

M.COM. (MASTER OF COMMERCE)

First Year

S. No.	Subject	Max. Marks	Exam Hrs
1	Marketing Management	100	3
2	Financial Management	100	3
3	Business Environment	100	3
4	Advanced Cost Accounting	100	3
5	Advanced Statistics	100	3

Second Year

S. No.	Subject	Max. Marks	Exam Hrs
6	Investment Analysis And Portfolio Management	100	3
7	Business Research Methods	100	3
8	Accounting For Managerial Decisions	100	3
9	Banking Management	100	3
10	Computer Applications In Business	100	3

FIRST YEAR

Paper – I

MARKETING MANAGEMENT

UNIT I:

Introduction – Marketing Management and its evolution- Nature and scope of Marketing objective – Marketing process – Marketing function – Market Mix – Market Planning – Organizing – Market environment and market control and performance and its implementation.

UNIT II:

Buying decision – consumer behavior – Meaning Nature – Factors influencing consumer behavior – cultural, social etc – Buying decision process Market Segmentation.

UNIT III:

Production decisions – Product planning and policy for Old and New Product and its implementation product development – product life cycle, packaging.

UNIT IV:

Pricing Decision and Distribution Decisions – factors affecting price determination – pricing policies and strategies – Nature, functions, types of channels intermediaries – Channel Management.

UNIT V:

Promotional Decisions – Communication Process – Promotional Mix – Advertising – Other Tools and Techniques – Marketing Research and information.

Reference:

1. Philip Kotler – Principles of Marketing
2. Doyle – Marketing & Strategy
3. Ramasamy & Namanakumari – Marketing Management

Paper – II
FINANCIAL MANAGEMENT

UNIT I:

Financial Management: Meaning, nature and scope of finance; Financial Goal – Profit Vs Wealth maximization; finance functions – investment, financing and dividend Decisions.

Capital Budgeting: Nature of Investment Decisions; investment evaluation criteria – net present value, internal rate of return. Profitability index, payback period, accounting rate of return. NPV and IRR comparison; capital rationing; risk analysis in capital budgeting.

UNIT II:

Cost of capital: Meaning and significance of cost of capital: calculation of cost of debt, preference capital, equity capital and retained earnings; combined cost of capital(weighted); cost of equity and CAPM.

Operating and financial Leverage: Measurement of leverages; effects of operating and financial leverage on profit; analyzing alternate financial plans; combined financial and operating Leverage.

UNIT III:

Capital Structure Theories: Traditional and M.M.Hypotheses – without taxes and with taxes; determining capital structure in practice.

Dividend Policies: Issues in Dividend Decisions, Walters Model, Gordon's model. M-M hypothesis, dividend and uncertainty, relevance of Dividend; Dividend policy in practice; Forms of dividends; stability in dividend policy; corporate dividend behavior.

UNIT IV:

Management of Working Capital: meaning, significance and types of working capital; calculating operating cycle period and estimation of working capital requirements; financing of working capital. Requirements; financing of working capital and norms of bank finance; sources of

working capital; Factoring Services; Various committee reports on bank finance; Dimensions of working capital Management.

UNIT V:

Management of cash, receivables and inventory.

Note:

Theory 80% and Problems 20%.

References:

1. Bhattacharya, Hrishikas: Working Capital Management: Strategies and Techniques, Prentice Hall, New Delhi.
2. Chandra, Prasanna: Financial Management, Tata McGraw hill, Delhi.
3. Pandey, I.M.: Financial Management, Vikas Publishing House, Delhi.

Paper - III
BUSINESS ENVIRONMENT

UNIT I:

Business Environment – Dynamic factors of environment – Importance of scanning the environment – Fundamental issues – Economic environment of business – Socio-cultural environment – Political / Legal environment – Cultural environment.

UNIT II:

Political Economy – Government and Business – Public control of business – Trends and structure of Indian economy – Socio-economic problems of India.

UNIT III:

Government Controls and Regulations – Regulating economic and industrial activities – Industrial Licensing Policy – Control of monopolies- Capital issue control – Government control over FDI and collaboration – Distribution and price control – New EXIM policy – Foreign exchange flow regulation – Technology transfer.

UNIT IV:

Monetary and Fiscal System – Banking and credit structure in India – Financial institution fiscal system – Theory and Practice.

UNIT V:

Economic Planning and Development – Government and Planning – India's tenth five year plan and structural reforms.

Reference Book:

1. Mohinder Kumar Sharma, Business Environment in India.
2. Amarchand D. Government and Business.
3. Francis Cherunilam, Business and Government.
4. Maheswari & Gupta, Government, Business and Society.

Paper - IV
ADVANCED COST ACCOUNTING

UNIT I:

Cost Accounting: Concept, Importance and scope – Comparison financial accounts with cost accounts – Elements of cost Classification of costs – Cost sheet – Tender.

UNIT II:

Materials: Methods of Pricing: FIFO, LIFO and average cost methods – Cost Control: Importance Techniques and Losses.

Labour: Computation of Labour Cost – Cost Control: Labour Turnover, idle Time, and Over Time.

OverHead: Primary and Secondary Distribution of OverHead.

UNIT III:

Process Costing: Process Accounts – Inter Process Profit – Equipment production – joint-Products and By Products.

UNIT IV:

Marginal Costing: Concept, advantages and Limitations – Problems on Decision – Making Break – Even Analysis- Differential Costing.

UNIT V:

Job Costing, Contract Costing Reconciliation of cost and financial profits – Integrated Accounts.

Reference Books:

1. Cost Accounting – Principles & Practice by Lall Nigam, B.M.K. Jain, J.C. Prentice Hall India (P) Ltd., New Delhi.
2. Cost Accounting by Iyengar. S.P. Sultan Chand & Sons, New Delhi.
3. Principles of Cost Accounting by Maheswari S.N.
4. Cost Accounting by Prasad N.K.

Paper - V
ADVANCED STATISTICS

UNIT I:

Probability – Classical – relative and subjective probability, Addition and Multiplication probability, Models, conditional probability and Bayes Theorem.

UNIT II:

Probability Distributions – Binomial, Poisson and Normal Distributions, Their Characteristics and applications. Sampling distributions and their characteristics.

UNIT III:

Non-Parametric tests: Chi square tests, sign tests, Wilcoxon signs – Rank tests – Wald – Wolfowitz tests Kruskal – Wallis test.

UNIT IV:

Statistical estimation and testing point and interval estimation of population mean, proportion and Variance; statistical testing – hypothesis and errors; sample size; Large and Small sampling tests – Z test, T test and F-Tests – Analysis of Variance.

UNIT V:

Multivariate Analysis – Multiple correlation – Multiple regression – CANONICAL correlation – Factor Analysis – Cluster Analysis – Conjoint Analysis – Discriminant analysis – Automatic Interaction Detector –SPSS.

Note:

* Problems 80% and theory 20%.

Reference:

1. Hoodai, R.P. Statistics for Business and Economics, Macmillan, New Delhi.
2. Gupta S.P., Statistical Methods, Sultan Chand & Sons, New Delhi.
3. Levin Richards and David S Rubin, Statistics for Managers, Prentice Ha

SECOND YEAR

Paper – VI

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT I:

Investments: Nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis; concept of return and risk: Security return and risk analysis, measurement of return and risk. Financial assets: types and their characteristics, sources of financial information.

UNIT II:

Security Markets: Primary and Secondary market, Primary Market Role, functions and methods of selling securities in primary Market; allotment Procedure; New financial instruments. Secondary Market: Role, importance, types of brokers, trading mechanism, listing of securities in stock exchanges, screen based trading; Depository – role and need; Depositories Act, 1996.

UNIT III:

Public Issue: SEBI guidelines on public issue, size of issue, pricing of issue, promoter's contribution, appointment of Merchant bankers, underwriters, broker, registrar and Managers bankers and allotments of shares.

UNIT IV:

Valuation of Securities: Bonds, Debentures, Preference shares, equity shares, fundamental analysis: Trends, indicators, indices and moving averages applied in technical analyses.

UNIT V:

Portfolio Analysis: Estimating rate of return and standard Deviation of portfolio. Effect of combining the securities; Markowitz Risk Return optimization; single Index Model or Market Model; Portfolio total risk, Portfolio Market risk and unique risk, simple Sharpe's optimization solution. Capital Market Theory: Capital Market Line, Security Market Line, Risk free lending and borrowings; factor models: Arbitrage pricing theory, two factor and multi factor models; principle of arbitrage, arbitrage portfolios.

Reference Books:

1. Bhalla : Investment Analysis, S.Chand & Co., Delhi.
2. Donal E Fisher and Ronald J.Jorden: Security Analysis and Portfolio Management, Prentice Hall, New Delhi.
3. Gupta L.C: Stock Exchange Trading in India: Society for Capital Market Research and Development, Delhi.
4. Francis J.Clark: Management of Investments, McGraw Hill, New York.

Paper – VII

BUSINESS RESEARCH METHODS

UNIT I:

Meaning of Business Research – Types of Research – Descriptive, Exploratory, Empirical, Historical and case study. Identification, selection and formulation of Research problem - Research Design - Components of the Research Design.

UNIT II:

Census – Universe / Population – Sample – Sampling Techniques – Random and Non Random Sampling – Sampling frame – Size of the sample – Sampling and Non Sampling Errors.

UNIT III:

Collection of Data, Primary and Secondary Data – Tools of collection of Data – Questionnaire Personal Interview – Interview Schedule – Observation precautions to be taken while applying tools – Pilot study and pretesting.

UNIT IV:

Analysis and interpretation of data – Hypothesis – Characteristics of a good hypothesis – formulation and testing of hypothesis – Methods of testing hypothesis –

Parametric and non parametric tests, tests of significance – ‘t’ test – ‘F’ test – correlation, regression, sample partial and multiple – χ^2 tests – Analysis of variance.

UNIT V:

Research Report – Types of reports – target audience – steps in drafting a research reports – contents of a research report – Title pages – Table contents – Body of the report – Appendices – Bibliography – Foot notes.

Reference Books:

1. Research Methodology : Methods and Techniques C.R. Kothari, Wiley Eastern Ltd., New Delhi.
2. Research Methods in Commerce – Amarchand D. Emerald Publishers, Chennai.
3. Thesis and Assignment writing – Anderson J. Berry H. d. & Poole M. Wiley Eastern Limited, New Delhi.

Paper - VIII

ACCOUNTING FOR MANAGERIAL DECISIONS

UNIT I:

Management accounting: Concept, objectives nature, scope – A comparison between management accounting & financial accounting and Management Accounting and Cost Accounting.

UNIT II:

Budgeting : Concept – essentials of budgeting – Types of Budgets: Flexible, Purchase, Sales, Cash, Sales – Zero base Budgeting.

UNIT III:

Standard Costing & Variance Analysis: AS a Control – Technique – Difference Variances and its analysis – Relevance of Variance analysis to budgeting.

UNIT IV:

Analysis of Financial statements: Financial statements: Nature, Limitations – Analysis: Meaning – steps involved – parties interested – Techniques: Fund Flow, Cash Flow and Ratio Analysis.

UNIT V:

Reporting to Management: Objectives – needs – Types of Reports – modes of reporting – reporting at different levels of Management.

Note:

- 80% and 20% of the Marks are for problems and theory respectively.

Reference Books:

1. Management accounting: - Hingorani, Ramanathan & Grewal, Sultan Chand & Sons, New Delhi.
2. Cost Accounting: Principles & Practice –Lal, B.M.Jain, I.C. Prattice – Hall of India (P) Ltd., New Delhi.
3. Principles of Management Accounting – Manmohan and Goyal S.N.Sathitya Bhavan, Agra.

Paper - IX
BANKING MANAGEMENT

UNIT I :

Banking and other financial institutions in India; official regulations and control over banks and other financial institutions; Socio-economic environment and Socio obligations of banks in India; An overview of banks in India; An overview of monetary system in India.

UNIT II :

Alternative organizational structures of banks; Forms of banking -unit banking, group banking, chain banking, satellite and affiliate banking, and correspondence, banking; organizational structures of banks and relative advantages and dis-advantages .

UNIT III :

Management of liabilities; Management of assets; Expenditure control and profitability. Process of bank management; planning: organizing co-ordination: motivation: control.

UNIT IV :

Organizational structures of commercial banks in India: department setup; delegation of authority. Internal control and information system. Manpower planning: employee selection; Appraisal and promotion. Banking education, training and research .

UNIT V :

Branch location, policies and decisions . management of rural branches. Recent developments and current issues: problems in bank management in India.

Reference Books:

1. Desai, Vasant: Principles of Bank Management, Himalaya Publishing House, Delhi.
2. Reed, E.W. Commercial Bank Management. Harper and Row Publishers, New York.
3. Sudha Rao. P. Principles and Practice of Bank Management, Himalaya Publishing House, Delhi.

Paper - X
COMPUTER APPLICATIONS IN BUSINESS

UNIT I:

Computer Hardware : Computer system as Information Processing system; computer system Differences - types of computer systems, hardware options – CPU, Input devices, Output Devices, Storage Devices, Communication Devices, configuration of hardware devices and their applications.

UNIT II:

Modern Information Technology : Basic idea of Local Area Networks (LAN) and Wide Area Networks (WAN); e-Mail: Internet Technologies, access devices, concept of a World Wide Web and Internet browsing.

UNIT III:

Word Processing: Introduction and Working with MS-WORD in MS-Office, Word Basic Commands, Formatting – Text and Documents; Sorting and tables; working with graphics; introduction to Mail Merge.

UNIT IV:

Spread Sheets: Working with EXCEL – formatting, functions, chart features; working with graphics in EXCEL; using worksheets, as database in accounting, marketing, finance and personnel areas.

Presentation with Power Point: Power Point basics, creating presentations the easy way; working with graphics in Power Point; show time, sound effects and animation effects.

UNIT V :

Introduction to Accounting Packages : Preparations of vouchers, invoice and salary statements; maintenance of inventory records; maintenance of accounting books and final accounts; financial reports generation. Practical knowledge on Wings Accounting and Wings Trade (Softwares) and Tally.

Note:

*. Theory and Practical – No exam for practical.

Reference Books:

1. Date, C.J.: AN Introduction to Data base systems, Addison Wesley, Massachusetts.
2. Dienes. Sheila S: Micro Soft Office, Professional for Windows 95; Instant Reference: BPB Publication, New Delhi.
3. O' Brian. J.A.: Management Information Systems, Tata McGraw Hill, New Delhi.
4. Ullman, J.O: Principles of Data Base Systems, Galgotia Publications, New Delhi.