



DEPARTMENT OF COMMERCE
School of Business Management and Legal Studies
University of Kerala

M.COM. PROGRAMME
(Under Credit and Semester System w.e.f. 2017 Admissions)

DEPARTMENT OF COMMERCE
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UNIVERSITY OF KERALA

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Scheme and Syllabus

Programme Objectives

- * To prepare the students to make use of emerging opportunities in the horizon of commerce and industry
- * To provide conceptual knowledge, logical reasoning and analytical skills in the domain of commerce.
- * To equip the students with reasonable understanding of Portfolio Management, International Business, Business Intelligence, Behavioural Finance
- * To create avenue for employment in the academic and Business world.
- * To build competencies for higher studies viz. MPhil and PhD
- * After completion of the programme, the students will have thorough understanding of Accounting, Finance, Taxation and Business Laws

Structure of the Programme

Sem No	Course Code	Name of the Course	Number of Credits
I	<u>Core Courses</u>		
	COM-C- 411	Research Methodology	4
	COM-C- 412	Accounting Standards	4
	COM-C- 413	Business Regulatory Framework for Finance and Corporate Governance	4
	<u>Internal Electives</u>		
	COM-E- 414	Quantitative Methods	4
	COM-E-415	Management Information System and Business Intelligence	4
II	<u>Core Courses</u>		
	COM-C- 421	International Business	4
	COM-C- 422	Taxation Law and Practice	4
	COM-C- 423	Services Marketing	4
	<u>Internal Elective</u>		
	COM-E-424	Operations Research	4
III	<u>Finance Stream Core Courses</u>		
	COM-C- 431	Security Analysis and Port Folio Management	4
	COM-C- 432	Advanced Cost and Management Accounting	4
	COM-C- 433	Tax Planning and Management- Income Tax and GST	4
	COM-C- 434	Enterprise Performance Management	4
IV	<u>Core Courses</u>		
	COM-C- 441	International Financial Management	4
	COM-C- 442	Behavioral Finance	4
	COM-C- 443	Advanced Financial Management	4
	COM-C- 444	Corporate Accounting	4
	COM-D- 445	Dissertation	4
Extra Departmental Elective Courses			
II	COM -X- 421	Stock Market Operations	2
IV	COM-X- 441	Corporate Social Responsibility and Business Ethics	2

Semester : I
Course Code : COM-C- 411
Course Title : RESEARCH METHODOLOGY
Credits : 4

Aim

To impart scientific and systematic knowledge for carrying out research work.

Course objective

To understand the concepts of research and research methodology

To understand the research process in detail

To help students to carry out research works independently

Course Content

MODULE I

Introduction to Research: Concept of Research – Types of Research- Fundamental, Applied, Policy; Library, Case study, Survey, Experimental, Action and Evaluation - Process of Research.

MODULE II

Research Plan: Literature Review – Research Gap - Selection and Formulation of Problem - Setting Objectives- Formulation of different type of Hypotheses - Identification and Measurement of Variables-Concept of Research Design and Different Types of Research Designs- Operational Definitions

MODULE III

Sampling Design: Concept of Sample - Sample Size – Different Methods of Probability and Non-Probability Sampling - Sampling and Non Sampling Errors - Sample Size Determination

MODULE IV

Data Collection: Data –Types –Secondary and Primary – Sources of Secondary Data- Methods of Collecting Primary Data- Observation, Experimentation, Interviewing, Mail Survey, Projective techniques, Focus Group Discussion, - Tools for Data Collection- Schedule and Questionnaire Measurement Scales – Pilot Study- Pre- Testing- Field Administration

MODULE V

Data Analysis and Hypotheses Testing: Coding, Editing and Tabulation of Data – One Way Table, Two Way Table- Tools for Statistical Analysis – Parametric and Non-Parametric Tests- Charts and Diagrams – Testing of Hypotheses – Type I Error and Type II Error- Fixation of level of significance – Decision taking.

MODULE VI

Report Writing: Layout of Research Report – Precautions in Preparing the Research Report - Documentation – footnotes and bibliography- Annexure- Rule for Typing the Report.

References

- Devendra Thakur, Research Methodology in social Sciences, Deep & Deep Publications, New Delhi, 2009.
- Kothari,C.R., Research methodology Methods and Techniques, New Age International Publishers,2nd edition, New Delhi, 2009.
- Reddy C.R, Research Methodology in Social Sciences, Kalyani Publishers, New Delhi, 2008.
- Santhosh Gupta, Research Methodology and Statistical Techniques, Deep & Deep Publications , New Delhi , 1999.
- Wilkinson, TS; Bhandarkar,PL; Methodology and Techniques Of Social Research, Himalaya Publishing House, Mumbai, 2010.

Semester : I
Course Code : COM-C- 412
Course Title : ACCOUNTING STANDARDS
Credits : 4

Aim

Facilitate students to apply accounting standards while preparing final accounts of business enterprises.

Course objective

To acquaint the students to understand the structure, process and organizational set up involved in evolving accounting standards in India. To enable the students to apply some key standards while preparing and presenting the financial statements Course.

Course Content

MODULE I

Accounting Bodies—International Accounting Standards Board—Institute of Chartered Accountants of India—Accounting Standards Boards—Procedure adopted by ASB in formulating Accounting Standards—Companies Act 2013 and Accounting Standards—Need for accounting standards—International Accounting Standards and IFRS—Convergence with IFRS.

MODULE II

Disclosure of Accounting Policies (AS 1)—Accounting Policies Valuation of Inventories (AS 2)—Measurement-- Cost of purchase—Cost of conversion—Joint costs—Treatment of borrowing cost—Cost formulae—Specific identification method—FIFO, Weighted Average Cost—Standard Cost—Retail Inventory Method—NRV—Valuation of inventory below cost. Revenue Recognition (AS 9)—Sale of goods—Rendering of service—Completed service contracts—Proportional completion method.

MODULE III

Accounting for fixed assets (AS 10) —Gross and Net Book Value—Composition of Cost—Self Constructed Assets—Exchanged Assets—Improvement and repairs to fixed asset—Retirement and Disposal—Revaluation of Fixed Assets Depreciation Accounting (AS 6)—Historical Cost—Estimated Residual Value—Depreciation Policy—Change in method of depreciation—Change in measures of depreciation amount (Estimated life, Estimated resale value and historical cost)—Additions and Extensions—Assets involving liabilities in foreign currency. Intangible Assets (AS 26)—Monetary Assets—Non-Monetary Assets—Acquired intangible assets—Exchange for another assets—IA arising from amalgamation—IA out

of Govt. grants—Internally generated goodwill—Amortisation of IA. Service contracts—Proportional completion method.

Module IV

Accounting for Leases (AS 19)—Finance Lease—Operating Lease—Minimum Lease Payments—Gross investment in leases—Interest rate implicit in leases—Accounting treatment in the books of lessee and lessor—Sub leases by lessee Segment Reporting (AS 17)—Business Segment—Geographical Segments—Reportable Segments—Identification Tests—Primary and Secondary Segments.

Module V

Earning Per Share- AS 20- Financial Instruments- Financial Liability- Potential Equity Shares- Dilutive Non- Dilutive Potential Equity Share- Profit Available to Equity Shares- Weighted Average Number of Equity shares. Basic EPS- Restatement of EPS- Diluted EPS

Module VI

Impairment of Assets (AS 28)—Net Selling Price—Value-in-Use—Recoverable Amount—Carrying Amount—Impairment Loss—Cash Generating Units—Goodwill—Top Down and Bottom up tests—Corporate Assets—Reversal of Impairment Loss Accounting for Taxes on Income (AS 22)—Deferred Tax—Current Tax—Impact of Timing Difference—Measurement of Tax Expenses—Reasonable certainty and Virtual certainty—Criteria of setting off.

References

- Asish K Bhattacharjee, Tata Mc Graw Hill, . Indian Accounting Standards
- Israr Shaikh and Rajesh Makkar, Lexis Nexis. Accounting Standards
- Rajkumar S Adukia, Lexi Nexis, Indian Accounting Standards
- Rawat D S—Taxman Accounting Standards
- Vijayakumar M.P, Snow White, Chennai - Accounting Standards

SEMESTER-I

Course Code : COM-C- 413

**Course Title : BUSINESS REGULATORY FRAMEWORK FOR FINANCE
AND CORPORATE GOVERNANCE**

Credits : 4

Aim

To acquaint student with modern corporate laws and governance

Course Objective

1. To enable student acquire updated knowledge and develop understanding of the regulatory framework for business
2. To make students aware of opportunities available in various legal compliances so as to enable them employable.
3. To expose students in emerging trends in good governance practices including governance.

Course Content

MODULE I

Advanced Company Law: The Companies Act 2013 Formation and related procedures of various types of companies, Procedure for inter-corporate loans, investments- guarantee and security – Registration modification and satisfaction of charge, Declaration and payment of dividend

Maintenance of Books of Accounts - statutory financial audit, cost audit and secretarial audit – Board meetings and procedures - Corporate Social Responsibility provisions, Recent Trends and Developments in Company law

MODULE II

Other Corporate Laws:(a)Limited Liability Partnership Act, 2008: Concept, formation, membership, functioning and Dissolution - Conversion of LLPs into Private Limited Companies and vice versa.

(b)SEBI Listing Agreement and Regulations (Basic Understanding Only).

(c)The Insolvency and Bankruptcy Code, 2016 - Insolvency Professionals - Liquidation Process – Insolvency and Bankruptcy Board of India.

MODULE III

Economic Laws:(a) FDI Policy – Foreign Direct Investment in India and abroad – External Commercial Borrowing (ECB) Formalities – Establishment of Branch Office of a foreign entity in India.

(b) Foreign Trade Policy – Opportunities of commerce/finance professional in foreign trade – Procedure of import and export – Export promotion schemes and initiatives.

(c) Competition Commission of India – Compliance of competition law.

MODULE IV

Industrial and Labour laws: Overview of Industrial Policy of Govt of India and Govt of Kerala – Regulatory Mechanism under IDRA – MSME Development Act – Advantages of MSMEs and their role and significance in economic development – Central and State Schemes for MSME Promotion – Udyog Aadhar.

MODULE V

Corporate Governance: (a) Corporate Governance – Meaning and Concepts – Legal frame work - Corporate Governance Practices in India

(b) Role of Board in Corporate Governance – Role, responsibility and liability of independent directors – Functioning of Board Committees

MODULE VI

Legislative Framework of Corporate Governance: Listing Agreements and Regulations, SEBI Guidelines, Companies Act – Corporate Governance in family business in PSUs, in Banks and in Insurance Companies.

Corporate Governance and Shareholder Rights: Shareholders – Institutional Investors – Investor Associations – Related Parties – Employees – Customers – Lenders – Vendors – Government – Society.

References

- Abir Roy- Competition Law in India
- Agarwal V.K. - Law of Consumer Protection
- Anantharaman. K.S.- Lectures on Company Law
- Awathar Singh, *Company Law*, Eastern Law Books
- Chandha P.R, *Business law* gajgotia, New Delhi
- Datey V.S.FEMA and FDI Ready Reckoner
- Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, *Business regulatory frame work*, Kalyani Publishers, New Delhi
- Gogna PPS- Textbook of Company Law
- Hitenter Mehta - Limited Liability Partnerships
- Kapoor. N .D, *Business law*, Sulthan Chand and Sons
- Kumar H.L.- Compliances under Labour Laws
- Moshal B.S., *Modern Business law*, Ane books, New Delhi
- Narayanan P. Intellectual Property Laws
- Padhi P.K. Labour and Industrial Laws
- Pollock and Mulla - The Indian Partnership Act
- Sampath K.R.- Law of Corporate Governance : Principles and Perspective
- Saharay Madhusudan- Text Book on Arbitration and Conciliation with Alternate Dispute Resolution
- Senthil J. Velmurugan and S.Mahalakshmi- Export and Import Documentation and Procedures
- Tulsian P.C, *Business Laws*, Tata Macgraw-Hill publishing Co.Ltd, New Delhi
- Taxmann- Labour Laws

Journals

Chartered Secretary, Management Accountant, The Chartered Accountant, FIEO News and Vyavasayakeralam

Additional References:

- Anti-Money Laundering and Know Your Customer – Indian Institute of Banking and Finance (IIBF)
- Listing Agreement by SEBI
- Listing Agreement by SEBI
- Micro, Small and Medium Enterprises in India – IIBF
- Corporate Laws – Taxmann
- Beginner's Guide to Capital Market – SEBI's Investor Awareness Website www.investor.sebi.gov.in
- Economic, Labour and Industrial Laws – Sultan Chand and Sons
- Guide to Insolvency and Bankruptcy Code 2006 – Taxmann

Websites

www.india.gov.in, www.mca.gov.in, www.commerce.gov.in,
www.dgft.gov.in, www.cci.gov.in, udyogaadhaar.gov.in,
www.egroups.kerala.gov.in and www.cca.gov.in

Semester : I

Course Code : COM-E- 414

Course Title : QUANTITATIVE METHODS

Credits : 4

Aim

To familiarize the students with the basics of probability theory and its applications in analyzing problems encountered in a business environment.

Course Objective

To help the students to apply the basic concepts of modern probability theory in research and for decision making in business.

Course Content

MODULE I

Basic Probability Theory: Different approaches to probability– addition and multiplication rules – dependent and independent events – conditional probability – theorem of total probability – Bayes' theorem.

MODULE II

Probability Distributions: Concept of random variable - discrete and continuous - probability distribution - mathematical expectation – binomial, Poisson and normal distributions.

MODULE III

Sampling: Need for sampling - sampling frame - probability and non-probability methods– sampling and non-sampling errors – sampling distributions – central limit theorem.

MODULE IV

Statistical Inference I : Estimation – qualities of a good estimator – point estimate – interval estimate-interval estimate of the mean, proportion, difference between two means, difference between two proportions.

MODULE V

Statistical Inference II : Testing of hypothesis – procedure – tests involving a single mean – single proportion – two means – two proportions – small and large sample tests - type I and type II errors.

MODULE VI

Statistical Inference II contd.: Tests involving several means(ANOVA)-tests involving several proportions'(chi-square)-goodness-of-fit test-test of independence-determination of sample size.

References

- Gupta S.P., Statistics – Sulthan Chand & Sons, NewDelhi.
- Levin & Rubin, Statistics for Management – Pearson, Dorling Kindersley, New Delhi.
- Ronald E. Walpole, Introduction to Statistics, Macmillan.
- Sancheti & Kapoor, Statistics – Theory, Methods & Application, Sultan Chand & Sons: New Delhi
- Ya-lun Chou, Statistical Analysis: With Business and Economic Applications –Holt, Rinehart and Winston, Austin (Texas).

SEMESTER : I
Course Code : COM-E- 415
Course Title : **MANAGEMENT INFORMATION SYSTEM & BUSINESS INTELLIGENCE**
Credits : 4

Aim

On successful completion of the course, the students should be able to develop understanding on MIS in general, generate insight on developing MIS for an organisation, comprehend the role of MIS in decision making and appreciate the inevitability of ICT in MIS

Course Objective:

The objectives of the course are to facilitate students

- to conceptualize MIS and its role in an organizational setup
- to comprehend the role MIS in decision making and the models involved
- to understand the scope of MIS from system perspective, design and implement them for enterprise wide solutions
- to gather business intelligence and enable organizations to stay competitive in the dynamically changing IT environment.

Course Content

MODULE I

Introduction: Definitions– Hardware – software – networking – topologies – cloud computing Data bases – RDBMS – Schemas – Entity – Attribute – Instance Meaning – concept and importance – MIS and other academic disciplines.

MODULE II

Management Principles: Concepts in planning and control – concepts of information – organizational structure – system concepts – decision making process – behavioral models of organizational decision making and decision maker – decision making under stress – documenting and communicating decision rules.

MODULE III

MIS structure : Organizational subsystems - knowledge work – technology support for knowledge work – information requirements by level of management activity – transaction processing systems – information support systems – decision support systems- Enterprise Resource Planning- functions; Advantage and Disadvantages of an ERP system.

MODULE IV

System Development : Determination of information needs and sources – selection of conceptual design options – detailed MIS design – forms and report

design – physical systems design – physical data base design - procedure development – programme development – testing – quality assurance. organizational aspects of implementation – operation and maintenance – post audit.

MODULE V

Business Intelligence : Data – Information – Knowledge – Wisdom, Difference between information and intelligence – Business intelligence system – Real time business intelligence – Business intelligence applications - General characteristics - Application packages

MODULE VI

Creating reports for Business Intelligence: MS-Excel and Business Intelligence – Practical exercises using MS-Excel – Create data boxes for financial accounting - Use multiple sheets in a workbook to prepare financial reports - Prepare professional quality statements for external reporting - Create graphing to interpret business results

References

- Artificial Intelligence and Expert systems Dan W. Patterson
- Artificial Intelligence and Expert systems Dan W. Patterson
- Data Mining David Hand, Heikki Mannila and Padhraic Smyth
- Data mining Pieter Adriaans and Dolf Zantinge
- Data Warehousing in the real world Sam Anahory and Dennis Murray
- Knowledge Management Elias M. Awad and Hassan Ghaziri
- Knowledge Management H.C. Mruthyunjaya

Semester : II

Course Code : COM-C-421

Course Title : INTERNATIONAL BUSINESS

Credits : 4

Aim

A systematic understanding of conducting business in the international arena

Course Objective:

To understand today's competitive global environment

To prepare the students for diverse business opportunities

To understand the unique aspects of doing business internationally

Course Content

MODULE I

Introduction to International Business: World Business Environment - International Business –Modes of Entry- MNCs and LDCs- Terms of Trade – Balance of Payments and Adjustment Mechanism- Convertibility of Rupee – Current and Capital Accounts

MODULE II

Theories of International Business: International Trade Theories – Absolute and comparative advantages theories – Modern Theory of trade – Heckler-Ohlin theory

MODULE III

India's Foreign Trade Policy and Economic Relations: Structure of India's Foreign Trade - Composition and Direction – India's foreign trade policy – Regulation and Promotion of Foreign Trade-Export promotion infrastructure and the institutional set up –EXIM Bank – EXIM Policy of India- Deemed exports – Policy on foreign collaborations and counter trade arrangements – India's joint ventures abroad – Project and consulting exports.—WTO Functions and Policies–SAARC -EU – NAFTA - IPR

MODULE IV

Import Management: Tariffs – Quotas – Anti –Dumping/Countervailing Duties – Technical Standards– Exchange controls and other non-tariff measures-Procedure for procurement through imports – Import financing – Foreign Exchange Regulations-Customs clearance of imports - Managing risks and involved importing – Transit risk – Credit risk and exchange risk.

MODULE V

Export Documentation and Promotion Measures: Processing of an Export Order- Export Documents – Commercial and Regulatory Documents - Methods of Payment – Negotiations of Export – Documentary Credit and Collection – Pre and Post Shipment Export Credit – Bank guarantees – EPCG scheme – Export Facilities– Duty drawback – Duty Exemption Schemes – Tax concessions – Marketing Assistance – Role of State Trading Houses – 100% Export Oriented Units – Export Houses and Trading Houses- EPZs – SEZs.

MODULE VI

E-Business Vis-A-Vis International Business:Introduction- New Information Technologies- Re-Engineering the International Business Process - E-Business – Conceptual Analysis- Advantages of E-Commerce- Disadvantages of E-Commerce.This will be through a three hour written examination consisting of 10 very short answer questions (without choice), 4 short answer questions and 2 descriptive questions (with choices)

References

- Cavusgil,Tamer, Gary Knightbvand John R.Riesenberger. International Business – Strategies, Management and the New Realities. New Delhi: Prentice Hall.2008.Print.
- Mahajan.V.S. Indian Foreign Trade and Balance of Payments. New Delhi: Deep & Deep Publications, 1992.Print.
- Sodersten,B.O. International Economics. London: Mac Millan, 1999.Print
- Varma,Sumati. International Business. New Delhi: Pearson,2012.Print.
- Verma,V.L. International Trade. New Delhi: Vikas Publishing House, 2011

Semester : II
Course Code : COM-C-422
Course Title : TAXATION LAW AND PRACTICE
Credit : 4

Aim

To convey and understanding on the taxations systems in India and the procedure for computation of Income for taxation under the Income tax Act.

Course Objective:

1. To convey a basic understanding on direct tax practices in India
2. To tell students in computing in cone under various heads under Income Tax Act

Course Content

MODULE I

Income tax-Basic concepts and definitions – capital and revenue - Determination of residential status of different entities and incidence of tax – tax free incomes (totally and partially) - Direct and Indirect Taxes – Income Tax Law and practice

MODULE II

Computation of salary

MODULE III

Computation of income from house property

MODULE IV

Computation of income from profits and gains from business and profession – depreciation and other allowance

MODULE V

Computation of income under capital gains and income from other sources.

MODULE VI

Tax Planning under various heads of income

References

- Mehrotra H C and Goyal S P .Income Tax Law and Practice –Wealth Tax and Tax planning- , Sahitya Bhavan Publications Agra
- Vinod Singhanian And Kapil Singhanian , Direct taxes – Law and Practice with reference top Tax planning Taxman Publications Pvt. Ltd.

Other References

www.taxman.com

- Finance Act respective years Income tax Act 1961
- ITR forms Ministry of finance Govt. of India

Semester : II
Course Code : COM-C- 423
Course Title : SERVICES MARKETING
Credits : 4

Aim

Make the student meet the challenges of marketing services in the modern day competitive business environment.

Course Objective:

To enable the students to understand the importance of services marketing as a powerful tool for transforming the service economy which is an emerging area.

Course Content

MODULE I

Services Marketing : Introduction to Services Marketing; Services Marketing – characteristics – Classification of services – Role of services in economy –Factors stimulating the transformation of service economy –Growth of services in Indian economy – Differences between Goods and Services Marketing. Services marketing mix; Strategic issues in marketing of services.

MODULE II

Customer Behaviour & Strategic Issues: Customer decision making – Customer expectations and perceptions – Components of customer expectations – Service encounters – High contact services and Low contact services.

MODULE III

Market segmentation and Positioning the service – Service Quality – Determinants of service quality – Managing demand and service capacity. Analysing services marketing environment.

MODULE IV

Services Marketing Decisions: Developing Services product-New service development, Core and supplementary services, Branding; Service distribution-through physical and electronic channels Challenges in distributing services in domestic and international markets; People – employee role in service delivery, service failure and recovery, Service process-developing service blueprint, Self -service technologies.

MODULE V

Services and the Marketing Mix: Traditional marketing mix applied to services – Inadequacy of 4Ps – Developing service concepts – Service Product Development – Branding of services – Pricing of services – Educating customers and Promoting services – Managing People for service advantage – Difference between mediocrity and success – Process in services, Service Blueprinting – Crafting the service environment – Services cape – Physical Evidence—Service Quality.

MODULE VI

Services Marketing in Specific Industries: Tourism, Travel & Transportation Services Marketing – Marketing of Financial Services: Banking, Insurance, Mutual Funds – Communication and Information Services: Telecom, Courier – Media Services – Professional Services Marketing: Healthcare, Consultancy, Information Technology, Advertising – Marketing of Educational Services – Charities Marketing.

References

- Adrian Payne, The Essence of Services Marketing, Prentice Hall, India.
- Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee – Services Marketing: People. Technology, Strategy, Pearson, New Delhi.
- Helen Woodruff, Services Marketing, Longmen Group, New Delhi.
- Shankar, Ravi, Services Marketing: The Indian Experience, South Asia Publications, New Delhi.
- Verma, Harsh V., Services Marketing: Text and Cases , Pearson.
- Zeithmal, V.A. and Bitner, M.J., Services Marketing , McGraw Hill.

Semester : II
Course Code: COM-E- 424
Course Title: OPERATIONS RESEARCH
Credits : 4

Aim

To familiarize the students with some of the quantitative tools that assist in decision making.

Course Objective:

To help the students identify and develop operations Research models from the verbal description of the real system and develop skills in analyzing such models.

Course Content

MODULE I

Introduction to Operations Research: Evolution – definitions - features - role of models – limitations – applications

MODULE II

Linear Programming: Formulation of LPP – graphical solution method - Simplex method –Big M and two phase method – dual problem –Transportation model- Assignment model.

MODULE III

Decision Theory: Decision making under uncertainty – methods – decision making under risk – EMV, EOL, EVPI – decision trees – multi stage decision problems.

MODULE IV

Game Theory – two person zero sum game – games containing saddle point – 2x2 games – principle of dominance – 2xn and mx2 games – larger sized games

MODULE V

Project Scheduling Techniques: PERT and CPM – critical path computations – probability considerations in project scheduling – crashing – calculation of floats.

MODULE VI

Inventory Models: Definition of inventory problem - costs involved in inventory problems – EOQ and EPQ models - inventory models with price breaks - probability inventory models – newspaper boy problem – selective inventory control techniques

References

- Bobby Srinivasan & Charles T. Sand bloom, Quantitative Techniques for Business Decisions, McGraw Hill, 1989.
- Gupta P. K. & Manmohan, Operations Research and Statistical Analysis, Sulthan Chand, NewDelhi, 1985.
- Hamdy A. Taha, Operations Research, Prentice Hall, New Delhi, 2006.
- Andrew C. Shogun, Management Science, Prentice Hall, New Delhi, 1988.
- Sharma J K, Operations Research, Lakshmi Publications, New Delhi, 5th edition, 2013.

Semester : III
Course Code : COM-C- 431
Course Title : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
Credits : 4

Aim

It is intended to develop the necessary skills for Investment in Security Market

Course Objective

To understand the fundamental concepts, theories and opportunities of security market investments

To understand the risk –return relationship so as to maximize the investment return through the process of Diversification.

MODULE I

Investment – definition – Nature and Characteristics – Investment process – Institutions and markets – Securities – money market instruments – investment vs. speculation

MODULE II

Risk and Return Relationship in Investment :Risk-Return-Different types - Risk Measurement -- Total Risk- Systematic Risk- Use of Beta, Variance – Computation of Risk and Return- Risk Premium –Expected Return -Risk Return Trade Off

MODULE III

Valuation of Securities – Valuation of Bonds – methods of estimating Bond returns – Valuation of shares – discounted dividend models – PE ratio multiplier Model.

MODULE IV

Security Analysis – Fundamental analysis – Economy analysis- Industry Analysis – company analysis. Technical analysis – Dow Theory – Elliot Wave Theory – Chart patterns-Mathematical indicators. Efficient Market Hypothesis – weak form – semi strong form – strong form – tests of efficient market hypothesis.

MODULE V

Capital Market Theory – Capital Market Line (CML) – Security Market Line (SML) - Capital Asset Pricing Model (CAPM) – Arbitrage Pricing Theory (APT)

MODULE VI

Portfolio Theory – portfolio analysis- portfolio selection – Markowitz model – single Index Model- portfolio Revision- formula plans- Portfolio Evaluation – Sharp ratio- Treynor ratio- Jensen’s performance measure.

References

- Avadhani,V.A.Security Analysis and Portfolio Management. Himalaya Publishing House,Mumbai2008.Print.
- Benjamin Graham: Security Analysis
- Bhalla,V.K. Investment Management. New Delhi: S.Chand & Corporations, 2008.Print.
- Fisher,E.Donald and Ronald J.Jordan, Security Analysis and Portfolio Management,New Delhi:PHI Learning,2008.Print.
- Goldman Sachs: Introducing GS Sustain, 2007
- Kevin,S. Security Analysis and Portfolio Management. New Delhi.PHI
- Leaning,2008.Print
- Prasannachandra., Investment Analysis and Portfolio Management, Tata McGraw Hill, New Delhi:2008.Print.
- **Other Readings**
- <http://www.Unglobalcompact.org/docs/summit2007/gsesgembargoeduntil030707pdf>.
- <http://www.focusinvestor.com/Graham1.pdf>

Semester : III
Course Code : COM-C- 432
Course Title : ADVANCED COST AND MANAGEMEMNT ACCOUNTING
Credits : 4

Aim

To give an insight into the methods and techniques developed to support the modern cost management practices, and application of management accounting tools.

Course Objective:

This course focuses providing the students an introduction to emerging concepts in cost management system, relevant cost analysis for decision making, performance evaluation and costing methods & pricing in service sector.

Course Content

MODULE I

Relevant cost analysis and Management Decisions: Decision making process- Relevant costs and Revenues – relevant cost analysis – Differential cost analysis- marginal costing and decision making- Differential cost analysis – Applications of Differential cost analysis – Relevant cost analysis for decision making.

MODULE II

Cost control and cost Reduction: Meaning of cost control– Elements of cost control schemes – cost control Techniques – Essentials of success of cost control – Meaning of cost reduction – Essentials of cost reduction programmes

MODULE III

Cost Management: Concepts – Cost management system -- Activity Based Costing – steps to develop ABC system – Target costing- Life Cycle Costing – Back Flush costing-Material Requirement planning-Value chain analysis-TQM-BPR-JIT

MODULE IV

Performance Evaluation: Responsibility accounting -Cost Centre – Profit Centre – Investment Centre – Techniques of Performance evaluation --Transfer prices-Budgetary control and reporting-Standard costing and Variance analysis – Contribution margin

MODULE V

Management Accounting: Definition-Meaning –Scope and significance-relationship between Cost accounting, financial accounting and management accounting

MODULE VI

Tools of analysis for management: Ratio Analysis- Fund Flow Statement-Cash Flow Statement and other tools

References

- Horn Gren, Sundem, Schatzberg & Burgstahler, "Introduction to Management Accounting", Dorling Kindersley (India) Pvt. Ltd.
- Jain, K L Narang & Simmi Agrawal; "Advanced Cost Accounting", Kalyani Publishers.
- Maheswary, Management accounting and Financial Control; Sultan Chand & Sons New Delhi.
- Ravi M. Kishore, "Taxman's Cost & Management Accounting".
- Shasi K Gupta and R K Sharma, Management Accounting, Kalyani Publishers

Semester : III

Course Code: COM-C- 433

Course Title: TAX PLANNING AND MANAGEMENT – INCOME TAX AND GST

Credits : 4

Aim

Facilitate understanding of Assessment of tax liability for Individuals, firms and corporate entities. Convey the relevance of Tax Planning and E filing with basic exposure to GST

Course Objective:

1. To provide skills in computing income tax liability under the income tax Act
2. To provide knowledge on assessment of individual firms and companies
3. To create a basic understanding on GST

Course Content

MODULE I

Computation of total income and tax liability – deduction under section 80 – rebate and relief under the Income Tax Act, Set off and carry forward of losses, Clubbing of Income

MODULE II

Assessment of Individuals, and firms, Filing of returns –different forms of Assessment- E filing - Tax Planning measures

MODULE III

Assessment of companies, Filing of returns –different forms of Assessment- E filing - Tax Planning measures

MODULE IV

Income Tax Authorities in India- Powers, duties and responsibilities

MODULE V

Goods And Service Tax (GST)- Basic Provisions: Introduction-Meaning-Features-Historical backdrop of Goods and Service Tax-Major Indirect Taxes merged in to Goods and Service Tax-Benefits of GST-Economy, Industry and trade, taxpayers-Types of GST-CGST-IGST-SGST-UTGST-Compensation(GST) Law-Definitions of important terms-Levy of Tax-Collection-Schedules-Rate of GST- Kerala GST Provisions- Main Provisions: Provisions relating to Place, Time and Value of Supply-Different meaning of supply- Composite Supply-Mixed supply- Scope of Supply- Taxable Supply-

MODULE VI

E-Commerce-and GST: Supply Chain under e-commerce models-GST and benefits entities to supply chain

References

- Ahuja G. K& Ravi Gupta. A Systematic Approach to Income Tax and Central Sales Tax
- Datey V S- All About GST Taxman Publications.
- Mehrotra H C and Goyal S P , Income Tax Law and Practice –Wealth Tax and Tax planning- Sahitya Bhavan Publications ,Agra
- Hand Book of GST in India Concepts and Procedures(2017Edition) - Rakesh Garg &Sandeep Garg - Bloomsbury India Publications
- Lakhotia .R. N, Corporate Tax Planning-
- Vinod Singhania And Kapil Singhania , Direct taxes – Law and Practice With reference top Tax planning Taxman Publications Pvt. Ltd
- Rakesh Garg & Sandeep Garg, GST in India-Bloomsbury IndiaPublications
- Sanjiv Agarwal GST Law, Concept & Impact Analysis-

Other Readings

- www.taxman.com
- Finance Act- respective years Income tax Act 1961
- ITR forms Ministry of finance Govt. of India.

Semester : III

Course Code: COM-C- 434

Course Title: ENTERPRISE PERFORMANCE MANAGEMENT

Credits : 4

Aim

Facilitating the student to recognize the way performance can be managed in an enterprise.

Course Objective

To inculcate the evaluation parameters of enterprise in terms of control systems, costs, operation strategies and quality management.

MODULE I

Management Control Systems Control systems –meaning-essentials- uses - classification - Application of control systems - management control systems- operation of management control systems- Administrative and accounting control systems. Management control – need for detailed costing, overhead allocation.

MODULE II

Operations Management Systems An overview of operations strategy - Systems used in operations management: Manufacturing Resource Planning (MRP), Optimized Production Technologies (OPT), Just in Time (JIT)

MODULE III

Enterprise Resource Planning (ERP)–Performance management strategies- Benchmarking and Business Process Re-engineering (BPR)—Transfer Pricing.

MODULE IV

Cost planning and analysis Value analysis and cost control - Kaizen costing and continuous improvement -cost of quality - Learning curves and their use in predicting product/service costs - Multi-product break even analysis including break-even and profit/volume charts, contribution/sales ratio and margin of safety. Life Cycle costing - Value chain analysis – internal cost analysis – internal differentiation analysis and vertical linkage analysis- supply chain management

MODULE V

Treatment of Uncertainty in Decision Making Decision making- meaning and process- risk and uncertainty- Types of risks -Risk based decision making; Expected monetary value, Future value, present value, periodic payments -

Expected value of perfect information – Opportunity losses - Sensitivity analysis

MODULE VI

Performance and Quality Management Measurement of Performance – total productivity management - Approaches to quality management - Total Quality management (TQM), Statistical Quality Control (SQC) - Quality circles, six sigma, - Contemporary developments in quality management - External quality standards (The various ISO standards appropriate to products and organizations).

References

- Nagarajan K, Project Management, New Age International Publications,7th edition
- Robert Anthony& Vijay Govindrajan, Management Control System, TataMc Graw Publishing Co. Ltd, 12th edition
- Sekhar R C, Management Control System, Tata Mc Graw Publishing Co.Ltd.

Semester : IV
Course Code : COM-C- 441
Course Title : INTERNATIONAL FINANCIAL MANAGEMENT
Credits : 4

Aim

Understanding the complexities involved in managing funds in the globalised economy especially through the new instruments used in international transactions

Course Objective

To understand the international finance system consisting of Capital Markets, Money Markets and the International Financial Instruments

To understand the Financial Management Practices of MNCs

To identify the Risk Management Practices MNCs

Course Content

MODULE I

Introduction to International Trade: International Trade - International Finance- Foreign Exchange – Exchange Rate Mechanism – Risk Management – Transfer of International Payments -

MODULE II

International Finance System: Management of International Monetary System - European Monetary System – International liquidity – SDRs - Role of Financial Intermediaries – International Banking - Multilateral Development Banks- IMF, World Bank, IFC,IDA, ADB

MODULE III

International Financial Markets Securities: Motives and Sources of International Funds – Instruments of International Financial Markets- Capital Market Instruments – Money Market Securities

MODULE IV

Multinational Corporations and Financial Management: Multinational financial management – theory and practice – complexities and issues in managing function in MNCs – techniques of covering foreign exchange risk by MNCs

Module V

Foreign Investment and Financing Decisions: FDI and FII – INSTRUMENTS- GDR, SDR – FDI Types, Motives and Effects in Indian Capital Markets– Problems in Multinational Capital Budgeting – International financing sources – cost of capital for overseas investment – factors affecting international capital movements – foreign investments in India – Euro issues by Indian companies.

MODULE VI

International Portfolio Management: Modes of International Portfolio investment-Benefits-Spreading risks-International CAPM-Problems of International Investments

References

- Avadhani V A, International Finance, Himalaya Publishing Co. :New Delhi.
- Buckley, Adrian, Multinational Finance, Prentice Hall of India: New Delhi
- Kevin S., Fundamentals of International Financial Management, Prentice Hall of India: New Delhi.
- Machiraju. H.R., International Financial Markets and India, New Age International Publishers: New Delhi
- Varshney R.L, International Financial Management – An Indian Perspective, Sultan Chand and Sons: New Delhi

Semester : IV
Course Code : COM-C- 442
Course Title : BEHAVIORAL FINANCE
Credits : 4

Aim

To facilitate the understanding of various behavioural aspects that influence the investment process and to appreciate the limitations of 'rational' model of investment decision making.

Course Objective:

1. To provide basic knowledge on theories of behavioral finance
2. To ascertaining trading principle under conditions of bias and rumors and understand its implications on decision making
3. To analyze capital market outcomes in terms of behavioral issues

Course Content

MODULE I

Introduction to behavioural aspects of finance - Investment Process- Decision making under uncertainty –Risk perceptions- Behavioural and Cognitive Learning Theories-Brief History of Rational Thought: Pascal-Fermat to Friedman-Savage

MODULE II

Introduction to Neoclassical Economics & Expected Utility Theory- Capital Asset Pricing Model, Misconceptions about Market Efficiency, & Agency Theory- Applications in decision making

MODULE III

Prospect Theory-Framing- Mental Accounting-Anomalies -Applications in decision making

MODULE IV

Noise Trading-Limits to Arbitrage-Heuristics and Biases-Overconfidence- Applications in decision making

MODULE V

Emotion and Neuroscience-Group Behavior: Conformism, herding, fatal attractions- Managing Group conformism and Group behavior in Investment decisions – Managing Investments under market volatility

MODULE VI

Capital Market Conditions -Analysis and Interpretations: Analyzing trends and price movements in the capital market **and** examining relationship to behavioral functions

References

- Forbs Williams (2015), Behavioural Finance, Wiley India
- Kent Baker, Victor Ricciardi (2014) , Investor Behavior: The Psychology of Financial Planning and Investing , Wiley Finance Series
- Kent Baker, John R. Nofsinger (2010) ,Behavioral Finance: Investors, Corporations, and Markets, John Wiley & Sons,
- Michael M. Pompian (2006), Behavioral Finance and Wealth Management: How to Build Optimal Portfolios That Account for Investor Biases, John Wiley & Sons
- Nofsinger (2014), Psychology of Investing, , Prentice Hall
- Parag Parikh(2009), Value investing and behavioral finance: insights into Indian stock market realities, Tata McGraw-Hill Publishing Co. Ltd.,
- Prasanna Chandra(2016) , Behavioural finance, McGraw-Hill Publishing Co. Ltd
- Shuchita Singh &ShilpaBahi (2015), Behavioural finance, Vikas publishing house Ltd
- Sofia Jasmeen, S. V. Satyanarayana,(2011), Behavioural Finance: A Study of Investors' Perception Towards Market Efficiency ,LAP Lambert Academic Publishing
- Sulphey(2014), Behavioural finance , PHI learning Pvt Ltd

Semester : IV
Course Code: COM-C- 443
Course Title: ADVANCED FINANCIAL MANAGEMENT
Credits : 4

Aim

Facilitate students to have an in-depth knowledge about the advanced financial management tools being used by managers in business enterprises.

Course Objective

To develop a foundation of financial management concepts, how corporations make important investment and financing decisions, and how they establish working capital policies .

Course Content

MODULE I

Introduction Concept – Scope and significance –Goals and functions – Financial planning and control- Financial profit Vs wealth maximization - Finance function –Financial manager's decisions.

MODULE II

Capital structure. Concept- Significance of capital structure decisions – Traditional and modern theories- Capital structure decision – EBIT–EPS analysis, ROI-ROE analysis and leverage analysis

Module III

Cost of Capital. Meaning- Different cost concepts- Use in finance - Measurement of component and weighted average cost of capital— Market value weight and Book value weight—Marginal Cost of Capital.

Module IV

Capital Investment decisions—Importance of capital budgeting—Techniques of capital budgeting—Traditional and Modern—Pay back period—Accounting rate of return-Post Pay Back Return—NPV—IRR—Profitability Index—MIRR—Capital Rationing.

MODULE V

Working Capital Decisions. Concepts – Characteristics of current assets- Factors determining working capital requirements-Operating cycle- Estimation- Management of current assets-cash, account receivables and

inventories- Financing of current assets –Banking norms for financing working capital- Control techniques.

MODULE VI

Management of Earnings Decision as to dividend or retention- Dividend policy- Bonus issue- Dividend policy and value of the firm- Theories of dividend

References

- Eugene F Brigham and Michael Ehrhardt, Financial Management Theory and Practice, Cengage learning India pvt Ltd.
- James C Van Horne& Sanjay Dhamija, Financial Management and Policy, Dorling Kindersley (India) private Ltd.
- Pandey I M, Financial Management, Vikas publishing house pvt Ltd
- Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw-Hill publishing company pvt Ltd.

Semester : IV
Course Code : COM-C- 444
Course Title : CORPORATE ACCOUNTING
Credits : 4

Aim

Understand the procedures adopted in various accounting situations and get an overview of International Financial Reporting Standards.

Course Objective:

This course focuses in providing the students an introduction to International Financial Reporting Standards, valuation of goodwill and shares, preparation of final accounts of companies and a detailed understanding of books of accounts to be prepared in connection with amalgamation, holding companies and liquidation.

Course Content

MODULE I

IFRS a summary-Review

MODULE II

Company Accounts: Forms and contents of company balance sheet and Profit and loss accounts-Managerial remuneration – Divisible Profit- Preparation of final accounts.

MODULE III

Valuation of goodwill and shares

MODULE IV

Accounts of Holding companies: Forms of control – Meaning and definition – Rules for consolidation of financial statements – Preparation of consolidated balance sheet

MODULE V Amalgamation: Types of Amalgamation – Calculation of Purchase consideration- Methods of accounting for amalgamation- Inter-company investments

MODULE VI

Liquidation of companies: Modes of winding up – Preparation of statement of affairs and lists – Adjustment of rights of contributories –calls in arrear- calls in advance- Liquidator’s final statement of accounts.

References

- Gupta RL & Radhaswamy M Advanced Accounting, S. Chand New Delhi.
- Maheswari S N & Maheswari S K: Advanced Accounting Vikas Publishing House, New Delhi.
- Mukherjee A & Hanif M: Modern Accountancy, Tata Mc Graw Hill New Delhi
- Rajasekaran & R. Lalitha, “Corporate Accounting”; Dorling Kindersley (India)Pvt. Ltd.
- Shukla & Grewal: Advanced Accountancy, Taxman New Delhi.

Other References

- Global IFRS resources- www.bdointernational.com

Semester : IV
Course Code : COM-D- 445
Course Title : Dissertation
Credits : 4

EXTRA DEPARTMENTAL ELECTIVES

Semester : II
Course Code : COM-X-421
Course Title : STOCK MARKET OPERATIONS
Credits : 2

Course Objective:

The objective of the Course is to familiarize the students with the world of Investments and acquaint them with Equity Market Investments.

Course Content

MODULE I

Capital Markets In India: An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market, Methods of Floatation of Capital, Problems of New Issue Market, IPOs, Investor protection in Primary Market- Recent trends in Primary Market, SEBI measures for Primary Market

MODULE II

Secondary Market: Meaning, Nature, Functions, Organization and Regulatory Framework for Stock Exchanges in India- Defects in Working of Indian Stock Exchanges- Trading of Securities in Secondary Market, SEBI measures for Secondary Market- Overview of major Stock Exchanges in India

MODULE III

Listing of Securities: Meaning, Merits and Demerits, Listing Requirements, Procedure, Fee, Listing of Right Issue, Bonus issue, Further Issue-Listing Conditions of BSE and NSE, Delisting

MODULE IV

Trading and Settlement System in Stock Exchanges: Indian Stock Exchanges: BSE, NSE, Different Trading Systems , Different Types of Settlements, Pay- in and Pay -Out, Bad Delivery, Short Delivery, Auction, Market Segment, De-mat Settlement, Physical Settlement, Depositories and Depository Participants

MODULE V

Stock Market Indices: Meaning, Purpose, Different Methods of Developing Index- Free Float, Stock Market Indices in India, BSE SENSEX, NSE Indices – Scrip Selection Criteria and Construction, Stock Market Indices in Foreign Countries (Overview)

References

- Avadhani, Investment and Securities Market in India, Himalaya Publishing House
- Prasanna Chandran, Security Analysis and Portfolio Management, Tata McGraw-Hill
- Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House
- Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication
- Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publications

Semester : IV
Course Code : COM-X-441
Course Title : CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS
Credits : 2

Course Objective

- 1 To convey the linkage envisaged between Business and Society through the concept of CSR
- 2 to help; learners to understand the theories of Corporate governance and CSR and its legal implications
- 3 To convey the relevance of Ethics in business and understand the concepts and theories of business Ethics

Course Content

MODULE I

Corporate Governance: Importance – Objectives – Basic Ingredients of Corporate Governance – Principles - Theories – Phases of development of Corporate Governance in Global and Indian Perspectives – Code of Corporate Governance – Committees on Corporate Governance (Global and Indian)

MODULE II

Corporate Social Responsibility : CSR under Companies Act 2013 – Scope – Relevance – Importance – Areas of CSR – Arguments for and against CSR – Ackerman’s model of CSR – SEBI – Clause 49 of listing agreement – Evaluation of Corporate Governance of a Company – Corporate Philanthropy – Corporate Citizenship –

MODULE III

Corporate Image and Excellence : Corporate image – building corporate image – Importance – Corporate Excellence – importance – Measures to achieve corporate excellence – New initiatives on corporate excellence –

MODULE IV

Organization Culture and CSR- Organization Culture- Features – Building and Maintaining Organization Culture – Organizational Socialization – Managing cultural Diversity – Work Ethics – Work Culture – Quality of Work Life – Organization culture and Societal linkage

MODULE V

Business Ethics and Ethical Practices: Ethics – Sources- Importance - factors influencing Business Ethics – Benchmarks on code of Ethics – Ethics Committees – Training Programmes – Ethical Decision Making – Ethics in Finance - Marketing and HRM

Refernces

- Bajaj P.S, Dr. Raj Agarwal – Business Ethics an Indian Perspectives, Biztantr
- Baxi, Ajit Prasad Corporate Social Responsibility: Concepts and Cases: The Indian
- Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.
- Chakraborty S.K., Ethics in Management Vedantic Perspectives, Oxford University Press
- Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-A European Perspective, Edward Elgar. University of Delhi.
- George A Steiner and John F Steiner, Business , Government and Society, Mc Graw Hill International
- Laura P Hartman, Perspectives in Business Ethics, McGraw Hill International
- Lelouche, Idowu and Filh- Innovative CSR
- Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
- Mark S. Schwartz- Corporate Social Responsibility: An Ethical Approach
- Muhammed Abu B. Siddiqu Growth, Sustainability, and India's Economic Reforms – Srinivasan
- Quaddus M.A.- Handbook of Corporate Sustainability: Frameworks, Strategies and Tools
- Subhash Sharma, Management in New Age: Western Windows – Eastern Doors, New Age International Publishing , New Delhi
- Sampath K.R. Law of Corporate Governance: Principles and Perspective – 2006.

- Wayne Visser and Nick Tolhurst- The World Guide to CSR
- Sanjay K Agarwal - Corporate Social Responsibility in India

Additional References

1. Companies Act 2013
2. Handbook on Corporate Social Responsibility in India, CII.