques | Core | 5 | 4 |
| CM010105 | Methodology for Social Science Research | Core | 5 | 4 |
| TOTAL FOR SEMESTER | | | 25 | 19 |
| SECOND SEMESTER | | | | |
| CM010201 | Advanced Corporate Accounting | Core | 5 | 4 |
| CM010202 | Human Resource Management | Core | 5 | 3 |
| CM010203 | International Business and Finance | Core | 5 | 4 |
| CM010204 | Quantitative Techniques | Core | 5 | 4 |
| CM010205 | Strategic Management | Core | 5 | 4 |
| TOTAL FOR THE SEMESTER | | | 25 | 19 |
| THIRD SEMESTER | | | | |
| CM010301 | Strategic Financial Management | Core | 6 | 5 |
| CM010302 | Income Tax – Law and Practice | Core | 7 | 5 |
| CM010303 | Security Analysis and Portfolio Management | Core | 6 | 4 |
| CM800301/ CM810301/ CM820301 | Indirect Tax Laws (Group 1) Logistics and Supply Chain Management (Group 2) Total Quality Management (Group 3) | Core- Elective | 6 | 4 |
| TOTAL FOR THE SEMESTER | | | 25 | 18 |
| FOURTH SEMESTER | | | | |
| CM010401 | Advanced Cost and Management Accounting | Core | 6 | 5 |
| CM010402 | Income Tax-Assessment and Procedure | Core | 7 | 5 |
| CM800401/ CM810401/ CM820401 | Derivatives and Risk Management (Group 1) Retail and Rural Marketing (Group 2) E-Commerce and E-Business Management (Group 3) | Core- Elective | 6 | 4 |
| CM800402/ CM810402/ CM820402 | Personal Investment and Behavioural Finance (Group 1) International Marketing (Group 2) Legal Framework for I.T. Based Business and Intellectual Property Rights (Group 3) | Core- Elective | 6 | 4 |
| CM010403 | Project Report | Core- Project | Nil | 4 |
| CM010404 | Comprehensive Viva Voce | Core- Viva | Nil | 2 |
| TOTAL FOR THE SEMESTER | | | 25 | 24 |
| TOTAL CREDITS FOR THE PROGRAMME | | | | 80 |

SEMESTER - I

FIRST SEMESTER COURSES

| | |
|---------------------|--------------------------------|
| Course Code | CM010101 |
| Title of the Course | SPECIALISED ACCOUNTING |
| Semester | One |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objective of the Course:

To equip the students to apply accounting standards and deal with advanced practical areas related to valuation, amalgamation, specialised areas and to have a basic understanding on developments in accounting

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|----------------------|------------------------------------|
| 1 | Providing an in depth understanding about theoretical and practical aspects of major Accounting Standards to apply the same in different practical situations. | Understand and Apply | PSO2 |
| 2 | Ascertain the value of goodwill and value of companies based on the value of shares and compare the real value of shares and with the market prices and identify the mispricing. | Apply | PSO2 |
| 3 | In depth understanding about the determination of purchase consideration in the event of amalgamation and to prepare post amalgamation financial statements | Apply | PSO2 |
| 4 | Develop a clear understanding about different types of NBFCs, their provisioning norms and to understand the concept of NAV of mutual funds through its computation. | Evaluate | PSO2 |
| 5 | Acquaint with the theoretical aspects of emerging areas in accounting | Understanding | PSO2 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|--|---------------------|
| Module 1. Accounting Standards - 25 hours | | | |
| 1 | 1.1 | Meaning and definition of Accounting Standards – Need for standards – Process of development of standards - its Applicability- Advantages of AS – Accounting Standard Board and its role - AS 1 – Disclosure of Accounting Policies. | Theory only |
| | 1.2 | AS 2 – Valuation of Inventories AS 9 – Revenue Recognition; | Theory and problems |
| | 1.3 | AS 10- Accounting for property, plant and equipment. AS 20- Earning Per Share. | Theory and problems |
| | 1.4. | AS 22 – Accounting for Tax on Income. Computation of Deferred Tax. | Theory and problems |
| | 1.5. | AS 26- Intangible Assets. AS 28 – Impairment of Assets. | Theory and problems |
| 2. Valuation of Goodwill and Shares – 15 hours | | | |
| 2. | 2.1. | Goodwill- Meaning and definition, - Factors affecting goodwill – circumstances where good will is valued - Methods of valuing goodwill. | Theory only |
| | 2.2 | Problems on goodwill - Average profit method - Super profit method - Annuity method and - Capitalization method. | Problems |
| | 2.3 | Need for valuation of shares – Methods of valuation of shares - Advantages and disadvantages of different methods of valuation of shares. | Theory only |
| | 2.4 | Practical problems on Net asset method or intrinsic value method - Yield method- Earning capacity method - Fair value method of valuing shares. | Problems |
| 3. Accounting for Amalgamation – 30 hours | | | |
| 3. | 3.1 | Accounting Standards -14 - Amalgamation in the nature of merger and Amalgamation in the nature of purchase-Purchase consideration- Pooling of Interest Method and Purchase Method (theory) – Difference between pooling of interest and purchase method. | Theory only |
| | 3.2 | Practical problems on the computation of purchase consideration. | Problems |
| | 3.3 | Treatment of goodwill and reserves under pooling of interest method and purchase method. | Theory and problems |
| | 3.4 | Entries in the books of Purchasing Company- Entries in the books of Vendor Company. | Problems |
| | 3.5 | Consolidated balance sheet in case of amalgamation in the nature of merger. | Problems |
| | 3.6 | Consolidated balance sheet in case of amalgamation in the nature of purchase. | Problems |

| | | | |
|---|-----|---|---------------------------|
| | 3.7 | Practical problems involving mutual owings. | Problems |
| | 3.8 | Practical problems involving the accounting treatment when purchasing company already holds shares in the vendor company – Selling company already holds shares in purchasing company – Cross holdings. | Problems |
| 4. Accounting for NBFCs and Mutual Funds- 10 hours | | | |
| 4 | 4.1 | NBFC – Difference between an NBFC and Bank – Classification of NBFCs based on registration with RBI - Asset Finance Companies – Investment Companies – Infrastructure Finance Companies – Systematically Important Core Investment Companies – Infrastructure Debt Fund NBFC – NBFC Micro Finance Institutions. | Theory only |
| | 4.2 | NBFC Factors – Mortgage Guarantee Companies – Residuary NBFCs – Regulations regarding; Net owned Fund – Liquid asset requirement. | Theory only |
| | 4.3 | Income Recognition - Prudential Accounting Norms – Asset Classification – Provisioning Requirements – Computation of Provisions – Requirements as to Capital Adequacy. | Theory and short problems |
| | 4.4 | Mutual Funds – Meaning – importance- Classification of mutual funds. | Theory only |
| | 4.5 | Contents of Balance sheet and Revenue account of the Mutual Fund (Theory only) – Computation of NAV(Theory and Problems) | Theory and short problems |
| | 4.6 | Accounting Treatment in the event of Disposal of Investment; Journal Entries – Dividend equalization. | Theory and short problems |
| 5. Developments in Accounting – 10 hours | | | |
| 5 | 5.1 | Block chain Technology in Accounting Artificial Intelligence in Accounting (overview only). | Theory only |
| | 5.2 | Green Accounting Concepts - Scope and Significance – Statements to be prepared - developments in a globalised era. | Theory only |
| | 5.3 | Forensic Accounting – Lean Accounting. | Theory only |

Suggested Assignment:

1. Assignment on the recent real cases of amalgamation, evaluating the ratio of share exchange or valuation of firms.
2. Assignment of valuation of shares of companies and comparison with actual market price.
3. Assignment on the evaluation of the performance of mutual fund schemes based on real data.

Recommended Text Books

1. Corporate Accounting, A. Mukharjee and M. Hanif, TATA McGrawHill Co
2. Advanced accountancy, Arulanandam & Raman, Himalaya Publishing House
3. Fundamentals of Financial accounting, Nasseem Ahmed, Ane books Pvt, Limited
4. Advanced Financial Accounting, R.L. Gupta & Radhaswami, Sultan Chand CO;
5. Advanced Financial Accounting, S.N. Maheswari
6. Advanced Financial Accounting, Paul & Kaur
7. Advanced Financial Accounting, B.D. Agarwal
8. Advanced Financial Accounting, S.P. Jain & K.L. Narang; Kalyani Publishers

References

1. Study Material for CA IPCC Group I – Accounting
2. Study Material for CA IPCC Group II – Advanced Accounting
3. Students Hand Book on Advanced Accounting, G.Sekar and B. Saravana Prasath, C. Sitaraman & Co. Pvt Ltd;

Break up of Theory and Problems for Examination

Section A- 6 Theory 4 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory 3 Problems

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|---------------------|---------------------------------|
| Course Code | CM010102 |
| Title of the Course | ORGANISATIONAL BEHAVIOUR |
| Semester | One |
| Type | Core |
| Credits | 3 |
| Hours | 5 per week and Total 90 |

Objective of the Course

To understand human behaviour at Individual, Interpersonal, Group and Inter-Group levels and to recognise issues inherent in organisational change, growth, development and conflict

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|-------------------------|------------------------------------|
| 1 | Basic understanding about the concepts of organisation behaviour. | Understanding | PSO1 |
| 2 | A very good understanding about individual behaviour, personality and motivation. | Understand and evaluate | PSO1 |
| 3 | Imparting deep understanding about group behaviour and leadership related to organisational behaviour. | Understanding | PSO1 |
| 4 | Add the knowledge base of the learner regarding change management and deal with stress. | Evaluate and Apply | PSO1 |
| 5 | Impart knowledge about the role of organisational culture and conflict on organizational behavior. | Understand and Apply | PSO1 |

Unit wise arrangement of the course

| Module No. | Unit No. | Contents | Remarks |
|--|----------|--|--|
| Module 1- Introduction to Organisational Behaviour – 15 hours | | | |
| 1 | 1.1 | Meaning and definition of Organisation Behaviour – Scope – Basic concepts of OB – Foundations of OB- Challenges and Opportunities of OB. | Short questions |
| | 1.2 | Role of organisation behaviour – Determinants — Challenges and opportunities of OB – Contributing disciplines – Difference between organisational behaviour and organisation theory. | Short questions and short essays |
| | 1.3 | Models of OB – Autocratic model – Custodial model – Supportive model – Collegial model. | Short questions short essays and essay questions |

| Module 2- Individual Behaviour and Motivation – 25 hours | | | |
|--|-----|--|---|
| 2 | 2.1 | Concept of Human Behaviour - Characteristics - Models of Man, Factors influencing Individual Behaviour. | Short questions and short essays |
| | 2.2 | Personality-Determinants - Personality Traits. | Short questions short essays and long essay questions |
| | 2.3 | Perception – Process of perception – Factors influencing Perception – Perceptual errors. | Short questions short essays and long essay questions |
| | 2.4 | Attitudes - values -- Learning – Process of Learning - Reinforcement - Behaviour modification. | Short questions short essays and long essay questions |
| | 2.5 | Motivation – Concept - Theories or models of motivation- Need hierarchy, Theory X and Theory Y - Two factor theory. | Short questions short essays and long essay questions |
| | 2.6 | Contemporary theories of motivation –ERG - Cognitive evaluation - goal setting- equity-expectancy model. | Short questions short essays and long essay questions |
| Module 3- Group Behaviour and Leadership – 25 hours | | | |
| 3 | 3.1 | Transactional Analysis - Johari Window – Ego states -Life positions. | Short questions short essays and long essay questions |
| | 3.2 | Group - Factors influencing group behaviour- Norms-Cohesiveness. | Short questions short essays and long essay questions |
| | 3.3 | Stages of Group Development- Group Structure- Group Decision making. | Short answer and Short essays |
| | 3.4 | Teams- Types of teams- Group Vs Teams. | Short answer and Short essays |
| | 3.5 | Difference between Authority and Power – Sources of Power- Tactics used to gain power - Status –Problems caused by status system | Short questions short essays and long essay questions |
| | 3.6 | Leadership- features – concepts – qualities of good leaders – Leadership styles. | Short questions short essays and long essay questions |
| | 3.7 | Theories of Leadership - Behavioural approach - Situational approach – Transactional and transformational Leadership. | Short questions short essays and long essay questions |
| Module 4- Organisational Change, Development and Stress Management – 15 hours | | | |
| 4 | 4.1 | Organisational Change – Forces for change - Resistance to change- overcoming resistance to change. | Short questions and short essays |
| | 4.2 | Types of change – Revolutionary and evolutionary change. | Short questions and short essays |
| | 4.3 | Greiner’s five stages of organisational growth- Organisational Development - concept - OD intervention techniques. | Short questions short essays and long essay questions |

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|---|-----|--|---|
| | | | |
| | 4.4 | Stress – Meaning –Types of stress- Causes of Stress- Consequences. | Short questions short essays and long essay questions |
| | 4.5 | Stress Management – Need- Techniques adopted for Stress Management in Organisations. | Short questions short essays and long essay questions |
| Module 5- Organisational Culture and Conflict – 10 hours | | | |
| 5 | 5.1 | Concept and determinants of organisational culture. | Short questions and short essays |
| | 5.2 | Conflict – concept – stages in organisational conflict - functional and dysfunctional aspects of conflict – levels of conflict - Stimulation and resolution of conflict. | Short questions short essays and long essay questions |

Suggested Assignment:

1. Analysis of Case studies on individual and group behaviour in leading corporates
2. Evaluation of case studies on motivation and leadership in organisation
3. Case study on organisational change, resistance to change and organisational culture

Recommended Text Books

1. Robbins S.P., Organisational Behaviour (16th Ed.), Pearson.
2. Dwivedi R.S., Human relations and organizational behaviour, MacMillain Publishers
3. Organisational Behaviour, Aswathappa, Himalaya Publishing House
4. Gupta C.B., A Text Book of Organisational Behaviour, S Chand & Company
5. Jai B.P. Sinha, Culture and Organizational Behaviour, Sage India.
6. Kumar Paranit, Organisational Behaviour, Gen Next Publication.
7. King & Lawley, Organisational Behaviour, Oxford University Press.

References

1. Organisational Behaviour concepts and cases ,Ghanekar, Anjali ,Everest publisher
2. Human Relations and organisational behaviour : Global perspective, Dwivedi R.S. Macmillan
3. Organisational Behaviour: Foundations, Theories, and Analyses, John B. Miner. Oxford University Press.
4. Fred Luther, Organisational Behaviour, Pearson Education.
5. Sekaran Uma S, Organisational Behaviour, Tata McGraw Hill.

| | |
|---------------------|--------------------------------|
| Course Code | CM010103 |
| Title of the Course | MARKETING MANAGEMENT. |
| Semester | One |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objective of the course:

To equip the students to have an overall understanding about the application areas of marketing and can identify some potential areas for research

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|-------------------------|------------------------------------|
| 1 | The learner should have a basic understanding about concepts like customer centricity, CRM, value chain and customer delight. | Understanding | PSO 1,4 |
| 2 | The learner should get a clear understanding about the market segmentation process and its applications in marketing strategies. | Understand and evaluate | PSO 1,4 |
| 3 | Develop an idea about consumer behaviour and its impact. | Understand and apply | PSO 1,4 |
| 4 | Good understanding about product line, product mix, brand equity, brand identity, brand personality and brand image. | Understand and Evaluate | PSO 1,4 |
| 5 | Develop sound ideas regarding services marketing and service quality. | Understand and Apply | PSO 1,4 |

Unit wise arrangement of the course

| Module No | Unit No | Contents of the Unit | Remarks |
|---|---------|--|---|
| Module 1 Marketing Management: An Overview- 25 hours | | | |
| 1 | 1.1 | Marketing - Nature and scope --Marketing Process. | Short questions and short essays |
| | 1.2 | Marketing Mix, Marketing as the central function of an organization – Marketing 3.0. | Short questions and short and long essays |
| | 1.3 | Customer Relationship Marketing – Strategies – Features – Advantages of Customer Relationship Management – Relationship Marketing – Difference between relationship orientation and transaction orientation - <i>e</i> –CRM. | Short questions and short and long essays |
| | 1.4 | Customer retention – benefits – strategies. | Short questions and short essays |
| | 1.5 | Customer Centric Organisation – Features of a customer centric organisation – Advantages. | Short questions and short and |

| | | | |
|---|-----|--|---|
| | | | long essays |
| | 1.6 | Role of Marketing in Customer Retention - Marketing as Creating, Communicating and Delivering Value - Value chain - Customer delight as the end of the value chain. | Short questions and short essays |
| | 1.7 | Marketing Environment – Internal and External environment. | Short questions and short and long essays |
| Module 2 - Segmentation, Targeting and Product Positioning- 20 hours | | | |
| 2 | 2.1 | Market Segmentation – Bases of segmenting Consumer Markets – Requirements for effective segmentation. | Short questions and short and long essays |
| | 2.2 | Market Targeting – Selecting Target Market Segments – Mass Marketing – Differentiated Marketing. | Short questions and short and long essays |
| | 2.3 | Niche Marketing – Micro Marketing – Local Marketing – Customized Marketing - Market Differentiation and Positioning. | Short questions and short essays |
| | 2.4 | Value Proposition – Proposition Strategies; More for More, More for the Same, the Same for Less, Less for Much Less – More for Less. | Short questions and short essays |
| Module 3- Consumer Behaviour- 10 hours | | | |
| 3 | 3.1 | Consumer Market – Customer Behaviour – Determinants of Customer Behaviour - Factors influencing Consumer Behaviour | Short questions and short and long essays |
| | 3.2 | Types of Buying Decision Behaviour – Consumer buying decision process - Consumer adoption process - Organizational Buying Process. | Short questions and short and long essays |
| Module 4- Product and Brand Management- 25 hours | | | |
| 4. | 4.1 | Concept of Product- Classification of products - Major product decisions- Product line and Product mix | Short questions and short essays |
| | 4.2 | New product development process - Product life cycle- Reasons for failure of new products | Short questions and short and long essays |
| | 4.3 | Branding – Meaning – Importance – Brand building process – Advantages of a good brand name – Brand value – Factors affecting brand value - | Short questions and short essays |
| | 4.4 | Brand Equity – Definition – Cost based – Price based – Consumer based - | Short questions and short essays |
| | 4.5 | Brand extension – meaning – types of brand extension – Extension into related category – Category related – Image related – extension to un related category -pros and cons of brand extension - | Short questions and short essays |
| | 4.6 | Brand personality – emotion centred definition – human centred definition – Brand image – Brand identity. | Short questions and short essays |
| | 4.7 | Packaging and labelling – significance – Factors to be considered while deciding the packages – Legal obligations regarding labelling. | Short questions and short essays |

| Module 5- Services Marketing- 10 hours | | | |
|---|-----|--|---|
| 5 | 5.1 | Services Marketing: –Meaning – significance - Nature and Characteristics of Service – Difference between Service and Products. | Short questions and short essays |
| | 5.2 | Services Marketing: – Nature and Characteristics of Services. | Short questions and short essays |
| | 5.3 | Service quality dimensions - Factors affecting service quality – Growth of service sector in India. | Short questions and short and long essays |

Suggested Assignments:

1. Case study analysis on consumer behaviour and brand building.
2. Make a simple study about the relationship marketing strategies adopted by organised retail establishments.
3. Make a study about service quality assessment of banks, hospitals etc.

Recommended Text Books

1. Marketing Management – A South Asian Perspective, Philip Kotler, Keller Kevin, Koshy Abraham & Jha Mithileshwar, Pearson Education.
2. Marketing Management – Global Perspective, Indian Context, Ramaswamy V.S & Namakumari S., McMillan.
3. Customer Behavior: A Managerial Perspective -Jagdish N. Sheth and Banwari Mittal, , Thomson South Western.
4. Essentials of Marketing- Paul Baines Paul, Fill Chris & Page Kell, Oxford Publication.
5. Brand Management the Indian Context, YLR Moorthi, Vikas Publishing House Pvt. Ltd

References

1. Customer Relationship Management – Perspective from the Market Place, Simon Knox, Stan Maklan, Butterworth – Heinemann,
2. Total Relationship Marketing Evert Gummesson, Butterworth – Heinemann.
3. Relationship Marketing – Jagdish N Sheth and Atul Parvatiyar- Response Books.

| | |
|---------------------|---|
| Course Code | CM010104 |
| Title of the Course | MANAGEMENT OPTIMISATION TECHNIQUES |
| Semester | One |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objective of the Course

To enable the students to understand various optimization models used in business decision making.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|-----------------------------|------------------------------------|
| 1 | Develop theoretical understanding about various business optimisation models. | Understanding | PSO5 |
| 2 | Ability to develop Linear Programming Models for business problems and Solve the same. | Apply and evaluate | PSO5 |
| 3 | Application of Linear Programming in the areas of transportation and assignment. | Understanding | PSO5 |
| 4 | Develop decision making skills under uncertainty, risk and replacement of assets. | Evaluate and Apply | PSO5 |
| 5 | Understand and apply network analysis techniques for project implementation. | Understand and Apply | PSO5 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|---|-------------|
| Module 1- Introduction to Optimisation Techniques- 7 hours | | | |
| 1 | 1.1 | Meaning-Origin and development-Optimisation Tools -Nature- Role of Operation Research Tools in optimising managerial decisions. | Theory only |
| | 1.2 | Origin and development of OR-OR and decision making. | Theory only |
| | 1.3 | Objectives of OR - Scope of OR-Applications of OR - Phases of OR. | Theory only |
| | 1.4 | O R Models - Types of OR Models. | Theory only |
| | 1.5 | Advantages and Limitations of Optimisation techniques. | Theory only |
| Module 2- Linear Programming – 25 hours | | | |
| 2 | 2.1 | Meaning-Concepts-Notations- Assumptions- Uses and applications – | Theory only |

| | | | |
|---|-----|--|---------------------------|
| | | Limitations. | |
| | 2.2 | Formulation-Graphical solution. | Theory and Problems |
| | 2.3 | Simplex method – Maximisation -Minimisation – Mixed type constraints - (Big M Method only.) | Theory and problems |
| | 2.4 | Special cases in Linear Programming – Duality. | Theory and Problems |
| Module 3- Transportation and Assignment Problems- 20 hours | | | |
| 3 | 3.1 | Transportation models – Solution procedures for transportation | Theory only |
| | 3.2 | Initial Feasible Solution. | Theory and Problems |
| | 3.3 | Optimum solution – MODI Method only. | Theory and problems |
| | 3.4 | Multiple optimum solution – Un balanced transportation problem – degeneracy – maximisation problem. | Theory and Problems |
| | 3.5 | Assignment model– Difference between assignment and transportation - models – Hungarian method. | Theory and Problems |
| | 3.6 | Maximisation case – multiple optimum – Un balanced problems – Prohibited assignment – travelling sales men problems. | Problems |
| Module 4- Decision Theory- 20 hours | | | |
| 4 | 4.1 | Quantitative approach to management decision making – structure of decision making problems – Types of decision making criteria- elements in a decision. | Theory only |
| | 4.2 | Decision making under Risk – EMV – EVPI – EOL. | Theory and Problems |
| | 4.3 | Decision making under uncertainty – Maximin – Maximax – Minimax – Realism – Rationality. | Theory and Problems |
| | 4.4 | Decision Tree Analysis. | Theory only |
| | 4.5 | Game Theory – Basic terminology – solution for pure strategy -game with saddle point – Mixed Strategy – Principle of dominance – Subgames. | Theory and problems |
| | 4.6 | Replacement Theory – Individual replacement and group replacement. | Problems and Theory only |
| Module 5- Network Analysis- 18 hours | | | |
| 5 | 5.1 | Meaning – objectives managing applications of network models – Fundamental concepts of network model –network diagram construction – Common errors in network. | Theory and short problems |
| | 5.2 | Time estimates in network analysis. | Theory and Problems |
| | 5.3 | CPM - PERT – Difference – Advantages – Limitations – Crashing. | Theory and Problems |

Suggested Assignment:

1. To construct network diagrams for small projects
2. Develop business problem situations and construct models for the same.

Recommended Text Books

1. Operations Research; Prem Kumar Gupta & D.S.HiTa; S. Chand & Company Ltd.
2. Operation Research, Theory and Applications; J.K. Sharma; Macmillan India Ltd.
3. Operation Research; V.K .Kapoor; Sultan Chand & Co.
4. Operations Research; Sarnrna & Anmlad; Himalaya Publishing House
5. Operation Research, Kanthi Swarup; Sultan Chand & Co.
6. Operation Research; S.D. Sharma; Kedarnath Co.
7. Operations Research; K.K.Chawla, Gupta & Sharma; Kalyani Publishers

References

1. Research Methodology and Operations Research; H.R. Ramanath; Himalaya Publishing House.
2. Operations Research; Natarajan, Balasubramanie & Tamilarasi; Pearson, New Delhi.
3. Operation Research; Problems and Solutions, J.K. Sharma; Macmillan India Ltd.
4. Operations Research: K.Rajagopalan, PHI Learning Private Ltd.

Break up of Theory and Problems for Examination

Section A- 7 Theory 3 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems

| | |
|---------------------|--|
| Course Code | CM010105 |
| Title of the Course | METHODOLOGY FOR SOCIAL SCIENCE RESEARCH |
| Semester | One |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objective of the course:

To enable a learner to understand properly the concepts of research methodology, equip them to prepare a research design and carry out research in systematic and scientific manner.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|-------------------------|------------------------------------|
| 1 | Develop a thorough understanding about the basic concepts of social science research. | Understanding | PSO3, 5 |
| 2 | After completing this module, the learner should be able to formulate a research design. | Understand and evaluate | PSO3, 5 |
| 3 | After studying the theoretical aspects of sampling design, the learner should be able to draw a sampling design. | Understanding | PSO3, 5 |
| 4 | Detailed knowledge about the instrument development, its validation and different forms of scaling. | Evaluate | PSO3, 5 |
| 5 | Understand the technique of research reporting. | Understand and Apply | PSO3, 5 |

Unit wise arrangements of the course

| Module No. | Unit No. | Unit wise Contents | Remarks |
|--|----------|--|------------------------------------|
| Module 1- Social Science Research an Introduction- 15 hours | | | |
| 1 | 1.1 | Research: Meaning-Significance-Objectives - Brief history of Social Science Research - Positivism and post positivism. | Short questions |
| | 1.2 | Types of research - research methods vs methodology. | Short questions and short essays |
| | 1.3 | Research Process. | Short questions and long essay |
| Module 2- Research problem and Design- 20 hours | | | |
| 2 | 2.1 | Research Problem- Nature-formulation of research problem – Sources of identifying research | Short questions short essays, long |

| | | | |
|---|-----|--|--|
| | | problems – Techniques involved in defining a problem. | essay |
| | 2.2 | Review of Literature – Need for review - Identifying Research Gaps. | Short questions and short essays |
| | 2.3 | Research design- Meaning, need, types of research design – features of a good design. | Short questions short essays, long essay |
| | 2.4 | Designs for exploratory research- Design for descriptive research – Experimental designs. | Short questions and short essays |
| | 2.5 | Variables-dependent, independent - extraneous variables-moderating variable- intervening variable-dichotomous variable. | Short questions short essays, long essay |
| | 2.6 | Research proposal -Research hypothesis-Sources of hypotheses- Types of hypotheses. | Short questions and short essays |
| Module 3- Sampling design- 15 hours | | | |
| 3 | 3.1 | Census and sample survey- Meaning and definition of sampling design - Sample frame- Adequacy of sample size. | Short questions short essays, long essay |
| | 3.2 | Methods of sampling--Random sampling-non random sampling. | Short questions, short essays, long essay |
| | 3.3 | Case study as a research strategy- Case study designs – Case study protocol- Pilot study. | Short questions short essays, long essay |
| Module 4- Instrument development and data collection- 25 hours | | | |
| 4 | 4.1 | Data- types of data- - Methods of data collection. | Short questions, short essays, Long essay |
| | 4.2 | Instrument development – Components of an instrument – Steps in the instrument construction process. | Short questions , short essays, long essay |
| | 4.3 | Concept of Measurement – Level of measurement – Nominal - interval - ordinal – ratio. | Short questions , short essays, long essay |
| | 4.4 | Different types of scales – Rating Scale – Numerical Scale – Graphic Scale -Attitude Scale – Likert Response Scale. | Short questions short essays, long essay |
| | 4.5 | Concept of validity and reliability- Face Validity – Construct validity – Content validity – Criterion Validity (Brief study only). | Short questions and short essays |
| | 4.6 | Internal consistency and reliability – Methods for establishing evidence for reliability – eye balling – percentage and proportion of agreement – approaches using a statistical test of correlation – test retest reliability – Parallel forms of reliability (Brief study only). | Short questions and short essays |
| | 4.7 | Internal consistency reliability – Methods of testing internal consistency – Average inter item and average item to total correlation – Split half | Short questions and short essays |

| | | | |
|--|-----|--|---|
| | | method – Cronbach alpha(Brief study only). | |
| Module 5- Interpretation and Research reporting- 15 hours | | | |
| 5 | 5.1 | Analysis and Interpretation – meaning – need – techniques of interpretation – precautions. <i>(Detailed study of Tools and problems excluded)</i> | Short questions and short essays |
| | 5.2 | Significance -Characteristics of a good research report – Steps in report writing –Layout of research report -Types of report. | Short questions short essays, Long essays |
| | 5.3 | Citing references using APA style -Plagiarism – Consequences of plagiarism. | Short questions and short essays |

Suggested Assignments

1. Prepare a research proposal on the topic suggested by the teacher
2. Prepare a research instrument on a research topic suggested by the teacher, collect data from a small sample and test the reliability of the instrument

Recommended Text Books

1. Research Methodology: Methods and Techniques, C R Kothari, New Age International Publications
2. Statidstical Methods for Research, Prof. K. Kalyanaraman, Prentice Hall Pvt. Ltd
3. Research Methodology in Social Sciences, O R Krishnaswamy, Himalaya Publishing House
4. Business Research Methodology, Sashi K Gupta & PraneetRangi, Kalyani Publishers
5. Research methodology, R. Paneerselvam, Prentice Hall of India

References

1. Tests, Measurements and Research Methods in Behavioural Science, A K Singh, Bharath Bhawan Publishers and Distributors.
2. Research in Education, John W Best and James V Kahn, Pearson education
3. Designing and constructing instruments for social research and evaluation, David Colton and Robert W. Covert, John Wiley & Sons. Inc

SEMESTER - II

SECOND SEMESTER COURSES

| | |
|---------------------|--------------------------------------|
| Course Code | CM010201 |
| Title of the Course | ADVANCED CORPORATE ACCOUNTING |
| Semester | Two |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objective of the Course:

To equip the learner to understand the higher-level applications of accounting in corporate sector and recent developments.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|--------------------------------|------------------------------------|
| 1 | The learner should be able to prepare consolidated financial statements of group companies. | Apply | PSO2 |
| 2 | Preparation of the financial statements of public utility companies and deal with the disposal of surplus. | Apply | PSO2 |
| 3 | Develop and awareness on the procedure of bankruptcy under the recent Bankruptcy Procedure Code. | Understanding | PSO2 |
| 4 | Familiarising the learner with the accounting procedures of liquidation of companies and preparation of various statements required as per the Companies Act. | Evaluate | PSO2 |
| 5 | Basic understanding about the preparation of accounts of some special lines of businesses like shipping, hospitals and hotels. | Understanding and Apply | PSO2 |

Unit wise arrangements of the course

| Module No | Unit No | Unit-wise Contents | Remarks |
|--|---------|--|---------------------------|
| Module 1- Accounts of holding companies- 27 hours | | | |
| 1 | 1.1 | Concept of Holding Company, Subsidiary Company-Consolidated Financial Statements - Need for Consolidation -Documents to be filed along with Consolidated financial statements. | Theory only |
| | 1.2 | Minority Interest-Cost of Control-Pre-acquisition and Post-acquisition -Elimination of Un realised Profit. | Theory and short problems |

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|--|-----|--|---------------------------|
| | 1.3 | Accounting treatment of Dividend declaration by subsidiary company -Issue of Bonus Shares - Contingent liabilities -Revaluation of Assets and liabilities. | Theory and short problems |
| | 1.4 | Preparation of Consolidated balance sheet- Cross holding. | Problems |
| Module 2- Accounts of Public Utility Undertakings- 20 hours | | | |
| 2 | 2.1 | Double account system -Features -Difference between Double Account and Single Accounts - Advantages and Dis-advantages of the Double Accounts. | Theory only |
| | 2.2 | Final Accounts of Electricity Concerns | Problems |
| | 2.3 | Reserves to be created by Electricity Companies - Computation of Reasonable Return and Clear profit and Disposal of Surplus of Electricity Companies. | Theory and short problems |
| | 2.4 | Meaning of replacement – Practical problems on replacement of assets. | Theory and Problems |
| Module 3- Bankruptcy Code 2016- 10 hours | | | |
| 3 | 3.1 | Institutional framework under the code – Adjudicating authorities – Insolvency and Bankruptcy Board of India – its scope and functions. | Theory |
| | 3.2 | Insolvency Professional Agencies and role – Insolvency Professionals – Resolution Process under the Code. | Theory |
| | 3.3 | Corporate Insolvency Resolution Process – Resolution Process for Individuals – Exit Route under the Code – Order of Priority of Debt – Voluntary Liquidation – Bankruptcy Order. | Theory |
| Module 4- Liquidation of Companies- 18 hours | | | |
| 4 | 4.1 | Liquidation – meaning – modes of liquidation – legal procedures for liquidation. | Theory |
| | 4.2 | Contributories – List A and List B Contributories. | Theory and Problems |
| | 4.3 | Statement of Affairs- Preparation. | Theory and Problems |
| | 4.4 | Order of payment of liabilities in winding up – Preferential payments in the course of winding up – Provisions regarding the priority of preferential payments over other debts. | Theory and Problems |
| | 4.5 | Liquidator’s final statement of accounts – Liquidators remuneration. | Theory and Problems |
| Module 5- Accounting for Specialised Businesses- 15 hours | | | |
| 5 | 5.1 | Voyage Accounts – meaning – purpose – Basic concepts of voyage accounts – Treatment of incomplete voyage. | Theory only |
| | 5.2 | Preparation of voyage Accounts. | Problems only |
| | 5.3 | Accounting for hotels. | Theory and |

| | | | |
|--|-----|------------------------------|---------------------|
| | | | simple problems |
| | 5.4 | Accounting for Underwriters. | Theory and problems |

Suggested Assignment:

1. Assignment on the real case history of companies gone through insolvency procedure in India.
2. Develop an accounting system for small hotels

Recommended Text Books

1. Corporate Accounting, A. Mukharjee and M. Hanif, TATA McGraw Hill Co
2. Advanced accountancy, Arulanandam & Raman, Himalya Publishing House
3. Fundamentals of Financial accounting, Nassem Ahmed, Ane books Pvt, Limited
4. Advanced Financial Accounting, R.L. Gupta & Radhaswami, Sultan Chand CO;
5. Advanced Financial Accounting, S.N. Maheswari
6. Advanced Financial Accounting, Paul & Kaur
7. Advanced Financial Accounting, S.P. Jain & K.L. Narang; Kalyani Publishers

References

1. Study Material for CA IPCC Group I – Accounting
2. Study Material for CA IPCC Group II – Advanced Accounting
3. Students Hand Book on Advanced Accounting, G.Sekar and B. Saravana Prasath, C. Sitaraman & Co. Pvt Ltd;
4. Advanced Financial Accounting, B.D. Agarwal

Break up of Theory and Problems for Examination

Section A- 6 Theory 4 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory 3 Problems

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|---------------------|----------------------------------|
| Course Code | CM010202 |
| Title of the Course | HUMAN RESOURCE MANAGEMENT |
| Semester | Two |
| Type | Core |
| Credits | 3 |
| Hours | 5 per week and Total 90 |

Objectives of the course

To give an overview as to how an organisation identifies requirements of human resources, how it acquires, rewards, develops, motivates and manages people effectively and also provide an insight into the developments taking place in the field of Human Resource Management.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|-----------------|------------------------------------|
| 1 | Acquaintance with basic concepts of HRM and performance appraisal. | Understanding | PSO1 |
| 2 | Understanding about human resource development, stress management and work life management. | Understanding | PSO1 |
| 3 | High level knowledge about various aspects of training. | Understanding | PSO1 |
| 4 | Understanding about various aspects of industrial relations so as to evaluate the real cases of industrial relations. | Evaluate | PSO1 |
| 5 | Understanding about HR outsourcing HR accounting and HR audit. | Understanding | PSO1 |

Unit wise arrangements of the course

| Module No | Unit No | Contents | Remarks |
|---|---------|--|--|
| Module 1- Human Resource Management – 20 hours | | | |
| 1 | 1.1 | Human Resource Management – Nature, Scope and Functions - Role and status of HR manager. | Short questions, Short Essay |
| | 1.2 | HR policies – Need and Importance – Types of policies- Formulation of Policies. | Short questions, Short Essay |
| | 1.3 | HR planning process – Objectives- Need and Importance- Levels of HR Planning - Problems of HRP. | Short questions, Short Essay, Long essay |
| | 1.4 | Job analysis- Objectives- Process and Techniques- Job description and specification- Job design – Methods. | Short questions, Short Essay, Long essay |
| | 1.5 | Recruitment – Sources and techniques- | Short questions, |

| | | | |
|---|------|--|--|
| | | selection- Steps. | Short Essay, Long essay |
| | 1.6 | Placement – Concept- Induction- Objectives. | Short questions, Short Essay |
| Module 2- Human Resource Development- 18 hours | | | |
| 2 | 2.1 | Concept of HRD: -Objectives, Mechanisms and Assumptions of HRD- HRM vs HRD. | Short questions, Short Essay |
| | 2.2 | Qualities of an HRD manager-Principles of HRD. | Short questions, Short Essay |
| | 2.3 | Employee Counselling-Need , Concepts, Forms and Steps Human Capital, Emotional Quotient, Mentoring. | Short questions, Short Essay |
| | 2.4 | Impact of TQM, Quality Circles, Kaizen on HRM. | Short questions, Short Essay, Long essay |
| Module 3- Training and Development -17 hours | | | |
| 3 | 3.1 | Concept of Training-Need and Importance - Organisation and management of training function; | Short questions, Short Essay |
| | 3.2 | Training methods and techniques-Attitudinal Training. | Short questions, Short Essay, Long essay |
| | 3.3 | Technical training - Training for creativity and problem solving – training for management change – Training for Productivity. | Short questions, Short Essay, Long essay |
| | 3.4 | Role, responsibilities and challenges to training managers and employees. | Short questions, Short Essay |
| Module 4- Performance Appraisal and Industrial Relations – 20 hours | | | |
| 4 | 4.1 | Performance appraisal – significance - Methods or techniques of performance appraisal. | Short questions, Short Essay, Long essay |
| | 4.2 | Job Evaluation- Objectives and Process-Limitations. | Short questions, Short Essay, Long essay |
| | 4.3 | Promotion and demotions; transfer, separations: resignation; discharge; dismissal; suspension; retrenchment. | Short questions, Short Essay |
| | 4.4. | Lay off; -Industrial relations – Compensation-Grievance-meaning and causes of grievance | Short questions, Short Essay |
| | 4.5 | Importance of Grievance handling - procedure of grievance handling - Hot stove rule-code of discipline. | Short questions, Short Essay, Long essay |
| | 4.6 | Employee participation in management-techniques - Sweat equity scheme. | Short questions, Short Essay |
| Module 5- HR Outsourcing , Records , Accounting and Audit – 15 hours | | | |
| 5 | 5.1 | HR outsourcing:-legal requirements-contractor’s liabilities- liabilities of the company towards contractor’s labourers. | Short questions, Short Essay |

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| | 5.2 | H R records and reports- significance – types. | Short questions, Short Essay |
| | 5.3 | Human Resource Accounting – meaning – significance – Approaches to HR Accounting (Theory only). | Short questions, Short Essay, Long essay |
| | 5.4 | HR appraisal and audit - concept, scope, methods and importance. | Short questions, Short Essay |

Suggested Assignments

1. Evaluation of real life case studies related to employee participation in management, employee grievance redressal.
2. Make a report on the history sweat equity issues made by companies in India.
3. Evaluation of case studies of companies adopted Kaizen technique, Quality circle and TQM.

Recommended Text Books:

1. Human Resource Management, Gupta, C.B.: Chand and Sons.
2. Aswathappa K., Human Resource and Personnel Management; Tata McGraw Hill, New Delhi, 1997.
3. Human resource Management, L M Prasad, Sultan Chand.
4. Human resource Management- Text and Cases, S S Khanka, S Chand.
5. Human Resource Management, Sashi K Gupta and Rosy Joshi, Kalyani Publishers.
6. Human Resource Management, D N Venkatesh, P Jyothi, Oxford University Press.
7. Human Resource Management, Uday Kumar Haldar, Juthica Sarkar, Oxford University Press.

References

1. International Human resource Management – P Subbarao, Himalaya Publishing House.
2. Human Resource Management -Text and Cases- V S P Rao , Excel Publishers.
3. Introduction to International Human Resource Management, Eileen Crawley, Stephen Swailes and David Walsh, Oxford University Press.
4. Strategy Human Resource Management, Agarwala Tanuja, Oxford University Press.

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|---------------------|---|
| Course Code | CM010203 |
| Title of the Course | INTERNATIONAL BUSINESS AND FINANCE |
| Semester | Two |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objectives of the course

To give a broader picture of different aspects of international trade and monetary systems and the operation of firms in an international environment

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|----------------------------|------------------------------------|
| 1 | Familiarisation with globalisation, internationalisation of business and the international business environment. | Understanding | PSO1, 4 |
| 2 | Understanding about theories of international trade, trade barriers and trade blocks. | Understanding | PSO1, 4 |
| 3 | Imparting idea about various economic institutions related to international trade. | Understanding | PSO1, 4 |
| 4 | Achieve high level knowledge about various aspects of international monetary system. | Understanding and Evaluate | PSO1, 4 |
| 5 | Develop an understanding about the international investment environment. | Understanding | PSO1, 4 |

Unit wise arrangement of the Course

| Module No | Unit No | Contents of the Units | Remarks |
|---|---------|--|--|
| Module 1: Basics of International Business- 18 hours | | | |
| 1 | 1.1 | Globalisation, Components of globalisation, Drivers, advantages and disadvantages, Linkage between IB and globalization. | Short answer, Short essay and Long essay |
| | 1.2 | Meaning, Nature and Importance of International Business, Difference between domestic and international business, Motives of internationalisation, Challenges of international business, ethical issues in international business. | Short answer, Short essay |
| | 1.3 | Foreign Market Entry Strategies - Modes of entering foreign markets- All modes and its analysis. | Short answer, Short essay and Long essay |
| | 1.4 | EPRG Framework-Stages in internationalisation- | Short answer, |

| | | | |
|--|-----|---|--|
| | | Domestic Company to Transnational Confederation-MNCs in India. | Short essay and Long essay |
| | 1.5 | Meaning of international business environment-Domestic environment, Foreign environment, Global environment, All components viz, economic, social, technological, etc. | Short answer, Short essay and Long essay |
| Module 2: International Trade- 18 hours | | | |
| 2 | 2.1 | Basis of international trade-Types of trade-Terms of trade-Variou concepts and importance of terms of trade. | Short answer, Short essay |
| | 2.2 | International Trade Theories - Mercantilism-Classical theories-New international trade theories | Short answer, Short essay |
| | 2.3 | Trade strategies-Free trade and protection-Trade barriers and its impact-Salient features of foreign trade policy (latest)-Recent trends in India's foreign trade. | Short answer, Short essay and Long essay |
| | 2.4 | Regional Economic Integration : Types of trade blocks-Preferential trade area-Customs union. | Short answer, Short essay and Long essay |
| | 2.5 | Common market – EU - Brexit-NAFTA-OPEC-ASEAN-SAARC-MERCOSUR-Pacific alliance-RCEP. | Short answer, Short essay |
| Module 3: International Economic Institutions- 18 hours | | | |
| 3 | 3.1 | International Monetary Fund: Need for IMF-Objectives-Functions-Resources-International liquidity-SDR. | Short answer, Short essay and Long essay |
| | 3.2 | World Bank-IBRD-IDA-IFC-MIGA-ICSID-ADB-UNCTAD-New Development Bank. | Short answer, Short essay |
| | 3.3 | World Trade Organisation - Multilateral trade agreements- GATT-Uruguay round-WTO-Organisation structure-WTO agreements –TRIPS-TRIMS-GATS-AoA-AMS. | Short answer, Short essay and Long essay |
| | 3.4 | Dumping-Antidumping measures-Dispute settlement mechanism in WTO-Impact of WTO on India-Ministerial Conferences of WTO. | Short answer, Short essay and Long essay |
| Module 4: International Monetary System- 18 hours | | | |
| 4 | 4.1 | Meaning of international monetary system and players-Foreign exchange market-functions-participants-dealings-exchange rate quotations-Foreign currency accounts-Nostro-Vostro-Loro. | Short answer, Short essay |
| | 4.2 | Evolution of international monetary system-Exchange rate systems-Fixed and floating systems. | Short answer, Short essay and Long essay |
| | 4.3 | Different types of foreign exchange exposures and | Short answer, |

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|--|-----|---|--|
| | | its management. | Short essay |
| | 4.4 | Foreign Exchange Rate Theories- Mint Parity Theory, Purchasing Power Parity Theory (Absolute and Relative Version)- Balance of Payment Theory – Interest Rate Theories- Fisher Effect, International Fisher effect. | Short answer, Short essay and Long essay |
| | 4.5 | Methods of effecting international payments. | Short answer, Short essay |
| | 4.6 | Balance of payment-Format of India's BoP- Disequilibrium-Causes and corrections-Currency convertibility-Current account convertibility-Capital account convertibility-Currency convertibility in India. | Short answer, Short essay and Long essay |
| Module 5: International Investments- 18 hours | | | |
| 5 | 5.1 | ODA and related terms. | Short answer, Short essay |
| | 5.2 | FDI-Types-Cost-Benefit analysis-FDI Policy of India (latest)-Institutional framework of decision making-Hurdles of FDI in the post reform period and remedial measures- FDI routes. | Short answer, Short essay |
| | 5.3 | FPI-FII-ADR-GDR-ECBs-FCBs. | Short answer, Short essay and Long essay |
| | 5.4 | Country Risk Analysis – Need and Importance - Steps in country risk analysis. | Short answer, Short essay |

Suggested Assignments

1. An Indian pharmaceutical company wants to enter into a foreign market. Prepare a business report in which you are analysing the various steps for the internationalisation.
2. Make a detailed report on India's Balance of Payment for the last 5 years to understand changes in current account, capital account and official reserves.
3. Select a currency and 5 banks on a given day. Get exchange rates for the currency from the 5 banks and find out the reasons for variations in rates. Check whether there exists any arbitrage opportunity.
4. Find out T-bill yields in India and USA. Also find out the forward rates of the US dollar from any bank for one month and three month. Assign reasons for divergence of forward rates from interest rate parity, if any.
5. Identify 10 major firms that have major imports and exports and examine their statement of profit and loss to know the gains/losses on fluctuations of foreign exchange.
6. Prepare a list of important international trade documents.

Suggested Text Books

1. International Financial Management, Apte P.G, *Tata McGraw Hill Ltd.*
2. International Business, Aswathappa, K *Tata McGraw- Hill Ltd.*
3. International Business, Bhalla, V.K , *S. Chand & Company Pvt. Ltd.*
4. International Business, Charles. W. L Hill, *Tata McGraw- Hill Ltd*
5. International Business -Text and Cases, Francis Cherunilam , *PHI Learning.*
6. Global Strategy Management, Douglass S., S. Craig, *McGraw-Hill, Inc., USA*
7. International Financial Management, Jeff Madura, *Cengage Learning.*
8. International Marketing- Text and Cases, Justin Paul, *Tata McGraw Hill Ltd.*
9. Fundamentals of International Financial Management, *PHI Learning.*
10. International Business, Rakesh Mohan Joshi, *Oxford University Press*
11. International Financial Management, Sharan, V., *PHI Learning*
12. International Business- Text and Cases, Subba Rao, P., *Himalaya Publishing House.*
13. International Business, Sumati Verma, *Pearson Education India Ltd.*

Reference

1. Payment Systems in India: Vision 2012-2015, Published by *Reserve Bank of India* in 2012.
2. FDI Policy of India, Ministry of Commerce, Government of India
3. Various issues of ‘India and the WTO’ monthly bulletin published by the *Ministry of Commerce, Government of India.*
4. Foreign Trade Policy of India

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|---------------------|--------------------------------|
| Course Code | CM010204 |
| Title of the Course | QUANTITATIVE TECHNIQUES |
| Semester | Two |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objectives of the course

To impart proficient knowledge in the application of Quantitative Techniques for Social Science Research.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|--------------------|------------------------------------|
| 1 | This course intends to give understanding about the applications of quantitative techniques. | Understanding | PSO3, 5 |
| 2 | This course intends to give understanding about the applications of quantitative techniques. | Understanding | PSO3, 5 |
| 3 | After learning this course, the student should be in a position to identify appropriate parametric test for testing the hypotheses. | Apply | PSO3, 5 |
| 4 | The learner should be equipped with the skills to identify the most suitable non parametric test for testing a hypothesis. | Apply and Evaluate | PSO3, 5 |
| 5 | The learner should be equipped with the skills to apply the principles of SQC | Understanding | PSO3, 5 |

Unit-wise Arrangement of the Course

| Module No | Unit No | Contents | Remarks |
|---|---------|---|--------------------|
| Module 1- Introduction to Quantitative Techniques and Probability Distributions – 20 hours | | | |
| 1 | 1.1 | Quantitative Techniques – Meaning – classification – Application of QT in business, industry and management – Merits and Limitations of QT. | Theory |
| | 1.2 | Probability distributions- Binomial Distribution- features- assumptions- constants- Problems- Fitting of distribution. | Theory and Problem |
| | 1.3 | Poisson Distribution- Characteristics- assumptions- Constants- usefulness- Fitting. | Theory and Problem |
| | 1.4 | Normal distribution- Characteristics- Importance- Standard normal curve- properties of standard normal curve. | Theory |
| | 1.5 | Measurement of probability based on area under standard normal curve- Fitting of normal. | Problems |

| | | | |
|---|-----|---|----------------------------|
| | | distribution- Normal approximation to binomial and poisson distribution. | |
| Module 2- Statistical inference – 30 hours | | | |
| 2 | 2.1 | Sampling and non-sampling errors- Statistic and parameter- Sampling distribution- Standard error, central limit theorem. | Theory |
| | 2.2 | Theory of Estimation - Point estimate, Interval estimate- Statistical inference- Test of hypotheses- procedure - type 1 error-type II error. | Theory |
| | 2.3 | Parametric tests - Z test -features- conditions to be satisfied application of Z test- test for means, test for standard deviation. | Theory and Problems |
| | 2.4 | t test – characteristic – conditions – utility - t test for means. | Theory and Problems |
| | 2.5 | Test for proportions, Paired t test. | Theory and Problems |
| | 2.6 | Testing the significance for correlation coefficient, z transformation. | Theory and Problems |
| | 2.7 | Confidence limit for mean and proportion. | Theory and Problems |
| | 2.8 | F test - applications. | Theory and Problems |
| | 2.9 | Analysis of Variance – applications – conditions to be satisfied – One way and two way ANOVA. | Theory and Problems |
| Module 3- Non- parametric tests – 20 hours | | | |
| 3 | 3.1 | Non parametric tests – meaning – applications – Chi square test – applications – Goodness of fit- Independence of attributes- Homogeneity- Population variance. | Theory and Problems |
| | 3.2 | Sign test – applications - One sample sign test - Paired sample sign test. | Theory and Problems |
| | 3.3 | Run test- Mann Whitney U test, Kruskal Wallis H test. | Theory and simple problems |
| Module 4- Statistical Quality Control – 12 hours | | | |
| 4 | 4.1 | SQC meaning – scope – applications -advantages and limitations- Techniques of SQC – Types of control. | Theory |
| | 4.2 | Control charts for variables - X chart, R chart. | Theory and Problems |
| | 4.3 | Control chart for attributes ‘p’ chart, ‘np’ chart and ‘c’ chart. | Theory and Problems |
| | 4.4 | Sampling Inspection Plan- Types- Producer risk and consumer risk. | Theory only |
| Module 5 – Introduction to Multivariate Analysis – 8 hours | | | |
| 5 | 5.1 | Multi-variate analysis- Meaning and Objectives – Variables in multi variate analysis- | Theory only |
| | 5.2 | Important multivariate techniques- (Overview and theory only) Multiple regression, Multiple | Theory only |

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| | | discriminant analysis- MANOVA, Factor analysis. | |
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Suggested Assignments

1. Review the analysis chapter of a thesis selected from MGU e-thesis (www.mgutheses.in) portal and make a report of analysis based on statistical tools applied.
2. Suggest some real cases suitable for doing sign test or run test related to capital market for making a report.

Recommended Text Books

1. Statistical Methods by Gupta S P -Sultan Chand and Sons, New Delhi.
2. Fundamentals of Statistics by Gupta, S.C. Himalaya Publishing House.
3. Fundamentals of Statistics by Elhance D N- Kitab Mahal Publications.
4. Quantitative Techniques- Digambar Patri and D N Patri, Kalyani Publishers.
5. Fundamentals of Business Statistics by Sharma J K - Pearson Education India.
6. Basic Statistics by Agrawal B.L. -New Age International Publishers.
7. Business Statistics by Sharma J K, Pearson Education India.

References:

1. Statistics for Management by Levin, Richard and David S. Rubin- Prentice Hall of India. And Williams.
2. Complete Business Statistics by Amir D Aczel and Jayavel Sounderpandian, Tata McGraw Hill.
3. Statistics for Business and Economics by Anderson, Sweeney, Cengage Learning.

Break up of Theory and Problems for Examination

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems

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|---------------------|--------------------------------|
| Course Code | CM010205 |
| Title of the Course | STRATEGIC MANAGEMENT |
| Semester | Two |
| Type | Core |
| Credits | 4 |
| Hours | 5 per week and Total 90 |

Objective of the course

To provide an awareness regarding various types of strategies and applications of same along with strategic formulation, implementation and evaluation.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|-----------------|------------------------------------|
| 1 | Strong understanding about the theoretical foundations of strategic management. | Understanding | PSO1 |
| 2 | Clear understanding about various models of environmental and internal analysis. | Understanding | PSO1 |
| 3 | Development of an idea about the strategy formulation process at the corporate level. | Understand | PSO1 |
| 4 | Familiarization with various tools strategic planning and evaluation. | Evaluate | PSO1 |
| 5 | Understanding about the modes of implementation and control of strategies. | Understanding | PSO1 |

Unit-wise Arrangement of the Course

| Module No | Unit No | Contents | Remarks |
|--|---------|--|---|
| Module 1- Introduction to Strategic Management and Corporate Strategic Planning- 18 hours | | | |
| 1 | 1.1 | Business Policy – Meaning and Importance- Essentials of a good policy- Types of policy. | Short question and Short Essay |
| | 1.2 | Strategy- meaning and definition – importance –features - Strategy Vs Policy - Strategic Management- Importance of Strategic Management. | Short question and Short Essay |
| | 1.3 | Mission and Vision of the firm – Need for mission and vision statement-Goals and Objectives- Hierarchal levels of planning. | Short question Short Essay and Long Essay |
| | 1.4 | Strategic planning - Strategic planning process. | Short question Short Essay and Long Essay |
| Module 2- Environment Analysis & Internal Analysis of Firm- 22 hours | | | |
| 2 | 2.1 | Situational Analysis and Strategic Analysis- - General environment scanning, competitive & environment analysis. | Short question Short Essay and Long Essay |
| | 2.2 | PEST Analysis - Michael Porter's Five | Short question |

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| | | Forces Model. | Short Essay and Long Essay |
| | 2.3 | Assessing internal environment through functional approach and value chain. | Short question Short Essay and Long Essay |
| | 2.4 | Identifying critical success factors - identification of strengths & weaknesses - SWOT audit. | Short question Short Essay and Long Essay |
| | 2.5 | Industry analysis-meaning – need - TOWS matrix. | Short question and Short Essay |
| | 2.6 | Core Competence – Scenario Planning. | Short question and Short Essay |
| Module 3- Strategic Formulation- 22 hours | | | |
| 3 | 3.1 | Strategic formulation process – basic principles - Modes of Strategic Formulation. | Short question Short Essay and Long Essay |
| | 3.2 | Types of Strategies- Functional level- Business Level and Corporate Level Strategies. | Short question Short Essay and Long Essay |
| | 3.3 | The BCG Matrix - Strategic Alternatives at Corporate Level- Grand strategies - Generic Strategies. | Short question Short Essay and Long Essay |
| | 3.4 | Strategic Alliance and Joint Ventures- Mergers and Acquisition Strategies. | Short question Short Essay and Long Essay |
| | 3.5 | Re engineering and Integration. | Short question and Short Essay |
| Module 4- Tools of Strategy Planning and Evaluation- 12 hours | | | |
| 4 | 4.1 | Competitive Cost Dynamics-Experience curve-cash flow implication. | Short question and Short Essay |
| | 4.2 | IA-BSmatrix- A.D. Little's Life-cycle approach to strategic planning. | Short question and Short Essay |
| | 4.3 | Business portfolio balancing – Assessment of economic contribution of strategy - Strategic funds programming. | Short question and Short Essay |
| Module 5- Strategy implementation & Control- 16 hours | | | |
| 5 | 5.1 | Inter-relationship between Strategy Formulation and Implementation-Issues in Strategic Implementation- Various approaches to implementation of strategy. | Short question Short Essay and Long Essay |
| | 5.2 | Matching organisation structure with strategy - 7S model. | Short question Short Essay and Long Essay |
| | 5.3 | Strategic Change- Strategic control process – Types of Strategic Control. | Short question Short Essay and Long Essay |
| | 5.4 | Du Pont's control model - Balanced Score Card - Future of Strategic Management. | Short question and Short Essay |

Suggested Assignments

1. Case study on strategic management issues.
2. Comparison of strategies followed by Indian companies in various situations.

Recommended Text Books

1. Business Policy and Strategic Management, Subha Rao Himalaya Publishing House, Mumbai.
2. Cases in Strategic Management, Budhiraja, S.B. and M.B. Athreya Tata McGraw Hill, New Delhi.
3. Strategic Management , Francis Cherunilam , Himalaya Publishing House.
4. Text book of Strategic Management, U.C. Mathur, ,Macmillain India limited.
5. Strategic Management- C N Sontakki- Kalyani Publishers.

References

1. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi
2. Study Material of CA IPCC.
3. David Fred R, Strategic Management, Prentice Hall, NewJersey.

SEMESTER - III

THIRD SEMESTER COURSES

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|---------------------|---------------------------------------|
| Course Code | CM010301 |
| Title of the Course | STRATEGIC FINANCIAL MANAGEMENT |
| Semester | Three |
| Type | Core |
| Credits | 5 |
| Hours | 6 per week and Total 108 |

Objectives of the Course:

To apply financial management concepts and theories for strategic financial management decision making.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|-------------------------|------------------------------------|
| 1 | Learn the theoretical foundations of financial management and financial management decisions. | Understand and Remember | PSO4 |
| 2 | Evaluate the feasibility of different options regarding discount, credit period, storage cost etc related to current assets and current liabilities and estimate working capital requirements. | Evaluate and Apply | PSO4 |
| 3 | Evaluate long term proposals and evaluate the risk associated with long term investment. | Evaluate and Apply | PSO4 |
| 4 | Evaluate the decisions regarding leasing of capital assets. | Evaluate and Apply | PSO4 |
| 5 | Evaluate and Compare the performance of business entities. | Evaluate and Apply | PSO4 |

Unit wise Arrangement of the Course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|---|--------------------|
| Module 1: Financial Management Decisions- 28 hours | | | |
| 1 | 1.1 | Decisions in Financial Management – Financing Decisions, Investing Decisions and Dividend Decisions. | Theory |
| | 1.2 | Capital Structure -Factors determining Capital Structure Theories- Relevant School and Irrelevant School- Optimum Capital Structure | Theory and Problem |
| | 1.3 | EBIT-EPS Analysis – Points of indifference. | Theory and Problem |
| | 1.4 | Leverage – Financial leverage – Operating Leverage – Combined Leverage - Practical problems involving leverage. | Theory and Problem |

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| | 1.5 | Dividend decisions- Walter's Model, Gordon Model and MM approach to dividend- Dividend policies of companies. | Theory and Problem |
| Module 2: Management of Working Capital- 25 hours | | | |
| 2 | 2.1. | Management of working capital – Liquidity and Profitability – Working Capital financing decisions – The working capital cycle – Effectiveness of working capital based on its operating and cash conversion cycles--(including practical problems in all possible areas) | Theory and Problem |
| | 2.2 | Cash Management - Objectives of holding Cash – Strategies for Cash Management – Cash management Models – Management of Marketable Securities | Theory |
| | 2.3 | Debtors Management - Credit Policy Decisions - Determination of Credit Period and Rate of Discount under different circumstances – Ageing Schedule – Collection Policy – Impact of different Collection Policies on cash position and profitability- Management of Accounts Payable. | Theory |
| | 2.4 | Inventory management –Inventory management techniques – Impact of change in purchase quantity on cost and profitability. | Theory |
| | 2.5 | Practical problems related to cash, debtors, creditors and inventory. | Theory and Problem |
| Module 3: Long Term Capital Investment Decisions- 25 hours | | | |
| 3 | 3.1 | Capital budgeting – Objectives – Significance. | Theory |
| | 3.2 | Methods of investment appraisal – Pay-back period – discounted payback period – Accounting Rate of Discount. | Theory and Problem |
| | 3.3 | Net Present Value – Impact of Taxation and inflation on NPV analysis – Capital Rationing – Equivalent annual cost – Adjusted Present Value - IRR – Modified IRR – Profitability Index. | Theory and Problem |
| | 3.4 | Risk and Uncertainty in capital budgeting – Methods of assessing risk – Probability Analysis – Certainty equivalent Method – Risk Adjusted Discount Method – Monte Carlo Simulation Method – Decision Tree Analysis – Scenario Analysis – Sensitivity Analysis. | Theory |
| | 3.5 | Problems involving assessment of risk. | Theory and Problem |
| Module 4: Lease Financing- 12 hours | | | |
| 4 | 4.1 | Leasing – Meaning – Classification of Leasing – Significance. | Theory |
| | 4.2 | Advantages and limitations of lease financing – Legal frame work regarding lease financing in India. | Theory |
| | 4.3 | Financial Evaluation of Leasing decisions . | Theory and Problem |

| Module 5- Advanced Ratio Analysis for Performance Evaluation- 18 hours | | | |
|---|-----|---|--------------------|
| 5 | 5.1 | Ratios for Assessing Liquidity, Profitability, Productivity, Leverage and the theoretical base explaining the inter linkage between the ratios in explaining the performance effectiveness of businesses. | Theory and Problem |
| | 5.2 | Ratios for investment decision making. | Theory and Problem |
| | 5.3 | Ratios for assessing asset quality of financial institutions. | Theory and Problem |
| | 5.4 | Comparison of performance of financial institutions using CAMEL/CARAMEL models. | Theory and Problem |

Suggested areas for Assignments

1. Make a report on the cost of capital, leverage, profitability and performance of shares of the companies.
2. Compare the performance of banks/ insurance companies using CAMEL/CARAMEL models.

Recommended Text Books

1. Financial Management, M Y Khan and P K Jain Tata McGraw Hill.
2. Financial Management, I M Pandey Vikas Publications.
3. Financial Management, CA Saravanaprasath and CA B. Shekhar, Wolters Kluver.
4. Financial management, Prasanna Chandra Tata Mc Graw Hill.
5. Financial Management – Ravi M Kishore, Taxmann Publications.
6. Financial Management – P V Kulkarni and Sathyaprasad- Himalaya Publishing.

Reference

1. Study Material of IPCC and Final by ICAI.
2. Study Materials of CIMA.
3. Fundamentals of Financial Management- James C Van Horne and John M Wachowicz, PHI.

Break up of Theory and Problems for Examination

- Section A- 6 Theory 4 problems
- Section B – 4 Theory 4 Problems
- Section C- 2 Theory and 2 Problems

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|---------------------|--------------------------------------|
| Course Code | CM010302 |
| Title of the Course | INCOME TAX - LAW AND PRACTICE |
| Semester | Three |
| Type | Core |
| Credits | 5 |
| Hours | 7 per week and Total 126 |

Objectives of the Course:

To impart basic knowledge about income tax rules and equip the students to compute total income of an individual.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|--------------------------------|------------------------------------|
| 1 | Acquire knowledge regarding the basic concepts of Income Tax. | Remember | PSO4, 6 |
| 2 | Able to compute the income from salary and house property. | Understand, Apply | PSO4, 6 |
| 3 | Determine taxable profit of a business or profession. | Understand, Apply | PSO4, 6 |
| 4 | Able to compute capital gain and income from other sources. | Understand, Apply | PSO4, 6 |
| 5 | Able to calculate Gross Total Income of an individual. | Understand, Apply | PSO4, 6 |
| 6 | Learner shall be able to determine eligible deductions and compute Taxable Income and tax liability of an individual. | Understand, Apply and Evaluate | PSO4, 6 |

Unit wise arrangement of the Course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|---|---------------------|
| Module 1: Introduction- 12 hours | | | |
| 1 | 1.1 | Brief History of Income tax in India - Basic Concepts- Finance Act- Definitions -Rates of Income Tax. | Theory |
| | 1.2 | Accelerated Assessment. Agricultural Income-Partly Agricultural Income. | Theory |
| | 1.3 | Capital and Revenue. | Theory |
| | 1.4. | Residential Status of different assesseees- Incidence of tax- Exempted Income. | Theory and Problems |
| Module 2: Salary & Income from House Property- 28 hours | | | |
| 2 | 2.1. | Salary - Chargeability –Definition- Allowances. | Theory and Problems |
| | 2.2 | Perquisites – valuation of perquisites- Profit in lieu of salary. | Theory and Problems |
| | 2.3 | Deductions from salary- treatment of Provident funds. | Theory and Problems |

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| | 2.4 | Computation of Taxable Salary. | Theory and Problems |
| | 2.5 | Income from House Property- Basis of Charge-Deemed ownership –Exemptions. | Theory |
| | 2.6 | Annual value determination in various cases- Deductions –Treatment of Unrealised rent, recovery of unrealized rent and arrears of rent. | Theory and Problems |
| | 2.7 | Computation of Income from House Property. | Theory and Problems |
| Module 3: Profit and Gains of Business or Profession- 26 hours | | | |
| 3 | 3.1 | Chargeability-Rules for assessment of business income – Deductions expressly allowed – Other deductions under section 36 and 37. | Theory and Problems |
| | 3.2 | Expenses expressly disallowed – Expenses not deductible in certain circumstances – Expenses allowable only on actual payment –Provisions regarding maintenance of accounts and audit. | Theory and Problems |
| | 3.3 | Depreciation – Block of assets – Computation of allowable depreciation and book value of the block of assets | Theory and Problems |
| | 3.4 | Computation of profits and gains from business or profession | Theory and Problems |
| Module 4: Capital gains & Income from other sources- 25 hours | | | |
| 4 | 4.1 | Basis of charge- Capital Assets - Short-term and Long- term capital gains. | Theory and Problems |
| | 4.2 | Transfer of capital assets- Cost of Acquisition – Indexation of cost of acquisition. Capital Gains exempt from tax. | Theory and Problems |
| | 4.3 | Capital Gains exempt from tax- Computation of taxable capital gain and tax liability on capital gain. | Theory and Problems |
| | 4.4 | Income from other sources General chargeability -Specific Chargeability, Kinds of securities & Grossing up of interest- Bond washing transaction - Deductions allowed - Deduction not permitted. | Theory and Problems |
| | 4.5 | Computation of income under the head Income from Other Sources. | Theory and Problems |
| Module 5: Computation of Gross Total Income – 15 hours | | | |
| 5 | 5.1 | Aggregation and Clubbing of income of other persons - Computation of deemed income. | Theory and Problems |
| | 5.2 | Set off and carry forward of losses- Intra-head and Inter-head set off-Order of set off - Rules regarding carry forward. | Theory and Problems |
| | 5.3 | Computation of Gross Total Income. | Theory and Problems |
| Module 6: Computation of Total Income and Tax Liability of Individuals – 20 hours | | | |
| 6 | 6.1 | Deductions Under Chapter VI A. | Theory and |

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| | | | Problems |
| | 6.2 | Rebate – Relief – Treatment of Agricultural Income. | Theory and Problems |
| | 6.3 | Calculation of Total Income – Tax Liability of Individuals. | Theory and Problems |

Suggested Assignments

1. Make a survey about the awareness about the basics of Income Tax among different segments of the population and make a report on that.
2. Calculation of taxable income of various categories of individual assessee like salaried employees, those having profits from business, rental income from House Property etc

Suggested Text Books

1. Direct Taxes Law and Practice- Dr H C Mehrotra and Dr S P Goyal- Sahitya Bhawan Publications.
2. Direct Taxes Law and Practice- Dr. Girish Ahuja ;Dr. Ravi Gupta, Bharat Law House Pvt. Ltd.
3. Direct Taxes Sri T N Manoharan- Snow White Publications.

Reference

1. Direct Taxes Law and Practice- Singhania V K, Taxmann Publications Ltd.
2. Direct Taxes – Law and Practice, Bhagwathi Prasad- WishwaPrakashana.
3. Study material for IPCC on Direct Taxation by ICAI.
4. Study material on Direct Taxes by ICAI.
5. Income Tax Act and Rules.

Break up of Theory and Problems for Examination

- Section A- 5 Theory 5 problems
 Section B – 3 Theory 5 Problems
 Section C- 4 Problems

| | |
|---------------------|---|
| Course Code | CM010303 |
| Title of the Course | SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT |
| Semester | One |
| Type | Core- Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 |

Objectives of the Course:

To create awareness among the learners about different investment avenues, enrich them to handle modern portfolio techniques to construct efficient portfolios, evaluation and revision of the inefficient portfolios.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|---------------------------------|------------------------------------|
| 1 | Able to understand the concepts of investments, different types of investments, views of investment and process of investment and apply the theoretical knowledge in investment information for selecting the securities. | Understand and Apply | PSO4, 6 |
| 2 | Understanding the types of risk in security market and Applying various tools for the valuation of bonds as well as economic indicators to predict the market. | Understand and Apply | PSO4, 6 |
| 3 | Understand the tools of technical analysis, analyse the patterns and trends in the market by using various tools and enable to take investment decisions after understanding market efficiency level also. | Understand , Evaluate and Apply | PSO4, 6 |
| 4 | Applying Modern portfolio theories and construct optimum portfolios. | Understand, Apply and | PSO4, 6 |
| 5 | Revising constructed portfolios as per risk and return association by using different strategies. | Understanding | PSO4, 6 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---------------------------------------|------------------|---|---|
| Module 1- Investment- 15 hours | | | |
| 1 | 1.1 | Different views on investment – types of investment – characteristics of investment – objectives of investment. | Short question, Short essay, Long essay |
| | 1.2 | Types of investors – investment vs. speculation – investment vs. gambling – speculation vs. gambling. | Short question, Short essay |
| | 1.3 | Assets – financial assets – real assets. | Short question, Short essay, Long essay |

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| | 1.4. | Investment process – investment information – sources of investment information. | Short question, Short essay, Long essay |
| Module 2- Security Analysis- 20 hours | | | |
| 2 | 2.1. | Security Analysis – meaning – tools – risk – risk in investment – components – classification – systematic risk – unsystematic risk – risk measurement- methods. | Theory and problems |
| | 2.2 | Bond : types, risk, return and valuation – convexity – duration of a bond. | Theory and problems |
| | 2.3 | Fundamental analysis – economic analysis :- economic forecasting, economic indicators, diffusion and composite indices, business confidence index. | Short question, Short essay, Long essay |
| | 2.4 | Industry analysis: economy and industry analysis, industry groups, industry life cycle analysis, structural analysis. | Short question, Short essay, Long essay |
| | 2.5 | Company analysis: qualitative analysis, quantitative analysis, methods and tools. | Short question, Short essay, Long essay |
| Module 3- Technical Analyses and EMH – 28 hours | | | |
| 3 | 3.1 | Meaning – basic assumptions – Dow theory – Elliot wave principles – neutral network. | Short question, Short essay, Long essay |
| | 3.2 | Charts: line charts, bar charts, point and figure charts, candlestick chart – trends: support and resistance level. | Short question, Short essay, Long essay Theory |
| | 3.3 | Chart patterns – types of trends – head and shoulders – inverted head and shoulders – double top and bottom – rounding bottom – triangles, flags, gaps. | Short question, Short essay, Long essay |
| | 3.4 | Advanced technical indicators: volume of trade – breadth of the market – short sales – moving average – relative strength index – ROC index (illustrations) – limitations of technical analysis – fundamental vs. technical. | Theory and problems |
| | 3.5 | Limitations of technical analysis – fundamental vs. technical. | Short question, Short essay, Long essay |
| | 3.6 | Efficient market theory – market efficiency – random walk theory – weak form efficiency (empirical tests) – semi strong form (empirical | Short question, Short essay, |

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| | | test) – strong form – market inefficiencies – relevance of efficient market theory. | Long essay |
| Module 4: Portfolio Analysis- 27 hours | | | |
| 4 | 4.1 | Meaning – uses – importance – portfolio construction – approaches – traditional approach – modern approach – portfolio risk and return. | Theory and problems |
| | 4.2 | Markowitz model – selection of securities – construction of efficient frontier including problems. | Theory and problems |
| | 4.3 | Utility analysis – Portfolio selection and construction – Sharpe single index model – portfolio optimization. | Theory and Problems |
| | 4.4 | Capital Market theory – Capital Asset Pricing Model – Arbitrage pricing theory. | Theory and Problems |
| Module 5: Portfolio Evaluation and Revision- 18 hours | | | |
| 5 | 5.1 | Meaning – need – different tools – Sharpe’s performance index – Treynor’s performance index – Jensen’s performance index – Fama’s performance measure (simple illustration on tools). | Theory and Problems |
| | 5.2 | Portfolio revision – meaning – need – approaches – passive management – active management. | Short question, Short essay, long essay |
| | 5.3 | Portfolio revision strategies – rebalancing strategies – formula plans (simple illustration on different strategies). | Theory and Problems |

Suggested Assignments

1. Make a comparison between the shares in large cap/mid cap using tools included in the syllabus.
2. Make an analytical study on the performance of different shares during different phases of business cycles.
3. Make a study on the impact of some major events on the security prices.

Recommended Text Books

1. Security Analysis and Portfolio Management–Punithavathy Pandian, Vikas Publishing House Pvt. Ltd.
2. Security Analysis and Investment Management – O.P. Agarwal, Himalaya Publishing House.
3. Investment management, Bhalla VK, S. Chand & Company.
4. Security Analysis and Portfolio management, S.Kevin., PHI.
5. Investment Management – V A Avadhani- Himalaya Publishing House
6. Security Analysis and Portfolio Management- Preethi Singh- Himalaya Publishing House

Additional References

1. Security Analysis and Portfolio Management-Donald E.Fischer and Ronald J.Jordan, Pearson Education.

2. Fundamentals of Investments – Gordon J. Alexander, William F. Sharpe, Jeffery V. Bailey, PHIL earning Private Limited.

Break up of Theory and Problems for Examination

Section A- 8 Theory 2 problems

Section B – 5 Theory 3 Problems

Section C- 3 Theory and 1 Problem

ELECTIVE COURSES (One per group for the semester)

Group 1- Finance and Taxation Stream

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|---------------------|---------------------------------|
| Course Code | CM800301 |
| Title of the Course | INDIRECT TAX LAWS |
| Semester | Three |
| Type | Core-Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 |

Objective of the Course:

To enable the learner to have an understanding on the provisions of major Indirect Tax Laws and Rules

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|----------------------|------------------------------------|
| 1 | Understand the basic concepts of the Goods and Services Tax | Understanding | PSO4, 6 |
| 2 | Develop a clear idea about the levy and collection of tax and tax credit | Understanding | PSO4, 6 |
| 3 | Develop the knowledge about the provisions regarding registration, preparations of books of accounts and filing of returns under the Act | Understand and Apply | PSO4, 6 |
| 4 | Understand about the powers of GST authorities regarding inspection, search and seizure | Understanding | PSO4, 6 |
| 5 | Basic understanding about the Customs Law in India. | Understanding | PSO4, 6 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|---|-----------------------------|
| Module 1: GST – An Introduction – 23 hours | | | |
| 1 | 1.1 | Tax-Direct and Indirect Tax-GST-Stages and evolution of GST in India-GST Bill-GST Council-Need for GST in India- Challenges for the introduction of GST in India- Benefits of GST | Short question, Short essay |
| | 1.2 | Subsuming of taxes-Framework of GST in India-CGST-SGST-UTGST-IGST-Computation-GSTN-GST Common Portal-HSN-SAC-GSTIN-Goods outside the scope of GST | Short question, Short essay |

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| | 1.3 | Concepts- Agent- Aggregate Turnover- Agriculturist-Assessment-Business-Business Vertical-Capital Goods-Casual Taxable Person-Central Tax-Common portal- Composite supply-Continuous Supply of goods-Continuous supply of services-Council-Electronic Commerce-Electronic Commerce Operator- Exempt Supply | Short question, Short essay and Long essay |
| | 1.4. | Goods-Input-Input Service- Input Service Distributor- Input tax-Input Tax Credit-Inward Supply- Job work- Location of the recipient of services-Location of the supplier of services-Manufacture-Mixed Supply-Non-resident Taxable Person-Non-taxable territory-Output Tax-Outward Supply | Short question, Short essay and Long essay |
| | 1.5. | Person-Place of Business-Principal-Principal Place of Business-Principal Supply-Recipient-Registered Person-Reverse Charge-Services-Supplier-Taxable Person-Taxable Supply-Taxable Territory-Works Contract. | Short question, Short essay and Long essay |
| Module – 2: Levy and collection of tax, time, value and place of supply and input tax credit – 25 hours | | | |
| 2 | 2.1. | Supply-Scope of Supply-Tax liability on Composite and Mixed Supplies-Levy and Collection-Reverse Charge-Electronic Commerce Operator-Composition Levy. Time of supply of goods-Time of supply of services-Value of taxable supply. Place of Supply | Short question, Short essay and Long essay |
| | 2.2 | Eligibility and conditions for taking input tax credit-Appportionment of credit-Blocked Credits-Availability of credit in special circumstances-Reversal of credit under special circumstances | Short question, Short essay and Long essay |
| | 2.3 | Job Work-Input tax credit in respect of inputs and capital goods sent for job work-Input Service Distribution | Short question, Short essay and Long essay |
| | 2.4 | Manner of distribution of credit by ISD-Recovery of excess credit by ISD-Availing and utilization of ITC-Computation of GST. | Short question, Short essay and Long essay |
| | 2.5 | Problems on Time and place of supply, Value of supply, value of taxable supply, Input tax credit, Invoice value, GST payable | Problems- Short answer, short essay and long |

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| | | | essay |
| Module 3 : Registration, Tax Invoice, Credit and Debit Notes, Accounts and Records, Returns, Payment of Tax and Refund, Assessment and Audit- 25 hours | | | |
| 3 | 3.1 | Person liable for registration-Person not liable for registration-Compulsory Registration-Procedure for registration-UIN-Deemed Registration-Special provisions relating to casual taxable person and non-resident taxable person | Short question, Short essay and Long essay |
| | 3.2 | Cancellation of registration-Revocation of cancellation of registration. Tax Invoice-Credit and debit notes- | Short question, Short essay and Long essay |
| | 3.3 | Prohibition of unauthorized collection of tax-Accounts and records to be maintained-Period of retention of accounts. Furnishing details of outward supplies-Furnishing details of inward supplies-Furnishing of returns by regular tax payers | Short question, Short essay and Long essay |
| | 3.4 | First Return-Claim of input tax credit and provisional acceptance-Matching, reversal and reclaim of input tax credit-Matching, reversal and reclaim of reduction in output tax liability | Short question, Short essay |
| | 3.5 | Annual Return-Final Return-Default in furnishing return-Information return-GST practitioners. Payment of tax, interest, penalty and other amounts | Short question, Short essay and Long essay |
| | 3.6 | Electronic Cash Ledger-Manner of utilization of amount in Electronic Cash Ledger-Electronic Credit Ledger-Manner of utilization of ITC-Electronic Liability Ledger-Order of discharge of tax and other dues | Short question, Short essay and Long essay |
| | 3.7 | Computation-Interest on delayed payment of tax-Tax Deduction at Source-Collection of Tax at Source. Refund of tax-Situations-Time Limit-Order of refund-Principle of unjust enrichment-Consumer Welfare Fund-Withholding of refund-Interest on delayed refunds. | Short question, Short essay and Long essay |
| | 3.8 | Self-assessment-Provisional Assessment-Scrutiny of returns-Assessment of non-filers of returns-assessment of unregistered persons-Best judgement assessment-Summary Assessment. Audit by tax authorities-Special audit. | Short question, Short essay and Long essay |

| Module 4: Authorities, Inspection, search, seizure and arrest, Demand and Recovery, Offences and Penalties, Appeals and Revision – 15 hours | | | |
|--|-----|--|--|
| 4 | 4.1 | Power of inspection, search and seizure- Inspection of goods in movement | Short question, Short essay and Long essay |
| | 4.2 | E-Way Bill. Determination of Tax and Recovery Proceedings- Modes-Offences and penalties | Short question, Short essay and Long essay |
| | 4.3 | Appeal to Appellate Authority – Power of Revisional Authority- Appeal to Appellate Tribunal-Appeal to High Court-Supreme Court-Non-Appealable decisions and Orders | Short question, Short essay and Long essay |
| Module 5 : An Overview of Customs Law in India – 20 hours | | | |
| 5 | 5.1 | Constitutional Provisions-Overview of Customs Law in India-Basic Concepts and Definitions | Short question, Short essay |
| | 5.2 | Types of Duty-Levy of Tax-Point and Circumstances of Levy-Classification of Goods-Taxable event for Customs Duty | Short question, Short essay and Long essay |
| | 5.3 | Valuation and Valuation Rules-Exemptions from Customs Duty | Short question, Short essay, Long essay and problems |
| | 5.4 | Warehousing-Import Export Procedure- Duty drawback | Short question, Short essay and Long essay |
| | 5.5 | Types of Warehouses-Warehousing Bonds-Period of Warehousing-Removal of goods from Warehouse-Clearance for home consumption-Rules and Provisions regarding Baggage. | Short question, Short essay and Long essay |

Suggested Assignments

1. Make a report on the state wise and national revenue on account of GST
2. Present different cases of valuation under GST and Customs Act
3. Compare the previous Indirect Tax regime with that of the present

Recommended Text Books

- 1) Handbook on Goods and Services Tax – CA Pushpendra Sisodia, Bharat Law House
- 2) Indirect Taxes - H.C Mehrotra, Sahitya Bhavan Publications, New Delhi
- 3) Indirect Taxes - Vinod K Singania, Taxmann's Publications, New Delhi
- 4) Illustrated Guide to Goods and Service Tax- C A Rajat Mohan- Bharat Publications
- 5) All about GST- V S Datey- Taxmann Publications.
- 6) Basics of GST- Nitya Tax Associates- Taxmann Publications
- 7) Beginner's Guide to GST- Dr Vandana Bangar and Dr Yogendra Bangar- AadhyaPrakashanBanagar
- 8) Customs Law Manual- R K Jain- CENTAX Publications
- 9) Customs Law- V S Datey- Taxmann publications

Additional References

- 1) *Bare Act CGST*
- 2) *Bare Act SGST*
- 3) *Bare Act IGST*
- 4) *Bare Act- Customs Act*
- 5) *Study Material of ICAI – IPCC and Final*

Break up of Theory and Problems for Examination

Section A- 8 Theory 2 problems

Section B – 6 Theory 2 Problems

Section C- 3 Theory and 1 Problem

Group 2- Marketing and International Business

| | |
|---------------------|--|
| Course Code | CM810301 |
| Title of the Course | LOGISTICS AND SUPPLY CHAIN MANAGEMENT |
| Semester | Three |
| Type | Core- Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 hours |

Objective of the Course:

To equip the students to have an understanding on the various aspects of fast growing areas of logistics and supply chain management

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|----------------------|------------------------------------|
| 1 | To have an understanding on the concept of logistics, the elements involved, logistics management and principles | Understand | PSO1, 6 |
| 2 | Learner should be able to have an idea regarding various demand forecasting techniques | Apply | PSO1, 6 |
| 3 | After learning the module, there shall be an understanding on transportation process and major documents involved in air and ocean logistics management | Understand | PSO1, 6 |
| 4 | To get a clear idea on supply chain management, its process and evaluate the strategies involved | Understand and apply | PSO1, 6 |
| 5 | To have an idea regarding warehousing, its importance and analyse the role of computers in modern day warehousing | Understand | PSO1, 6 |
| 6. | To have an overview on various trends and developments taking place in the field of logistics and supply chain management. | Understand | PSO1, 6 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|---|---------------------------------------|
| Module 1. Introduction to Logistics Management -18 hours | | | |
| 1 | 1.1 | Introduction to distribution logistics: Nature, importance and scope of logistic decisions; History and Evolution of logistics- Objectives- Elements- Activities and importance | Short answer, Short essay, Long essay |
| | 1.2 | Systems approach to logistics; integrated logistics; Total cost concept - | Short answer, Short essay, Long essay |
| | 1.3 | Logistics Management- Meaning and Types- | Short answer, |

| | | | |
|---|------|--|---------------------------------------|
| | | Logistics Network- Logistics Resources- Advantages through logistics management | Short essay, Long essay |
| | 1.4 | Principles of Logistics Information – Logistics Information System Flow – Need, characteristics and design | Short answer, Short essay, Long essay |
| Module 2. Forecasting – 15 hours | | | |
| 2. | 2.1. | Logistics Demand Forecasting – The Nature of Demand – Forecast Components | Short answer, Short essay, |
| | 2.2 | Forecast Techniques- Logistics Forecasting – Forecast Error | Short answer, Short essay, Long essay |
| | 2.3 | Transportation Infrastructure – Principle – Model Characteristics –Logistics Location Structure. | Short answer, Short essay, |
| Module 3. Transportation and Documentation– 20 hours | | | |
| 3. | 3.1 | Transportation and physical Distribution: Importance and modes of transportation | Short answer, Short essay |
| | 3.2 | Selection of transportation modes; Multi modal transportation | Short answer, Short essay, Long essay |
| | 3.3 | Major documents in air cargo and ocean logistics management- Airway bill, Bill of lading, MBL, HBL, CY, CFS, Seaway Bill, Multimodal Transport Document, | Short answer, Short essay, Long essay |
| | 3.4 | Carrier liabilities. Inter – state good movement and problems; Transportation management | Short answer, Short essay |
| Module 4- Supply Chain Management – 20 hours | | | |
| 4. | 4.1 | Supply Chain Management Models and Strategy Supply chain Management – Definition – Objectives – Applications – Types | Short answer, Short essay, Long essay |
| | 4.2 | Conceptual Models – Mathematical Models – Simulation Models – Formal Models – Implicit Business Models –Key issues in supply chain management. | Short answer, Short essay, Long essay |
| | 4.3 | Inventory Management– The effect of demand uncertainty managing inventory in the supply chain | Short answer, Short essay, |
| | 4.4 | Push and Pull systems – Dell’s supply chain strategy – Demand and cash flow in supply chain management. | Short answer, Short essay, Long essay |
| Module 5. Warehouse Management– 15 hours | | | |
| 5 | 5.1 | Warehousing: Role and modern concept of warehousing; private vs public warehousing; Planning warehousing operations; | Short answer, Short essay |
| | 5.2 | Site selection, warehouse layout, Material handling: Management of receipts and issues; | Short answer, Short essay, Long essay |
| | 5.3 | Computers and warehouse management- | Short answer, |

| | | | |
|---|-----|--|---------------------------------------|
| | | OrderProcessing: Importance to customer service; Model of Performance measurement; Packaging and utilization. | Short essay, |
| Module 6. Trends in Logistics and Supply Chain Management - 20 hours | | | |
| 6. | 6.1 | Recent trends--.E-Logistics – Structure and Operation. Logistics Resource Management-eLRM.- Reverse Logistics – Meaning and Scope,- . | Short answer, Short essay, Long essay |
| | 6.2 | Green logistics- Outsourcing logistics- Third party and Fourth party logistics providers | Short answer, Short essay, Long essay |
| | 6.3 | Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect- | Short answer, Short essay, Long essay |
| | 6.4 | – IT in Supply Chain - Enterprise Resource Planning (ERP) – Supply chain management matrix–Modules of an ERP system–ERP support to SCM | Short answer, Short essay, Long essay |
| | 6.5 | Agile Supply Chains -Reverse Supply chain. Agro Supply Chains. | Short answer, Short essay, Long essay |

Suggested Assignment:

1. To present cases of issues in logistics and supply chain management.
2. To present an overview of operations of air cargo and shipping logistics procedure

Recommended Text Books

1. Krishnaveni Muthiah, Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai
2. Satish C. Ailawadi& Rakesh Singh, Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
3. Donald J. Bowersox & David J. Closs , Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi
4. Satish C. Ailawadi & Rakesh Singh, Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
5. Sarika Kulkarni , Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi.
6. P.S. Senguttavan, Fundamental of Air Transport Management, Oxford Atlas-Oxford Publishing

References

1. David J. Bloomberg, Stephen LeMay ,Logistics, Prentice-Hall of India Pvt Ltd.,
2. Donald Waters, Logistics. Palgrave Macmillan, New York.
3. Simon Taylor, Air transport logistics, Hampton
4. Sung Chi-Chu , 4th Party Cyber Logistics for Air Cargo, Boston, Kluwer Academic Publishers

Group 3- Management and Information Technology

| | |
|---------------------|---------------------------------------|
| Course Code | CM820301 |
| Title of the Course | TOTAL QUALITY MANAGEMENT |
| Semester | Three |
| Type | Core- Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 hours |

Objective of the Course:

To understand the concept and relevance of TQM, its impact on organisations and gain knowledge about other quality initiatives in organisations.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|------------------------|------------------------------------|
| 1 | Develop the idea regarding quality and quality management | Understand | PSO1, 6 |
| 2 | Understand the contribution to quality gurus | Understand | PSO1, 6 |
| 3 | Procure knowledge about TQM principles | Understand | PSO1, 6 |
| 4 | Develop an idea regarding the tools of quality | Understand | PSO1, 6 |
| 5 | Get insight into the concepts and application of six sigma concept and TPM | Understand and Analyse | PSO1, 6 |
| 6 | Develop idea regarding ISO, BIS and quality standards | Understand | PSO1, 6 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|--|---------------------------------------|
| Module 1. Introduction to TQM – 18 hours | | | |
| 1 | 1.1 | Concept and definition of Quality- Need for quality-dimensions of quality- - Idea of total quality (TQ), | Short answer, Short essay |
| | 1.2 | Concept of Quality Costs- Elements- Optimum cost of performance- Analysis techniques of quality costs- Trend Analysis, Pareto Analysis | Short answer, Short essay, Long essay |
| | 1.3 | TQM- Evolution of TQM- Characteristics- Scope of TQM- –Elements – Pillars of TQM- | Short answer, Short essay, Long essay |
| | 1.4 | Potential benefits of TQM- Barriers to implementation of TQM- | Short answer, Short essay |
| Module 2. Quality Gurus and Contributions- 18 hours | | | |
| 2. | 2.1. | Contributions of Walter Shewhart, Edward Deming, Philip B Crosby, JusephJuran, | Short answer, Short essay, |

| | | | |
|--|-----|--|---------------------------------------|
| | | | long essay |
| | 2.2 | Genichi Taguchi ,Sheigeo Shingo to Quality Management , Quality Awards | Short answer, Short essay, long essay |
| Module 3. TQM Principles and Aspects- 24 hours | | | |
| 3. | 3.1 | Quality Principles- Leadership- Strategic Quality Planning- Quality Councils - Employee involvement | Short answer, Short essay, |
| | 3.2 | Motivation, Empowerment, Team and Teamwork- Recognition and Reward- Performance Appraisal- Continuous process improvement | Short answer, Short essay |
| | 3.3 | Customer satisfaction models- Types of customer- Customer perception of quality- Customer feedback- Customer complaints- Customer Service- Elements of customer service- Retaining a customer- | Short answer, Short essay, long essay |
| | 3.4 | PDCA cycle, 5S, Kaizen – Features- Kaison Vs Kairyo- Role of people in implementing Kaizen- | Short answer, Short essay, long essay |
| | 3.5 | Supplier partnership - Partnering, Supplier selection, Supplier Sourcing Supplier Rating. | Short answer, Short essay |
| | 3.6 | Performance indicators-Criteria of performance measures- strategies for implementing performance measures- performance measures presentation | Short answer, Short essay, |
| | 3.7 | Quality Circles- Meaning- Functioning of Quality Circles- Advantages of Quality Circles- Barriers to Quality Circles | Short answer, Short essay, long essay |
| | 3.8 | Quality of Worklife- Dimensions- factors determining QWL | Short answer, Short essay, long essay |
| Module 4 - TQM tools, Techniques and Quality Initiatives – 15 hours | | | |
| 4. | 4.1 | Q – 7 tools, Taguchi loss function, Functional linkage of quality with reliability and maintainability | Short answer, Short essay, long essay |
| | 4.2 | Failure analysis, Just – in – time system, JIT manufacturing system, JIT Pull system, | Short answer, Short essay, long essay |
| | 4.3 | Use of Kanban, JIT purchase. ,benchmarking - reasons of benchmarking- types- process-steps involved- pitfalls in benchmarking | Short answer, Short essay, long essay |
| Module 5 Six Sigma- Total Productive Maintenance- 18 hours | | | |
| 5 | 5.1 | Process Capability- Control Charts- Concept of Six Sigma and applications- Need for six sigma- | Short answer, Short essay, long essay |
| | 5.2 | New 7 management tools- Optimum maintenance decisions, TPM- Need for TPM- Objectives of TPM- Steps involved- | Short answer, Short essay, long essay |

| | | | |
|--|-----|---|---------------------------------------|
| | | Benefit- , | |
| | 5.3 | Process design and the work process. Management support mechanisms, FMEA- Types of FMEA, Benefits- Methodology of FMEA- | Short answer, Short essay, long essay |
| | 5.4 | Quality Function Development- Objectives- QFD methodology- QFD process | Short answer, Short essay, long essay |
| Module 6 Quality System- 15 hours | | | |
| 6 | 6.1 | ISO, Need for ISO- BIS- ISO 9000 standards, elements of ISO 9000- ISO 9001- 2015 Quality Systems- Elements, | Short answer, Short essay, long essay |
| | 6.2 | Quality audits, ISO 14000- Requirements and benefits- ISO 14001- | Short answer, Short essay, long essay |
| | 6.3 | Implementation of TQM in manufacturing and service sector | Short answer, Short essay |

Suggested Assignment

1. Develop Quality Plans for organisations and measure QWL
2. Documentation for ISO
3. Control chart preparation for Quality

Recommended Text Books

1. V Jayakumar and R Raju – Total Quality Management- Lakshmi Publications, Chennai.
2. Mohanty R P and R Lakhe - Handbook of Total Quality Management- Jaico Publishing House
3. Narayana V and Sreenivasan n S- Quality Management- Concepts and Tasks- New Age International
4. S M Sundaraju- Total Quality Management -A Primer- Mc Graw Hills

References

1. Feigenbaum A V _ Total Quality Management- Mc Graw Hills
2. J M Juran and Gryna F M- Quality Planning and Analysis- McGraw Hills
3. Sunil Sharma- Total Engineering Quality Management- Mc Millan India

SEMESTER - IV

FOURTH SEMESTER COURSES

| | |
|---------------------|--|
| Course Code | CM010401 |
| Title of the Course | ADVANCED COST AND MANAGEMENT ACCOUNTING |
| Semester | Three |
| Type | Core |
| Credits | 4 |
| Hours | 6 per week and Total 108 |

Objective of the Course

To enable the learner to apply principles and techniques of Cost and Management Accounting in decisions making situations.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|-------------------------|------------------------------------|
| 1 | Apply activity based absorption methods instead of conventional absorption method. | Apply | PSO1, 2 |
| 2 | Apply the marginal costing principles in decision making situations of businesses. | Apply | PSO1, 2 |
| 3 | Dealing with practical cases of pricing decisions in different situations | Evaluate | PSO1, 2 |
| 4 | Understand the concepts of standard costing, and the process of cost control through it. | Understanding and apply | PSO1, 2 |
| 5 | Deal with the practical issues related to transfer pricing | Apply | PSO1, 2 |

Unit wise Arrangement of the Course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|---|---------------------|
| Module 1. Activity Based Costing - 25 hours | | | |
| 1 | 1.1 | Meaning – Definition – Purposes of ABC - Cost Object – Cost Drivers | Theory only |
| | 1.2 | Steps involved in installation of ABC system - Stages involved in Activity Based Cost – Difference between Traditional Absorption Costing and ABC | Theory and Problems |
| | 1.3 | Areas in which ABC information is used in decision making – Activity Based Cost Management – Benefits | Theory only |
| | 1.4. | Business Applications of Activity Based Cost management - Product Costing Under ABC | Problem and Theory |
| | 1.5. | Preparation of Cost and Profit Statement under Traditional and ABC | Problem and Theory |

| | | | |
|---|------|---|---------------------|
| | 1.6 | Activity Based Variance Analysis and Budgeting | Problem and Theory |
| | 1.7 | Direct Product Profitability – Customer Profitability Analysis. | Problem |
| Module 2 -Marginal Costing and Applications – 25 hours | | | |
| 2 | 2.1. | Marginal costing – Marginal Costing Equation – Break-even Point – Profit Volume Ratio – Advantages and Limitations of Marginal Costing | Problem and Theory |
| | 2.2 | Cost volume profit analysis – Computation of PV Ratio and Break Even Point | Problems and Theory |
| | 2.3 | Make or Buy Decision - Margin of Safety – Effect of Change of sale price on overall BEP – Effect of change in product mix on BEP and PV Ratio | Problems and Theory |
| | 2.4 | – Indifference Point Computation – Shut down Point – Impact of Incremental Contribution Analysis | Problems |
| | 2.5 | New Product Launch – Export Order Identification. | Problems and Theory |
| Module 3:Pricing Concepts and Decisions – 15 hours | | | |
| 3 | 3.1 | Pricing Methods – Cost Plus Pricing – Pricing to earn targeted Profit - Variable Cost Pricing – Situations where MCP is applied | Problems and Theory |
| | 3.2 | Incremental Pricing – Conversion Cost Method – Efficiency Curve Method Sealed Bid Pricing –Going Rate Pricing | Problems and Theory |
| | 3.3 | New Product Pricing Strategies - Skimming Price Policy – Penetration Strategy | Problems and Theory |
| | 3.4 | Distributor Discount and its impact on Profitability – Pareto Analysis – Export Offer Pricing. | Problems and Theory |
| Module 4: Standard Costing – 13 hours | | | |
| 4 | 4.1 | Standard Cost – Meaning and definition – Std costing as a control process – Types of standards - Variance – Process of Standard Costing – Advantages and limitations of Standard costing. | Theory only |
| | 4.2 | Material Cost Variance- Price variance – usage variance – Mix variance – yield variance | Theory and Problem |
| | 4.3 | Labour Cost variance – Labour rate variance – Labour hour variance – Labour mix variance – Idle time variance | Theory and Problem |
| Module 5: Transfer Pricing – 30 hours | | | |
| 5 | 5.1 | Concept of Transfer Pricing – Objectives – Criteria for setting Transfer Prices | Theory only |
| | 5.2 | Cost Based TP – Market Price Based TP – Negotiated TP | Theory and Problems |
| | 5.3 | Negotiated Transfer Pricing - Advantages and | Theory and |

| | | | |
|--|-----|--|----------|
| | | limitations, pre conditions for negotiated transfer pricing – Meaning, advantages and limitations of Dual Rate TP System – Two Part Transfer Pricing | Problems |
| | 5.4 | Problems involving same TP but Different Output Levels – Divisional Profit Analysis | Problems |
| | 5.5 | Preparation of Profit Statement when different TPs and Different output levels –Impact of Opportunity Cost on TPs. | Problems |

Suggested Assignments

1. Present a comparison of traditional absorption techniques and ABC based on a practical situation.
2. Comparison of Profit Statement under Absorption Costing and Marginal Costing.
3. Calculation of variances in a practical situation

Recommended Text Books

1. Advanced Cost Accounting- S N Maheshwari- Sultan Chand & Sons
2. Advanced Cost Accounting- VK Saxena & C D Vashist, Sultan Chand & Sons
3. Advanced Cost Accounting- Jain & Narang- Kalyani Publishing House
4. Advanced Management Accounting- B. Saravana Prasath, Padhuka Publications
5. Cost Accounting, Ravi M Kishore, Taxmann Publication
6. Cost and Management Accounting – RK Shukla, Bharat Publications

Additional References

1. Study Material of IPCC and Final- ICAI
2. Study Material of ICMA

Break up of Theory and Problems for Examination

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory and 3 Problems

| | |
|---------------------|---|
| Course Code | CM010402 |
| Title of the Course | INCOME TAX – ASSESSMENT & PROCEDURES |
| Semester | Four |
| Type | Core |
| Credits | 4 |
| Hours | 7 per week and Total 126 |

Objectives of the Course:

To enable the learners to advise assesseees regarding their income tax queries and to be trained to attend professional examinations in taxation.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|--------------------|------------------------------------|
| 1 | Compute the total income and tax liability of firms and Association of Persons | Understand & Apply | PSO4, 6 |
| 2 | Carry out assessment of companies and determine their tax liability | Understand & Apply | PSO4, 6 |
| 3 | Make the assessment of co operative societies and trusts. | Understand & Apply | PSO4, 6 |
| 4 | Understanding about the assessment procedures, TDS and advance payment of tax and application in various situations | Understand & Apply | PSO4, 6 |
| 5 | Learn tax planning concepts and apply the same | Understand & Apply | PSO4, 6 |

Unit wise arrangement of the Course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|--|--------------------|
| Module 1: Assessment of firms and AOPs – 35 hours | | | |
| 1 | 1.1 | Computation of firm's income –Determination of remuneration to working partners - Income of a partner from a firm – Book Profit (Legal provisions) | Theory and Problem |
| | 1.2 | Computation of Book Profit Taxable Income and Tax liability of a firm – Computation of Income of the partners | Theory and Problem |
| | 1.3 | Change in the constitution of a firm – Succession of one firm by another firm – Set off of losses by a firm | Theory and Problem |
| | 1.4 | Assessment AoP/BoI - Computation of share of a member of AoP/BoI | Theory and Problem |

| | | | |
|---|------|--|--------------------|
| | | | Problem |
| Module 2: Assessment of Companies – 31 hours | | | |
| 2 | 2.1. | Types of Companies – Residence of Companies – | Theory and Problem |
| | 2.2 | Minimum Alternative Tax – Tax Credit – Marginal Relief | Theory and Problem |
| | 2.3 | Company Assessment- Computations of Taxable Income and Tax Payable | Theory and Problem |
| Module 3: Assessment of Co operative Societies and Trusts – 30 hours | | | |
| 3 | 3.1 | Deductions under section 80 P | Theory |
| | 3.2 | Rates of tax applicable to Co – operative Societies – Computation of total income and tax liability of co operative societies | Theory and Problem |
| | 3.3 | Trust; definition – types of trusts – Charitable or religious trusts – Income exempt in case of charitable or religious trusts – Accumulation of income and its investment – consequences of mis-utilization of accumulated income – | Theory |
| | 3.4 | Computation of total Income and tax liability of co-operative societies | Theory and Problem |
| | 3.5 | Conditions for availing exemption under section 11 and 12 – Income deemed to have been used for the benefit of the founder – Tax on anonymous donations – Computation of total income and tax | Theory and Problem |
| Module 4: Income Tax Authorities and Assessment Procedures –15 hours | | | |
| 4 | 4.1 | Income tax authorities – General and specific powers of Income Tax Authorities | Theory |
| | 4.2 | Voluntary Return of Income – Return of Loss – Belated Return – Revised Return – Compulsory Return – Defective Return – Forms of Return of Income | Theory |
| | 4.3 | Filing of Return through TRP - e – filing of return – PAN – TAN – TIN - Interest for default in furnishing Return of Income | Theory |
| | 4.4 | Self assessment – Assessment on the basis of Return – Regular assessment – Assessment on the basis of evidence – Best Judgement Assessment –Re assessment – Precautionary Assessment – | Theory |
| | 4.5 | Rectification of mistake – Notice of Demand- Returns through Tax Return Preparers | Theory |
| | 4.6 | Deduction and Collection of Tax at Source- | Theory |

| | | | |
|--|-----|---|-------------------------------|
| | | Advance Payment of Tax- Interest on short fall of advance tax - Refund of Tax - Double taxation avoidance | |
| | 4.6 | Problems in Deduction and Collection of Tax at Source- Problems in Advance Payment of Tax- Interest on short fall of advance tax including Interest under 234A, B and C – Double taxation avoidance | Problems |
| Module 5- Tax Planning – 15 hours | | | |
| 5 | 5.1 | Tax Planning -Tax Avoidance- Tax Evasion-Tax Management- Need of Tax Planning | Theory |
| | 5.2 | - Tax Planning of individuals – Advantages and Limitations of Tax Planning. | Theory |
| | 5.3 | Tax planning tips for individual assesseees | Theory and Case type problems |

Suggested Assignments

1. Calculation of taxable income and liability of partnership firm and partners
2. Case Studies of Tax Planning
3. Training in filing of return and report on the same
4. Present a report on procedure for obtaining PAN, various formats of returns and category of assesses to whom the returns are applicable

Suggested Text Books

1. Direct Taxes Law and Practice- Dr H C Mehrotra and Dr S P Goyal- Sahitya Bhawan Publications
2. Direct Taxes Law and Practice- Dr. Girish Ahuja ;Dr. Ravi Gupta, Bharat Law House Pvt. Ltd
3. Direct Taxes Sri T N Manoharan- Snow White Publications

Reference

1. Direct Taxes Law and Practice- Singhania V K, Taxmann Publications Ltd.
2. Direct Taxes – Law and Practice, Bhagwathi Prasad- Wishwa Prakashana.
3. Study material for IPCC and Final on Direct Taxation by ICAI
4. Study material on Direct Taxes by ICMAI
5. Income Tax Act and Rules

Break up of Theory and Problems for Examination

- Section A- 6 Theory 4 problems
Section B – 4 Theory 4 Problems
Section C- 1 Theory and 3 Problems

ELECTIVE COURSES (Two courses in the semester)

Group 1- Finance and Taxation Stream

| | |
|---------------------|--|
| Course Code | CM800401 |
| Title of the Course | DERIVATIVES AND RISK MANAGEMENT |
| Semester | Four |
| Type | Core-Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 |

Objectives of the Course:

To familiarize the students with the derivative markets and its evolution, compare and evaluate the performance of different forward, futures and options contracts and understand the various future and option pricing models.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|----------------------------------|------------------------------------|
| 1 | Knowledge about the derivative market in India, its evolution, types, players, risks involved and basic quantitative foundations | Remember and Apply | PSO4, 6 |
| 2 | Analyze the implications of Risk in the perception of individuals and Institutions and measurement of risks | Analyse and Apply | PSO4, 6 |
| 3 | Understand and explain the concept of forward market and its function , | Understand | PSO4, 6 |
| 4 | Analyse the operation and pricing of various types of futures | Analyse, Creative | PSO4, 6 |
| 5 | Understand the concepts and methodology of option trading and apply the models of pricing the option contracts | Understand, analyse and Creative | PSO4, 6 |
| 6 | Develop an idea of exchanges through swaps | Understand and apply | PSO4, 6 |

Unit wise Distribution of the Course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|--|---------|
| Module 1: Introduction to Derivatives – 10 hours | | | |
| 1 | 1.1 | Derivatives – meaning – types of derivatives – evolution – economic benefit of derivatives – classification of derivatives – limitations | Theory |
| | 1.2 | derivatives market – history of derivatives – participants in derivatives market – functions of derivatives market – | Theory |

| | | | |
|---|------|---|---------------------|
| | 1.3 | derivatives market in India – evolution, growth and development- Legal framework for Indian derivative markets | Theory |
| | 1.4 | quantitative foundations for derivatives – time value money – discounting and compounding techniques – continuous compounding | Theory and Problems |
| Module 2: Risk – 10 hours | | | |
| 2 | 2.1. | Risk in different markets (Commodity, Currency, and security market) – implications of risk – risk perception of individual and institutions – | Theory |
| | 2.2 | Measurement of risk – Value at Risk – Applications, uses and limitations of VaR – Risk Management using derivatives | Theory and Problems |
| Module 3: Forward Contracts – 20 hours | | | |
| 3 | 3.1 | Forward – meaning – features of forward contract – classification of forward contract – Forward prices – determination of forward prices (Theory and Problems) | Theory and Problems |
| | 3.2 | Currency forwards – exchange rate quotation – direct and indirect rate – bid and offer rate – spot rate and forward rate – foreign exchange risk – | Theory |
| | 3.3 | Hedging through forwards – speculation – Interest rate parity- Covered interest arbitrage- option forward deals – closing forward contracts – currency forwards and banks – advantages and disadvantages of forwards. | Theory |
| Module 4: Futures Contracts – 30 hours | | | |
| 4 | 4.1 | Futures contract – features – forward vs. futures – delivery terms – long and short positions – open interest – types of futures – uses of futures – | Theory |
| | 4.2 | trading mechanism – margin money requirements – basic concepts of futures pricing | Theory |
| | 4.3 | models of futures pricing – cost of carry model in perfect market environment and imperfect market environments (theory and problems) – deviations from cost of carry model | Theory |
| | 4.4 | Expectations model– Normal Backwardation model – | Theory |
| | 4.5 | Commodity futures trading mechanism – Commodity futures market in India – Important commodity exchanges in India – | Theory |
| | 4.6 | Currency futures – clearing and settlement – use of currency futures – | Theory |
| | 4.7 | Interest rate futures- Functions | Theory |
| | 4.8 | Operation of stock / index futures in India – specifications of futures contracts traded in BSE and NSE – | Theory |
| | 4.9 | Problems involving various types of futures- | Theory and Problems |

| Module 5: Options and Swaps – 30 hours | | | |
|---|-----|--|---------------------|
| 5 | 5.1 | Options – types – uses – basic concepts & terminologies – value of options – intrinsic value and time value – option positions – pay off – combination of options – Tunnels, spreads-exotic options , lookback, barrier, compound, Asian options | Theory |
| | 5.2 | Option trading – option trading strategies – Basics, Spreads and Combinations- Straddle, Strangle, Straps and Strips, Butterfly | Theory |
| | 5.3 | Options trading in India – specifications of options contracts traded in BSE and NSE – Options in commodity markets | Theory |
| | 5.4 | Numerical problems related to exercise of options, profits or loss to investors etc | Theory and Problems |
| | 5.5 | Option pricing – determinants of option pricing – put call parity theory | Theory and Problems |
| | 5.6 | models of option pricing – Black-Scholes model – assumptions – notations – calculation of option price – Pricing of European options and American options (theory and problems) – | Theory and Problems |
| | 5.7 | Binomial model of option pricing – assumptions – methodology (theory and problems) – | Theory and Problems |
| Module 6: Swaps – 8 hours | | | |
| 6 | 6.1 | Swaps – features – classification – Interest rate and Currency Swaps- Mechanism of swaps- | Theory |
| | 6.2 | Swapping through intermediaries – economic motives for swaps-Swaptions – Advantages and Disadvantages of swaps | Theory |

Suggested Assignments:

1. Evaluate the performance of different derivatives market
2. Check the efficiency of option pricing using real data from the market

Recommended Text Books

1. Commodities and Financial Derivatives, S. Kevin, PHI Learning Pvt. Ltd
2. Financial Derivatives, SSS Kumar, PHI Learning Pvt. Ltd.
3. Fundamentals of Financial Derivatives, Prafulla Kumar Swain, Himalaya Publishing House
4. Financial Derivatives- Theory, Concepts and Problems, S L Gupta, Prentice Hall of India.
5. Fundamentals of Financial Derivatives, N R Parasuraman, Wiley India.

References

1. Options , Futures and Other Derivative securities, John C. Hull, PHI
2. Financial Derivatives, An Introduction to Futures, Forwards, Options and Swaps, Keith Redhead, PHI

Break up of Theory and Problems for Examination

Section A- 8 Theory 2 problems

Section B – 5 Theory 3 Problems

Section C- 3 Theory and 1 Problem

| | |
|---------------------|--|
| Course Code | CM800402 |
| Title of the Course | PERSONAL INVESTMENT AND BEHAVIOURAL FINANCE |
| Semester | Four |
| Type | Core |
| Credits | 4 |
| Hours | 6 per week and Total 108 |

Objectives of the Course:

To equip the student to manage their personal finance, introduce the students the role of human behaviour in financial decision making and identify persistent or systematic behavioural factors/biases that influence investment behaviour.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|----------------------------|------------------------------------|
| 1 | Understand the meaning and significance of Financial literacy, Financial Discipline & Financial Competency, the role of family and parents in financial socialisation | Understand and Evaluate | PSO4, 6 |
| 2 | Understand and Evaluate the Significance of savings on financial destiny and its relationship with Consumerism and to understand the different elements/steps in Personal Financial Planning to attain Financial Well Being and Evaluate the different retail investment avenues. | Understanding & Evaluate | PSO4, 6 |
| 3 | Know the meaning of Behavioural Finance, its evolution and related theories | Understand & Remember | PSO4, 6 |
| 4 | To understand different Heuristics, Biases and other Irrational Investment Behaviours | Understanding and evaluate | PSO4, 6 |
| 5 | Understand the relationship between biases and to adopt techniques to lower the impact of biases | Understand & Apply | PSO4, 6 |

Unit wise arrangement of the Course:

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|--|---------------------------|
| Module 1: Introduction to Household Financial Management – 18 hours | | | |
| 1 | 1.1 | Financial literacy - meaning - components of financial literacy - Methodology for assessing financial literacy – | Short answer, Short Essay |
| | 1.2 | Financial Discipline - Financial Competency | Short answer, |

| | | | |
|---|------|---|--|
| | | - Financial capability -Assessment of Financial capability | Short Essay and Long Essay |
| | 1.3 | Family Financial Socialisation - Role of parents in financial socialisation - Significance of family financial socialisation on financial capability and financial competency | Short answer, Short Essay and Long Essay |
| | 1.4. | Financial distress of families and its causes - Significance of savings on financial destiny of individuals and families – | Short answer, Short Essay and Long Essay |
| | 1.5. | Trends in Domestic Savings in India - Effect of Consumerism and changing attitude towards life on domestic savings | Short answer, Short Essay |
| Module 2: Savings, Investment & Financial Wellbeing – 20 hours | | | |
| 2. | 2.1. | Retail Investment Avenues: Avenues like Mutual fund, SIP, SWPs, Post Office schemes- Pension Plans-Micro finance options- Crypto Currencies- Crowd Funding- Other options – All Investment Avenues | Short answer, Short Essay and Long Essay |
| | 2.2 | Psychographic Models (Barnewall's Two Way Model, Bailard, Biehl, And Kaiser Five-Way Model) | Short answer, Short Essay and Long Essay |
| | 2.3 | Personal Financial Planning- House hold Budget- Analyzing house hold budget- Contingency Planning -Evaluating Personal Financial Position – Saving ratio- Expense ratio – Total Assets – Total Liability- Leverage Ratio – Net worth | Short answer, Short Essay |
| | 2.4 | Personal loans- Insurance, Financial Advisory Services – Need and Scope - | Short answer, Short Essay and Long Essay |
| | 2.5 | Savings and Credit behaviour of individuals – Factors affecting saving and credit behaviour - - Financial Well being – Meaning – Significance – Factors affecting financial well being – Models for studying financial well being – Economic well being and its relation with financial well being. | Short answer, Short Essay and Long Essay |
| Module 3: Behavioural Issues in Financial Decision making – 25 hours | | | |
| 3. | 3.1 | Behaviour and decision making - Financial Decision Making - Expected Value - utility - The Expected Utility theory - Criticism of expected utility theory - Criticisms of EMH | Short answer, Short Essay and Long Essay |
| | 3.2 | Evolution of Behavioural Finance (BF) – Micro & Macro Behavioural Finance - Assumptions of Behavioural Finance – Building Blocks of Behavioural Finance - uses of Behavioural Finance | Short answer, Short Essay and Long Essay |
| | 3.3 | Discounting - Hyperbolic Discounting | Short answer, |

| | | | |
|--|-----|--|--|
| | | Factors - foundations of behaviour-behavioural models- | Short Essay and Long Essay |
| | 3.4 | Prospect theory- application of prospect theory | Short answer, Short Essay |
| Module 4: Influence of Bias on Financial Decision Making – 30 hours | | | |
| 4. | 4.1 | Asymmetric Information – Egocentricity - Human Behavioural Theories - Heuristics (Representativeness Heuristic, Availability Heuristic) - Deficient Market Hypothesis. | Short answer, Short Essay and Long Essay |
| | 4.2 | Biases - Emotional Bias (Endowment Effect, Loss Aversion, Disposition Effect, Statistical Bias), | Short answer, Short Essay and Long Essay |
| | 4.3 | Cognitive Bias (Confirmation Bias, Familiarity Bias, Overconfidence, Anchoring, Reference Price Effect). | Short answer, Short Essay and Long Essay |
| | 4.4 | Other Irrational Investment Behaviour Groupthink Bias, House-Money Effect, Herd Behavior, The Story of Dotcom Herd, | Short answer, Short Essay and Long Essay |
| | 4.5 | Thought Contagion, Overreaction, Gambler's Fallacy, Hot-Hand Bias, Procrastination, Conservatism, Superstition. | Short answer, Short Essay and Long Essay |
| | 4.6 | Framing - Loss Aversion - Regret Aversion - Mental Accounting - Self Control - Sensation Seeking | Short answer, Short Essay and Long Essay |
| Module 5: Ways to Overcome Biases – 15 hours | | | |
| 5 | 5.1 | Interaction Between Biases - Outcomes Of Biases - Intermediate Outcomes - Final Outcomes | Short answer, Short Essay and Long Essay |
| | 5.2 | Dealing With Biases - Overcoming The Biases - Debiasing (Identification of Potential Bias, Considering Techniques to Lower the Impact, Evaluation of Selected Technique) | Short answer, Short Essay and Long Essay |

Suggested Assignments

1. Conduct a survey regarding the attitude of the people towards savings, investment and enjoying the present life
2. Conduct a survey about the level of awareness of people about different investment avenues and their perceptions about such avenues.
3. Identify various biases in categories of investors by conducting a survey.

Recommended Text Books

1. Personal Finance , Jack R Kapoor, Les R Dlabay, Robert J Hughes McGraw Hill Education (India) Pvt Ltd, New Delhi
2. Tvede, Lars, (2002), The Psychology of Finance: Understanding the Behavioural Dynamics of Markets, Wiley

3. Monitor, James, (2002). *Behavioural Finance: Insights into Irrational Minds and Markets*, Oxford University Press.
4. Sulphrey, M. M.: *Introduction to Behavioural Finance*, PHI Learning P. Ltd., New Delhi
5. Lucy A. Akert and Richard Deaves, *Understanding Behavioural Finance*, Cengage Learning.

Additional References

1. *Personal Finance: Turning Money into Wealth and Student Workbook*, Arthur J.
2. Keown, Prentice Hall Thaler, Richard H. (1993), *Advances in Behavioral Finance*, Russell Sage Foundation
3. Shefrin, Hersh, (2000). *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*, Harvard Business School Press.
4. Shleifer, Andrei, (2000). *Inefficient Markets: An Introduction to Behavioral Finance*, Oxford University Press.
5. Singhal, Vijay, *Beyond the Random Walk: A Guide to Stock Market Anomalies and Low-Risk Investing*, Oxford University Press.
6. Thaler, Richard & Barberis, Nicholas. (2002) *A Survey of Behavioral Finance*, <http://dx.doi.org/10.2139/ssrn.327880>
7. *More Than You Know Finding Financial Wisdom in Unconventional Places* (By Michael J. Mauboussin Columbia University Press)
8. Kahneman, Daniel & Tversky, Amos. (2000). *Choices, Values and Frames*. Cambridge University Press
9. Julie Berkenmair, *Financial Capability and Asset Development, Research, Education Policy and Practice*, Oxford University Press
10. Albert Bandura, *Social Foundations of Thought & Action- A Social Cognitive Theory*, Prentice Hall

Group 2- Marketing and International Business

| | |
|---------------------|---------------------------------------|
| Course Code | CM810401 |
| Title of the Course | RETAIL AND RURAL MARKETING |
| Semester | Four |
| Type | Core-Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 hours |

Objective of the Course:

To familiarise the students with the concepts, structure, issues and developments in retail and rural marketing.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|----------------------|------------------------------------|
| 1 | Understanding on the concept and structure of retail marketing and its status in India | Understand | PSO1, 4 |
| 2 | Idea regarding the various formats prevailing in retail sector and the setting up and functioning of retail stores | Understand | PSO1, 4 |
| 3 | Understand the marketing mix available for retail marketing and the various aspects of HRM applicable for retailing | Understand and apply | PSO1, 4 |
| 4 | Develop an idea on emerging trends of retailing in India | Understand | PSO1, 4 |
| 5 | understanding regarding rural markets and marketing, its structure in India and the process and importance of agricultural marketing | Understand | PSO1, 4 |
| 6. | Understand the elements of marketing mix applicable in rural marketing, the role of FMCG in rural markets and also the emerging trends in rural markets in India. | Understand | PSO1, 4 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|--|---------------------------------------|
| Module 1. Introduction to Retail Marketing -18 hours | | | |
| 1 | 1.1 | Introduction to retailing- Meaning and characteristics- Functions of retailing | Short answer, short essay, |
| | 1.2 | types of retailing- Traditional and non-traditional retailing | Short answer, short essay, long essay |
| | 1.3 | Retail management decision-Retail Planning process- | Short answer, short essay |

| | | | |
|---|------|--|---------------------------------------|
| | 1.4 | Retail management in India- Organized and Unorganized - Indian retail industry | Short answer, short essay, long essay |
| | 1.5 | Global trends in retailing – Macro and micro environmental influences- - Emerging trends and challenges- | Short answer, short essay, long essay |
| Module 2. Retail formats and store operations – 15 hours | | | |
| 2. | 2.1. | Retail formats- Different types of retail format- Target market and store location-Trading area analysis | Short answer, short essay, long essay |
| | 2.2 | Positioning of retail shops- retail store image - Store layout and design- - Store display and ambience – Retail Signage – Types and characteristics | Short answer, short essay, long essay |
| | 2.3 | Components of retail store operations –Duties and responsibilities of store manager | Short answer, short essay, |
| Module 3. Retail Marketing Mix – 20 hours | | | |
| 3 | 3.1 | Retail marketing mix- Merchandise management- service retailing and product retailing- retail branding- pricing for retailing | Short answer, short essay, |
| | 3.2 | Retail promotion- retail promotional mix strategy. Retail sales promotional schemes -logistics- logistics competitive strategy-Scope of logistics – Retail marketing strategies | Short answer, short essay, long essay |
| | 3.3 | Retail shoppers behaviour – Shopping process – influences of shopper’s attitude- perception – personality and life style in retail shopping behaviour- | Short answer, short essay, |
| | 3.4 | Handling complaints- Delivering value of retail shoppers -HRM function in retailing- Motivating retail employees- Building employee commitment- Issues in Retail Human Resource Management | Short answer, short essay, long essay |
| Module 4- Trends and Prospects of Retailing in India- 10 hours | | | |
| 4 | 4.1 | Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E- retailing | Short answer, short essay, long essay |
| | 4.2 | Performance of retail sector in India- FDI in retailing in India- Challenges and Prospects of Retailing in India | Short answer, short essay, long essay |

| Module 5. Fundamentals of Rural and Agricultural Marketing – 24 | | | |
|--|-----|---|---------------------------------------|
| 5 | 5.1 | Rural Market – Nature and Characteristics- Significance- Rural Marketing – Urban VS Rural Market | Short answer, short essay, |
| | 5.2 | Rural Marketing environment- Demographic characteristics- Factors contributing to the growth and development of rural marketing in India- Problems of rural marketing | Short answer, short essay, long essay |
| | 5.3 | Agricultural marketing- Nature and type of agricultural produce- Types of agricultural markets- Agricultural Marketing- Functions of agricultural marketing | Short answer, short essay, long essay |
| | 5.4 | Functionaries in agricultural marketing – Methods of sale in agricultural marketing- contract farming concept- | Short answer, short essay |
| Module 6. Rural Marketing Mix and Emerging Trends in Rural Marketing - 21 hours | | | |
| 6 | 6.1 | Rural consumer behaviour- features- factors affecting rural consumer behaviour- | Short answer, short essay, long essay |
| | 6.2 | Market segmentation for rural markets- Product strategy and product mix decision for rural marketing- Pricing strategies for rural marketing- Promotional measures in rural market - Logistics and Distribution methods applicable for rural market | Short answer, short essay |
| | 6.3 | FMCG sector in rural marketing- Marketing channels for FMCG- Rural Marketing of consumer durables in India | Short answer, short essay |
| | 6.4 | Emerging trends in rural marketing- Increasing role of corporate houses in rural and agri- sectors- Digitalising Indian rural markets- e-rural marketing - | Short answer, short essay, long essay |

Suggested Assignment:

1. To present the rural market structure applicable in near by villages.
2. To compare the modes of functioning of various retail outlets in nearby localities
3. New product designs and marketing mix for rural markets

Recommended Text Books

1. Dr L Natarajan Retail Marketing ,Margham Publications
2. David Gilbert - Retail Marketing management – Prentice Hall of India
3. Badri R V and Badi N V, Rural Marketing , Himalaya Publishing House

4. Habeeb U R and Rahman K S- Rural marketing in India , Himalaya Publishing House
5. CSG Krishnamacharya and Lalitha Ramakrishna – Rural Marketing – Pearson Education Asia – OUP
6. Acharya S S and Agarwal N L – Agricultural Marketing In India, Oxford and IBH Publishing company

References

1. Barry Berman and Joel R Evans Retail Management: A Strategic Approach, Mc Millan Publishing Company
2. Jesko Perrey and Dennis Spillecke, Retail Marketing and Branding – Wiley Publications
3. A K Singh and SK Pandey Rural Marketing: Indian Perspective, New Age International
4. Balaram Dogra and Karminder Ghuman. Rural Marketing: Concepts and Cases, Tata Mc Graw Hill

| | |
|---------------------|---------------------------------|
| Course Code | CM810402 |
| Title of the Course | INTERNATIONAL MARKETING |
| Semester | Four |
| Type | Core-Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 |

Objective of the Course:

To familiarise the learners with the issues and developments in international marketing and understand the marketing mix applicable.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|----------------------|------------------------------------|
| 1 | Understanding on international marketing and environment. | Understand | PSO1, 4 |
| 2 | To understand the various aspects in connection with product planning and development in international scenario. | Understand | PSO 1, 4 |
| 3 | Get an idea regarding Segmentation, targeting, positioning in global market and international pricing strategies | Understand and apply | PSO1, 4 |
| 4 | Acquaintance with international logistics, mode of entry and promotional measures | Understand | PSO1, 4 |
| 5 | Develop an understanding regarding research in international marketing and terms of payments as well as inco terms | Understand | PSO1, 4 |
| 6. | Get an overview on risk in international market, aspects of international marketing and global e-marketing . | Understand | PSO1, 4 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|---|---------------------------------------|
| Module 1. Introduction to International Marketing -15 hours | | | |
| 1 | 1.1 | International Marketing – Meaning and scope- Domestic Marketing Vs International Marketing - Aspects of the Domestic and foreign environments - – Developing Global awareness | Short answer, short essay, long essay |
| | 1.2 | Principles of International Marketing- Stages of International Marketing – Strategic Orientation –Ethno centric, poly centric, regio centric and | Short answer, short essay, long essay |

| | | | |
|---|------|--|---------------------------------------|
| | | geo centric orientations- Domestic Market Extension – Multidomestic Market Orientation | |
| | 1.3 | Benefits of international marketing- International Marketing Environment-Driving and restraining forces for international marketing | Short answer, short essay, long essay |
| Module 2. Segmentation, Positioning and International Product Policy and Planning – 18 hours | | | |
| 2. | 2.1 | Global Market Segmentation- Types – Global Targeting- Factors determining targets- Global product positioning- | Short answer, short essay, long essay |
| | 2.2. | Products: National and International, the new Product Development, International Product Planning-Need for product planning- Product design considerations in international market | Short answer, short essay, long essay |
| | 2.3 | Product Adaptation and Standardization, - Product Life Cycle in International Market- International Product strategies based on PLC- Product standardisation Vs Product adaptation-product modification- | Short answer, short essay, long essay |
| | 2.4 | Branding decisions and alternatives- Brand consolidation – marketing strategies regarding branding- brand characteristics- brand protection | Short answer, short essay, |
| | 2.4 | Packaging-Domestic vs Export Packaging- Criteria for International or export packing- Mandatory and optional packing modifications- | Short answer, short essay, |
| Module 3. International Pricing Strategies – 20 hours | | | |
| 3. | 3.1 | Introduction to pricing in international market- , Price and Non-Price Factors- environmental influences on pricing- Source of Price Information Methods of Pricing for Traditional and Non Traditional Products | Short answer, short essay, |
| | 3.2 | International Pricing Strategies- Marginal Cost Pricing, Market Oriented Export Pricing, Data required for Export Price Decisions- | Short answer, short essay, long essay |
| | 3.3 | Gray Market goods- Dumping and Price Distortion- Types of dumping-Legal aspects of dumping- Consequences of dumping- Steps to restrict dumping – counter trade and types of counter trade - | Short answer, short essay, long essay |

| | | | |
|---|-----|--|---------------------------------------|
| | 3.4 | Transfer pricing- Major alternatives Cost based, market based and negotiated prices, Global pricing policy alternatives- administered pricing and cartels- | Short answer, short essay, long essay |
| Module 4- International Distribution, Logistics Planning and Promotion- 20 hours | | | |
| 4. | 4.1 | Identifying foreign markets- Classification of world markets- on the basis of stages of demand, stages of development, other criteria | Short answer, short essay, |
| | 4.2 | Methods of Entry into a foreign market- Forms of organisations in foreign markets- Techniques in International Marketing- Subcontracting, Joint Venture and Counter Trade Arrangements - Other alternatives- | Short answer, short essay, long essay |
| | 4.3 | International Logistics Planning and Distribution – Definition and Importance | Short answer, short essay, |
| | 4.4 | Direct and Indirect Channels, factors Involved in Distribution Systems, | Short answer, short essay |
| | 4.5 | Promotion measures - Promotion Appeals, Media Selection, Campaign design- Management rules for International Advertising- Considerations in global advertising- Standardised international advertising- Other promotional measures in International Market- | Short answer, short essay, long essay |
| Module 5- International Marketing Research, Terms of Payment and Inco terms – 20 hours | | | |
| 5 | 5.1 | Concept of Marketing Research, Need for Overseas Marketing Research, Approach to Marketing Research, Scope of International Marketing Research | Short answer, short essay, long essay |
| | 5.2 | International Marketing Research Process and Methodology- Domestic vs International market research- , market surveys, marketing information system- Sources of market information- Types of information needed- Steps in international marketing research- Problems in International Marketing research | Short answer, short essay, long essay |
| | 5.3 | Terms of Payment – Cash, Letter of credit, Documents against payments and acceptance, Open Account, Consignment | Short answer, short essay, long essay |
| | 5.4 | Inco Terms- EXW, FAS, FOB, C&F, CIF, CPT, CIP, DAP, DAT, DDP | Short answer, short essay, |
| Module 6. Risk Management , Legal and Ethical aspects of International Marketing and | | | |

| trends in Internal Marketing- 15 hours | | | |
|--|-----|---|---|
| 6. | 6.1 | Types of risks in International marketing- Commercial risks, Political risks, Cargo risk legal risks- credit risk, rate fluctuation risks- Management of various risks | Short answer, short essay, long essay |
| | 6.2 | Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business, International Dispute Settlement Machinery | Short answer, short essay, long essay |
| | 6.3 | Ethical Consideration in International Marketing and Marketing Communications. | Short answer, short essay, |
| | 6.4 | Global e-marketing, developing a global e- marketing plan, benefits and risks in global e- marketing – Components of electronic value chain | Short answer, short essay, |

Suggested Assignment:

1. To collect export statistics of recent years
2. To compare international marketing strategies of MNCs.
3. Comparison of philosophies, objectives , strategies, product categories , brands dealt, environmental concerns etc of prominent companies

Recommended Text Books

1. Francis Cherunilam , International Marketing -Texts and Cases Himalaya Publishing House
2. Rakesh Mohan Joshi- International Marketing- Oxford University Press
3. Subash Jain, International Marketing Management , CBS
4. Khushpat S Jain and Apexa V Jain, International Marketing, Himalaya Publishing House
5. R L Varshney and B Bhattacharya, International marketing Management-An Indian Perspective, Sultan Chand and Sons

References

1. Philip R Cateora, Mary C Gilly, John L Graham, International Marketing, Tata McGraw Hill
2. C Samuel Craig, Susan P Douglas, International Marketing Research, Wiley
3. Philip Kotler, International Marketing Management, Prentice Hall

Group 3- Management and Information Technology Stream

| | |
|---------------------|---|
| Course Code | CM820401 |
| Title of the Course | E-COMMERCE AND E-BUSINESS MANAGEMENT |
| Semester | Four |
| Type | Core- Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 hours |

Objective of the Course:

To enable the learner to understand the advancements in e-commerce and applications and models of e- business.

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|---|------------------------|------------------------------------|
| 1 | Understand the concept of E commerce | Understand | PSO1, 4 |
| 2 | Understand E business and its modules | Understand | PSO1, 4 |
| 3 | Develop a knowledge about E- marketing techniques | Understand | PSO1, 4 |
| 4 | Develop an idea relating to E- business technology and CRM | Understand | PSO1, 4 |
| 5 | Understand the E- banking concepts | Understand | PSO1, 4 |
| 6 | Get an idea regarding application of technology in banking services and also the impact of ecommerce and e business in India. | Understand and analyse | PSO1, 4 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|--|------------------|---|--|
| Module 1. E Commerce and Models- 18 hours | | | |
| 1 | 1.1 | Introduction to E-Commerce: Meaning, definition, features, advantages, disadvantages,- | Short answer, short essay and long essay |
| | 1.2 | E-market- a paradigm shift, technological convergence, - Transition to e- commerce in India and its challenges | Short answer, short essay |
| | 1.3 | Business Models of E-Commerce, key elements of business models, B2C, B2B, C2C, C2B, B2G.... | Short answer, short essay and long essay |
| | 1.4. | Models based on relationship of transaction types- brokerage model, aggregator model, info- mediary model, community model, value chain model, affiliate model etc. | Short answer, short essay and long essay |

| Module 2. E Business and Models- 18 hours | | | |
|--|------|--|--|
| 2. | 2.1. | E-business- Concepts – Definition – e-business vs. e-commerce - | Short answer, short essay |
| | 2.2 | Technology- sustainable and disruptive | Short answer, short essay |
| | 2.3 | Technology – Sustainable and disruptive , - E-Business Models – Revenue model, Architectural model and Market opportunity models | Short answer, short essay and long essay |
| | 2.4 | E- business design- :Steps, Knowledge building, capacity evaluation. | Short answer, short essay |
| Module 3. E-Marketing and Strategies- 18 hours | | | |
| 3. | 3.1 | E-Marketing – Traditional Marketing – Web presence Goals – Browsing Behaviour – online Marketing | Short answer, short essay |
| | 3.2 | E-advertising – Internet Marketing Trends – E branding | Short answer, short essay |
| | 3.3 | Modes of marketing— E- marketing strategies .- modes of e-marketing - Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E- retailing | Short answer, short essay and long essay |
| | 3.4 | EPOS System. Functions of an EPOS System, e-payment mechanism | Short answer, short essay |
| Module 4 E Business Technologies and Applications- 18 hours | | | |
| 4. | 4.1 | E- Business Technologies-Customer relationship management (CRM) - Organizing around the customer - CRM design and infrastructure - CRM Trends; | Short answer, short essay and long essay |
| | 4.2 | Selling- chain management - Need for selling-chain management - Order acquisition process – | Short answer, short essay |
| | 4.3 | Enterprise resource planning (ERP) – Forces influencing ERP – Implementation strategies - ERP trends | Short answer, short essay |
| | 4.4 | Supply chain Management - Supply-chain planning and execution - SCM issues and trends | Short answer, short essay |
| | 4.5 | ; E-procurement – Knowledge repository- Data mining – Social media platform. | Short answer, short essay |
| Module 5 E Banking and E Payment – 18 hours | | | |
| 5 | 5.1 | E-banking- meaning, definition, features, advantages and limitations- core banking, the evolution of e-banking in India, Legal framework for e- banking | Short answer, short essay and long essay |
| | 5.2 | Electronic delivery channels and products- Teller machine at bank counters, cash dispensers, ATM, Telephony, Internet, mobile phone,- | Short answer, short essay and long essay |

| | | | |
|---|-----|---|--|
| | 5.3 | Banking products- Traditional products, the new banking products, segmentation , electronic money, electronic cash, electronic payment system, models of electronic payment systems | Short answer, short essay and long essay |
| Module 6 E Banking Business Models- 18 hours | | | |
| 6 | 6.1 | Banking and Technology: RTGS information technology, bank net, RBI net, Data net, virtual banks, Data mining, intelligent agents, biometrics, mobile wireless access devices | Short answer, short essay |
| | 6.2 | CRM, risk management for e-banking, impact of technology on banks | Short answer, short essay |
| | 6.3 | E-banking business models- various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking | Short answer, short essay and long essay |
| | 6.4 | Impact of e commerce, e business, e marketing and e banking in India – Advantages and Limitations- Changing trends | Short answer, short essay and long essay |

Suggested Assignment:

1. To analyse the models of E Commerce prevailing in nearby areas
2. To present details of successful e commerce and e business ventures
3. To compare the traditional and technology based banking products and effectiveness.

Recommended Text Books

1. Deital H M – E Business and E Commerce for Managers- PHI
2. Joseph P T– E Commerce: An Indian Perspective- PHI
3. Dave C – E Commerce and E business Management- Prentice Hall
4. Mahopatra and Sanjay- E Commerce Strategy- Springer

Reference

1. Daniel Minoli, E. M. -Web Commerce Technology Handbook. Tata McGraw Hill.
2. Kamalesh, K. B. - E-Commerce, the Cutting Edge of Business. Tata McGraw Hill.
3. Kenneth C Laudon and Carol Guercio Traver- E Commerce – Pearson Education

| | |
|---------------------|---|
| Course Code | CM820402 |
| Title of the Course | LEGAL FRAMEWORK FOR IT BASED BUSINESS AND INTELLECTUAL PROPERTY RIGHTS |
| Semester | Four |
| Type | Core- Elective |
| Credits | 4 |
| Hours | 6 per week and Total 108 hours |

Objective of the Course:

To provide awareness regarding legal framework for IT based business houses and cyber law as well as IPR

| Course Outcome No | Expected Course Outcome | Cognitive Level | Programme Specific Outcome Linkage |
|-------------------|--|------------------------|------------------------------------|
| 1 | Providing an awareness regarding concept of cyberspace and legislations involved | Understand | PSO1, 4 |
| 2 | Developing idea regarding cybercrime and consequences | Understand | PSO1, 4 |
| 3 | Understanding about IT Act and IT Security as well as standards | Understand | PSO1, 4 |
| 4 | Getting knowledge about Intellectual property rights | Understand | PSO1, 4 |
| 5 | Developing understanding about E contracts | Understand | PSO1, 4 |
| 6 | Gain awareness regarding procedural formalities and impact with relation to IPR. | Understand and analyse | PSO1, 4 |

Unit wise arrangement of the course

| Module | Sl. No. of Units | Contents of the Unit | Remarks |
|---|------------------|--|-----------------------------|
| Module 1- Introduction to Cyberspace and Legislation- 15 hours | | | |
| 1 | 1.1 | Introduction- Cyberspace vs. Physical space; Scope of Cyber Laws. Components of Cyber Laws in India | Short answer, short essay |
| | 1.2 | Information Technology Act, 2000; Relevant provisions from Indian Penal Code, Indian Evidence Act, Bankers Book Evidence Act, Reserve Bank of India Act, etc | Short answer, short essay |
| Module 2 -Cybercrimes- Concept, Forms and Consequences- 18 hours | | | |
| 2. | 2.1. | Concept of Cyber Crimes – ‘Cyber Contraventions’ & Cyber Offences’ Cyber Crimes and legal issued involved | Short answer, short essay |
| | 2.2 | Unauthorised Access, Cyber Hacking, Denial of Access to Authorised Person, E | Short answer, short essay , |

| | | | |
|---|-----|--|--|
| | | mail bombing, Web jacking, Web Defacement & Salami Attacks | long essay |
| | 2.3 | Cyber Defamation– meaning; applicability of provisions of IPC; penal liabilities, Phishing, Cyber Stalking, Cyber pornography, Cyber Terrorism. | Short answer, short essay and long essay |
| | 2.4 | Case Laws relating to above situations | Short answer, short essay, long essay |
| Module 3- Information Technology Act, Information Security and Standards- 21 hours | | | |
| 3 | 3.1 | Information Technology Act – a brief overview; Documents or transactions to which IT Act shall not be applicable; | Short answer, short essay and long essay |
| | 3.2 | meaning of Computer, Computer system and Computer network; E – governance; Concept of Electronic Signature; Concept of Cyber contraventions and Cyber Offences | Short answer, short essay |
| | 3.3 | Case laws relating to the above situations covered under IT Act | Short answer, short essay |
| | 3.4 | Introduction to Information Security, Network Security, Cyber Security, SQL injection, social site security. | Short answer, short essay and long essay |
| | 3.5 | Application and Business Security Developments, Policy Standards and Laws, BCP, DR Planning and Audit. | Short answer, short essay |
| Module 4 - Historical Perspectives, Key forms and Legislations for IPR- 18 hours | | | |
| 4 | 4.1 | Historical perspective- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges-benefits-criticism | Short answer, short essay and long essay |
| | 4.2 | Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties | Short answer, short essay and long essay |
| | 4.3 | IPR and Indian legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods (Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer’s Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment)Act2005. | Short answer, short essay and long essay |
| | | | |

| Module 5 E Contracts – 21 hours | | | |
|---|-----|--|--|
| 5 | 5.1 | E-Contract–legal provisions regulating the– contract with special reference to the provisions of IT Act, 2000. | Short answer, short essay, long essay |
| | 5.2 | Copyright issues in Cyber space–relevant provisions under Copy right Act, regulating copyright issues in Cyber space | Short answer, short essay, long essay |
| | 5.3 | Online Software Piracy–legal issues involved; Analysis of sufficiency of provisions of Copyright Act to deal with Online Software Piracy | Short answer, short essay and long essay |
| | 5.4 | Trademark issues in Cyberspace – DomainName; Cyber-squatting as a form of Domain Name dispute; | Short answer, short essay, long essay |
| | 5.5 | Case law relating to above situations | Short answer, short essay, long essay |
| Module 6 Procedural formalities and Impact of IPR – 15 hours | | | |
| 6 | 6.1 | Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion, | Short answer, short essay, |
| | 6.2 | Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board. | Short answer, short essay, |
| | 6.3 | Impact of IPRs on developing countries in general and India in particular- impact on agriculture- bio piracy- impact on pharmaceutical companies- public health programmes-SMEs. | Short answer, short essay, long essay |

Suggested Assignment:

1. To present case laws relating to e business
2. To present case laws in the above mentioned fields and the impact of the judicial verdicts
3. To trace the amendments in legal framework for IT based business and its impact.

Recommended Text Books

1. Kant Mani, A Practical Approach to Cyber Law- Kamal Publishers
2. Sathish Chandra- Cyber Law in India- ABS Books
3. Vishnu Sharma, Vineeth Bali, Vikram Sharma- Fundamentals of Cyber Security and Law- StarEdu
4. M K Bhandari- Law relating to Intellectual Property Rights- Central Law Publications
5. V K Ahuja- Law relating to Intellectual Property Rights-LexisNexis

Reference

1. Bare Act- Indian Evidence Act
2. Indian Penal Code
3. Indian Contract Act
4. I T Act with Amendments
5. Copyrights and Trade Marks Act
6. Patents Act
7. RBI Act