

ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE
(Re-accredited with 'B+' Grade by NAAC)
Thiruppattur -630 211, Sivagangai District



PG & RESEARCH DEPARTMENT OF COMMERCE



ALAGAPPA UNIVERSITY
M.Com – SYLLABUS

2018-2019 to 2023-2024

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ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN (w.e.f. 2017-18)

M.Com. - PROGRAMME STRUCTURE
2018-2019 to 2021-2022

Se m.	Course Code	Name of the Course	Cr.	Hrs./ Week	Max. Marks		
					Int.	Ext.	Total
I	7MCO1C1	Core – I – Principles of Management	5	6	25	75	100
	7MCO1C2	Core – II – Advanced Corporate Accounting	5	6	25	75	100
	7MCO1C3	Core– III – Marketing Management	5	6	25	75	100
	7MCO1C4	Core – IV - Advanced Cost Accounting	5	6	25	75	100
	7MCO1E1/ 7MCO1E2	Elective–I-A) Modern Banking (or) B) Labour Legislation	4	6	25	75	100
	Total		24	30	-	-	500
II	7MCO2C1	Core – V- Research Methodology	5	6	25	75	100
	7MCO2C2	Core – VI – Investment Management	5	6	25	75	100
	7MCO2C3	Core – VII – Management Accounting	5	6	25	75	100
	7MCO2C4	Core – VIII – Computerised Accounting	5	6	25	75	100
	7MCO2E1/ 7MCO2E2	Elective–II-A) Services Marketing (or) B) Retail Marketing	4	6	25	75	100
	Total		24	30	-	-	500
III	7MCO3C1	Core – IX - Direct Taxes	5	6	25	75	100
	7MCO3C2	Core – X –Advanced Business Statistics	5	6	25	75	100
	7MCO3C3	Core – XI – Financial Services and Markets	5	6	25	75	100
	7MCO3C4	Core – XII – Human Resource Management	5	6	25	75	100
	7MCO3E1/ 7MCO3E2	Elective – III -A) Portfolio Management (or) B) E – Commerce	4	6	25	75	100
	Total		24	30	-	-	500
IV	7MCO4C1	Core – XIII - Special Accounting	5	8	25	75	100
	7MCO4C2	Core – XIV – International Business Environment	5	7	25	75	100
	7MCO4E1/ 7MCO4E2	Elective – IV- A) Insurance Management (or) B) Indirect Taxes	4	7	25	75	100
	7MCO4E3/ 7MCO4E4	Elective – V -A) Financial Management (or) B) Entrepreneurship Development	4	8	25	75	100
	Total		18	30	-	-	400
	Grand Total		90	120	-	-	1900

M.COM.

I YEAR – I SEMESTER COURSE CODE: 7MCO1C1

CORE COURSE–I-PRINCIPLES OF MANAGEMENT

Unit I: Overview of Management:

Definition – Meaning – Characteristics – Functions – Importance – Differences between Management and Administration – Qualities of a Manager – Principles of Management– Contribution of F.W. Taylor, Henry Fayol, Peter F. Drucker, Mary Parker Follett and Elton Mayo – Approaches to the study of Management- Social and Ethical Issue in Management.

Unit II: Planning:

Meaning – Objectives – Characteristics - Steps in Planning Process – Methods of Planning – Difficulties in the Planning Process – Types of Planning- Strategic Planning- Decision Making: Concept, Process and Types. Barriers to effective planning – Case Study.

Unit III: Organization:

Meaning – Functions of Organization – Design of organizational structure – Principles of Organisation – Formal and Informal Organisation – Delegation: Meaning, Bases and Significance - Centralisation and Decentralisation of Authority - Staffing – Recruitment: Meaning and Sources – Selection: Importance – Selection Process-Training and Development: Meaning, Need and Types of Employee and Executive training - Case Study.

Unit IV: Directing:

Principles of Direction – Supervision – Functions of Supervision – Types – Qualities of a Supervisor – Coordination: Importance and Methods - Communication – Process and Barriers – Motivation: Need – Theories – Maslow’s Need Hierarchy Theory and Herzberg’s Two Factors Theory – Leadership: Importance, Types and Theories- Case Study.

Unit V: Controlling:

Process and Techniques – Feedback and Feed-forward- PERT- CPM- Strategic Management and Control: Importance – SWOC Analysis - Change Management Concept, Need, Types and Process – Management information system (MIS) - Case Study.

Books for Reference:

- | | |
|------------------------------------|-----------------------------|
| 1. Koontz & O. Donnel | : Principles of Managements |
| 2. Peter F. Drucker | : Practice of Management |
| 3. Banerjee | : Business Administration |
| 4. Chatterjee | : Business Management |
| 5. Dingar Pagare | : Business Management |
| 6. T. Ramasamy | : Principles of Management |
| 7. Gregorey G-Dess and Alex Miller | : Strategic Management |



**I YEAR – I SEMESTER
COURSE CODE: 7MCO1C2**

CORE COURSE–II-ADVANCED CORPORATE ACCOUNTING

Unit I

Accounting for Issue of Shares, Forfeiture and Re-issue– Issue and Redemption of Preference Shares – Issue, Purchase and Redemption of Debentures- Concepts of Book-building, Road-show, Green-shoe Option and Price band.

Unit II

Accounting for Profit Prior to Incorporation – Preparation of Final Accounts of Companies - Valuation of Shares and Goodwill: Need and Different Methods.

Unit III

Amalgamation, Absorption, External and Internal Reconstruction of Companies – Alteration of share capital: Sub-Division and Consolidation of Shares- Bonus Shares.

Unit IV

Liquidation of Companies: Concept and Types – Preparation of Statement of Affairs – Deficiency (or) Surplus Account – Liquidator’s Final Statement of Account.

Unit V

Holding Company Accounts: Meaning – Definition of Holding and subsidiary Company- Minority Interest-Cost of Control - Preparation of Consolidated Financial Statement and Balance Sheet-Segmental Reporting.

Books for Reference:

1. S.P. Jain and K.L.Narang : Advanced Accountancy, Kalyani Publishers, Ludhiana.
2. Shukla and Grewal : Advanced Accounts, S. Chand and Company Ltd., New Delhi.
3. R.L.Gupta & M.Radhaswamy: Advanced Accountancy, Sultan Chand and Sons, New Delhi.
4. S.P.Iyengar: Advanced Accounting, Sultan Chand and Sons, New Delhi.
5. M.A. Arulanandam and Raman: Advanced Accountancy, Himalaya Publishing House, Mumbai



**I YEAR – I SEMESTER
COURSE CODE: 7MCO1C3**

CORE COURSE–III-MARKETING MANAGEMENT

Unit I

Modern Marketing Concept: Conceptual Evolution – Societal Marketing Concept – Relevance of Marketing in the Indian Context before and after Liberalization Policy – Features of Consumer, Industrial Marketing and Services Marketing – Marketing System: Marketing Environment – External and Internal Factors – Marketing Mix: Four Ps of Marketing- Marketing Strategy: Marketing Planning Process – Marketing Strategies by Leaders, Challengers, Followers and Niche- marketers.

Unit II

Consumer Behaviour: Meaning and Importance – - Buying motives - Consumer Buying Process – Indian Consumer Profiles- Market Segmentation: Meaning – Segmentation Vs Aggregation – Differentiated Vs Undifferentiated Marketing – Bases for Segmentation – Targeting and Positioning – Demand Forecasting: Approaches and Techniques used – Marketing Information System and Methods.

Unit III

Product & Price Mix Decisions: Components of a Product – Product Line and Mix Decisions – New Product Development: Need and Steps – New Product Successes and Failures – Failure of a Product - Product Market Strategies – Product Differentiation and Positioning –Trading up - Trading Down - Branding: Purpose and Strategies – Packaging – Labeling – Pricing: Factors Influencing Pricing – Pricing Objectives –Pricing Policies and Methods.

Unit IV

Promotion Mix Decisions: Promoting Tools- Personal Selling Vs Impersonal Selling – Personal Selling Process – Advertising: Meaning, Importance, Objectives – Deciding Advertising Budget – Advertising Copy/Layout – Media Planning, Selection and Scheduling – Advertising in the Indian Context – Measuring Advertising Effectiveness – Sales Promotion: Methods and Strategies – Direct Marketing – Tele Marketing – Automated Vending Machine – Kiosk Marketing – Event Marketing – Public Relations – Promotion through Internet – Marketing Networking.

Unit V

Place Mix and Strategic Decisions: Management: Designing a Physical Distribution System – Designing Channels of Distribution – Types of Intermediaries – Intensity of Distribution – Managing Middlemen – Concept, Consumer Rights, Consumer Education, Consumer Movement in India, Trade Related Legislations – Agricultural Marketing – Rural Marketing – Marketing by Non-Profit Organizations – Global Marketing: Scenario and Strategies.

Books for Reference:

1. Philip Kotler, “ Marketing Management”, Prentice Hall of India
2. Cundiff, Still and Govani, “Fundamentals of Modern Marketing”, PHI.
3. William Stanton Etal, “Fundamentals of Marketing”, “Tata McGraw Hill”
4. Modern, “Elements of Marketing”, ELBS.
5. N. Meenakshi and Arunkumar, “Marketing Management – Comprehensive Text Vikas Publishing House.
6. Dr.C.B.Gupta and Dr.N.Rajan Nair, Marketing Management – Sultan Chand and Sons, New Delhi.



**I YEAR – I SEMESTER
COURSE CODE: 7MCO1C4**

CORE COURSE–IV-ADVANCED COST ACCOUNTING

Unit I

Costing Concepts - Methods – Types – Classification - Significance of Cost Accounting- Elements of Cost- Installation of Costing System- Cost Reduction and Cost Control Techniques - Control over Wastage, Scrap, Spoilage and Defectiveness – Limitation of Costing. Preparation of Cost Sheet.

Unit II

Costing Methods: Unit Costing –Job Costing –Tender and Quotation Contract Costing- Calculation of Notional Profit and Profit-Operation Costing: Service Costing-Transport Costing

Unit III

Process Costing- Normal loss – Abnormal loss – Abnormal Gain - Treatment of Equivalent Units –Inter Process Profit- Accounting for By-Products and Joint Products.

Unit IV

Standard Costing- Setting Standards– Variance Analysis and Reporting – Material, Labour, and Overhead Variance- Sales Variance.

Unit V

Reconciliation of Cost Accounts and Financial Accounts- Need For Reconciliation- Procedure For Reconciliation- Integral Cost Accounting- Activity Based Costing- Cost Audit: Need And Requirement.

Note: The question paper shall consist of 40% Theory and 60% problem.

Books for Reference:

1. S.P. Jain & R.L. Narang – Advanced Cost Accounting, Kalyani Pubhshing, Ludhiana.
2. S.P. Iyengar, Cost Accounting - Sultan Chand & Sons New Delhi.
3. Dr. S.N. Maheswari - Advanced Cost Accounting, Sultan Chand and Sons, New Delhi.
4. R.S.N. Pillai and V. Bagavathi – Cost Accounting, S. Chand and Company Ltd. New Delhi.
5. B.S. Khanna, I.M. Pandey, G.K. Ahuja and M.N. Arora – Practical Costing, S.Chand and Company, Ltd., New Delhi.



**I YEAR – I SEMESTER
COURSE CODE: 7MCO1E1**

ELECTIVE COURSE-I (A)-MODERN BANKING

Unit I

Banking Overview: Definition and Functions of Commercial Banks – Types of Banking – Commercial Banking Systems in India and Structure – Nationalization, Privatization and Globalization of Banks in India – Financial Sector Reforms in Commercial Banks

Unit II

Central Banking: Definition, Nature and Need for Central Banking – Functions of a Central Bank – Note Issue – Banker, Agent, Underwriter and Advisor to Government – Lender of Last Resort to Commercial Banks – Clearing House – Credit Control – RBI roles in respect to the above functions – Monetary Policy of the RBI after Demonetization in 2016.

Unit III

Deposits and Loans: Deposit Mix – Different types of Deposits – Factors affecting Deposits – Causes of Demonetization – Demonetization affects Deposit Level – Principles of Sound Lending – Forms of Advances: Cash Credit, Overdraft, Purchasing and Discounting of Bills, Housing Loans and Personal Loans, Loans to Self Help Groups (SHGs) – Problems and Prospects

Unit IV

Accounts and Services: Types of Customers – Individual, Joint Account Holders, Trustees, Executors and Administrators, Joint Hindu Family, Partnership Firm, Joint Stock Companies, Clubs and Societies – Online Account Opening – Points to be considered while Opening an account to the above customers – Role of IT in Commercial Banks: E-Banking – Online Banking – Internet Banking – Mobile Banking Debit Card – Credit Card - ECS – Electronic Payment System – Electronic Data Interchange – Plastic Money – Facilitating Point of Sale (PoS) after Demonetization – Key Issues of E-Banking

Unit V

Securities: Different types of Securities – Goods – Documents of Title to Goods – Life Insurance Policies – Corporate Securities – Government Securities – Real Estate – Fixed Deposit Receipts – Advances against Jewells. Modes of Creating Charges – Lien – Pledge – Hypothecation – Mortgage – Documentation against various types of Securities – Basel Norms in India – Know Your Customer (KYC) – Real Time Gross Settlement (RTGS), National Electronic Fund Transfer (NEFT) – Documentation.

Books for Reference:

1. E-Banking in India – Jayshree Bose
2. The Anatomy of Indian Banking - D.M. Mithani
3. Banking Theory, Law and Practice – Varshney and Sundaram
4. Banking Law and Practice in India – M.L. Tannan
5. Banking Theory, Law and Practice – S. N. Maheswari



**I YEAR – I SEMESTER
COURSE CODE: 7MCO1E2**

ELECTIVE COURSE–I (B)-LABOUR LEGISLATION

Unit I

Indian Contract Act 1872: Contract: Meaning - Essential Elements - Offer and Acceptance – Consideration - Capacity-Consent - Legality of objects - Quasi contracts Discharge of Contract - Performance of Contract - Breach of Contract – Remedies.

Unit II

Factories Act 1948 — Definitions – the Inspecting Staff – Health Safety – Hazardous Processes- Welfare- Working Hours of Adults- Holidays – Employment of Young Persons – Employment of Women – Annual Leave with Wages – Penalties and Procedure.

Unit III

Workmen`s Compensation Act 1923: Definitions – Rules Regarding Workmen`s Compensation – Amount of Compensation – Distribution of Compensation – Enforcement of the Act - **Minimum Wages of Act 1948:** Objects and Definitions – Fixation and Revision of Wages – Advisory board – Central Advisory Board – Safeguard in Payment of Minimum Wages – Inspectors – Offences and Penalties.

Unit IV

Trade Union Act 1926: Definitions- Registration of Trade Unions – Cancellation of Registration and Appeal – Rights and Privileges of a Registered Trade Union – Amalgamation of Trade Union – Dissolution of Trade Union- **Consumer Protection Act, 1986:** Objects – Rights of Consumers – Consumer Dispute – Procedure of Filing Complaint – Procedure for Redressal of Complaints – Redressal Agencies: Consumer Production Councils- Remedies- Study of Relevant case laws.

Unit V

Companies Act, 1956: Characteristics-Kinds-Incorporation of Companies-Memorandum of Association-Articles of Association- Prospectus-Management and Administration-Directors-Appointment, Powers and Duties- Meeting-Kinds-AGM and EGM- Board Meeting-Minutes and Resolutions.

Books for Reference:

1. Elements of Mercantile Law including Company Law and Industrial Law – N.D. Kapoor
2. Students` Guide to Economic Laws – V.S.Datey
3. Mercantile Law – M.C.Shukla
4. Labour Legislation in India – R.N.Bose
5. Industrial and Labour Laws of India 1& 2 – Dr.H.Saha Roy.



**I YEAR – II SEMESTER
COURSE CODE: 7MCO2C1**

CORE COURSE–V-RESEARCH METHODOLOGY

Unit I

Business Research –Meaning –Scope and Significance – Utility of Business Research - Qualities of Good Researcher –Major Types of Research and their features- Research Process –Characteristics of Good Research - Research gap - Problem identification, selection and formulation of research problems – Review of Literature: Meaning and Uses.

Unit II

Research Design- Meaning, need, features of good design – Different types of Research design – Developing a Research Plan-Hypothesis: Meaning and Significance –Essentials of Hypothesis Framing – Sampling: Meaning and Significance – Methods and Techniques - Sample Size –Sampling Error.

Unit III

Methods of data collection: Primary data: Questionnaire, Interview, Observation and E-mail surveys – Internet sources – Web sites available for data collection-Measurement and scaling techniques – Rating scales: Attitude Scales – Likert, Thurstone and Guttman Scales- Pre-testing of Research tools- Sources of Secondary data- Precautions in using secondary data- Pilot study.

Unit IV

Processing Analysis and Interpretation of Data: Concept and Need- Editing and Coding – Transcription and Tabulation – Appropriate use of Uni-variate, Bi-variate and Multi-variate Analysis- Testing of Hypothesis: Need and Parametric and Non Parametric Tests in Research.

Unit V

Interpretations and Report Writing- Layout of Research Report –Types of Reports – Steps in Writing a Research Report - Features of a Good Research Report: Originality and Objectivity- Data Support- Diagrammatic Elucidation- Grammatical Quality – Language flow- References and Annotations - Evaluation of Report.

Note: Question paper shall cover 100% theory

Books for Reference:

1. Research Methodology –C.R.Kothari
2. Research Methodology – P.Ravilochanan, Margham Publications
3. Business Research Methods – Emory
4. A Guide to Projects - P.Ravilochanan, Margham Publications.



**I YEAR – II SEMESTER
COURSE CODE: 7MCO2C2**

CORE COURSE–VI-INVESTMENT MANAGEMENT

Unit I: Investment Concept, Types, Features and Functions:

Concept of Investment- Types of Investment- Features of Real, Financial and Derivative investments- Features of Financial Investment instruments: Money & Capital Market investment instruments; Primary & Secondary Market Investment instruments; Fixed & Varying income investment instruments- Market Index-BSE and NSE- Sensex, Nifty- Distinctions among Investment, Speculation and Gambling- Features of Ideal investments- Functions of Investment Management: Selecting, Scaling, Spreading, Spacing and Timing – Tax considerations and investment management-Trading in Stock Exchange.

Unit II: Investment Goals, Return & Risk Analysis:

Investment Goals : Return, Risk, Growth, Control and Tax-related goals- Goal differences of investors – Matching the Goals and Investments- Allocation of funds to different investments - Constraints and Strategies- Return and Risk analysis: Concepts and Measures of Return: Current Return, Holding Period Return- Concepts and Measures of Risk: systematic and unsystematic risks and their measures: Standard deviation, Variance and Beta – Risk-Return Relationship.

Unit III: Investment Valuation Measures and Approaches:

Equity and Debt Valuation: Methods of valuation of Equity and Debt investments- Price and Value analysis – Cootner’s Hypothesis – Fundamental Analysis for investment evaluation – Economy, Industry and Company analysis- Technical Analysis: Concept and emphasis- Dow Theory- Important Charts Patterns – Lead and Lag Indicators – Price-Earnings analysis.

Unit IV: Investment Portfolios, Mutual Funds and Efficient Market Hypotheses:

Portfolio Concept and Construction – Portfolio risk and Return – Efficient Portfolios – Portfolio Choice – Mutual funds: Concept, Need and Types - Random Walk Theory- Different Forms of Market Efficiency: Weak, Semi-strong and Strong forms and their tests.

Unit V: Derivative Investments

Concept of Derivatives – Types - Options as a derivative investment - Terminologies in options market- Options types- Pay-off for holders and writers of call and put options contracts - Futures Market: Features of Futures contracts- Types of futures contracts –Uses – Swap contracts and their uses and types.

Note: The question paper shall cover 60% Theory and 40% Problems.

Books for Reference:

1. Investment Management – B. K Bhalla
2. Investments- Bodie, Kane and Marcus
3. Investments – William Sharpe, Alexander and Bailey.



**I YEAR – II SEMESTER
COURSE CODE: 7MCO2C4**

CORE COURSE–VIII-COMPUTERISED ACCOUNTING

Unit I

Computerised Accounting: Meaning – Advantages – Manual Accounting Vs Computerised Accounting – Popular Accounting Packages in India.

Unit II

Features of ‘Tally.ERP 9’ – Components of the Tally.ERP 9 Window – Horizontal Button Bar – Gateway of Tally Screen – Buttons Bar – Product Information Bar – Status Bar - Creation of a Company – Selection of a Company – Shutting a selected Company – Display and Alteration of a Company

Unit III Accounts Information

Groups – Default Groups in Tally.ERP 9 – Primary Groups – Sub-groups – Creation of New Groups– Single Group – Multiple Groups – Displaying – Altering and Deleting Groups- Ledger Accounts – Default Ledger Accounts in Tally.ERP 9 – Creation of Ledgers – Single and Multiple – Displaying, Altering and Deleting Ledger Accounts- Voucher – Meaning in Tally.ERP 9 – Types – Creation of New Voucher – Displaying – Altering and Cancelling a Voucher- F 11 Features (General & Accounting Features)-F 12 Configure.

Unit IV Inventory Information

Stock Item – Stock Groups – Stock Categories – Godowns – Units of Measures – Vouchers – Types of Pure Inventory Vouchers – Recording Stock Movement – Creation of Purchase Order – Sales Order – Invoices- F 11 Features (Inventory Features)- Enabling VAT in Tally.ERP 9 – Ledgers pertaining to VAT – Ledger Creation – VAT Reports- Enabling Service Tax in Tally.ERP 9 – Ledgers pertaining to Service Tax – Ledger Creation – Service Tax Reports. Enabling TDS in Tally.ERP 9 – Ledgers pertaining to TDS – Voucher Entry – TDS Reports-- Enabling Payroll Module in Tally.ERP 9 – Payroll Menu – Payroll Reports.

Unit V Reports

Accounting Reports: Reports available from the Gateway of Tally – Reports under Display – Reports from the Statement of Accounts – Outstanding Receivables and Payables – Ageing Analysis – Bank Reconciliation Statement.

Inventory Reports – Inventory Books – Statement of Inventories.

MIS Reports – Cash Flow and Fund Flow – Principal Ratios in Tally.ERP 9 – Exception Reports.

Books for Reference:

1. Ashok K. Nadhani : Mastering Tally. ERP 9 – Basic Accounts, Invoice, Inventory
2. Kogent Learning Solutions Inc. : Tally. ERP 9 in Simple Steps
3. C. Nellai Kannan : Tally (Ver.9) ERP



**I YEAR – II SEMESTER
COURSE CODE: 7MCO2E1**

ELECTIVE COURSE–II (A)-SERVICES MARKETING

Unit I

Services: Concept of Services- Definition, Characteristics, Classification – Service Vs Product – Essentials of Service Marketing- Services Market Segmentation: Meaning – Process – Bases and Purpose of Market Segmentation- Vision and Mission in Service Marketing – Service Marketing Planning Process.

Unit II

Services Positioning and Differentiation: Evolution of positioning – Positioning and Services – Levels of positioning – Process of Positioning – Importance of Positioning in Service Offering - Considerations in Positioning – Re-positioning- Service Quality and Marketing – Intangibles in Intangibles- Improving Service Quality – Customer Retention - Relationship Marketing in Service Marketing.

Unit III

Services Marketing Mix: Marketing Mix Elements – The 7Ps- Service Product – Pricing the Service – Service Location and Channels – Promotion and Communication of Services – Processes – Physical Evidence – Developing a Marketing Mix Strategy- Marketing Strategy Formulation – Resource Allocation and Monitoring – Marketing Planning and Services.

Unit IV

Customer-focused Services: Tourism Service Marketing: Types of Tourism and Marketing Thereof – Hotel Service Marketing: Types and Marketing Methods — Hospital Services Marketing: Specialty and Multi-Service Hospitals and Marketing Thereof- Education Service Marketing: Marketing Issues and Strategies at Lower and Higher Levels of Education- Entertainment/Recreational Service Marketing: Trend and Strategy.

Unit – V

Specific Service Marketing: Bank Marketing: Strategies and Practices of Managing Competition and Retaining Customers- Insurance Marketing: Schemes and Strategies- Telecommunication Services Marketing: Novelties, Varieties and Technology Convergence – Consultancy Services Marketing – Passenger Transport Service Marketing- Logistics Service Marketing.

Books for Reference:

1. S Lovelock and Writx Services Marketing, Prentice Hall, 2010.
2. Adrian Payne, Services Marketing, PHI, 1993.
3. Helen Woodruffe, Services Marketing, Macmillan, 1995.
4. Jha S.M, Services Marketing, Himalaya, 2002.
5. Sinha P.K and Sahoo S.C, Services Marketing, Himalaya.
6. Ravishankar, Services Marketing, Lalvani.
7. Valaire Zeithamal et al, Services Marketing, McGraw Hill, 2004.



**I YEAR – II SEMESTER
COURSE CODE: 7MCO2E2**

ELECTIVE COURSE–II (B)-RETAIL MARKETING

Unit I

Retail Concept and overview : Definition and Meaning- features- Retail marketing- need for a strategy approach-functions of retailing-types of retailers- Departmental stores -Definition-characteristics-advantages and disadvantages-chain stores or multiple stores-Definition-importance-classifications-manufactures-consumers-mail orders-characteristics of mail order articles-limitation-Higher purchase and instalment-Hyper market-franchising-shopping malls-strategies of shoppers stop retailing.

Unit II

Retail Communication and Promotion: Definition-Promotional Objectives- SMARTT objectives-Approaches to promotional Budget-Effect of promotional campaign-promotional Advertising-Window display- Interior display-Show rooms-Exhibitions-Sales Promotion-Objectives- -kinds of sales promotion-consumer sales promotions-Dealer sales promotion.

Unit III

Retailing Information Technology: Meaning-Definition-Retail trade-system - modern Retail Business - E-Commerce and Data Communication-Trading Exchange-Kinds of Retailers engaged in electronic Commerce-Internet e-retail-business-meaning and Role of internet-benefit and limitations-features trend-smart card-E-cash-multimedia kiosk-customer specific offer-supply chain management-divisions-functions-problems.

Unit IV

Merchandise Management : Definition – plan- methods - Retail pricing - marketing mix - Retail price mix- factors - markdown policy - five dimensions service quality - Importance of control of quality - Bench marking - types of bench marking - Essentials of individual service recovery strategy - benefits of Empowerment.

Unit V

International Retailing : Meaning- Definition-factors involved in international retailing-Reasons for internationalization-Growth of internationalization-Common market entry strategies-future of international retailing –strategies for entering foreign markets.

Books for Reference:

1. Swapna Pradhan, Retail Management-A Strategic Approach, 2008, TMH.
2. David Gilbert, Retail Marketing Management, 2000, Pearson Education Limited.
3. James Ogden & Denise Ogden, Integrated Retail Management, 2007, Biztantra.
4. Barry Berman, Joel R. Evans, Retail Management, 2009, Pearson College Div
5. George Belch and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill, 2011.



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C1**

CORE COURSE–IX-DIRECT TAXES

Unit I

Direct Tax: Meaning and Types- Income Tax Act 1961: Definitions- Previous Year-Assessment Year-Income –Deemed Income- Basis of Charge of Income Tax- Incidence of Tax and Residential Status and Scope of Total Income.

Unit II

Salary Income: Basis of Charge-Allowances-Perquisites-Deductions from Salary income- Computation of Income under Salary- Income from House Property: Chargeability –Determination of Annual Rental Value- Allowable deductions-Unrealized Rent and Subsequent Collection Regarding vacant period.

Unit III

Business/Professional Income: Charging Provision-Assessment of Business Income - Meaning of Capital Asset - Allowed Deductions-Disallowed Deductions-Capital Gains: Computation of Capital Gains- Transfer of Capital Assets- Deductions-Exempted capital gains

Unit IV

Income from Other sources: Computation and Procedure- Clubbing of Income – Set off and Carry Forward of Losses – Inter Head – Intra Head - Deductions from Gross Total Income-Preparation of Return of Income for Individuals and Companies-PAN-Online filing of Returns.

Unit V

Overview of Income Tax Authorities- Procedure for Assessment-Types of Assessment – Self Assessment – Summary Assessment – Best Judgment Assessment - Direct Payment of Tax and Tax Deducted at Source (TDS)- Provisions as to Advance Payment of Tax.

Books for Reference:

- | | | |
|---------------------------------------|---|--------------------------------|
| 1. Income Tax Law and Accounts | – | H.C. Mehrotra. |
| 2. Direct Tax Law and Practice | – | Vinod K.Singhania. |
| 3. Direct Taxes Practice and Planning | – | B.B.Lal |
| 4. Income Tax Law and Practice | – | Sukumar Bhattachary. |
| 5. Income Tax Act | – | Taxmanns |
| 6. Direct Taxes | – | Dr. Girish Ahuja & Ravi Gupta. |



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C2**

CORE COURSE–X-ADVANCED BUSINESS STATISTICS

Unit I

Meaning, Definition, Importance of Statistics – Functions of Statistics- Limitations of Statistics – Primary and Secondary Data: Direct and Indirect Data Collection Method – Sampling Vs Census - Essentials of Sampling- Methods of Sampling: Random Sampling and Non-Random Sampling Methods.

Unit II

Probability: Concept and Types- Theoretical Probability Distributions: Binomial, Poisson and Normal Distributions – Application in Management Decision Making.

Unit III

Hypotheses: Testing of Hypotheses Regarding Proportion and Difference Between Two Proportions – Testing of Population Mean and Difference Between Two Means – ‘t’ test – ‘Z’ test – Chi-Square Test as a Testing Procedure of Goodness of Fit Test of a distribution and Testing The Independence of Two Variables.

Unit IV

Correlation and Regression – Simple, Partial and Multiple Correlation – Simple, Partial and Multiple Regressions – Estimation Using Regression Line – Standard Error of Estimate – Testing Significance of Correlation and Regression Coefficients – Interpreting Correlation – Explained Variation and Unexplained Variation – Coefficient of Determination.

Unit V

F-Test and Analysis of Variance (ANOVA) - Assumptions - ANOVA Table- One Way and Two Way Classifications.

Note: The question paper shall consist of 20% Theory and 80% problem.

Books for Reference:

1. Statistical Methods –S.P.Gupta
2. Statistical Methods – Sanchetti and Kapoor.
3. Business Statistics – R.S.N.Pillai and Bhagavathi
4. Statistical Methods - P.S.Grewal



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C3**

CORE COURSE–XI-FINANCIAL SERVICES AND MARKETS

Unit I

Financial System: Meaning, Structure and Functions of the Financial System – Financial System and Economic Development- Meaning, Significance and Features of Financial Services– Constituents of Financial Services – Financial Services in India-: Meaning and Classification of Financial Market - Money Market – Call Money Market – Treasury Bills Market – Discount Market – Government Securities Market – Market for Commercial Papers and Certificate of Deposits.

Unit II

Stock Market: Stock Exchange – Organisation and Functions – Listing of Securities – Trading in Stock Exchanges – On-line Trading of Shares – E-Shares – New Issues Market: Types of New Issues – Institutions involved in New Issues- Functions in Public/Private Placement- Problems of New Issue Market- Understanding SENSEX and NIFTY index values.

Unit III

Merchant Banking: Meaning, Functions and Services of Merchant Banks – Guidelines of RBI and SEBI- Mutual Funds: Meaning – Importance – Types – Guidelines of RBI and SEBI– Mutual Funds in India- Venture Capital: Concept, Features and Importance – Guidelines – Indian Scenario- Leasing Services: Uses and Types of Leasing.

Unit IV

Factoring: Meaning And Importance – Factoring Vs Discounting – Factoring in India –Forfeiting: Meaning, Advantages and Limitations – Factoring Vs Forfeiting- Securitization of Debts: Meaning, Workings and Benefits- Securitization Vs Factoring – Securitization in India- Depository System: Meaning, Functions and Advantages – Depository System in India.

Unit V

Global Financial Market: International Equity Financial Market- Global Depository Receipts (GDRs), American Depository Receipts (ADRs)- International Debt Market- Foreign Currency Bonds – External Bonds- Bench Mark Interest Rates- International Investment Flows: Direct and Portfolio investments- Foreign Exchange Market: Meaning – Characteristics – Constituents –Determination of Exchange Rates - Rates and Quotations.

Books for Reference:

- | | | |
|-------------------------------|---|---|
| 1. L.M. Bholey | – | Financial Markets and Institutions |
| 2. M.Y. Khan | – | Indian Financial Theory and Practice |
| 3. E. Gordan and K. Natarajan | – | Emerging Scenario of Financial Services |
| 4. M.A. Kottok | – | Reading in Indian Financial Services |
| 5. K.N. Balsya | – | Financial Administration in India |
| 6. R.M. Srivastava | – | Management of Indian Financial Institutions |
| 7. M.Y. Khan | – | Financial Services |
| 8. S. Gurusamy | – | Financial Markets and Institutions |



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C4**

CORE COURSE-XII-HUMAN RESOURCE MANAGEMENT

Unit I

Human Resource Management – Meaning- Nature-Importance- Objectives Scope - Role of a Human Resource manager and Functions – Managerial and Operating – HRM as a Profession- Challenges of HRM today.

Unit II

Human Resource Planning (HRP): Concept and Need – Process and Internal and External factors of HRP- Job Analysis – Job Description – Job Specification – Job Design – Job Simplification – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism –causes-control-absenteeism in India- Employee Turnover: Concept-Causes- Effects and Remedies- Human Resource Retention plan- Levels.

Unit III

Recruitment and Selection: Recruitment Policy – Sources of Recruitment – Internal Vs External Sources for Top Positions- Recruitment Practices in India – Selection Process – Placement and Induction – Promotions and Transfers– Quality Work Life-meaning –factors-measures of QWL.

Unit IV

Training and Development: Need and Importance – Training methods - Steps in Operative Training Programs – Training methods for supervisors- Executive or Management Development Programs: Concept and Techniques: Multiple Management – Group Discussions – Conferences and Seminars – Case Studies – Role Playing – Business Games – Sensitivity Training – Career Development: Concept and Need- Evaluation of career planning.

Unit V

Wage and salary Administration: Compensation Plans – Job Evaluation – Individual and Group Incentives – Bonus – Fringe Benefits –Cafeteria Approach- Performance Appraisal – Meaning, Need and Importance– Traditional and Modern Methods/ Techniques of Performance Appraisal – Requisites of a Good Appraisal Plan – Problems in Performance Appraisal- Industrial Relations: Nature, Need and Trends.

Books for Reference:

1. K. Aswathappa, Human Resource and Personnel Management, Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. P.C. Tripathy – Personnel Management, Sultan Chand and Sons, New Delhi.
3. K. Rakesh Chopra, Managing Human Resources, V.K. Publishing House, Bareilly.
4. V.S.P. Rao, Human Resource Management, Excel Books, Delhi.
5. Dr.V. Balu, Human Resource Development, Sri Venkateswara Publications, Chennai.



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3E1**

ELECTIVE COURSE–III (A)-PORTFOLIO MANAGEMENT

Unit I: Portfolio Concept, Need, Types and Functions

Concept of Investment Portfolio- Need for Portfolio- Types of Investment Portfolios and Their Features- Efficient Portfolios-Mutual Funds as Managed Portfolios- Functions of Portfolio Management- Portfolio Managers : Types and Functions.

Unit II: Portfolio Goals, Return & Risk Analysis

Portfolio Goals – Portfolio Goal Differences of Investors – Matching the Goals and Portfolios- Portfolio Return and Risk Analysis: Measuring Portfolio Return - Concepts and Measures of Portfolio Risk: Systematic and Unsystematic Risks and Their Measures – Portfolio Risk-Return Relationship - Risk and Diversification Relationship.

Unit III: Portfolio Construction and Choice

Inputs For Portfolio Construction: Security Return, Security Risk and Correlation Coefficients of Returns of Pairs of Securities – Portfolio Return and Risk Data – Harry Markowitz Model – William Sharpe Model – Portfolio Choice Using Indifference Curves- Lagrange Multiplier Technique to Spot the Dominant Portfolio- Constraints in Portfolio Construction- Strategies in Portfolio Construction: Lending and Leveraged Portfolios- Zero Beta Portfolios.

Unit IV: Pricing Theories

Capital Asset Pricing Model- Assumptions and Applications- Capital Market Line (CML) and Security Market Line (SML) and Equations Thereof- Sharpe Theory of Capital Market: Overpriced and Under-Priced Assets - Arbitrage Pricing Theory: Concept and Construction of APT Portfolios.

Unit V: Portfolio Evaluation

Concept of Evaluation – Bench Mark Comparison – Measures for Evaluation of Managed Portfolios: Treynor, Sharpe and Jensen Measures – Timing and Selectivity – Performance Attribution Analysis – Portfolio Change – Active and Passive Strategies – Formula Plans of Portfolio Change.

Books for Reference:

1. Investment Management – B. K Bhalla
2. Investments- Bodie, Kane and Marcus
3. Investments – William Sharpe, Alexander and Bailey
4. Investment Management- Preeti Singh



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3E2**

ELECTIVE COURSE–III (B)-E - COMMERCE

Unit I

E-Commerce – Electronic Commerce Framework – Electronic Commerce Media Convergence – The Anatomy of E-Commerce Applications – Components of I Way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET: Architecture and Components – National Research and Educational Network – Global Information Infrastructure (GII).

Unit II

Electronic Commerce and World Wide Web: Architectural Frame Work for E-Commerce – www.architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment System (EPS) – Types – Designing EPS – Smart Cards and EPS – Credit Cards and EPS- Payment Gateways – Classification of Network.

Unit III

Electronic Data Interchange (EDI): Applications – Components - Benefit - Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System – Work-Flow Automation and Co-Ordination – Customization – Supply Chain Management.

Unit IV

Marketing on the Internet – Advertising on the Internet – Internet Service Providers –Uses of Internet - Charting the Online Marketing Process – E-Commerce Catalogues or Directories – Information Filtering – Consumer Data Interface – Emerging Tools.

Unit V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing – Framework – Wireless Delivery Technology – Cellular-Data Communication Protocols – Online Transaction Protocols – Secure Socket Layer(SSL) – Secure Electric Transaction(SET).

Books for Reference:

1. E-Commerce & E-Business, Dr. C.A. Rayudu – Himalaya Publishing House.
2. Frontiers of Electronic Commerce, Ravi – Kalakota, Andrew Winston.
3. E-Commerce, A Managerial Perspective – P.T. Joseph.
4. Electronic Commerce and Applications, Baskar – Mc Graw-Hill Education India
5. Business on the Net: What’s and How’s of E-Commerce, Agarwala K.N. and
6. Deeksha Agarwala, Macmillan, New Delhi.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4C1**

CORE COURSE-XIII-SPECIAL ACCOUNTING

Unit I

Banking Company Accounts: Preparation of Profit and Loss Account and Balance sheet (New Forms) – Classification of Bank Assets and Provisioning Norms.

Unit II

Insurance Company Accounts: Preparation of Accounts of Life Insurance and General Insurance Companies

Unit III

Double Accounts: – Special Features - Final accounts - Replacement of Assets – Computation of Clear Profit of Electricity Concerns.

Unit IV

Inflation Accounting – Inflation Accounting at National and International Level - Current Cost Accounting Method - Current Purchasing Power Methods – Hybrid Method.

Unit V

Human Resources Accounting: Meaning – Objectives – Valuation methods - Cost based Method – Value based Method - Advantages and Limitation of Human Resources Accounting – Human Resources Accounting in India.

Books for Reference:

1. S.P. Jain and K.L.Narang: Advanced Accountancy, Kalyani Publishers, Ludhiana.
2. Shukla and Grewal: Advanced Accounts, S.Chand and Company Ltd., New Delhi.
3. R.L.Gupta & M.Radhaswamy: Advanced Accountancy, Sultan Chand and Sons, New Delhi.
4. S.P.Iyengar: Advanced Accounting, Sultan Chand and Sons, New Delhi.
5. Arulanandam & Raman: Advanced Accountancy: Himalaya Publishing House, Mumbai.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4C2**

CORE COURSE–XIV-INTERNATIONAL BUSINESS ENVIRONMENT

Unit I: Globalization of National Economies and Businesses:

Causes, Issues and Concerns of Globalization of Economies and Businesses– International Business – Scope – Nature – Importance – Difficulties - International Trade – Features –Advantages – Driving forces - World Investment: Trend and Patterns - Foreign Direct Investment: Concept, Trend & Issues – Foreign Portfolio Investment: Concept, Issues and Trend- Political, Economic, Social, Technological, Institutional, Legal and Ecological (PESTILE) Factors.

Unit II: Political and Social Environment of International Business:

Political Ideologies - Politico- Economic Systems – Capitalism – Socialism – Mixed Economy – Factors and Importance of Political Maturity of the Parties and People and Political Stability- Relationship between the State and the Businesses- Corruption in Governance and Transparency of Nations -Political Risk: Types, Measurement and Handling- Social Environment of businesses- Factors and Approaches to Social Complexities of Nations by Businesses.

Unit III: Economic and Technology Environment of International Business:

Macro Economic Factors – Size, Composition, Distribution and Trend in Global and National GDP, Consumption, Savings and Investment- Foreign Exchange Rate and Reserves- Currency convertibility- Technology, Infrastructure, Factor Endowments of Nations and Employment Thereof – Technology Transfer: Need, Modes and Trend.

Unit IV: Institutional Environment of International Business:

Role of UNO, WTO, WB, IMF and MIGA in Facilitating Global Businesses- MNCs and International business: Need, Problems and Contributions of MNCs - Role of Negotiations in International Business –Role of International Agencies in Conflict Resolution.

Unit V: Legal and Ecological Factors:

Uniform Law on International Sale of Goods- Obligations of the Seller and the Buyer - Rules Concerning Damages and Remedies - Provisions of Passing of Risk in International Sale Contracts- Main Provisions of United Nations Convention on Contracts for the International Sale of Goods (CISG; the Vienna Convention) – Ecological Sustainability of Global Business- Measures for Reducing Global Warming.

Books for Reference:

1. Rugman, Collinson,. Hodgetts, International Business, Prentice Hall, 2006.
2. Fred Luthans and P. Doh, International Management, McGraw Hill, 2008
3. Oded Shenkar, Yadong Luo, International Business, Sage Publications, Inc, 2007.
4. Alkhafaji A.F, Competitive Global Management: Principles and Strategies.
5. Thakur D, International Business for Third World Countries.
6. Devendra Thakur, Globalization and International Business.
7. Trilok N Sindhvani, The Global Business Game: A Strategic Perspective.
8. Francis Cherunilam, Global Business Environment, Himalaya Publishing House.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E1**

ELECTIVE COURSE–IV (A)-INSURANCE MANAGEMENT

Unit I: Conceptual Framework and Fundamental Principles – Insurance:

Concept and Relevance – Perils and Risks affecting Individuals / Institutions/Business and Classification of Risks- Need for Insurance – Nature and Working of Insurance– Major Types of Insurance and their Features – Importance of Insurance Industry - Role of Insurance in Economic Development – Insurance and Social Security - Fundamental Principles of Insurance: Utmost Good Faith or Uberrima Fidei – Insurable Interest – Insurer’s Insurable Interest – Criminal Acts – Indemnity – Subrogation and Contribution – Proximate Cause.

Unit II: Life Insurance Nature and Policy types:

Nature of Life Insurance- Life Insurance Policies: Participating and Non-Participating Policies– Term Assurance Policy – Pure Risk Policy – Whole Life Policy – Double Endowment Policy - Money Back or Anticipated Supplementary Benefit Policy – Riders – Linked Policies – Annuities: Immediate Annuities – Deferred Annuities – Group Policies – Master Policy- Contract Features and Conditions- First Premium – Renewal – Mode of Premium Payment – Limited Period Payment and Single Premium – Lapse & Revival – Paid Up Policy – Deferment Period – Nomination & Assignment of Policy – Bonus – Surrender Value.

Unit III: General or Non-Life Insurance Nature and Policy types:

General Insurance: Concept and Need- Essential Features and Requirements of Fire Policy, Loss of Profits Policy, Marine Cargo Policy, Marine Hull Policy and Motor Insurance Policy including Vehicle and Third Party Insurance- Miscellaneous Policies like Personal Accident, Fidelity Guarantee, Health & Mediclaim, Burglary and Loss of Baggage- Co-insurance, Double Insurance and Re-insurance- General Insurance Cover Notes – Certificates of Insurance – Open Policy – Floater – Excess – Franchise – Claims – Salvage – Coinsurance – Loss: Total Loss, Actual or Constructive Loss- Valued Policy – Agreed Value – Full Value – First Loss – Increased Value – Insurance Time or Institute Cargo Clauses – Solatium.

Unit IV: Insurance Market:

Life and Non-Life Insurers Firms in India: Public Sector Pioneers in Life and General Insurance Activities – Privatization of Insurance in India and Major Private Sector Firms in Insurance – Role of Insurance Agents and Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulators: Insurance Regulatory and Development Authority (IRDA) of India- Insurance Councils – Ombudsmen – Educational Institutes – Councils – Tariff Advisory Committee- Major Provisions of: The Insurance Act, 1938 – Insurance Regulatory and Development Act, 1999 – Life Insurance Corporation Act, 1956 – General Insurance Business (Nationalization) Act- Insurance Pricing : Factors and Determinants.

Unit V: Insurance Customers:

Individual and Corporate Insurance Customers – Nature of Insurance Customers: Mind Set as to Insurance: Investment or Risk Management – Compulsion Vs Voluntarism- Ethical Behavior – Risk Management Attitude: Avoidance, Prevention, Reduction, Retention or Transfer- Factors Influencing Policyholder Satisfaction- Retention of Customers by Insurers.

Books for Reference:

1. Alka Mittal and Dr. S.L.Gupta, Principles of Insurance and Risk Management, Sultan Chand & Sons, New Delhi.
2. Dr. P. Periasamy, Principles and Practice of Insurance, Himalaya Publishing House.

**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E2**

ELECTIVE COURSE–IV (B)-INDIRECT TAXES

Unit I

Indirect Taxes-Concepts-Nature-Future- Basic Methods Duty and Types of Duties –Service Tax: Applicability of Service Tax- Constitutional and Legal Provisions-Cash Accrual Basis –Registration-Taxable Services And Incidence of Tax- Administration of Service Tax in India-Service Tax Rules 1994-Determination of Value –Place of Service- Point of Taxation.

Unit II

Central Exercise Act 1944:Definitions-Dutieslevied- Classification of Excisable Goods-Registration of Manufacturer/Dealer-Valuation of Excisable Goods-Assessment Procedure Normal Production-Declaration of Goods Produced or Manufactured-Required Records and Returns Under Central Excise- Payment of Duty And Removal of Goods-Retention or Returning Into Factory Duty Paid Goods-Refunds of Duties on Returned Goods.

Unit III

Tamil Nadu General Sales Tax Act -1959 and VAT (Value Added Tax): Definitions, Provisions, Requisites, Appeals and Revision – Offences and Penalties.

Unit IV

Service Tax Act – 1994 – Background and Procedures to be Followed – List of Services Subject to Service Tax- Appeals and Revision – Offences and Penalties – Goods and Service Tax Act 2017 – Provisions.

Unit V

Customs Act 1962: Definitions-Officers of Customs- Appointment of Ports, Airports, Warehousing Stations, Etc. - Prohibition of Importation and Exportation of Goods-Detection of Illegally Imported Goods and Prevention of The Disposal Thereof- Prevention or Detection of Illegal Export of Goods –Levy of, and Exemption from, Customs Duties: Valuation of Imported /Exported Goods-Assessment-Abatement-Remission-Exemption Duty Drawback Scheme-Refund-Recovery.

Books for Reference:

1. Indirect Taxes: V.S.Datey, Taxmann Publishers Pvt. Ltd., New Delhi.
2. The Law of Central Sales Tax – TNGST Manual: S.D.Singh.
3. Indirect Taxation: V. Balachandran.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E3**

ELECTIVE COURSE–V (A)-FINANCIAL MANAGEMENT

Unit I: Financial Management:

Meaning, Nature, Scope and Objectives of Financial Management –Financial Decisions: Operative and Managerial – Functions of Financial Manager – Role of Financial Manager – Method & Tools of Financial Management – Sources of Short-Term and Long-Term Finances- Time Value of Money: Present Value, Future Value and Compound Techniques.

Unit II: Cost of Capital and Capital Budgeting:

Meaning, Significance and Concepts of Cost of Capital- Cost of Debt, Preference Shares, Equity and Retained Earnings –Weighted Average Cost of Capital: Capital Budgeting: Meaning and Significance – Types – Factors Influencing Capital Budget - Methods of Ranking Investment Proposals – Payback Period, Net Present Value, Internal Rate of Return and Accounting Rate of Return.

Unit III: Leverage and Capital Structure:

Meaning and Type Of Leverage – Computation of Financial, Operating and Combined Leverages –EBIT-EPS- Capital Structure: Meaning and Significance - Theories Of Capital Structure – Factors Influencing Capital Structures -Net Income Approach- Net Operating Income Approach –MM Hypothesis -Traditional Approach –Determinants of Capital Structure.

Unit IV: Dividend Theories:

Dividend and Valuation Relationship – Types of Dividend - Walter Model, Gordon and MM Models - Forms of Dividends – Factors Determining Dividend Policy – Stability of Dividend Policy – Nature of Dividend Policy.

Unit V: Working Capital Management:

Meaning – Objectives - Factors Affecting Working Capital Requirement – Sources of Working Capital – Significance of Working Capital - Estimation of Working Capital- Need and Techniques of Cash Management, Receivables Management and Inventory Management – EOQ – Stock Levels Determination .

Note: Question paper shall cover 60% Theory and 40% problems.

Books for Reference:

1. Financial Management –I.M.Pandey
2. Financial Management- Khan and Jain
3. Financial Management – S.N.Maheswari
4. Fundamentals of Financial Management – Van Horne
5. Financial Management –C.D.Balaji (Margham Publications)



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E4**

ELECTIVE COURSE–V (B)-ENTREPRENEURSHIP DEVELOPMENT

Unit I

Entrepreneurship: Meaning, Definition and Importance – Role of Entrepreneurship In The Process of Economic Development – Entrepreneur Vs Manager- Factors Affecting Entrepreneurship Growth: Economic, Social, Cultural, Personality, Psychological and Sociological Factors- Motivational Factors of Entrepreneurship -Women Entrepreneurship: Need, Growth, Prospects and Problems.

Unit II

Entrepreneurship Competencies: Competence – Meaning, Components: Knowledge, Skill, Traits and Motives - Case Competency – Qualities of Entrepreneurs – Types of Entrepreneurs – Functions of Entrepreneurs – Entrepreneurship Attitude and Culture- Entrepreneurial Society.

Unit III

Enterprise Building: Issues in Starting of a New Enterprise- Agencies Helping Beginners in Enterprise Building – Steps in Enterprise Building: Finding Out New Business Idea – Identifying a Suitable Business Opportunity – Preliminary Evaluation – Project Formulation – Preparation of Project Report – Project Appraisal – Financial Analysis – Profitability Analysis – Social Cost Benefit Analysis.

Unit IV

Entrepreneurship Development Institutions in India: EDII, NAYE, ITCOT, SIPCOT, TIDCO, SISI, NPC, DIC - Financial Assistance to Entrepreneurs By IFC, IDBI, ICICI, TIIC and Commercial Banks – Government Assistance and Subsidies.

Unit V

Social Entrepreneurship: Meaning and Definition – Social Entrepreneurship Initiatives in India- Socially Relevant and Sustainable Business Models – Social Enterprises in India.

Books for Reference:

1. Vasanth Desai – Entrepreneurship Development, 2005, Himalaya Publication, New Delhi.
2. Desh Pande, M.U – Entrepreneurship of Small Scale Industries Concept, Growth
3. Management, Deep and Deep publications.
4. Jose Paul N. Ajith Kumar – Entrepreneurship Development, 2003, Himalaya Publishing House, Mumbai.
5. Guidelines for the Preparation of Feasibility – Government of India Planning Commission, New Delhi.
6. Nandan – Fundamentals of Entrepreneurship - PHI Learning, New Delhi.



**M.Com Syllabus
2022 -2023**

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN 2022-23 ONWARDS

M.Com. - PROGRAMME STRUCTURE 2022 -2023

Se m.	Course Code	Name of the Course	Cr.	Hrs./ Week	Max. Marks		
					Int.	Ext.	Total
I	22MCO1C1	Principles of Management	5	5	25	75	100
	22MCO1C2	Advanced Corporate Accounting	5	5	25	75	100
	22MCO1C3	International Marketing	5	5	25	75	100
	22MCO1C4	Advanced Cost Accounting	5	5	25	75	100
	22MCO1E1	Financial services and Markets	4	5	25	75	100
		Total	24	30	-	-	500
II	22MCO2C1	Research Methodology	5	5	25	75	100
	22MCO2C2	Management Accounting	5	5	25	75	100
	22MCO2C3	Computerized Accounting	5	5	25	75	100
	22MCO2C4	Human Resource Management	5	5	25	75	100
	22MCO2E1	Services Marketing	4	5	25	75	100
	22MEC2N2	Economics For Competitive Examinations	2	3	25	75	100
				2			
		Total	24	30	-	-	500
III	7MCO3C1	Core – IX- Direct Taxes	5	6	25	75	100
	7MCO3C2	Core – X – Advanced Business Statistics	5	6	25	75	100
	7MCO3C3	Core – XI – Financial Services and Markets	5	6	25	75	100
	7MCO3C4	Core – XII- Human Resource Management	5	6	25	75	100
	7MCO3E1/ 7MCO3E2	Elective – III -A) Portfolio Management (or) B) E – Commerce	4	6	25	75	100
		Total	24	30	-	-	500
IV	7MCO4C1	Core – XIII- Special Accounting	5	8	25	75	100
	7MCO4C2	Core – XIV – International Business Environment	5	7	25	75	100
	7MCO4E1/ 7MCO4E2	Elective – IV- A) Insurance Management (or) B) Indirect Taxes	4	7	25	75	100
	7MCO4E3/ 7MCO4E4	Elective – V -A) Financial Management (or) B) Entrepreneurship Development	4	8	25	75	100
		Total	18	30	-	-	400
		Grand Total	90	120	-	-	1900

M.COM.

I YEAR – I SEMESTER COURSE CODE: 22MCO1C1

CORE COURSE–I-PRINCIPLES OF MANAGEMENT

Unit- I Overview of Management:

Definition – Meaning – Characteristics – Functions – Importance – Differences between Management and Administration – Qualities of a Manager – Principles of Management– Contribution of F.W. Taylor, Henry Fayol, Peter F. Drucker, Mary Parker Follett and Elton Mayo – Approaches to the study of Management- Social and Ethical Issue in Management.

Unit-II Planning:

Meaning – Objectives – Characteristics - Steps in Planning Process – Methods of Planning – Difficulties in the Planning Process – Types of Planning- Strategic Planning- Decision Making: Concept, Process and Types. Barriers to effective planning – Case Study.

Unit-III Organization:

Meaning – Functions of Organization – Design of organizational structure – Principles of Organisation – Formal and Informal Organisation – Delegation: Meaning, Bases and Significance - Centralisation and Decentralisation of Authority - Staffing – Recruitment: Meaning and Sources – Selection: Importance – Selection Process- Training and Development: Meaning, Need and Types of Employee and Executive training - Case Study.

Unit- IV Directing:

Principles of Direction – Supervision – Functions of Supervision – Types – Qualities of a Supervisor – Coordination: Importance and Methods - Communication – Process and Barriers – Motivation: Need – Theories – Maslow’s Need Hierarchy Theory and Herzberg’s Two Factors Theory – Leadership: Importance, Types and Theories- Case Study.

Unit-V Controlling:

Process and Techniques – Feedback and Feed-forward- PERT- CPM- Strategic Management and Control: Importance – SWOC Analysis - Change Management Concept, Need, Types and Process – Management information system (MIS) – Case Study.

Books for Reference:

- | | |
|-------------------------------------|-----------------------------|
| 8. Koontz & O. Donnel | : Principles of Managements |
| 9. Peter F. Drucker | : Practice of Management |
| 10. Banerjee | : Business Administration |
| 11. Chatterjee | : Business Management |
| 12. Dingar Pagare | : Business Management |
| 13. T. Ramasamy | : Principles of Management |
| 14. Gregorey G-Dess and Alex Miller | : Strategic Management |



**I YEAR – I SEMESTER
COURSE CODE: 22MCO1C2**

CORE COURSE–II-ADVANCED CORPORATE ACCOUNTING

Unit I

Accounting for Issue of Shares, Forfeiture and Re-issue– Issue and Redemption of Preference Shares – Issue, Purchase and Redemption of Debentures- Concepts of Book-building, Road-show, Green-shoe Option and Price band.

Unit II

Accounting for Profit Prior to Incorporation – Preparation of Final Accounts of Companies - Valuation of Shares and Goodwill: Need and Different Methods.

Unit III

Amalgamation, Absorption, External and Internal Reconstruction of Companies – Alteration of share capital: Sub-Division and Consolidation of Shares- Bonus Shares.

Unit IV

Liquidation of Companies: Concept and Types – Preparation of Statement of Affairs – Deficiency (or) Surplus Account – Liquidator’s Final Statement of Account.

Unit V

Holding Company Accounts: Meaning – Definition of Holding and subsidiary Company- Minority Interest-Cost of Control - Preparation of Consolidated Financial Statement and Balance Sheet-Segmental Reporting.

Books for Reference:

6. S.P. Jain and K.L.Narang : Advanced Accountancy, Kalyani Publishers, Ludhiana.
7. Shukla and Grewal : Advanced Accounts, S. Chand and Company Ltd., New Delhi.
8. R.L.Gupta & M.Radhaswamy: Advanced Accountancy, Sultan Chand and Sons, New Delhi.
9. S.P.Iyengar: Advanced Accounting, Sultan Chand and Sons, New Delhi.
10. M.A. Arulanandam and Raman: Advanced Accountancy, Himalaya Publishing House, Mumbai



**I YEAR – I SEMESTER
COURSE CODE: 22MCO1C3**

CORE COURSE–III- INTERNATIONAL MARKETING

Unit- I Introduction to International Marketing – Nature – Scope - Significance of International Marketing; - International Marketing Distinguished from Domestic Marketing - Exporting, International Trade and International Business, International Business, International Marketing Management Process an Overview.

Unit-II International Marketing Environment - Geographic, demographic, economic, politic, legal, Socio-cultural environments; their nature and effect on international marketing operations, tariff and non-tariff barriers; WTO, UNCTAD, Generalized system of preferences (GSP), regional economic groupings European Union(EU), NAFTA, ASEAN, facilities and incentives for exporters.

Unit-III International Product - Market Selection and Entry Modes Selection of Products, Selection of Market, various modes of entry into international markets and their evaluation, export licensing franchising, Contracting, Joint venture, setting up a whollyowned subsidiary.

Unit- IV International Product Planning and Pricing - Product in an international context, Standardization vs. adoption decision, other considerations; Packaging, branding aftersales services, ISO 9001:2000 quality system standard, factors influencing price, pricing methods and processes, price quotations and related considerations.

Unit-V International Distribution and Promotion - Types and functions of foreign distribution - channels, selection of middlemen, distribution logistics- transportation and warehousing decisions, International advertising- standardization vs. adaptation, Selection of media, Selection of agency, Measuring advertising effectiveness.

Books for Reference:

Cateroa, R, Phillip - International Marketing, Tata McGraw Hill
R.C.Varshney and B.Bhattacharya, - International Marketing- Indian Perspective,
Sultan Chand & Sons New Delhi.
Fayerweather, J, - International Marketing Management,
Sage Publication.
R. Srinivasan - International Marketing, PHI Learning



**I YEAR – I SEMESTER
COURSE CODE: 22MCO1C4
CORE COURSE–IV-ADVANCED COST ACCOUNTING**

Unit I

Costing Concepts - Methods – Types – Classification - Significance of Cost Accounting- Elements of Cost- Installation of Costing System- Cost Reduction and Cost Control Techniques - Control over Wastage, Scrap, Spoilage and Defectiveness – Limitation of Costing. Preparation of Cost Sheet.

Unit II

Costing Methods: Unit Costing –Job Costing –Tender and Quotation Contract Costing- Calculation of Notional Profit and Profit-Operation Costing: Service Costing-Transport Costing

Unit III

Process Costing- Normal loss – Abnormal loss – Abnormal Gain - Treatment of Equivalent Units –Inter Process Profit- Accounting for By-Products and Joint Products.

Unit IV

Standard Costing- Setting Standards– Variance Analysis and Reporting – Material, Labour, and Overhead Variance- Sales Variance.

Unit V

Reconciliation of Cost Accounts and Financial Accounts- Need For Reconciliation- Procedure For Reconciliation- Integral Cost Accounting- Activity Based Costing- Cost Audit: Need And Requirement.

Note: The question paper shall consist of 40% Theory and 60% problem.

Books for Reference:

6. S.P. Jain & R.L. Narang – Advanced Cost Accounting, Kalyani Pubhshing, Ludhiana.
7. S.P. Iyengar, Cost Accounting - Sultan Chand & Sons New Delhi.
8. Dr. S.N. Maheswari - Advanced Cost Accounting, Sultan Chand and Sons, New Delhi.
9. R.S.N. Pillai and V. Bagavathi – Cost Accounting, S. Chand and Company Ltd. New Delhi.
10. B.S. Khanna, I.M. Pandey, G.K. Ahuja and M.N. Arora – Practical Costing, S.Chand and Company, Ltd., New Delhi.



**I YEAR – I SEMESTER
COURSE CODE: 22MCO1E1**

ELECTIVE COURSE-I FINANCIAL SERVICES AND MARKETS

Unit- I Financial System: Meaning, Structure and Functions of the Financial System – Financial System and Economic Development- Meaning, Significance and Features of Financial Services– Constituents of Financial Services – Financial Services in India-: Meaning and Classification of Financial Market - Money Market – Call Money Market – Treasury Bills Market – Discount Market – Government Securities Market – Market for Commercial Papers and Certificate of Deposits.

Unit-II Stock Market: Stock Exchange – Organisation and Functions – Listing of Securities – Trading in Stock Exchanges – On-line Trading of Shares – E-Shares – New Issues Market: Types of New Issues – Institutions involved in New Issues- Functions in Public/Private Placement- Problems of New Issue Market- Understanding SENSEX and NIFTY index values.

Unit-III Merchant Banking: Meaning, Functions and Services of Merchant Banks – Guidelines of RBI and SEBI- Mutual Funds: Meaning – Importance – Types – Guidelines of RBI and SEBI– Mutual Funds in India- Venture Capital: Concept, Features and Importance – Guidelines – Indian Scenario- Leasing Services: Uses and Types of Leasing.

Unit- IV Factoring: Meaning And Importance – Factoring Vs Discounting – Factoring in India – Forfeiting: Meaning, Advantages and Limitations – Factoring Vs Forfeiting- Securitization of Debts: Meaning, Workings and Benefits- Securitization Vs Factoring – Securitization in India- Depository System: Meaning, Functions and Advantages – Depository System in India.

Unit-V Global Financial Market: International Equity Financial Market- Global Depository Receipts (GDRs), American Depository Receipts (ADRs)- International Debt Market- Foreign Currency Bonds – External Bonds- Bench Mark Interest Rates- International Investment Flows: Direct and Portfolio investments- Foreign Exchange Market: Meaning – Characteristics – Constituents –Determination of Exchange Rates - Rates and Quotations.

Books for Reference:

L.M. Bholey - Financial Markets and Institutions

M.Y. Khan - Indian Financial Theory and Practice

E. Gordan and K. Natarajan - Emerging Scenario of Financial Services

M.A. Kottok - Reading in Indian Financial Services

K.N. Balsya - Financial Administration in India

R.M. Srivastava - Management of Indian Financial Institutions

**I YEAR – II SEMESTER
COURSE CODE: 22MCO2C1**

CORE COURSE–V-RESEARCH METHODOLOGY

Unit I

Business Research –Meaning –Scope and Significance – Utility of Business Research - Qualities of Good Researcher –Major Types of Research and their features- Research Process –Characteristics of Good Research - Research gap - Problem identification, selection and formulation of research problems – Review of Literature: Meaning and Uses.

Unit II

Research Design- Meaning, need, features of good design – Different types of Research design – Developing a Research Plan-Hypothesis: Meaning and Significance –Essentials of Hypothesis Framing – Sampling: Meaning and Significance – Methods and Techniques - Sample Size –Sampling Error.

Unit III

Methods of data collection: Primary data: Questionnaire, Interview, Observation and E-mail surveys – Internet sources – Web sites available for data collection-Measurement and scaling techniques – Rating scales: Attitude Scales – Likert, Thurstone and Guttman Scales- Pre-testing of Research tools- Sources of Secondary data- Precautions in using secondary data- Pilot study.

Unit IV

Processing Analysis and Interpretation of Data: Concept and Need- Editing and Coding – Transcription and Tabulation – Appropriate use of Uni-variate, Bi-variate and Multi-variate Analysis- Testing of Hypothesis: Need and Parametric and Non Parametric Tests in Research.

Unit V

Interpretations and Report Writing- Layout of Research Report –Types of Reports – Steps in Writing a Research Report - Features of a Good Research Report: Originality and Objectivity- Data Support- Diagrammatic Elucidation- Grammatical Quality – Language flow- References and Annotations - Evaluation of Report.

Note: Question paper shall cover 100% theory

Books for Reference:

5. Research Methodology –C.R.Kothari
6. Research Methodology – P.Ravilochanan, Margham Publications
7. Business Research Methods – Emory
8. A Guide to Projects - P.Ravilochanan, Margham Publications.



**I YEAR – II SEMESTER
COURSE CODE: 22MCO2C2**

MANAGEMENT ACCOUNTING

Unit- I Management Accounting: Meaning and Definition – Objectives – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting – Utility and Limitations of Management Accounting – Role of Management Accountant in the Organization- Tools and Techniques of Management Accounting – Installation of Management Accounting system.

Unit-II Financial Statement Analysis: Need and Methods – Common Size Statements – Comparative Financial Statements – Trend Percentages – Accounting Ratios: Classification and Computation of Ratios-Application in Product, Pricing, Profit and Evaluative Decision Making.

Unit-III Fund flow Statement – Meaning – Working Capital – Schedule of changes in working capital – Cash flow Statement – Cash from Operations – Cash flow Statement (AS 3)

Unit- IV Budget and Budgetary Control –Types of Budgets– Preparation of Functional Budgets –Fixed and Flexible Budgets – Zero Base Budgeting (ZBB): Concept, Methodology and Relevance.

Unit-V Marginal Costing: Concepts of Marginal Costing, Variable Costing, Direct Costing, Differential Costing and Absorption Costing- Application of Marginal Costing in Managerial Decision Making – Break Even Analysis and Cost Volume Profit Analysis: Concept and Applications.

Note: The question paper shall consist of 40% Theory and 60% problem.

Books for Reference:

Guruprasad Murthy – Himalaya Publishing House, Mumbai.

Hingorani, Ramanathan, Grewal – Management Accounts, Sultan Chand and Sons, New Delhi.

Dr. S.N. Maheswari – Principles of Management Accounts, Sultan Chand and Sons, New Delhi.

Kaplan, Advanced Management Accounts, Pearson Education, New Delhi.

Manmohan & Shiv. N. Goyal – Sahitya Bhawan, Agra.



**I YEAR – II SEMESTER
COURSE CODE: 22MCO2C3**

CORE COURSE–VIII-COMPUTERISED ACCOUNTING

Unit I

Computerised Accounting: Meaning – Advantages – Manual Accounting Vs Computerised Accounting – Popular Accounting Packages in India.

Unit II

Features of ‘Tally.ERP 9’ – Components of the Tally.ERP 9 Window – Horizontal Button Bar – Gateway of Tally Screen – Buttons Bar – Product Information Bar – Status Bar - Creation of a Company – Selection of a Company – Shutting a selected Company – Display and Alteration of a Company

Unit III Accounts Information

Groups – Default Groups in Tally.ERP 9 – Primary Groups – Sub-groups – Creation of New Groups– Single Group – Multiple Groups – Displaying – Altering and Deleting Groups- Ledger Accounts – Default Ledger Accounts in Tally.ERP 9 – Creation of Ledgers – Single and Multiple – Displaying, Altering and Deleting Ledger Accounts- Voucher – Meaning in Tally.ERP 9 – Types – Creation of New Voucher – Displaying – Altering and Cancelling a Voucher- F 11 Features (General & Accounting Features)-F 12 Configure.

Unit IV Inventory Information

Stock Item – Stock Groups – Stock Categories – Godowns – Units of Measures – Vouchers – Types of Pure Inventory Vouchers – Recording Stock Movement – Creation of Purchase Order – Sales Order – Invoices- F 11 Features (Inventory Features)- Enabling VAT in Tally.ERP 9 – Ledgers pertaining to VAT – Ledger Creation – VAT Reports- Enabling Service Tax in Tally.ERP 9 – Ledgers pertaining to Service Tax – Ledger Creation – Service Tax Reports. Enabling TDS in Tally.ERP 9 – Ledgers pertaining to TDS – Voucher Entry – TDS Reports-- Enabling Payroll Module in Tally.ERP 9 – Payroll Menu – Payroll Reports.

Unit V Reports

Accounting Reports: Reports available from the Gateway of Tally – Reports under Display – Reports from the Statement of Accounts – Outstanding Receivables and Payables – Ageing Analysis – Bank Reconciliation Statement.

Inventory Reports – Inventory Books – Statement of Inventories.

MIS Reports – Cash Flow and Fund Flow – Principal Ratios in Tally.ERP 9 – Exception Reports.

Books for Reference:

4. Ashok K. Nadhani : Mastering Tally. ERP 9 – Basic Accounts, Invoice, Inventory
5. Kogent Learning Solutions Inc. : Tally. ERP 9 in Simple Steps
6. C. Nellai Kannan : Tally (Ver.9) ERP



**I YEAR – II SEMESTER
COURSE CODE: 22MCO2C4**

CORE COURSE–VIII- HUMAN RESOURCE MANAGEMENT

Unit- I Human Resource Management – Meaning- Nature-Importance- Objectives Scope - Role of a Human Resource manager and Functions – Managerial and Operating – HRM as a Profession- Challenges of HRM today.

Unit-II Human Resource Planning (HRP): Concept and Need – Process and Internal and External factors of HRP- Job Analysis – Job Description – Job Specification – Job Design – Job Simplification – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism –causes-control-absenteeism in India- Employee Turnover: Concept- Causes- Effects and Remedies- Human Resource Retention plan- Levels.

Unit-III Recruitment and Selection: Recruitment Policy – Sources of Recruitment –Internal Vs External Sources for Top Positions- Recruitment Practices in India – Selection Process – Placement and Induction – Promotions and Transfers– Quality Work Life-meaning –factors-measures of QWL.

Unit- IV Training and Development: Need and Importance – Training methods - Steps in Operative Training Programs – Training methods for supervisors- Executive or Management Development Programs: Concept and Techniques: Multiple Management – Group Discussions – Conferences and Seminars – Case Studies – Role Playing – Business Games – Sensitivity Training – Career Development: Concept and Need- Evaluation of career planning.

Unit-V Wage and salary Administration: Compensation Plans – Job Evaluation – Individual and Group Incentives – Bonus – Fringe Benefits –Cafeteria Approach- Performance Appraisal – Meaning, Need and Importance– Traditional and Modern Methods/ Techniques of Performance Appraisal – Requisites of a Good Appraisal Plan – Problems in Performance Appraisal- Industrial Relations: Nature, Need and Trends.

Books for Reference:

K. Aswathappa, Human Resource and Personnel Management, Tata McGraw Hill Publishing Company Ltd., New Delhi.

Dr. V. Balu, Human Resource Development, Sri Venkateswara Publications, Chennai.

P.C. Tripathy - Personnel Management, Sultan Chand and Sons, New Delhi.

K. Rakesh Chopra, Managing Human Resources, V.K. Publishing House, Bareilly.

V.S.P. Rao, Human Resource Management, Excel Books, Delhi.

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**I YEAR – II SEMESTER
COURSE CODE: 22MCO2E1**

ELECTIVE COURSE–II (A)-SERVICES MARKETING

Unit I

Services: Concept of Services- Definition, Characteristics, Classification – Service Vs Product – Essentials of Service Marketing- Services Market Segmentation: Meaning – Process – Bases and Purpose of Market Segmentation- Vision and Mission in Service Marketing – Service Marketing Planning Process.

Unit II

Services Positioning and Differentiation: Evolution of positioning – Positioning and Services – Levels of positioning – Process of Positioning – Importance of Positioning in Service Offering – Considerations in Positioning – Re-positioning- Service Quality and Marketing – Intangibles in Intangibles- Improving Service Quality – Customer Retention - Relationship Marketing in Service Marketing.

Unit III

Services Marketing Mix: Marketing Mix Elements – The 7Ps- Service Product – Pricing the Service – Service Location and Channels – Promotion and Communication of Services – Processes – Physical Evidence – Developing a Marketing Mix Strategy- Marketing Strategy Formulation – Resource Allocation and Monitoring – Marketing Planning and Services.

Unit IV

Customer-focused Services: Tourism Service Marketing: Types of Tourism and Marketing Thereof – Hotel Service Marketing: Types and Marketing Methods — Hospital Services Marketing: Specialty and Multi-Service Hospitals and Marketing Thereof- Education Service Marketing: Marketing Issues and Strategies at Lower and Higher Levels of Education- Entertainment/Recreational Service Marketing: Trend and Strategy.

Unit – V

Specific Service Marketing: Bank Marketing: Strategies and Practices of Managing Competition and Retaining Customers- Insurance Marketing: Schemes and Strategies- Telecommunication Services Marketing: Novelties, Varieties and Technology Convergence – Consultancy Services Marketing – Passenger Transport Service Marketing- Logistics Service Marketing.

Books for Reference:

8. S Lovelock and Writx Services Marketing, Prentice Hall, 2010.
9. Adrian Payne, Services Marketing, PHI, 1993.
10. Helen Woodruffe, Services Marketing, Macmillan, 1995.
11. Jha S.M, Services Marketing, Himalaya, 2002.
12. Sinha P.K and Sahoo S.C, Services Marketing, Himalaya.
13. Ravishankar, Services Marketing, Lalvani.
14. Valaire Zeithamal et al, Services Marketing, McGraw Hill, 2004.



**I YEAR – II SEMESTER
COURSE CODE: 22MCO2E2**

ELECTIVE COURSE–II (B)-RETAIL MARKETING

Unit I

Retail Concept and overview : Definition and Meaning- features- Retail marketing- need for a strategy approach-functions of retailing-types of retailers- Departmental stores -Definition-characteristics-advantages and disadvantages-chain stores or multiple stores-Definition-importance-classifications-manufactures-consumers-mail orders-characteristics of mail order articles-limitation-Higher purchase and instalment-Hyper market-franchising-shopping malls-strategies of shoppers stop retailing.

Unit II

Retail Communication and Promotion: Definition-Promotional Objectives- SMARTTT objectives-Approaches to promotional Budget-Effect of promotional campaign-promotional Advertising-Window display- Interior display-Show rooms-Exhibitions-Sales Promotion-Objectives- -kinds of sales promotion-consumer sales promotions-Dealer sales promotion.

Unit III

Retailing Information Technology: Meaning-Definition-Retail trade-system - modern Retail Business - E-Commerce and Data Communication-Trading Exchange-Kinds of Retailers engaged in electronic Commerce-Internet e-retail-business-meaning and Role of internet-benefit and limitations-features trend-smart card-E-cash-multimedia kiosk-customer specific offer-supply chain management-divisions-functions-problems.

Unit IV

Merchandise Management : Definition – plan- methods - Retail pricing - marketing mix - Retail price mix- factors - markdown policy - five dimensions service quality - Importance of control of quality - Bench marking - types of bench marking - Essentials of individual service recovery strategy - benefits of Empowerment.

Unit V

International Retailing : Meaning- Definition-factors involved in international retailing-Reasons for internationalization-Growth of internationalization-Common market entry strategies-future of international retailing –strategies for entering foreign markets.

Books for Reference:

6. Swapna Pradhan, Retail Management-A Strategic Approach, 2008, TMH.
7. David Gilbert, Retail Marketing Management, 2000, Pearson Education Limited.
8. James Ogden & Denise Ogden, Integrated Retail Management, 2007, Biztantra.
9. Barry Berman, Joel R. Evans, Retail Management, 2009, Pearson College Div
10. George Belch and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill, 2011.



SEMESTER - II				
Course code 22MEC2N2	NME (b) ECONOMICS FOR COMPETITIVE EXAMINATIONS	T/P	C	H/W
		T	2	3
Objectives	To provide sufficient information and knowledge for writing competitive examinations in the realm of economics.			
Unit-I	Structure of the Indian Economy: Indian Economy Since 1900s - National Income – Methods of Calculating National Income – VKRV Rao and Naoroji Contributions – Difficulties – Trends in National Income in India – Sectoral Contribution Since 1950 – Population Growth Since 1950s - Economic Development and Demographic Changes – Growth Rate, Death Rate, Birth Rate – 3 Stages.			
Unit-II	Economic Planning: Policy Objectives of Planning– Types of Planning – History of Planning in India– Review and assessment of New Economic Policy and Liberalization, Privatization and Globalization.			
Unit- III	Agriculture and Industrial Development: Agricultural Development since 12th century - under Five Year Plans- Structural Change- Impact of New Economic Policy (1991) – Industrial Development Under Five Year Plans – New Industrial Policy (1991).			
Unit -IV	Banking and Fiscal Policy: History of Indian Banking System – Functions of RBI – Nationalisation of Commercial Bank, Development Bank– Co-operative Bank– Stock Exchanges– India’s Fiscal Policy –Tax reform – Introduction of VAT - GST.			
Unit-V	Foreign Trade: India and the World Trade- Foreign Trade and Balance of Payment Since 1950s – Exchange Rate Policy – Foreign Capital and Foreign Ai – Meaning of MNCs – FEMA-India and WTO - Role of WTO – History of GATT, SAARC, ASEAN, BRICS.			
References and Textbooks				
Dutt, G. and A. Mahajan (2016). Indian Economy, S. Chand Publishing. New Delhi.				
Government of India (various issues), Economic Survey of India - Economic Division- Ministry of Finance, Government of India. New Delhi				
Government of India (various issues). Statistics and Abstract. Ministry of Statistics and Programme Implementation. Government of India, New Delhi.				
Gupta. K.R and J.R. Gupta (2008). Indian Economy. Atlantic Publishers. New Delhi.				
Puri. V.K. and S.K. Misra (2016). Indian Economy: It’s Development Experience. Himalaya Publishing House. New Delhi.				
Sankaran. S. (2014). Indian Economy. Marghan Publications. Chennai.				

**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C1**

CORE COURSE–IX-DIRECT TAXES

Unit I

Direct Tax: Meaning and Types- Income Tax Act 1961: Definitions- Previous Year-Assessment Year-Income –Deemed Income- Basis of Charge of Income Tax- Incidence of Tax and Residential Status and Scope of Total Income.

Unit II

Salary Income: Basis of Charge-Allowances-Perquisites-Deductions from Salary income- Computation of Income under Salary- Income from House Property: Chargeability –Determination of Annual Rental Value- Allowable deductions-Unrealized Rent and Subsequent Collection Regarding vacant period.

Unit III

Business/Professional Income: Charging Provision-Assessment of Business Income - Meaning of Capital Asset - Allowed Deductions-Disallowed Deductions-Capital Gains: Computation of Capital Gains- Transfer of Capital Assets- Deductions-Exempted capital gains

Unit IV

Income from Other sources: Computation and Procedure- Clubbing of Income – Set off and Carry Forward of Losses – Inter Head – Intra Head - Deductions from Gross Total Income-Preparation of Return of Income for Individuals and Companies-PAN-Online filing of Returns.

Unit V

Overview of Income Tax Authorities- Procedure for Assessment-Types of Assessment – Self Assessment – Summary Assessment – Best Judgment Assessment - Direct Payment of Tax and Tax Deducted at Source (TDS)- Provisions as to Advance Payment of Tax.

Books for Reference:

- | | | |
|---------------------------------------|---|--------------------------------|
| 7. Income Tax Law and Accounts | – | H.C. Mehrotra. |
| 8. Direct Tax Law and Practice | – | Vinod K.Singhania. |
| 9. Direct Taxes Practice and Planning | – | B.B.Lal |
| 10. Income Tax Law and Practice | – | Sukumar Bhattachary. |
| 11. Income Tax Act | – | Taxmanns |
| 12. Direct Taxes | – | Dr. Girish Ahuja & Ravi Gupta. |



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C2**

CORE COURSE–X-ADVANCED BUSINESS STATISTICS

Unit I

Meaning, Definition, Importance of Statistics – Functions of Statistics- Limitations of Statistics – Primary and Secondary Data: Direct and Indirect Data Collection Method – Sampling Vs Census - Essentials of Sampling- Methods of Sampling: Random Sampling and Non-Random Sampling Methods.

Unit II

Probability: Concept and Types- Theoretical Probability Distributions: Binomial, Poisson and Normal Distributions – Application in Management Decision Making.

Unit III

Hypotheses: Testing of Hypotheses Regarding Proportion and Difference Between Two Proportions – Testing of Population Mean and Difference Between Two Means – ‘t’ test – ‘Z’ test – Chi-Square Test as a Testing Procedure of Goodness of Fit Test of a distribution and Testing The Independence of Two Variables.

Unit IV

Correlation and Regression – Simple, Partial and Multiple Correlation – Simple, Partial and Multiple Regressions – Estimation Using Regression Line – Standard Error of Estimate – Testing Significance of Correlation and Regression Coefficients – Interpreting Correlation – Explained Variation and Unexplained Variation – Coefficient of Determination.

Unit V

F-Test and Analysis of Variance (ANOVA) - Assumptions - ANOVA Table- One Way and Two Way Classifications.

Note: The question paper shall consist of 20% Theory and 80% problem.

Books for Reference:

5. Statistical Methods –S.P.Gupta
6. Statistical Methods – Sanchetti and Kapoor.
7. Business Statistics – R.S.N.Pillai and Bhagavathi
8. Statistical Methods - P.S.Grewal



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C3**

CORE COURSE–XI-FINANCIAL SERVICES AND MARKETS

Unit I

Financial System: Meaning, Structure and Functions of the Financial System – Financial System and Economic Development- Meaning, Significance and Features of Financial Services– Constituents of Financial Services – Financial Services in India-: Meaning and Classification of Financial Market - Money Market – Call Money Market – Treasury Bills Market – Discount Market – Government Securities Market – Market for Commercial Papers and Certificate of Deposits.

Unit II

Stock Market: Stock Exchange – Organisation and Functions – Listing of Securities – Trading in Stock Exchanges – On-line Trading of Shares – E-Shares – New Issues Market: Types of New Issues – Institutions involved in New Issues- Functions in Public/Private Placement- Problems of New Issue Market- Understanding SENSEX and NIFTY index values.

Unit III

Merchant Banking: Meaning, Functions and Services of Merchant Banks – Guidelines of RBI and SEBI- Mutual Funds: Meaning – Importance – Types – Guidelines of RBI and SEBI– Mutual Funds in India- Venture Capital: Concept, Features and Importance – Guidelines – Indian Scenario- Leasing Services: Uses and Types of Leasing.

Unit IV

Factoring: Meaning And Importance – Factoring Vs Discounting – Factoring in India –Forfeiting: Meaning, Advantages and Limitations – Factoring Vs Forfeiting- Securitization of Debts: Meaning, Workings and Benefits- Securitization Vs Factoring – Securitization in India- Depository System: Meaning, Functions and Advantages – Depository System in India.

Unit V

Global Financial Market: International Equity Financial Market- Global Depository Receipts (GDRs), American Depository Receipts (ADRs)- International Debt Market- Foreign Currency Bonds – External Bonds- Bench Mark Interest Rates- International Investment Flows: Direct and Portfolio investments- Foreign Exchange Market: Meaning – Characteristics – Constituents –Determination of Exchange Rates - Rates and Quotations.

Books for Reference:

- | | | |
|--------------------------------|---|---|
| 9. L.M. Bholey | – | Financial Markets and Institutions |
| 10. M.Y. Khan | – | Indian Financial Theory and Practice |
| 11. E. Gordan and K. Natarajan | – | Emerging Scenario of Financial Services |
| 12. M.A. Kottok | – | Reading in Indian Financial Services |
| 13. K.N. Balsya | – | Financial Administration in India |
| 14. R.M. Srivastava | – | Management of Indian Financial Institutions |
| 15. M.Y. Khan | – | Financial Services |
| 16. S. Gurusamy | – | Financial Markets and Institutions |



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3C4**

CORE COURSE-XII-HUMAN RESOURCE MANAGEMENT

Unit I

Human Resource Management – Meaning- Nature-Importance- Objectives Scope - Role of a Human Resource manager and Functions – Managerial and Operating – HRM as a Profession- Challenges of HRM today.

Unit II

Human Resource Planning (HRP): Concept and Need – Process and Internal and External factors of HRP- Job Analysis – Job Description – Job Specification – Job Design – Job Simplification – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism –causes-control-absenteeism in India- Employee Turnover: Concept-Causes- Effects and Remedies- Human Resource Retention plan- Levels.

Unit III

Recruitment and Selection: Recruitment Policy – Sources of Recruitment – Internal Vs External Sources for Top Positions- Recruitment Practices in India – Selection Process – Placement and Induction – Promotions and Transfers– Quality Work Life-meaning –factors-measures of QWL.

Unit IV

Training and Development: Need and Importance – Training methods - Steps in Operative Training Programs – Training methods for supervisors- Executive or Management Development Programs: Concept and Techniques: Multiple Management – Group Discussions – Conferences and Seminars – Case Studies – Role Playing – Business Games – Sensitivity Training – Career Development: Concept and Need- Evaluation of career planning.

Unit V

Wage and salary Administration: Compensation Plans – Job Evaluation – Individual and Group Incentives – Bonus – Fringe Benefits –Cafeteria Approach- Performance Appraisal – Meaning, Need and Importance– Traditional and Modern Methods/ Techniques of Performance Appraisal – Requisites of a Good Appraisal Plan – Problems in Performance Appraisal- Industrial Relations: Nature, Need and Trends.

Books for Reference:

6. K. Aswathappa, Human Resource and Personnel Management, Tata McGraw Hill Publishing Company Ltd., New Delhi.
7. P.C. Tripathy – Personnel Management, Sultan Chand and Sons, New Delhi.
8. K. Rakesh Chopra, Managing Human Resources, V.K. Publishing House, Bareilly.
9. V.S.P. Rao, Human Resource Management, Excel Books, Delhi.
10. Dr.V. Balu, Human Resource Development, Sri Venkateswara Publications, Chennai.



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3E1**

ELECTIVE COURSE–III (A)-PORTFOLIO MANAGEMENT

Unit I: Portfolio Concept, Need, Types and Functions

Concept of Investment Portfolio- Need for Portfolio- Types of Investment Portfolios and Their Features- Efficient Portfolios-Mutual Funds as Managed Portfolios- Functions of Portfolio Management- Portfolio Managers : Types and Functions.

Unit II: Portfolio Goals, Return & Risk Analysis

Portfolio Goals – Portfolio Goal Differences of Investors – Matching the Goals and Portfolios- Portfolio Return and Risk Analysis: Measuring Portfolio Return - Concepts and Measures of Portfolio Risk: Systematic and Unsystematic Risks and Their Measures – Portfolio Risk-Return Relationship - Risk and Diversification Relationship.

Unit III: Portfolio Construction and Choice

Inputs For Portfolio Construction: Security Return, Security Risk and Correlation Coefficients of Returns of Pairs of Securities – Portfolio Return and Risk Data – Harry Markowitz Model – William Sharpe Model – Portfolio Choice Using Indifference Curves- Lagrange Multiplier Technique to Spot the Dominant Portfolio- Constraints in Portfolio Construction- Strategies in Portfolio Construction: Lending and Leveraged Portfolios- Zero Beta Portfolios.

Unit IV: Pricing Theories

Capital Asset Pricing Model- Assumptions and Applications- Capital Market Line (CML) and Security Market Line (SML) and Equations Thereof- Sharpe Theory of Capital Market: Overpriced and Under-Priced Assets - Arbitrage Pricing Theory: Concept and Construction of APT Portfolios.

Unit V: Portfolio Evaluation

Concept of Evaluation – Bench Mark Comparison – Measures for Evaluation of Managed Portfolios: Treynor, Sharpe and Jensen Measures – Timing and Selectivity – Performance Attribution Analysis – Portfolio Change – Active and Passive Strategies – Formula Plans of Portfolio Change.

Books for Reference:

5. Investment Management – B. K Bhalla
6. Investments- Bodie, Kane and Marcus
7. Investments – William Sharpe, Alexander and Bailey
8. Investment Management- Preeti Singh



**II YEAR – III SEMESTER
COURSE CODE: 7MCO3E2**

ELECTIVE COURSE–III (B)-E - COMMERCE

Unit I

E-Commerce – Electronic Commerce Framework – Electronic Commerce Media Convergence – The Anatomy of E-Commerce Applications – Components of I Way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET: Architecture and Components – National Research and Educational Network – Global Information Infrastructure (GII).

Unit II

Electronic Commerce and World Wide Web: Architectural Frame Work for E-Commerce – www.architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment System (EPS) – Types – Designing EPS – Smart Cards and EPS – Credit Cards and EPS- Payment Gateways – Classification of Network.

Unit III

Electronic Data Interchange (EDI): Applications – Components - Benefit - Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System – Work-Flow Automation and Co-Ordination – Customization – Supply Chain Management.

Unit IV

Marketing on the Internet – Advertising on the Internet – Internet Service Providers –Uses of Internet - Charting the Online Marketing Process – E-Commerce Catalogues or Directories – Information Filtering – Consumer Data Interface – Emerging Tools.

Unit V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing – Framework – Wireless Delivery Technology – Cellular-Data Communication Protocols – Online Transaction Protocols – Secure Socket Layer(SSL) – Secure Electric Transaction(SET).

Books for Reference:

7. E-Commerce & E-Business, Dr. C.A. Rayudu – Himalaya Publishing House.
8. Frontiers of Electronic Commerce, Ravi – Kalakota, Andrew Winston.
9. E-Commerce, A Managerial Perspective – P.T. Joseph.
10. Electronic Commerce and Applications, Baskar – Mc Graw-Hill Education India
11. Business on the Net: What’s and How’s of E-Commerce, Agarwala K.N. and
12. Deeksha Agarwala, Macmillan, New Delhi.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4C1**

CORE COURSE-XIII-SPECIAL ACCOUNTING

Unit I

Banking Company Accounts: Preparation of Profit and Loss Account and Balance sheet (New Forms) – Classification of Bank Assets and Provisioning Norms.

Unit II

Insurance Company Accounts: Preparation of Accounts of Life Insurance and General Insurance Companies

Unit III

Double Accounts: – Special Features - Final accounts - Replacement of Assets – Computation of Clear Profit of Electricity Concerns.

Unit IV

Inflation Accounting – Inflation Accounting at National and International Level - Current Cost Accounting Method - Current Purchasing Power Methods – Hybrid Method.

Unit V

Human Resources Accounting: Meaning – Objectives – Valuation methods - Cost based Method – Value based Method - Advantages and Limitation of Human Resources Accounting – Human Resources Accounting in India.

Books for Reference:

6. S.P. Jain and K.L.Narang: Advanced Accountancy, Kalyani Publishers, Ludhiana.
7. Shukla and Grewal: Advanced Accounts, S.Chand and Company Ltd., New Delhi.
8. R.L.Gupta & M.Radhaswamy: Advanced Accountancy, Sultan Chand and Sons, New Delhi.
9. S.P.Iyengar: Advanced Accounting, Sultan Chand and Sons, New Delhi.
10. Arulanandam & Raman: Advanced Accountancy: Himalaya Publishing House, Mumbai.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4C2**

CORE COURSE–XIV-INTERNATIONAL BUSINESS ENVIRONMENT

Unit I: Globalization of National Economies and Businesses:

Causes, Issues and Concerns of Globalization of Economies and Businesses– International Business – Scope – Nature – Importance – Difficulties - International Trade – Features –Advantages – Driving forces - World Investment: Trend and Patterns - Foreign Direct Investment: Concept, Trend & Issues – Foreign Portfolio Investment: Concept, Issues and Trend- Political, Economic, Social, Technological, Institutional, Legal and Ecological (PESTILE) Factors.

Unit II: Political and Social Environment of International Business:

Political Ideologies - Politico- Economic Systems – Capitalism – Socialism – Mixed Economy – Factors and Importance of Political Maturity of the Parties and People and Political Stability- Relationship between the State and the Businesses- Corruption in Governance and Transparency of Nations -Political Risk: Types, Measurement and Handling- Social Environment of businesses- Factors and Approaches to Social Complexities of Nations by Businesses.

Unit III: Economic and Technology Environment of International Business:

Macro Economic Factors – Size, Composition, Distribution and Trend in Global and National GDP, Consumption, Savings and Investment- Foreign Exchange Rate and Reserves- Currency convertibility- Technology, Infrastructure, Factor Endowments of Nations and Employment Thereof – Technology Transfer: Need, Modes and Trend.

Unit IV: Institutional Environment of International Business:

Role of UNO, WTO, WB, IMF and MIGA in Facilitating Global Businesses- MNCs and International business: Need, Problems and Contributions of MNCs - Role of Negotiations in International Business –Role of International Agencies in Conflict Resolution.

Unit V: Legal and Ecological Factors:

Uniform Law on International Sale of Goods- Obligations of the Seller and the Buyer - Rules Concerning Damages and Remedies - Provisions of Passing of Risk in International Sale Contracts- Main Provisions of United Nations Convention on Contracts for the International Sale of Goods (CISG; the Vienna Convention) – Ecological Sustainability of Global Business- Measures for Reducing Global Warming.

Books for Reference:

9. Rugman, Collinson,. Hodgetts, International Business, Prentice Hall, 2006.
10. Fred Luthans and P. Doh, International Management, McGraw Hill, 2008
11. Oded Shenkar, Yadong Luo, International Business, Sage Publications, Inc, 2007.
12. Alkhafaji A.F, Competitive Global Management: Principles and Strategies.
13. Thakur D, International Business for Third World Countries.
14. Devendra Thakur, Globalization and International Business.
15. Trilok N Sindhvani, The Global Business Game: A Strategic Perspective.
16. Francis Cherunilam, Global Business Environment, Himalaya Publishing House.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E1**

ELECTIVE COURSE–IV (A)-INSURANCE MANAGEMENT

Unit I: Conceptual Framework and Fundamental Principles – Insurance:

Concept and Relevance – Perils and Risks affecting Individuals / Institutions/Business and Classification of Risks- Need for Insurance – Nature and Working of Insurance– Major Types of Insurance and their Features – Importance of Insurance Industry - Role of Insurance in Economic Development – Insurance and Social Security - Fundamental Principles of Insurance: Utmost Good Faith or Uberrima Fidei – Insurable Interest – Insurer’s Insurable Interest – Criminal Acts – Indemnity – Subrogation and Contribution – Proximate Cause.

Unit II: Life Insurance Nature and Policy types:

Nature of Life Insurance- Life Insurance Policies: Participating and Non-Participating Policies– Term Assurance Policy – Pure Risk Policy – Whole Life Policy – Double Endowment Policy - Money Back or Anticipated Supplementary Benefit Policy – Riders – Linked Policies – Annuities: Immediate Annuities – Deferred Annuities – Group Policies – Master Policy- Contract Features and Conditions- First Premium – Renewal – Mode of Premium Payment – Limited Period Payment and Single Premium – Lapse & Revival – Paid Up Policy – Deferment Period – Nomination & Assignment of Policy – Bonus – Surrender Value.

Unit III: General or Non-Life Insurance Nature and Policy types:

General Insurance: Concept and Need- Essential Features and Requirements of Fire Policy, Loss of Profits Policy, Marine Cargo Policy, Marine Hull Policy and Motor Insurance Policy including Vehicle and Third Party Insurance- Miscellaneous Policies like Personal Accident, Fidelity Guarantee, Health & Mediclaim, Burglary and Loss of Baggage- Co-insurance, Double Insurance and Re-insurance- General Insurance Cover Notes – Certificates of Insurance – Open Policy – Floater – Excess – Franchise – Claims – Salvage – Coinsurance – Loss: Total Loss, Actual or Constructive Loss- Valued Policy – Agreed Value – Full Value – First Loss – Increased Value – Insurance Time or Institute Cargo Clauses – Solatium.

Unit IV: Insurance Market:

Life and Non-Life Insurers Firms in India: Public Sector Pioneers in Life and General Insurance Activities – Privatization of Insurance in India and Major Private Sector Firms in Insurance – Role of Insurance Agents and Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulators: Insurance Regulatory and Development Authority (IRDA) of India- Insurance Councils – Ombudsmen – Educational Institutes – Councils – Tariff Advisory Committee- Major Provisions of: The Insurance Act, 1938 – Insurance Regulatory and Development Act, 1999 – Life Insurance Corporation Act, 1956 – General Insurance Business (Nationalization) Act- Insurance Pricing : Factors and Determinants.

Unit V: Insurance Customers:

Individual and Corporate Insurance Customers – Nature of Insurance Customers: Mind Set as to Insurance: Investment or Risk Management – Compulsion Vs Voluntarism- Ethical Behavior – Risk Management Attitude: Avoidance, Prevention, Reduction, Retention or Transfer- Factors Influencing Policyholder Satisfaction- Retention of Customers by Insurers.

Books for Reference:

3. Alka Mittal and Dr. S.L.Gupta, Principles of Insurance and Risk Management, Sultan Chand & Sons, New Delhi.
4. Dr. P. Periasamy, Principles and Practice of Insurance, Himalaya Publishing House.

**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E2**

ELECTIVE COURSE–IV (B)-INDIRECT TAXES

Unit I

Indirect Taxes-Concepts-Nature-Future- Basic Methods Duty and Types of Duties –Service Tax: Applicability of Service Tax- Constitutional and Legal Provisions-Cash Accrual Basis –Registration-Taxable Services And Incidence of Tax- Administration of Service Tax in India-Service Tax Rules 1994-Determination of Value –Place of Service- Point of Taxation.

Unit II

Central Exercise Act 1944:Definitions-Dutieslevied- Classification of Excisable Goods-Registration of Manufacturer/Dealer-Valuation of Excisable Goods-Assessment Procedure Normal Production-Declaration of Goods Produced or Manufactured-Required Records and Returns Under Central Excise- Payment of Duty And Removal of Goods-Retention or Returning Into Factory Duty Paid Goods-Refunds of Duties on Returned Goods.

Unit III

Tamil Nadu General Sales Tax Act -1959 and VAT (Value Added Tax): Definitions, Provisions, Requisites, Appeals and Revision – Offences and Penalties.

Unit IV

Service Tax Act – 1994 – Background and Procedures to be Followed – List of Services Subject to Service Tax- Appeals and Revision – Offences and Penalties – Goods and Service Tax Act 2017 – Provisions.

Unit V

Customs Act 1962: Definitions-Officers of Customs- Appointment of Ports, Airports, Warehousing Stations, Etc. - Prohibition of Importation and Exportation of Goods-Detection of Illegally Imported Goods and Prevention of The Disposal Thereof- Prevention or Detection of Illegal Export of Goods –Levy of, and Exemption from, Customs Duties: Valuation of Imported /Exported Goods-Assessment-Abatement-Remission-Exemption Duty Drawback Scheme-Refund-Recovery.

Books for Reference:

4. Indirect Taxes: V.S.Datey, Taxmann Publishers Pvt. Ltd., New Delhi.
5. The Law of Central Sales Tax – TNGST Manual: S.D.Singh.
6. Indirect Taxation: V. Balachandran.



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E3**

ELECTIVE COURSE–V (A)-FINANCIAL MANAGEMENT

Unit I: Financial Management:

Meaning, Nature, Scope and Objectives of Financial Management –Financial Decisions: Operative and Managerial – Functions of Financial Manager – Role of Financial Manager – Method & Tools of Financial Management – Sources of Short-Term and Long-Term Finances- Time Value of Money: Present Value, Future Value and Compound Techniques.

Unit II: Cost of Capital and Capital Budgeting:

Meaning, Significance and Concepts of Cost of Capital- Cost of Debt, Preference Shares, Equity and Retained Earnings –Weighted Average Cost of Capital: Capital Budgeting: Meaning and Significance – Types – Factors Influencing Capital Budget – Methods of Ranking Investment Proposals – Payback Period, Net Present Value, Internal Rate of Return and Accounting Rate of Return.

Unit III: Leverage and Capital Structure:

Meaning and Type Of Leverage – Computation of Financial, Operating and Combined Leverages –EBIT-EPS- Capital Structure: Meaning and Significance - Theories Of Capital Structure – Factors Influencing Capital Structures -Net Income Approach- Net Operating Income Approach –MM Hypothesis -Traditional Approach –Determinants of Capital Structure.

Unit IV: Dividend Theories:

Dividend and Valuation Relationship – Types of Dividend - Walter Model, Gordon and MM Models - Forms of Dividends – Factors Determining Dividend Policy – Stability of Dividend Policy – Nature of Dividend Policy.

Unit V: Working Capital Management:

Meaning – Objectives - Factors Affecting Working Capital Requirement – Sources of Working Capital – Significance of Working Capital - Estimation of Working Capital- Need and Techniques of Cash Management, Receivables Management and Inventory Management – EOQ – Stock Levels Determination .

Note: Question paper shall cover 60% Theory and 40% problems.

Books for Reference:

6. Financial Management –I.M.Pandey
7. Financial Management- Khan and Jain
8. Financial Management – S.N.Maheswari
9. Fundamentals of Financial Management – Van Horne
10. Financial Management –C.D.Balaji (Margham Publications)



**II YEAR – IV SEMESTER
COURSE CODE: 7MCO4E4**

ELECTIVE COURSE–V (B)-ENTREPRENEURSHIP DEVELOPMENT

Unit I

Entrepreneurship: Meaning, Definition and Importance – Role of Entrepreneurship In The Process of Economic Development – Entrepreneur Vs Manager- Factors Affecting Entrepreneurship Growth: Economic, Social, Cultural, Personality, Psychological and Sociological Factors- Motivational Factors of Entrepreneurship -Women Entrepreneurship: Need, Growth, Prospects and Problems.

Unit II

Entrepreneurship Competencies: Competence – Meaning, Components: Knowledge, Skill, Traits and Motives - Case Competency – Qualities of Entrepreneurs – Types of Entrepreneurs – Functions of Entrepreneurs – Entrepreneurship Attitude and Culture- Entrepreneurial Society.

Unit III

Enterprise Building: Issues in Starting of a New Enterprise- Agencies Helping Beginners in Enterprise Building – Steps in Enterprise Building: Finding Out New Business Idea – Identifying a Suitable Business Opportunity – Preliminary Evaluation – Project Formulation – Preparation of Project Report – Project Appraisal – Financial Analysis – Profitability Analysis – Social Cost Benefit Analysis.

Unit IV

Entrepreneurship Development Institutions in India: EDII, NAYE, ITCOT, SIPCOT, TIDCO, SISI, NPC, DIC - Financial Assistance to Entrepreneurs By IFC, IDBI, ICICI, TIIC and Commercial Banks – Government Assistance and Subsidies.

Unit V

Social Entrepreneurship: Meaning and Definition – Social Entrepreneurship Initiatives in India- Socially Relevant and Sustainable Business Models – Social Enterprises in India.

Books for Reference:

7. Vasanth Desai – Entrepreneurship Development, 2005, Himalaya Publication, New Delhi.
8. Desh Pande, M.U – Entrepreneurship of Small Scale Industries Concept, Growth
9. Management, Deep and Deep publications.
10. Jose Paul N. Ajith Kumar – Entrepreneurship Development, 2003, Himalaya Publishing House, Mumbai.
11. Guidelines for the Preparation of Feasibility – Government of India Planning Commission, New Delhi.
12. Nandan – Fundamentals of Entrepreneurship - PHI Learning, New Delhi.



**M.Com ODD Semester Syllabus
2023 -2024**

ALAGAPPA UNIVERSITY, KARAIKUDI
NEW SYLLABUS UNDER CBCS PATTERN
2022-23 ONWARDS & 2023-24 ONWARDS

M.Com. – ODD SEMESTER PROGRAMME STRUCTURE 2023 -2024

Se m.	Course Code	Name of the Course	Cr.	Hrs./ Week	Max. Marks		
					Int.	Ext.	Total
I	23MCO1C1	Business Finance	4	7	25	75	100
	23MCO1C2	Digital Marketing	4	7	25	75	100
	23MCO1C3	Banking and Insurance	4	6	25	75	100
	23MCO1E1	Security Analysis and Portfolio Management	3	5	25	75	100
	23MCO1E4	Strategic Human Resource Management	3	5	25	75	100
		Total	24	30	-	-	500
III	22MCO3C1	Direct Taxes	4	5	25	75	100
	22MCO3C2	Advanced Business Statistics	4	5	25	75	100
	22MCO3C3	Investment Management	4	5	25	75	100
	22MCO3C4	E-Commerce	4	5	25	75	100
	22MCO3E2	Insurance Management	4	5	25	75	100
	22MEC3N2	Entrepreneurial Economics	2	3	25	75	100
		Library		2			
		Total	24	30	-	-	600

**M.Com. (General) First Year Semester I Core –I
BUSINESS FINANCE- 23MCO1C1**

Learning Objectives	
1	To outline the fundamental concepts in finance
2	To estimate and evaluate risk in investment proposals
3	To evaluate leasing as a source of finance and determine the sources of startup financing
4	To examine cash and inventory management techniques
5	To appraise capital budgeting techniques for MNCs

Course Units

UNIT I	Introduction to Business Finance and Time value of money: Business Finance: Meaning, Objectives, Scope-Time Value of money: Meaning, Causes – Compounding – Discounting – Sinking Fund Deposit Factor – Capital Recovery Factor – Multiple Compounding– Effective rate of interest – Doubling period (Rule of 69 and Rule of 72) – Practical problems.
UNIT II	Risk Management: Risk and Uncertainty: Meaning – Sources of Risk – Measures of Risk – Measurement of Return – General pattern of Risk and Return – Criteria for evaluating proposals to minimise Risk (Single Asset and Portfolio) – Methods of Risk Management–Hedging currency risk.
UNIT III	Startup Financing and Leasing: Startup Financing: Meaning, Sources, Modes (Bootstrapping, Angel investors, Venture capital fund) - Leasing: Meaning – Types of Lease Agreements – Advantages and Disadvantages of Leasing – Financial evaluation from the perspective of Lessor and Lessee.
UNIT IV	Cash, Receivable and Inventory Management: Cash Management: Meaning, Objectives and Importance – Cash Cycle – Minimum Operating Cash – Safety level of cash – Optimum cash balance - Receivable Management: Meaning – Credit policy – Controlling receivables: Debt collection period, Ageing schedule, Factoring – Evaluating investment in accounts receivable - Inventory Management: Meaning and Objectives – EOQ with price breaks – ABC Analysis.
UNIT V	Multi National Capital Budgeting: Multi National Capital Budgeting: Meaning, Steps involved, Complexities, Factors to be considered– International sources of finance – Techniques to evaluate multi-national capital expenditure proposals: Discounted Pay Back Period, NPV, Profitability Index, Net Profitability Index and Internal Rate of Return – Capital rationing -Techniques of Risk analysis in Capital Budgeting.

Semester I Core – II
DIGITAL MARKETING- 23MCO1C2

	Learning Objectives
1	To assess the evolution of digital marketing
2	To appraise the dimensions of online marketing mix
3	To infer the techniques of digital marketing
4	To analyses online consumer behavior
5	To interpret data from social media and to evaluate game-based marketing

UNIT I	Introduction to Digital Marketing: Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications, benefits and challenges – Factors for success of digital marketing – Emerging trends and concepts, Big Data and IOT, Segments based digital marketing, Hyperlocal marketing - Opportunities for digital marketing professionals
UNIT II	Online marketing mix: Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning – Consumers and online shopping issues – Website characteristics affecting online purchase decisions – Distribution and implication on online marketing mix decisions – Digitization and implication on online marketing mix decisions.
UNIT III	Digital media channels: Digital media channels – Search engine marketing – ePR – Affiliate marketing – Interactive display advertising – Opt-in-email marketing and mobile text messaging, Social media and viral marketing – Online campaign management using – Facebook, Twitter, Instagram, Snapchat, Pinterest – Metaverse marketing -Advantages and disadvantages of digital media channels – Metaverse marketing.
UNIT IV	Online consumer behavior: Online consumer behavior – Cultural implications of key website characteristics – Dynamics of online consumer visit – Models of website visits – Web and consumer decision making process – Data base marketing – Electronic consumer relationship management – Goals – Process – Benefits – Role – Next generation CRM.
UNIT V	Analytics and Gamification: Digital Analytics – Concept – Measurement framework – Demystifying web data - Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, Slide Share, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics - Digital brand analysis – Meaning – Benefits – Components – Brand share dimensions – Brand audience dimensions – Market influence analytics – Consumer generated media and opinion leaders – Peer review – Word of mouth – Influence analytics – Mining consumer generated media – Gamification and game based marketing – Benefits – Consumer motivation for playing online games.

Core – III

BANKING AND INSURANCE- 23MCO1C3

UNIT I	Introduction to Banking: Banking: Brief History of Banking - Rapid Transformation in Banking: Customer Shift - Fintech Overview - Fintech Outlook - The Financial Disruptors - Digital Financial Revolution - New Era of Banking. Digital Banking – Electronic Payment Systems–Electronic Fund Transfer System – Electronic Credit and Debit Clearing – NEFT – RTGS –VSAT–SFMS–SWIFT.
UNIT II	Contemporary Developments in Banking: Distributed Ledger Technology – Blockchain: Meaning - Structure of BlockChain - Types of Block Chain - Differences between DLT and Blockchain - Benefits of Blockchain and DLT - Unlocking the potential of Blockchain –Crypto currencies, Central Bank Digital Currency (CBDC) - Role of DLT in financial services - AI in Banking: Future of AI in Banking - Applications of AI in Banking - Importance of AI in banking - Banking reimagined with AI. Cloud banking - Meaning - Benefits in switching to Cloud Banking.
UNIT III	Indian Insurance Market: History of Insurance in India – Definition and Functions of Insurance–Insurance Contract – Indian Insurance Market – Reforms in Insurance Sector – Insurance Organisation – Insurance organization structure. Insurance Intermediaries: Insurance Broker – Insurance Agent-Surveyor sand Loss Assessors- Third Party Administrators (Health Services) – Procedures- Code of Conduct.
UNIT IV	Customer Services in Insurance: Customer Service in Insurance – Quality of Service-Role of Insurance Agents in Customer Service-Agent’s Communication and Customer Service –Ethical Behaviour in Insurance – Grievance Redressal System in Insurance Sector –Integrated Grievance Management System-Insurance Ombudsman - Insurance Regulatory and Development Authority of India Act (IRDA) – Regulations and Guidelines.
UNIT V	Risk Management: Risk Management and Control in banking and insurance industries – Methods of Risk Management – Risk Management by Individuals and Corporations – Tools for Controlling Risk.

1. Indian Institute of Banking and Finance (2021), “Principles & Practices of Banking”, 5th Edition, Macmillan Education India Pvt. Ltd, Noida, Uttar Pradesh.
2. Mishra M N & Mishra S B, (2016), “Insurance Principles and Practice”, 22nd Edition, S.Chand and Company Ltd, Noida, Uttar Pradesh.
3. Gupta P. K. (2021), “Insurance and Risk Management” 6th Edition, Himalaya Publishing House Pvt Ltd, Mumbai

Elective –I A

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - 23MCO1E1

UNIT I	Investment and Portfolio Management: Investment – Meaning – Nature and scope of Investment – Investment vs Speculation – Type of Investors – Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active Vs. Passive portfolio management - Strategic Vs. Tactical asset allocation - Factors Affecting Investment Decisions in Portfolio Management.
UNIT II	Valuation of Securities: Bond: Introduction – Reasons for issuing Bonds – Features of Bond – Types of Bonds – Determinants of bond safety –Bond Prices, Yields and Interest Rates –Measuring Price Volatility of Bonds–Macaulay Duration and Modified Duration - Preference Shares: Introduction – Features of Preference Shares – Preference Shares Yield – Holding Period Return – Yield to Call –Concept of Present Value – Equity Share Valuation Models.
UNIT III	Fundamental Analysis and Technical Analysis: Fundamental Analysis: Objectives – Economic Analysis, Industry Analysis, Company Analysis – Technical Analysis: Meaning– Assumptions – Pros and cons of technical analysis–Differences between fundamental analysis and technical analysis – Dow Theory – Types of Charts – Chart Patterns – Trend Analysis – Support Line and Resistance Line – Volume Analysis – Indicators and Oscillators – Simple Moving Average – Exponential Moving Average – Relative Strength Index – Bollinger Band – Elliott Wave Theory.
UNIT IV	Efficient Market Hypothesis : Efficient Market Hypothesis – Markowitz Model, Arbitrage Pricing Theory – Sharpe’s Single index portfolio selection method – Capital Asset Pricing Model (CAPM).
UNIT V	Portfolio Performance Evaluation: Portfolio Performance Evaluation – Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe’s Ratio - Treynor’s Ratio - Jensen’s Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans.

Books for study:

1. Prasanna Chandra (2021), “Investment Analysis and Portfolio Management”, 6th Edition, McGraw Hill, Noida, UP
2. Rustagi RP (2022), “Investment Analysis and Portfolio Management”, 5th Edition, Sultan Chand & Sons, New Delhi
3. Bhalla V.K. (2019), “Investment Management”, 19th Edition, S.Chand& Co. Ltd., New Delhi

Semester I Elective – II B

STRATEGIC HUMAN RESOURCE MANAGEMENT -23MCO1E4

UNIT I	Introduction to SHRM: SHRM- Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM: Top Management, Front-line Management, HR - Changing Role of HR Professionals.
UNIT II	Models of SHRM: Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model - HR Environment – Environmental trends and HR Challenges - Linking SHRM and Business Performance.
UNIT III	Strategic Planning and Compensation: Resourcing Strategy: Meaning and Objectives - Strategic HR Planning: Meaning, Advantages, Interaction between Strategic Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection: Meaning and Need - Strategic Human Resource Development: Meaning, Advantages and Process - Strategic Compensation as a Competitive Advantage - Rewards Strategies: Meaning, Importance - Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance.
UNIT IV	Human Resource Policies: Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome these Barriers.
UNIT V	Latest trends in Strategic HRM: Mentoring - Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement - Competency based HRM: Meaning, Types of Competencies and Benefits of Competencies for Effective Execution of HRM Functions -Human Capital Management: Meaning and Role - New Approaches to Recruitment – Employer Branding.

Books for study:

1. [Mathur,SP](#) Strategic Human Resource Management 1st Edition 2015, New Age International (P) Ltd Publishers, New Delhi.
2. Jean M Phillips & Stan M Gully, “Strategic staffing”, Pearson International Edition, India.

Semester - III					
Course Code	CORE COURSE-IX		T/P	C	H/W
22MCO3C1	DIRECT TAXES		T	4	5
Unit- I	Direct Tax: Meaning and Types- Income Tax Act 1961: Definitions- Previous Year-Assessment Year-Income –Deemed Income- Basis of Charge of Income Tax-Incidence of Tax and Residential Status and Scope of Total Income.				
Unit-II	Salary Income: Basis of Charge-Allowances-Perquisites-Deductions from Salary income- Computation of Income under Salary- Income from House Property: Chargeability –Determination of Annual Rental Value- Allowable deductions-Unrealized Rent and Subsequent Collection Regarding vacant period.				
Unit-III	Business/Professional Income: Charging Provision-Assessment of Business Income - Meaning of Capital Asset - Allowed Deductions-Disallowed Deductions-Capital Gains: Computation of Capital Gains- Transfer of Capital Assets-Deductions-Exempted capital gains				
Unit- IV	Income from Other sources: Computation and Procedure- Clubbing of Income – Set off and Carry Forward of Losses – Inter Head – Intra Head - Deductions from Gross Total Income-Preparation of Return of Income for Individuals and Companies-PAN-Online filing of Returns.				
Unit-V	Overview of Income Tax Authorities- Procedure for Assessment-Types of Assessment – Self Assessment – Summary Assessment – Best Judgment Assessment - Direct Payment of Tax and Tax Deducted at Source (TDS)- Provisions as to Advance Payment of Tax.				
Books for Reference:					
Income Tax Law and Accounts – H.C. Mehrotra.					
Direct Tax Law and Practice – Vinod K.Singhania.					
Direct Taxes Practice and Planning – B.B.Lal					
Income Tax Law and Practice – Sukumar Bhattachary.					
Income Tax Act – Taxmanns					
Direct Taxes – Dr. Girish Ahuja & Ravi Gupta.					

Semester - III				
Course Code	CORE COURSE-X	T/P	C	H/W
22MCO3C2	ADVANCED BUSINESS STATISTICS	T	4	5
Unit- I	Meaning, Definition, Importance of Statistics – Functions of Statistics- Limitations of Statistics – Primary and Secondary Data: Direct and Indirect Data Collection Method – Sampling Vs Census - Essentials of Sampling- Methods of Sampling: Random Sampling and Non-Random Sampling Methods.			
Unit-II	Probability: Concept and Types- Theoretical Probability Distributions: Binomial, Poisson and Normal Distributions – Application in Management Decision Making.			
Unit-III	Hypotheses: Testing of Hypotheses Regarding Proportion and Difference Between Two Proportions – Testing of Population Mean and Difference Between Two Means – ‘t’ test – ‘Z’ test – Chi-Square Test as a Testing Procedure of Goodness of Fit Test of a distribution and Testing The Independence of Two Variables.			
Unit- IV	Correlation and Regression – Simple, Partial and Multiple Correlation – Simple, Partial and Multiple Regressions – Estimation Using Regression Line – Standard Error of Estimate – Testing Significance of Correlation and Regression Coefficients – Interpreting Correlation – Explained Variation and Unexplained Variation – Coefficient of Determination.			
Unit-V	F-Test and Analysis of Variance (ANOVA) - Assumptions - ANOVA Table- One Way and Two Way Classifications.			
Books for Reference: Statistical Methods –S.P.Gupta Statistical Methods – Sanchetti and Kapoor. Business Statistics – R.S.N.Pillai and Bhagavathi Statistical Methods - P.S.Grewal				

Semester - III					
Course Code	CORE COURSE - XI		T/P	C	H/W
22MCO3C3	INVESTMENT MANAGEMENT		T	4	5
Unit- I	Investment Concept, Types, Features and Functions: Concept of Investment- Types of Investment- Features of Real, Financial and Derivative investments- Features of Financial Investment instruments: Money & Capital Market investment instruments; Primary & Secondary Market Investment instruments; Fixed & Varying income investment instruments- Market Index-BSE and NSE- Sensex, Nifty- Distinctions among Investment, Speculation and Gambling- Features of Ideal investments- Functions of Investment Management: Selecting, Scaling, Spreading, Spacing and Timing – Tax considerations and investment management-Trading in Stock Exchange.				
Unit-II	Investment Goals, Return & Risk Analysis: Investment Goals : Return, Risk, Growth, Control and Tax-related goals- Goal differences of investors – Matching the Goals and Investments- Allocation of funds to different investments - Constraints and Strategies- Return and Risk analysis: Concepts and Measures of Return: Current Return, Holding Period Return- Concepts and Measures of Risk: systematic and unsystematic risks and their measures: Standard deviation, Variance and Beta – Risk-Return Relationship.				
Unit-III	Investment Valuation Measures and Approaches: Equity and Debt Valuation: Methods of valuation of Equity and Debt investments- Price and Value analysis – Cootner’s Hypothesis – Fundamental Analysis for investment evaluation – Economy, Industry and Company analysis- Technical Analysis: Concept and emphasis- Dow Theory- Important Charts Patterns – Lead and Lag Indicators – Price-Earnings analysis.				
Unit- IV	Investment Portfolios, Mutual Funds and Efficient Market Hypotheses: Portfolio Concept and Construction – Portfolio risk and Return – Efficient Portfolios – Portfolio Choice – Mutual funds: Concept, Need and Types - Random Walk Theory- Different Forms of Market Efficiency: Weak, Semi-strong and Strong forms and their tests.				
Unit-V	Derivative Investments Concept of Derivatives – Types - Options as a derivative investment - Terminologies in options market- Options types- Pay-off for holders and writers of call and put options contracts - Futures Market: Features of Futures contracts- Types of futures contracts –Uses – Swap contracts and their uses and types.				
Books for Reference: Investment Management – B. K Bhalla Investments - Bodie, Kane and Marcus Investments – William Sharpe, Alexander and Bailey.					

Semester - III					
Course Code	CORE COURSE – XII		T/P	C	H/W
22MCO3C4	E - COMMERCE		T	4	5
Unit- I	E-Commerce – Electronic Commerce Framework – Electronic Commerce Media Convergence – The Anatomy of E-Commerce Applications – Components of I Way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET: Architecture and Components – National Research and Educational Network – Global Information Infrastructure (GII).				
Unit-II	Electronic Commerce and World Wide Web: Architectural Frame Work for E-Commerce –www.architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment System (EPS) – Types – Designing EPS – Smart Cards and EPS – Credit Cards and EPS- Payment Gateways – Classification of Network.				
Unit-III	Electronic Data Interchange (EDI): Applications – Components - Benefit - Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System – Work-Flow Automation and Co-Ordination – Customization – Supply Chain Management.				
Unit- IV	Marketing on the Internet – Advertising on the Internet – Internet Service Providers –Uses of Internet - Charting the Online Marketing Process – E-Commerce Catalogues or Directories – Information Filtering – Consumer Data Interface – Emerging Tools.				
Unit-V	Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing – Framework – Wireless Delivery Technology – Cellular-Data Communication Protocols – Online Transaction Protocols – Secure Socket Layer(SSL) – Secure Electric Transaction(SET).				
Books for Reference:					
<p>Agarwala K.N. and Deeksha Agarwala, Business on the Net: What’s and How’s of E-Commerce, Macmillan, New Delhi.</p> <p>P.T. Joseph, E-Commerce, A Managerial Perspective.</p> <p>Dr. C.A. Rayudu, E-Commerce & E-Business, Himalaya Publishing House.</p> <p>Ravi – Kalakota, Frontiers of Electronic Commerce, Andrew Winston.</p> <p>Baskar, Electronic Commerce and Applications, Mc Graw-Hill Education India</p>					

Semester - III				
Course Code	DSE - III	T/P	C	H/W
22MCO3E2	(B)INSURANCE MANAGEMENT	T	4	5
Unit- I	<p>Conceptual Framework and Fundamental Principles – Insurance:</p> <p>Concept and Relevance – Perils and Risks affecting Individuals / Institutions/Business and Classification of Risks- Need for Insurance – Nature and Working of Insurance– Major Types of Insurance and their Features – Importance of Insurance Industry - Role of Insurance in Economic Development – Insurance and Social Security - Fundamental Principles of Insurance: Utmost Good Faith or Uberrima Fidei – Insurable Interest – Insurer’s Insurable Interest – Criminal Acts – Indemnity – Subrogation and Contribution – Proximate Cause.</p>			
Unit-II	<p>Life Insurance Nature and Policy types:</p> <p>Nature of Life Insurance- Life Insurance Policies: Participating and Non-Participating Policies– Term Assurance Policy – Pure Risk Policy – Whole Life Policy – Double Endowment Policy - Money Back or Anticipated Supplementary Benefit Policy – Riders – Linked Policies – Annuities: Immediate Annuities – Deferred Annuities – Group Policies – Master Policy- Contract Features and Conditions- First Premium – Renewal – Mode of Premium Payment – Limited Period Payment and Single Premium – Lapse & Revival – Paid Up Policy – Deferment Period – Nomination & Assignment of Policy – Bonus – Surrender Value.</p>			
Unit-III	<p>General or Non-Life Insurance Nature and Policy types:</p> <p>General Insurance: Concept and Need- Essential Features and Requirements of Fire Policy, Loss of Profits Policy, Marine Cargo Policy, Marine Hull Policy and Motor Insurance Policy including Vehicle and Third Party Insurance- Miscellaneous Policies like Personal Accident, Fidelity Guarantee, Health & Mediclaim, Burglary and Loss of Baggage- Co-insurance, Double Insurance and Re-insurance- General Insurance Cover Notes – Certificates of Insurance – Open Policy – Floater – Excess – Franchise – Claims – Salvage – Coinsurance – Loss: Total Loss, Actual or Constructive Loss- Valued Policy – Agreed Value – Full Value – First Loss – Increased Value – Insurance Time or Institute Cargo Clauses – Solatium.</p>			
Unit- IV	<p>Insurance Market:</p> <p>Life and Non-Life Insurers Firms in India: Public Sector Pioneers in Life and General Insurance Activities – Privatization of Insurance in India and Major Private Sector Firms in Insurance – Role of Insurance Agents and Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulators: Insurance Regulatory and Development Authority (IRDA) of India- Insurance Councils – Ombudsmen – Educational Institutes – Councils – Tariff Advisory Committee- Major Provisions of: The Insurance Act, 1938 – Insurance Regulatory and Development Act, 1999 – Life Insurance Corporation Act, 1956 – General Insurance Business (Nationalization) Act- Insurance Pricing : Factors and Determinants.</p>			
Unit-V	<p>Insurance Customers:</p> <p>Individual and Corporate Insurance Customers – Nature of Insurance Customers: Mind Set as to Insurance: Investment or Risk Management – Compulsion Vs Voluntarism- Ethical Behavior – Risk Management Attitude: Avoidance, Prevention, Reduction, Retention or Transfer- Factors Influencing Policyholder Satisfaction- Retention of Customers by Insurers.</p>			
<p>Books for Reference:</p> <p>Alka Mittal and Dr. S.L.Gupta, Principles of Insurance and Risk Management, Sultan Chand & Sons, New Delhi.</p> <p>Dr. P. Periasamy, Principles and Practice of Insurance, Himalaya Publishing House.</p>				

SEMESTER - III				
Course code 22MEC3N2	NME (b)ENTREPRENEURIALECONOMICS	T/P	C	H/W
		T	2	3
Objectives	✓ To familiarize the students with the entrepreneurial procedures and problems; ✓ To enable the students to become effective and efficient entrepreneurs.			
Unit-I	Introduction Concept of entrepreneur and its evolution –entrepreneur and enterprise characteristics and types of entrepreneurs–role of entrepreneurship in economic development			
Unit-II	THE CONCEPT OF ENTREPRENEURSHIP Entrepreneurial culture - establishing entrepreneurial system - idea processing personal, financial information and intelligence - rewards and motivation - concept bank - role of industrial fair - Theories of entrepreneurship - entrepreneurial traits - types of entrepreneurs - behavioral patterns of entrepreneurs - entrepreneurial motivation.			
Unit- III	Entrepreneurial Performance Evaluating entrepreneurial performance and problems: need and criteria for and difficulties in evaluation, strategies and experiences of developing industrial entrepreneurship (with special reference to small scale industries)			
Unit -IV	Entrepreneurship in India Factors promoting the growth of entrepreneurship: Social Psychological and environmental – State and the entrepreneurs – role of NBFIs and BFIs in entrepreneurial development.			
Unit-V	Women entrepreneurship Women entrepreneurship–Definitions –Challenges in the path of women entrepreneurship–Strategies for the development of women entrepreneurship –Empowerment of women entrepreneurship			
Books for Study Killby, Peter, 1971, Entrepreneurship and Economic Development, Free Press, New York Drucker Peter. F., 1985, Innovation and Entrepreneurship, Harper and Row, New York. Gupta, C B and N P Srinivasan., 1992, Entrepreneurial Development, Sultan Chand, New Delhi				