

**SRI CHANDRASEKHARENDRA SARASWATHI VISWA MAHAVIDYALAYA**

(Declared as Deemed-to-be University under section 3 of the UGC Act, 1956 vide  
notification No.F.9.9/92-U.3 dated 26<sup>th</sup> May 1993 of the Govt. of India)

Enathur, Kanchipuram – 631 561

**DEPARTMENT OF MANAGEMENT STUDIES**



**SYLLABUS**

**M.COM COURSE**

**(Semester Pattern)**

### I Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
<b>Core Papers</b>						
1.	MC101	Accounting Standards and Reporting	4	40	60	100
2.	MC102	Organizational Behaviour	4	40	60	100
3.	MC103	Managerial Economics	4	40	60	100
4.	MC104	Business Environment and Policy	4	40	60	100
5.	MC105	Quantitative Techniques for Business Decisions	4	40	60	100
<b>Total Credit – 20</b>						

## **MC101 – Accounting Standards and Reporting**

### **Objectives**

- ❖ To make the students familiarize with Accounting Standards and preparation of accounts as per accounting standards.

### **Unit –I**

[12 Hours]

#### **Introduction**

Accounting as an information system- Concept – users of accounting information- Accounting Standards- concept- types – benefits – difficulties in standard setting – standards setting in India (Theory only)

### **Unit –II**

[12 Hours]

#### **Valuation of intangible assets: (AS-26)**

Goodwill- Factors affecting goodwill –types of goodwill — need for valuation - Methods of good will- Valuation – Average method- Super profit method - Annuity method (Theory and Problems)

### **Unit III**

[12 Hours]

#### **Inventory Valuation: (AS-2)**

Concept - Need for inventory valuation – Inventory Valuation methods – Valuation of Inventory below historical cost. (Theory and Problems)

### **Unit – IV**

[12 Hours]

#### **Lease Accounting: (AS-19)**

Concept – Features – Advantages and disadvantages of Lease – Types of lease - Financial lease – Operating Lease – Accounting for financial lease in the books of lessor and lessee – Lease and sale back. (Theory and Problems)

### **Unit – V**

[12 Hours]

#### **Corporate Reporting**

Concept – Objectives – Purposes – Segment reporting (AS-17) – Benefits of segment reporting; Interim reporting (AS-25) – Concept- Need for interim reporting – Interim reporting practices in India. (Theory only)

### **REFERENCE BOOKS:**

1. Jawahar Lal; Accounting theory and Practice, Himalya Publishing House, New Delhi.
2. B. K .Banerjee, Financial Accounting – A dynamic approach Printice Hall India Pvt. Ltd., New Delhi
3. CA. Ravi Kanth Miriyala; Accounting standards made easy, Bharat Law House Pvt. Ltd. New Delhi

## **MC102 – Organisational Behaviour**

### **Objective:**

- ❖ To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

### **Unit – I**

[12 Hours]

#### **Introduction**

Organizational Behaviour (OB) – Definition – Nature and Scope – Foundations – Importance – OB model – Approaches to the study of OB Determinants – Theories of personality – Type, trait, psychoanalytic and social learning theories – Perception – Perceptual process – Factors influencing perception – Motivation – Theories of motivation – Content theories (Maslow, Herzberg, Alderfer) – Process theories (Adam, Vroom and Porter) – Reinforcement theory. (Theory only)

### **Unit – III**

[12 Hours]

#### **Group Dynamics**

Foundations of group behaviour – Reasons for group formation– Types of groups – Stages of group formation and development – Group cohesiveness – Teams and team building – Leadership – Styles of leadership – Theories of leadership (traditional theories – trait theory; behaviour theories – Behavioural model (Managerial grid) – Contingency theories (Fiedler's contingency theory and path-goal theory) – Modern theories (transformational leadership theory) (Theory only)

### **Unit – IV**

[12 Hours]

#### **Organizational Processes**

Foundations of organizational structure – Types – Power and Policies – Sources of Power – Tactics – Control of political behaviours in organization – Organizational conflicts – Changing view of conflict - Process of conflict – Managing conflict – Inter-personal conflicts – Transactional analysis – Johari window – Life positions – Negotiation and Conflict resolution. (Theory only)

### **Unit – V**

[12 Hours]

#### **Organizational Dynamics**

Organizational Culture – types – functions – Changing organizational culture – Cultural differences and Similarities – Across Culture – Cultural adjustment – Managerial responses – Organizational change and development – Types of Change – Reasons for change –

Change agents- Challenges – Resistance to change – Managing resistance to change – Organizational development – Objectives – Assumptions – OD interventions/techniques. (Theory only)

**REFERENCE BOOKS:**

1. Aswathappa K., Organizational Behavior: Text, Cases and Games, Himalaya Publishing House, Hyderabad.
2. Fred Luthans, Organizational Behaviour, Tata McGraw Hill Publishing House, New Delhi.
3. Jit S.Chandan, Organization Behaviour, Vikas Publishing House, New Delhi.
4. John W. Newstrom and Keith Davis, Organizational Behaviour, Human Behaviour at work, Tata McGraw Hill Publishing House, New Delhi.
5. Kavita Singh, Organisational Behaviour: Text and Cases, Pearson, Delhi.
6. Stephen P. Robbins, Organizational Behaviour, Prentice – Hall of India Private Limited, New Delhi.
7. Subba Rao, P., Management and Organizational Behaviour (Text and Cases), Himalaya Publishing House, Hyderabad.

## **MC103 – Managerial Economics**

### **Course Objectives:**

- ❖ To make students understand about concepts and techniques used in economic theory and enable them to apply this knowledge in business decision-making.

### **Unit- I**

[12 Hours]

#### **Introduction**

Meaning, nature and scope of Managerial Economics (ME) –Principles of ME – Characteristics and uses of ME – Role and responsibilities of managerial economist. (Theory only)

### **Unit-II**

[12 Hours]

#### **Demand forecasting**

Nature and Scope of forecasting – Objectives – Methods of demand forecasting - Opinion polling and statistical methods – criteria for good forecasting method – Forecasting demand for new products. (Theory only)

### **Unit-III**

[12 Hours]

#### **Cost analysis**

Cost concepts and classification – Cost output relationship in short run and long run – Economies of scale – cost function – Cost control and cost reduction. (Theory only)

### **Unit-IV**

[12 Hours]

#### **Production analysis**

Basic concepts and types - Law of variable proportions – Factors of production and returns to scale – Cobb-Douglas production function – Opportunities for multiple products – Policy on adding new products and dropping old products. (Theory only)

### **Unit-V**

[12 Hours]

#### **Nature of Profit**

Different views of profits – Profit functions – Measurement of Profit – Policies on profit maximization – Profit planning – Managerial uses of break even analysis. (Theory only)

### **REFERENCEBOOKS:**

1. Joel Dean. Managerial Economics, Prentice Hall Ltd., India
2. Varshiney & Maheswari, Managerial Economics, Sultan Chand & Co.,
3. Mehatha P.L. Managerial Economics, Sultan Chand & Co
4. Dwivedi D.N., Managerial Economics, Himalaya Publishing Hosue,
5. Mote, Paul & Gupta, Managerial Economics, Tat Mc Graw Hill Ltd,

## **MC 104 – Business Environment and Policy**

### **Course Objectives:**

- ❖ To familiarize students with various components of business environment and its impact on the business

### **Unit – I**

[12 Hours]

#### **Business Environment**

Concept - Nature and scope- types– internal environment and external environment- Factors influencing business environment- Economic – Social- Cultural - Political environment and technical environment; Environmental analysis - Environment scanning - Monitoring - Changing dimensions in business environment. (Theory only)

### **Unit – II**

[12 Hours]

#### **Economic Environment**

Concept – Nature and scope - Structures of the economy - Economic policies and conditions- Economic planning - Industrial policy - Foreign investment Foreign technology agreements - Merits and demerits of the policy – FEMA - Monetary and fiscal policies - New economic policy. (Theory only)

### **Unit – III**

[12 Hours]

#### **Politico legal Environment**

Concept- Political institutions - Rationale and extent of state intervention - Reasons for state intervention - Types of intervention - Extent of interventions - Government Business interface – Legal environment. (Theory only)

### **Unit – IV**

[12 Hours]

#### **Socio Cultural Environment:**

Concept - Nature - Impact -Business participation in cultural affairs - Social responsibility of business - Business and society - Business ethics - Corporate governance (Theory only)

### **Unit – V**

[12 Hours]

**Global Environment:** Concept - Nature and scope - Rationale for global environment – Benefits and problems of MNCs - Strategies for going global - India, WTO and the trading blocks. (Theory only)

**TOTAL PERIODS :60**

## **REFERENCE BOOKS**

1. Francis Cherunilam, Business environment – Text and cases, Himalaya Publishing House.
2. K. Aswathappa, Essentials of Business environment, Himalaya Publishing House.
3. Pandey G.N. Environmental Management, Vikas publishing house.
4. Raj Agarwal, Business Environment, Excel publications.
5. Sundaram & Black. International Business Environment Text and cases, PHI.
6. Chari, S.N. International Business, Wiley India.



## **MC 105 – Quantitative Techniques for Business Decisions**

### **Objective**

- ❖ To impart knowledge to the students in the applications of statistics in business decision making.

### **Unit- I**

[12 Hours]

#### **Quantitative Techniques and Business Forecasting**

Concept - Classification of quantitative techniques- Benefits and Limitations – Methods- Advantages of quantitative approach to management – quantitative techniques in business decision making – Methods of business forecasting – Multiple correlation co-efficient. (Theory only)

### **Unit-II**

[12 Hours]

#### **F – Distribution**

Concept - Test for equality of two population variances – Analysis of variance- (F- test): One way and two way classified data. (Theory and problem Unit-III Probability and Probability Distributions: Basics of probability- Binomial –Poisson Normal distributions – Baye's theorem. (Theory and problems)

### **Unit-IV**

[12 Hours]

#### **Sampling Theor**

Concept – Types of Sampling – Hypothesis testing-The null hypothesis- The significance level - Hypothesis testing Procedure – Type I and Type II errors – Inference from small sample mean tests - Difference between the means of two independent samples – Difference between the means of two dependent samples of paired observations (t) and  $\chi^2$  (Chi-Square) test and its applications. (Theory and problems)

### **Unit-V**

[12 Hours]

#### **Linear Programming**

Concept - Requirements for application of linear programming– Assumptions- Advantages and limitations – Applications of Linear programming problem – Formulation of Linear programming problem- Simplex method (Theory and problems)

**TOTAL PERIODS: 60**

**REFERENCE BOOKS:**

1. Gupta, S.P. Statistical Methods, S.Chand & Sons, New Delhi
2. Tulasian P.C., and Vishal Pandey, Quantitative Techniques – Theory and Problems Pearson Education New Delhi
3. Gupta and Khanna “Quantitative Techniques for Business Managers” PHI, New Delhi.
4. Andnda Sharma, Quantitative Techniques, Himalaya Publications, Hyderabad.
5. Shukla and Grewal, Advanced Accounts, S.Chand and Co, New Delhi
6. Kothari C.R. Quantitative Techniques Vikas Publications, Mumbai. Vikas Publications, Mumbai.

## II Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
<b>Core Papers</b>						
6.	MC201	Financial Management	4	40	60	100
7.	MC202	Marketing Management	4	40	60	100
8.	MC203	Human Resource Management	4	40	60	100
9.	MC204	Advanced Cost Accounting	4	40	60	100
10.	MC205	Company Law	4	40	60	100
<b>Total Credit – 20</b>						

## **MC 201 - FINANCIAL MANAGEMENT**

### **COURSE OBJECTIVES:**

Facilitate student to

- Understand the operational nuances of a Finance Manager
- Comprehend the technique of making decisions related to finance function

### **UNIT I**

[12 Hours]

#### **Finance Foundations**

Financial management An overview- Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares-Option valuation. – Finance Functions – Financing decisions

### **UNIT II**

[12 Hours]

#### **Investment Decisions**

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital

### **UNIT III**

[12 Hours]

#### **Financing and Dividend Decision**

Financial and operating leverage - capital structure - Cost of capital and valuation - designing capital structure. Capital structure theories – net income approach, Net operating income approach – The Traditional approach – Modigliani – Miller hypothesis – capital structure planning and policy – elements of capital structure EBIT – EPS approach, Valuation approach, cash flow approach. Dividend policy - Aspects of dividend policy - practical consideration - forms of dividend policy - forms of dividends - share splits.

### **UNIT IV**

[12 Hours]

#### **Working Capital Management**

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivables Management and factoring - Inventory management - Cash management - Working capital finance : Trade credit, Bank finance and Commercial paper.

## **UNIT V**

[12 Hours]

### **Long Term Sources of Finance**

Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

**TOTAL PERIODS: 60**

### **BOOKS FOR REFERENCE:**

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
3. AswatDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
4. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.
5. Brigham, Ehrhardt, Financial Management Theory and Practice, 12th edition, Cengage Learning 2010.
6. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012. 5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011

## **MC 202 - MARKETING MANAGEMENT**

### **Course Objectives:**

- ❖ To familiarize the students with the basic concepts and principles of marketing ;and
- ❖ To develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

### **Unit – I**

[12 Hours]

#### **Introduction**

Marketing-Definitions-Concept of Marketing - Nature and scope- Evolution- Approaches to the study of marketing- Importance - Role of marketing in Indian economy- Marketing Mix- Marketing environment- Market segmentation – Marketing interface with other functional areas-Production, Finance, Human relations Management, Information system- Online Marketing.

### **Unit – II**

[12 Hours]

#### **Product and Price Management**

Concept of product- Classification –Product item- Product line and product mix decisions- New product development –Product Life Cycle (PLC) -Branding - Packaging and labeling- Pricing –Concept- Objectives -factors influencing pricing- Pricing policies strategies and methods.

### **Unit – III**

[12 Hours]

#### **Buyer Behaviour**

Industrial and Individual behaviour- Influencing factors- Buying Motives- Buyer behaviour Models- Online Buyer Behaviour- Measuring Customer Satisfaction- Customer Relationship Management- Customer acquisition, Retaining, Defection.

### **Unit – IV**

[12 Hours]

#### **Promotional Mix**

Concept of promotions - Sales promotion – Significance of sales promotion -Objectives - Planning sales promotion programmes- Personal selling – Nature and steps in personal selling - Theories of personal selling – Advertising– Advertising agencies- Advertising media.

### **Unit – V**

[12 Hours]

#### **Marketing Research**

Concept of Market research –Components - Types – Process of marketing research - Market research in India –Cause related Marketing-Ethics in Marketing Research.

**TOTAL PERIODS: 60**

**REFERENCE BOOKS:**

1. Philip Kotler, Principles of Marketing, PHI.
2. Rajan Saxena, Marketing Management.
3. Bagavathi,R.S.N. Pillai-Marketing management Text and cases, S chand.
4. Arun Kumar, N. Meenakshi, Marketing Management, Vikas Publications.
5. Jain, Marketing planning and strategy.

## **MC 203 - HUMAN RESOURCEMANAGEMENT**

### **COURSE OBJECTIVE:**

- ❖ To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

### **UNIT I**

[12 Hours]

#### **Perspectives in Human Resource Management**

Nature and scope of Human Resource Management (HRM) objectives of HRM, HRM functions, organization of HRM department, qualities of HR Manager, personnel policies and principles, new challenges of HRM, HRM model.

### **UNIT II [12 Hours]**

#### **The concept of best fit employee**

Human Resource Planning - factors affecting planning - planning objective - planning process, evaluation of planning. Job analysis and design- need for and process of job analysis and design. Employee hiring: recruitment, importance, nature and international recruiting, selection, importance, process, recruitment and selection practices in India

### **UNIT III**

[12 Hours]

#### **Training and Executive Development**

Training and development- nature - importance-Training inputs, training process, recent trends in training - training practices in India- Job evaluation, nature, objectives, process of evaluation, Performance and appraisal: nature, importance, process of evaluation, challenges - employee compensation, wage concepts and principles, factors affecting compensation plans, incentives- group and individual plans, wage and salary policies in India.

### **UNIT IV**

[12 Hours]

#### **Sustaining Employee Interest**

Employee safety and health – reasons for accidents and ways of avoiding accidents, need for safety, safety policy: Health – physical, mental, noise control, work stress, AIDS, alcoholism and drug abuse, violence at work place, workplace harassment.

Participative management - scope and ways of participation, labor welfare – approaches and types. Industrial relation – causes for disputes and ways of resolving disputes. Trade union– relevance of unions.



**UNIT V**

[12 Hours]

**HR AUDIT**

Human resource audit - audit of corporate strategy - audit of human resource function, audit of managerial compliance, audit of employee satisfaction - Ethical issues in HRM –HR ethical issues, managing ethics.

**TOTAL PERIODS: 60****BOOKS FOR REFERENCE:**

1. Dessler Human Resource Management, Pearson Education Limited, 2007
2. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.
3. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.

## **MC 204 Advanced Cost Accounting**

### **Course Objectives:**

Imparting knowledge to the students

- ❖ About various cost concepts; and
- ❖ About various methods of costing

### **Unit- I**

[12 Hours]

#### **Introduction to Cost Accounting**

Meaning – definition – objectives - advantages and limitations of cost accounting – cost concepts - Cost Accounting Vs Financial Accounting and Cost Accounting Vs Management Accounting – Installation of a costing system (Theory Only)

### **Unit- II**

[12 Hours]

#### **Specific order costing**

Job Costing – Batch Costing – Contract Costing – Unit Costing (Theory and Problems).

### **Unit-III**

[12 Hours]

#### **Operation Costing**

Process Costing: Features and objectives of process costing – Normal loss – Abnormal loss – Abnormal gain – Inter process profits – Objectives of inter process profits (Theory and Problems)

### **Unit-IV**

[12 Hours]

#### **Equivalent Production**

Equivalent production: Concept – Methods – FIFO method – Average methods (Theory and Problems)

### **Unit- V**

[12 Hours]

#### **Operating Costing**

Meaning – Preparation of Operating Cost Statement [Transport Costing only] - Activity based costing: Concepts – Meaning – Definition and characteristics of ABC – Different stages in ABC – ABC and cost drivers – Advantages of implementing ABC (Theory and Problems).

**TOTAL PERIODS: 60**

**REFERENCE BOOKS:**

1. Jain S.P., AND K.L.Narang, Cost Accounting Principles and Practice Kalayani Publishers New Delhi.
2. Rathnam P.V., Rathnam,s costing advanced problems and solutions, Kitab Mahal Distributors.
3. Maheswari S.N., Advanced problems and solutions in cost accounting, Sultan Chand & Sons
4. Bhar B.K., Cost accounting methods and problems, Academic Publishers, Kolkota.
5. Pillai R.S.N., and V.Bhagavathi: Cost Accounting, Sultan Chand and Co.Ltd, New Delhi.

## **MC 205 – COMPANY LAW**

### **Course Objectives:**

- ❖ To familiarize the students with important features of The Companies Act, 2013; and
- ❖ To give them an exposure to laws like formation of companies, operations and their Relationship to business.

### **Unit I (12 Periods)**

#### **Introduction**

Companies Act, 1956 and Companies Act 2013 – Definition – Characteristics – Formation of Company – Memorandum and Articles of Association - Amendments – Kinds of Companies – Public – Private - Holding and Subsidiary

### **Unit II (12 Periods)**

#### **Issue of Shares**

Shares – Capital - Prospectus – Deposits – Allotment – Issue of Share at Premium, at discount, Right Issue – Allotment – Membership – Nomination - Transfer of Shares - Share Warrant and Certificates - Deposits.

### **Unit III (12 Periods)**

#### **Meetings and Resolutions**

Meetings – Notice- Quorum – Proxy - Voting Rights – Resolution - Kinds – Special Notice – Inter Corporate Loans and Investments

### **Unit IV (12 Periods)**

#### **Management of Companies**

Director – Appointment - Remuneration – Duties and Rights – Removal of Director – Vacation of Office - Charges – Creation – Registration - Removal and Kinds

### **Unit V (12 Periods)**

#### **Winding up of companies**

Meaning – various modes of winding up of joint stock companies

### **TOTAL PERIODS: 60**

### **Reference Books:**

1. Kapoor, N.D. - Elements of Mercantile Law- S.Chand & Sons, New Delhi.
2. Avtar Singh - Company Law - Eastern, Lucknow
3. K.S. Anantharaman, Wadhwa, Nagpur - Lectures on Company Law & Competition Act.
4. Gogna, P.P.S - Textbook of Company Law - S.Chand, New Delhi.
5. Ramaiya - A Guide to the companies Act - Wadhwa, Nagpur

### III Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
<b>Core Papers</b>						
11.	MC301	Research Methodology	4	40	60	100
12.	MC302	Security Analysis and Portfolio Management	4	40	60	100
13.	MC303	Financial Markets and Services	4	40	60	100
14.	MC304	Advanced Accountancy	4	40	60	100
15.	MC305	Strategic Management	4	40	60	100
<b>Total Credit – 20</b>						

## MC 301 - RESEARCH METHODOLOGY

### Course Objective:

- ❖ To familiarize students with concepts, tools and techniques of the methodology of business research.

### UNIT I

[12 Hours]

#### Research

Meaning, Purpose, Scientific method, types of research; scope of business research- Review of literature: need, purpose, notes taking.

### UNIT II

[12 Hours]

#### Hypothesis

Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques- Research Design: Meaning, nature, process of preparation, components of research design

### UNIT III

[12 Hours]

#### Data

Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, socio-metric, check list; pre-testing of tools, pilot study .Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

### UNIT IV

[12 Hours]

#### Analysis of data

Simple statistical techniques and their uses - Testing of Hypothesis, Research Applications – market survey

### UNIT V

[12 Hours]

**Research Report Writing** Importance, Essentials, Structure/ layout, Types.

Footnotes and Bibliography. Modern Practices: Ethical Norms in Research,

Plagiarism, Role of computers in Research.

**TOTAL PERIODS: 60**

### BOOKS FOR REFERENCE:

1. Moses, C.A. *Survey Methods in Social Investigation*.
2. Krishnaswamy O.R, *Methodology of Research in Social Sciences*, Himalya Publishing house.
3. Kothari. C.R, *Methodology of Research*, Vikas Publishing House.
4. K.R. Sharma, *Research Methodology*, National Publishers , Jaipur.

## **MC 302 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

### **Course Objectives:**

- ❖ To familiarize students with valuation of securities; and
- ❖ To impart knowledge on portfolio theories and portfolio evaluation.

### **Unit – I**

**[12 Hours]**

#### **Securities analysis**

Basics of investment – Objectives- Fundamental analysis – Economic, industry and company analysis – Technical analysis – Efficient market theory – Implications – Random Walk theory – Strong, Semi-strong and Weak forms of Efficient market. (Theory only)

### **Unit – II**

**[12 Hours]**

#### **Valuation of securities**

Valuation of equity shares- Equity valuation models – One year and multiple year holding period – Constant growth and multiple growth models – Valuation through P/E ratios; Valuation approach to bonds – bond returns – Coupon rate – Spot interest rate – Yield to maturity – Bond duration (Theory and Problems)

### **Unit – III**

**[12 Hours]**

#### **Portfolio Theory**

Capital market theory – Concept - Assumptions – Capital market line – Portfolio selection – Capital Asset Pricing Model (CAPM) – Assumptions – Security Market Line (SML) – Arbitrage Pricing Theory (APT) – Assumptions. (Theory and Problems)

### **Unit – IV**

**[12 Hours]**

#### **Portfolio Evaluation**

Concept - Measures of portfolio performance – Mutual funds-Sharpe's performance index – Treynor's performance index –Jensen's Performance Index. (Theory and Problems)

### **Unit – V**

**[12 Hours]**

#### **Portfolio Revision**

Concept - Need for Portfolio revision- Passive management– Active management – Formula plans – Types of formula plans – Constant rupee value plan – Constant ratio plan – Variable ratio plan – Rupee cost averaging - Portfolio revision strategies. (Theory only)

**TOTAL PERIODS: 60**

## **REFERENCE BOOKS:**

1. Prasanna Chandra : Analysis and Portfolio Management, Tata Mc Graw Hill Co. Ltd., New Delhi.
2. Kevin, Security Analysis and Portfolio Management, PHI, New Delhi.
3. Avadani V.A.: Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi, 2008.
4. Prethi Singh, Investment Management, Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi, 2005.
5. Dhamodharan : Investment Valuation, Johnweely and sons, Johnweely and Sons, New York.
6. Donald E.Fischer & Ronald J.Jordan: Security Analysis and Portfolio Mangement, Pearsons Education (Singapore) Pvt, Ltd., New Delhi.



## **MC303 - FINANCIAL MARKETS AND SERVICES**

### **COURSE OBJECTIVE:**

- ❖ To provide knowledge about the modes of issuing securities
- ❖ To understand how the banks deploy the sources of finance and manage the associated risks

### **UNIT I**

**[12 Hours]**

#### **Financial Market in India**

Money Markets – Importance – Call Money Market – Treasury Bills Market – Acceptance Bills Market – Commercial Bills Market – Markets for Commercial Paper and Certificates of Deposits; Government (Gilt – edged) Securities Market; Capital Market – Industrial Securities Market; Financial Services – Features – Classification – Importance – Causes for Financial innovation- New Financial Product and Services .

### **UNIT II**

**[12 Hours]**

#### **Mutual Funds in India**

Definition – Types – Importance – Risk in mutual Funds – performance evaluation of Mutual Funds – Mutual Fund Industry in India – Merits and Demerits of Investing in Mutual Funds  
Features of Mutual Funds

### **UNIT III**

**[12 Hours]**

#### **Merchant Banking**

Meaning, Definition and Scope – Services of Merchant Banking- Qualities of Merchant Bankers- Venture Capital Investment Process- Advantages - Venture Capital Industry in India - International Experiences in Venture Capital Financing

### **UNIT IV**

**[12 Hours]**

#### **Factoring**

Concept of Factoring – Types of Factoring – Factoring Mechanism – Factoring in India – Cost and benefit of Factoring – Issues involved in factoring business

### **UNIT V**

**[12 Hours]**

#### **Credit Rating**

Objectives – Rating Methodology – Rating Process- Credit cards – concept – Evolution of credit cards – Varieties of credit cards – operational procedure – Acceptability of credit cards from the point of view of bankers, customers, members – Establishments. Hire purchase Vs. Leasing.

**TOTAL PERIODS: 60**

**Books for Reference:**

1. NaliniPravaTripathy, “Financial Instruments and Services”, Prentice Hall Pvt Ltd,  
2. New Delhi.
3. NaliniPravaTripathy, “Financial Services”, Prentice Hall Pvt Ltd, New Delhi.
4. Dr.S.Gurusamy, “Financial Services and Markets”, Vijay Nicole Imprints Pvt Ltd,  
Chennai.
5. M.Y.Khan, “Financial Services”, Tata McGraw Hill Publishing Company Limited,  
6. Noida, UP
7. Dr.D.JosephAnbarasu& Others, “Financial Services”, S.Chand& Sons Publisher,  
New Delhi

## **MC 304 - ADVANCED ACCOUNTANCY**

### **Course Objective:**

- ❖ To expose students to the latest trends in Accounting and its Application in real Life

### **UNIT I [12 Hours]**

#### **FORENSIC ACCOUNTING**

Earnings manipulation Methods-Recording revenues too soon Recording Bogus Revenue-Boosting Income Using one time or Unsustainable Activities-Shifting current Expenses and Income to a Later Period-Employing other Techniques to Hide expenses or Losses-Shifting Future Expenses to an Earlier Period

### **UNIT II [12 Hours]**

#### **ACCOUNTING FOR CORPORATE RESTRUCTURING<sup>12</sup>**

Amalgamation - Absorption - External reconstruction, (Advanced problems only) - Internal Reconstruction - Preparation of Scheme of Internal Reconstruction.

### **UNIT III [12 Hours]**

#### **FUND BASED ACCOUNTING**

Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants as per guidance notes issued by the ICAI.

### **UNIT IV [12 Hours]**

#### **SERVICE SECTOR ACCOUNTING**

Hotel accounting - introduction - visitors' ledger, Hospital accounting - Introduction- capital and revenue expenditure

### **UNIT V [12 Hours]**

#### **RESPONSIBILITY ACCOUNTING**

Responsibility Accounting and Divisional Performance Measurement – Advantages and Disadvantages of Divisionalization; Concept of Responsibility Accounting; Responsibility Centres – Cost Centre, Revenue Centre, Profit Centre, Investment Centre, Responsibility Performance Reporting.

**TOTAL PERIODS :60**

**BOOKS FOR REFERENCE:**

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins& K.A. Merchant: Accounting Text & Cases (Tata McGraw Hill).
7. Dr.S.N. Maheshwari: Corporate Accounting (Vikas Publishing House Pvt. Ltd. New Delhi)
8. Dr.AshokSehgal&Dr.DeepakSehgal: Advanced Accounting (Taxmann, New Delhi).

## **MC 305 - STRATEGIC MANAGEMENT**

### **COURSE OBJECTIVE:**

- ❖ To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments.
- ❖ It learn how the companies are specifying the organization's mission, vision and objectives, developing policies and plans; and
- ❖ To understand the analysis and implementation of strategic management in strategic business units.

### **.UNIT I**

**[12 Hours]**

#### **Strategy and Process**

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

### **UNIT II**

**[12 Hours]**

#### **Competitive Advantage**

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

### **UNIT III**

**[12 Hours]**

#### **Strategies**

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

#### **UNIT IV**

**[12 Hours]**

##### **Strategy Implementation & Evaluation**

The implementation process - Resource allocation-designing organizational structure- Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

#### **UNIT V**

**[12 Hours]**

##### **Other Strategic Issues**

Managing Technology and Innovation-Strategic issues for Non Profit organizations- New Business Models and strategies for Internet Economy-case study

**TOTAL: 60 PERIODS**

##### **BOOKS FOR REFERENCE:**

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. AzharKazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill,2008

#### IV Semester

S.No	Subject code	Title	Total Credits	Internal Marks (Max)	External Marks (Max)	Total Marks (Max)
<b>Core Papers</b>						
16.	MC401	International Financial Management	4	40	60	100
17.	MC402	Income Tax Law and Practice	4	40	60	100
18.	MC403	Strategic Cost Management	4	40	60	100
19.	MC404	Project and Viva-Voce	8	100	100	200
<b>Total Credit – 20</b>						

## **MC 401: INTERNATIONAL FINANCIAL MANAGEMENT**

### **Course Objectives:**

- ❖ To familiarise the students to the basic concepts of international financial management

### **Unit – I**

**[12 Hours]**

#### **International Financial Management (IFM)**

Concept – Importance – Nature and Scope of IFM – Domestic and offshore markets –Role of International Financial Manager – Changes in global financial markets –challenges- International Monetary System-Recent Changes - (Theory only).

### **Unit – II**

**[12 Hours]**

#### **Foreign Exchange Market and Exchange Rate Mechanism**

Foreign Exchange Markets – Structure – Types of Exchange rates - Exchange rate quotations – Direct and Indirect – Buying and selling rates – Forward market quotation – Nominal and Real exchange rates – Determination of exchange rates in spot market and forward market. (Theory and Problems)

### **Unit – III**

**[12 Hours]**

#### **Foreign Exchange Exposure:**

Concept - Relevance of Foreign exchange exposure – Classification - Transaction exposure- Operating exposure – Accounting exposure – Need - Hedging of Transaction exposure – Hedging of real operating exposure – Management of accounting exposure (Theory and Problems)

### **Unit – IV**

**[12 Hours]**

#### **International Project Appraisal**

Concept – Approaches - Net present value approach – Adjusted present value framework – Options approach – The practice of cross border direct investment appraisal- International perspectives of working capital; Cash - Bills receivable and Inventory policies (Theory only).

### **Unit – V**

**[12 Hours]**

#### **International Equity Investment**

Concept – Risk and Return from Foreign Equity Investment – Equity Financing in the International Markets – Long-Term Borrowings in Global Capital Markets –Major Market Segments –International Financing Decision. (Theory only)

**TOTAL PERIODS: 60**



**REFERENCE BOOKS:**

1. Apte.P.G.,: International Financial Management, Tata Mc Graw Hill Publishing House, New Delhi.
2. Siddaiah, T, International Financial Management, Pearson, New Delhi.
3. Sharan V. : International Financial Management, Prentice Hall of India Publishing, New Delhi
4. Bhalla,V.K. : International Financial Management, Anmol Publicatins, New Delhi.
5. Avadhani V.A. : International Finance, Himalaya Publishing House, Mumbai.
6. Eun & Resnick., : International Financial Management, Tata Mc Graw Hill Publishing Company lLtd., New Delhi.

## **MC 402 - Income Tax Law and Practice**

### **Course Objective:**

- ❖ To impart working knowledge of the Income Tax Act 1961 and basic concepts of different Tax Concepts

### **UNIT I**

**[12 Hours]**

#### **Introduction**

The Income Tax Act 1961 - Basic concepts : Agricultural income – Assessee - Assessment year - Average rate of tax – Exempted income of a person - gross total income - Previous year - Charge of income Tax; Capital and Revenue : Receipts capital or revenue expenditure subsidy residence and Incidence of Tax: Residence Determination of the Residential status Incidence of Tax , Tax Free Incomes

### **UNIT II**

**[12 Hours]**

#### **Head of Income**

Computation of Income from salaries, Income from house property, Profits and gains of business or profession, Capital gains and income from other sources

### **UNIT III**

**[12 Hours]**

#### **Clubbing and Aggregation of Income**

Clubbing of Income - Transfers Income of individual to include income of spouse etc.- Liability of person in respect of income included in the income of another person aggregation of income set off losses; Early forward and set of losses Deductions from gross total income and rebate of Tax

### **UNIT IV**

**[12 Hours]**

#### **Assessment**

Assessment procedure and filing of returns -Assessment of individuals Income

### **UNIT V**

**[12 Hours]**

#### **Goods and Services Tax [Basic Concepts only]**

Overview of GST - Implementation of GST - Liability of the Tax Payer - GST Network - GST Council - Levy of GST – Introduction - Composition Scheme - Remission of Tax / Duty- Registration Procedure - Meaning and Scope of Supply -Valuation in GST and Payment of GST – Input Tax Credit (Theory Only)

**TOTAL PERIODS: 60**

**Reference Books**

1. GST Practice Manual by CA Anoop Modi and CA Mahesh Gupta, Taxmann's Publications.
2. Basics of GST by Nitya Tax Associates, Taxmann's Publications.
3. Hariharan N, Income Tax Law and Practice, Vijay Nicole Imprints
4. Bhagawath Prasad Direct Taxes Law and Practice
5. DinakarPagre - Direct Taxes
6. Singharia V K Direct Taxes Law & Practice

## **MC 403 - STRATEGIC COST MANAGEMENT**

### **COURSE OBJECTIVE:**

- ❖ To understand the scope and need for cost control and management.

### **UNIT-I**

**[12 Hours]**

#### **TRADITIONAL COST**

Traditional Costing System: Cost Management System; Concept, Factors Affecting Cost Management, Cost Assignment; Cost Behaviour- Basics, Resources and Activities

### **UNIT II**

**[12 Hours]**

#### **STRATEGIC COST**

Strategic Cost Management (SCM): Concept and Philosophy, Key elements in SCM, Value Chain Analysis, Strategic Positioning and Cost Driver Analysis.

### **UNIT-III**

**[12 Hours]**

#### **LIFE CYCLE COSTING**

Life Cycle Costing,-Meaning and Benefits; Product Life Cycle and Pricing Decisions; Life Cycle Budgeting.Target Costing: Concept; Target Costing and Target Pricing; Key Principles of Target Costing; Target Costing Process, Target Costing and Cost Management; Role of Value Engineering in Target Costing

### **UNIT IV**

**[12 Hours]**

#### **KAIZEN COSTING**

Kaizen Costing- Meaning; Implementation Steps in Kaizen Costing; Target Costing and Kaizen Costing; General Kaizen Costing and Item Specific Kaizen Costing; Bench Marking Kaizen Costing, Back Flush Costing- concept and scope

### **UNIT V**

**[12 Hours]**

#### **SHORT RUN MANAGERIAL DECISIONS**

Introduction-Analytical Framework. Decision Situations: Sales Volume related Decisions- Sale or further process-Make or buy - Product Line/divisions/ departments - Short run use of scarce resources - Operate or shut down.

### **TOTAL: 60 PERIODS**

### **BOOKS FOR REFERENCES**

1. Cost Management : A strategic Emphasis, Blocher,Chen,LinMcGraw Hill
2. Welsh, Glenn A. : Profit, Planning and Control(prentice Hall)
3. Standard Costing : J. Batty
4. Cost Analysis for Management Decisions: M.R.S. Murthy , Tata McGraw Hill
5. Managerial Accounting : Calvin Engler, Irwin Publication

## **MC 404 - Project and Viva-Voce**

The Final Project and Viva-Voce is a compulsory real time project paper for all students during their fourth semester. It is carried out by a student individually on any one of his/her specialization area for the period of 60 days. A student can pursue his/her real time final semester project either at the placed organization or any of an organization on their choice.

A student can avail any stipend extended by the organization during his/her project tenure. The mode of project selection in terms of area/title/topic is done by conducting a pre-project counseling by department faculty as the internal guide. A student has to choose an external guide from an organization where he/she plans to undertake the project.

During the period of project, a student has to regularly meet and interact with the guide for minimum three reporting sessions. Based on the approval of internal guide, a student is permitted to submit his/her project rough copy.

During the time of every reporting, a student needs to produce reporting form along with the details of project progress along with the due signature from the respective faculty guide. The final rough copy approved by the Department (constituted faculty committee for project evaluation),

A student is eligible to submit the final copy of the project (4 copies + 2 soft copies in the form of CD). The submitted final copy of the project is evaluated by both internal and external guide for 100 marks (4 credits) and based on the clearance of valuation, a student is permitted to appear for the comprehensive project viva-voce for 100 marks (4 credits) before the panel comprising external examiner, internal guide and internal experts committee and a student is eligible to claim for his/her degree based on the successful completion of final project and viva-voce.