COM 401 - FINANCIAL ECONOMICS

Objective:
The students of commerce learn the basic principles of Economics at graduate level. At post graduate level may go to advanced level of finance, banking, accounting and other areas of commerce. All these involve financial transactions. The economic principles which guide there financial transactions differ to a large extent due to the unique characteristics of financial transactions, financial instruments and financial markets. The objective of this course is to acquire the students with the basic knowledge of financial economics.

Outcome:
The students will get a good knowledge of economic basis of financial transactions, valuation of financial instruments and risks involved in financial transactions. This would form the theoretical basis for other courses.

Unit – 1 Introduction
(a) Introduction, history, Scope and basic Concepts of financial economics - finance, financial economics.
(b) Characteristics of financial transaction – relevance of time and space, risk and reward relationship.
(c) Characteristics financial instruments – main types of financial instruments – definitional introduction
(d) Composition of and characteristics of financial markets.

Unit – 2 Basics of Financial Calculation
(a) Compounding
(b) Present Value and discounting
(c) Volatility and its measurement
(d) Rates of return, present value of returns
(e) Annuities, their present and future values.
(f) Basic idea of risk measurement.

Unit – 3 Interest Rates
(a) Meaning and types – system – fixed and flexible, regulated and markets determined, types on the basis of time parameter,
(b) Theories of determination of interest rates - Keynesian and monetaint, interest rates and inflations rates
(c) Term structure of interest rates, yield curve
(d) Risk free rates
(e) Methods of charging interest rates, by Banks and other financial institutions.
Unit - 4 Valuations of Financial Assets.

(a) Principles of market valuations. Arbitrage and the law of one price.
(b) Accounting measures of value
(c) Valuations of Banks
(d) Role of information in market valuation – efficient market hypothesis, the lemons problem, valuations under asymmetric information adverse selection.
(e) Risk and market valuation, basic idea of Capital Asset Pricing model.

Unit – 5 Pricing of Derivatives
(a) Basic idea of derivatives
(b) Pricing theories of futures
(c) Pricing of options and contingent claims,
   Binomial method and Black – Scholars model.
(d) Valuation of warrants & rights.

References:
COM 402 - FINANCIAL MANAGEMENT

Unit-1: Financial Management Overview:
(a) Evolution
(b) Objectives/Goals
(c) Functions and Scope
(d) Emerging Role of the Financial Manager

Unit-2: Valuation Concepts in Financial Decisions:
(a) Time Value of Money – Compound Value, Future Values, Present Value.
(b) Risk and Returns – Theory, Evidence and Application.
(c) Valuation of Securities

Unit-3: Investment Decisions:
(a) Techniques of Capital Budgeting
(b) Risk Analysis in Capital Budgeting

Unit-4: Financing and Dividend Decisions:
(a) Cost of Capital
(b) Analysis Of Leverages
(c) Capital Structure Theories
(d) Classification of Dividend Policies
(e) Distribution Procedure
(f) Legal Aspects
(g) Dividend Theories

Unit-5: Working Capital Management:
(a) Principles of Working Capital and its estimation
(b) Management of Cash
(c) Management of Accounts Receivables
(d) Management of Inventories

References:
1. Prasanna Chandra; Financial Management: Theory and Practice; Tata McGraw Hill.
2. Pandey; I.M.; Financial Management; Vikas Publications
3. Van Horne and Wachowicz; Fundamentals of Financial Management; Practice Hall Publications
4. Brearley and Myers; Principles of Corporate Finance, Tata McGraw Hill.
6. Paresh Shah; Financial Management; Biztantra.
7. Ravi M.Kishore; Financial Management; Taxmann’s Publication.
COM 403 - MARKETING MANAGEMENT

Course Objective: To enable the students to development understanding of marketing management in Indian context.

Unit:1 Understanding Marketing Management:
  Marketing Tasks and Concepts, Company Orientation toward the Market place; Company and Marketing Responses and Adjustments; Marketing Process; Customer Value; Customer Satisfaction, Attracting and Retaining Customers, Marketing Plan.

Unit:2 Analyzing Consumers and Competition:
  Consumer Behavior, Factors influencing Consumer Behavior, Buying Decision Process; Identifying and Analyzing Competitors, Marketing Research; Steps in Marketing Research Process; Market Segmentation and Positioning.

Unit:3 Marketing Mix Elements:
  Managing Product Lines and Brands; Managing the new product development process; Consumer Adoption Process; Channel Management Decisions; Pricing Strategies; Retailing, Wholesaling and Market Logistics, Developing Effective Communication, Deciding on the Marketing Communication Mix.

Unit:4 Deciding Global Market Offerings:
  Deciding whether to go abroad; which markets to enter; How to enter; Marketing Program and Marketing Organization.

Unit:5 Deciding and Managing Services:
  Nature of Services; Marketing Strategies for service firms; Managing Product Support Services.

References:
**COM 404 – BUSINESS RESEARCH METHODS**

**Unit 1: Introduction to Research:**

**Unit 2: Data Collection and Description:**
Unit 3: Overview of Univariate and Bivariate Analysis:
Overview of probability theory, Concept of a Frequency distribution and a probability distribution, Characterizing a frequency distribution and a probability distribution: Concept of Raw and Central Moments, Basic concepts and applications of the measures of Central Tendency, Dispersion, Skewness and Kurtosis, Chebytcheff’s Theorem, Measures of Association: Bivariate correlation analysis, Rank Correlation, Probable Error of Correlation Coefficient, Simple Linear Regression, Nonlinear Regression, Growth Curves, Concept of Coefficient of Determination and its interpretation, Measures of Association for Nominal and Ordinal data.

Unit 4: Basics of Statistical Inference:
Meaning of Statistical Inference, Parameter and Statistic, Concepts of Point and Interval estimation, Confidence level, Confidence Interval, Level of significance, Statistical Testing of Hypothesis, Power of the test, Type-I and Type-II Errors, Null and Alternate Hypotheses, One Tailed and Two Tailed tests, Properties Normal Distribution and their applications in hypothesis testing, Large and Small Sample Tests.

Unit 5: Business Forecasting:

Note: Case studies on all of the above units indicating practical applications of the topics concerned must be included as a teaching pedagogy.

References:
2. Sharon Lohr: “Sampling: Design and Analysis” Duxbury Press
5. Levin & Rubin: “Statistics for Management” Pearson Education
COM 405 – FINANCIAL MARKETS

Course Objective: To enable the students to develop an understanding of the financial markets in India.

Unit:1 Financial Markets: An Introduction


Unit:2 Money Market:

Meaning, Characteristics and Functions of Money Market; Role of the Reserve Bank in the Money Market; Intermediaries in the Money Market; Development of Money Market in India; Money Market Instruments: Treasury Bills, Commercial Paper; Certificate of Deposit; Commercial Bills; Collateralized Borrowing and Lending Obligation; Call Money Market and Term Money Market.

Unit:3 Capital Market:

Meaning, Functions and Types of Capital Market; Reforms in the Capital market; Intermediaries; Issue Mechanisms; Types of Primary Issues: Public, Rights and Private Placement; Resource Mobilization from International Capital Markets: ADRs, GDRs and ECBs; Primary Market Scenario in India; Debt Market: Private Corporate. Debt Market and Government Securities Market; Role of SEBI in the Capital Market.

Unit:4 Secondary Capital Market:

Functions of the Secondary Market; Post Reforms Stock Market Scenario; Organization, Management and Membership of Stock Exchanges; Listing of Securities; Trading Arrangements; Stock Market Index; Stock Exchanges in India; Measures to boost Liquidity in the Stock Market; Impact of Reforms on Stock Market Activity.

Unit:5 Derivatives Market:

Meanings Economic Benefits, Types of Derivatives Market: Financial and Commodities; Distinctive features of the Derivatives Market; Exchange-traded v/s OTC Derivatives Market; Forward and Futures; Options – types and Salient Features of Options.

References:
COM 406 – ACCOUNTING FOR MANAGERS

Unit:1 Accounting – An Overview:
(a) Nature and Objectives of Corporate Financial Statements
(b) Uses and Users of Accounting Information
(c) Legal requirements -Form & Content(Schedule-VI)
(d) Accounting Concepts and GAAP
(e) Accounting Standards (Indian and International) and IFRS
(f) Need, Importance, Harmonization and Conversion

Unit:2 Financial Statements Analysis:
(a) Ratio Analysis
(b) Cash Flow Analysis (AS-3)
(c) Economic Value Added

Unit:3 Emerging Dimensions in Accounting
(a) Inflation Accounting
(b) Human Resource Accounting
(c) Value Added Accounting
(d) Social Accounting
(e) Environment Accounting

Unit:4 Cost Analysis for Decision Making:
(a) Various Concepts of Cost and Cost Classification
(b) Budgeting and Budgetary Control and ZBB.
(c) Break Even and Cost-Volume-Profit Analysis

Unit:5 Contemporary Issues Accounting
(a) Activity Based Costing
(b) Responsibility Accounting
(c) Forensic Accounting

References:
COM 407 – FINANCIAL SERVICES

Unit:1 Financial Services:

Meaning and need for financial services; Financial Services as a component of financial system; Depositories and Custodians; Credit Rating; Factoring and Forfeiting.

Unit:2 Investment Banking:

Investment Banks: Functions and Types of Investment Banks; Investment Banking Services; Merchant Banking Services.

Housing Finance: Role of Housing and Housing Finance in the Economy; Policy initiatives and measures to develop housing finance in India; Housing Finance Institutions in India; Types of Housing Loans; Marketing Strategies of housing finance institutions; Role of National Housing Bank; Residential Mortgage Backed Securitization; Reverse Mortgage Loan.

Unit:3 Banking and Non-Banking Services:

Importance and Functions of Banks; Development of Banking in India; Scheduled Commercial Banks; Mobilization, Lending and Investment of Funds by Banks; Reforms in the banking system; Payment and Settlement System; Diversification in banking operations; Regional Rural Banks, Cooperative Banking; Non-banking Finance Companies; Development Banking; Micro Finance and Financial Inclusion.

Unit:4 Mutual Funds:

Meaning, Concepts of Mutual Funds; Growth of mutual fund Industry in India; Organization of a mutual fund; Types of mutual funds schemes; Role of Intermediaries and marketing of mutual funds; Methods of investing in a mutual fund scheme; Tax implications for mutual fund investors; Mutual fund regulations.

Unit:5 Insurance:

Origin and Development of Insurance; Opening up of the insurance sector in India; Role of IRDA, in the insurance sector; Types of Insurance: General, Health and Life; Reinsurance; Micro Insurance Distribution Channels and marketing of insurance in India.

References:
3. Financial Markets & Institutions: L.M.Bhole
COM 408 – STRATEGIC MANAGEMENT

Course Objective: To enable the students to develop on understanding of business policy and Strategic Management.

Unit:1 Introduction to Strategic Management:
Evolution of strategic management and business policy; Understanding strategy; Strategic Decision Making; Elements in Strategic Management Process; Strategic Intent; Vision; Mission; Business Definition; Goals and Objectives.

Unit:2 Strategy Formulation:
Environmental Appraisal:
Concept of Environment; Environmental Sectors; Environmental Scanning; Appraising the Environment.
Organizational Appraisal:
Dynamics of Internal Environment; Organization Capability Factors; Considerations in Organizational Appraisal; Methods and techniques used for organizational appraisal, Structuring Organizational Appraisal.
Corporate Level Strategies:
Concentration, Integration, Diversification, Internationalization, Cooperation, Digitalization, Stability, Retrenchment and Restructuring.

Unit:3 Strategic Analysis and Choice:

Unit:4 Strategy Implementation:
Structural Implementation: Structural Considerations, Types of Organizational Structures, Organizational Design and Change.
Behavioral Implementation: Stakeholders and Corporate Governance and Strategic Management, Role of Board of Directors in Strategic Management, Strategic Leadership, Corporate Culture; Corporate Polities and Power, Personal Values and Business Ethics; Social Responsibility and Strategic Management.

Unit:5 Strategic Evaluation and Control:
Strategic Control, Operational Control, Techniques of Strategic Evaluation and Control; Role of Organizational Systems in Evaluation.
References:

3. Fred R. David; “Strategic Management; Concept and Cases;” Pearson Education.
COM 409 – INTERNATIONAL BUSINESS
ENVIRONMENT

Objective:
The main objective of this course is to acquaint the student with the political, social, cultural and economic environment in which business takes place at international level today. The regulations of business and financial transactions are quite different from those at the domestic level. This course also aims to educate the student about the various regulations related to business at international level.

Outcome:
The outcome of this course would be that the students would learn about what are the factors that one should keep in mind when conducting business at international level. Besides the implications of international regulations would also be understood by the student.

Unit:1 International Business:
(a) Nature, importance and scope, framework for analyzing international business environment – geographical, economic, socio-cultural, political and legal environment.
(b) Modes of international business – trade, contract, foreign investment, collaborations, joint ventures, and others.
(C) New international economic order.

Unit:2 Economic environment of business
(a) Trade policies – free trade, protection and economic cooperation
(b) Theory of customs union – EU, NAFTA, ASEAN, SAARC, SAPTA
(c) Trade regulating bodies – WTO, UNCTAD, ILO, BIS
(d) Technology transfers

Unit:3 Political and legal environment
(a) Concept of political and legal environment
(b) Home country perspective
(c) Host country perspective
(d) Standardization of legal issues
(e) WTO dispute settlement mechanism

Unit:4 Socio-cultural environment
(a) Culture and international business
(b) Impact of languages, non-verbal communication,
(c) Contrasting cultural values
(d) Negotiating across cultures
(e) Coping with cultural shocks
Unit 5 Strategies for international business

(a) Scope of strategic management
(b) Product portfolio analysis
(c) Competitive strategy
(d) Planning of international operations
(e) Control of international operations.

References:
COM 410EA – ADVANCED FINANCIAL ACCOUNTING

Unit: 1 ACCOUNTING STANDARDS AND IFRS
Theory and Practical Applications, (i.e. including practical questions) of following AS

(a) Accounting Standards
AS-2: Inventory Valuation
AS-9: Revenue Recognition
AS-10: Accounting for fixed Assets
AS-11: Accounting for the of changes in foreign exchange
AS-12: Accounting for Government Grants
AS-16: Borrowing Cost
AS-20: Earning per share

(b) IFRS
Origin, need and standards setting system

Unit: 2 COMPANY FINAL ACCOUNTS – ADVANCED LEVEL
Legal requirements under the Companies Act, 1956
Some important issues: Inventory, Depreciation and Tax Provision
Managerial Remuneration (Including problems)

Unit: 3 CONSOLIDATED FINANCIAL STATEMENTS
a) Consolidated trading and profit and loss account, balance sheet and cash flow statement.
b) Statement to be prepared U/S-212 of Companies Act, 156 (Including simple chain holding)

Unit: 4 ADVANCE AMALGAMATION, ABSORPTION AND EXTERNAL RECONSTRUCTION: As per AS-14.

Unit: 5 ACCOUNTING FOR SPECIAL TRANSACTIONS.
Hire purchase and installments payment systems.
Lease Accounting

References:
7. Shirin Rathod, “International Accounting”; PHI Learning Pvt.Ltd.,
COM 410 EB-CONSUMER BEHAVIOR

Course Objective: To make the students to understand the basic objectives and forces influencing consumer behavior.

Unit-1 INTRODUCTION TO CONSUMER BEHAVIOR:
Origin and Strategic Applications, Consumer Research.

Unit-2 CONSUMER AS AN INDIVIDUAL:
Consumer Motivation; Personality and Consumer Behavior; Consumer Perception and Learning; Consumer attitude formation and change.

Unit-3 CONSUMERS IN THEIR SOCIAL SETTINGS:
Reference groups and family references; Social class and consumer behavior.

Unit-4 CULTURE AND CONSUMER BEHAVIOR:
Influence of culture on consumer behavior, Subcultures and Consumer behavior; Cross cultural consumer behavior.

Unit-5 CONSUMER DECISION MAKING PROCESS:
Consumer influence and diffusion of innovations; Consumer decision making and model of consumer decision making.

References:
COM 410 EC: PROBABILITY THEORY AND PROBABILITY DISTRIBUTIONS

Unit 1: OVERVIEW OF PROBABILITY THEORY:

Unit 2: RANDOM VARIABLES & FUNCTIONS OF RANDOM VARIABLES:

Unit 3: THEORETICAL PROBABILITY DISTRIBUTIONS:
Discrete Probability Distributions: Bernoulli, Binomial, Poisson, Geometric, Negative Binomial, Hyper Geometric Distributions along with their Derivations of Mean and Variance, M.G.F and their applications.
Continuous Probability Distributions: Uniform, Normal, Gamma, Beta-I, Beta-II, Exponential, Cauchy, Weibull, Lognormal distributions, Pearsonian Family of Distributions along with their Derivations of Mean and Variance, M.G.F and their applications.

Unit 4: MULTIVARIATE PROBABILITY DISTRIBUTIONS:

Unit 5: SAMPLING DISTRIBUTIONS:
t, F, \( \chi^2 \) Distributions along with their moments, properties and applications, Central Limit Theorem and its importance.
References:
COM 410 ED: INTERNATIONAL ECONOMY AND POLICY

Objectives:
Any person engaged in International Business, whether as a practitioner, manager, trader, investor, regulator or in related academic field requires the knowledge of international economics as a basic need. Therefore, this course aims to provide the fundamental theoretical knowledge of international economics for students specializing in international business.

Outcome:
After completing this course, the students will have a sound knowledge of theories and policies in the area of international economics. This will help them in understanding all other areas of international business.

Unit-1 INTRODUCTION
(a) Scope of international economics and reasons for separate study
(b) Distinctive features of international trade
(c) Brief history of international trade with special reference to India
(d) Gains from trade
(e) Trade and development

Unit-2 INTERNATIONAL TRADE THEORY
(a) Ricardian theory and Heckscher-Ohlin theory
(b) Specific factors and income distribution
(c) Standard trade model
(d) Economies of scale, imperfect competition and international trade
(e) International factor movements.

Unit-3 OPEN ECONOMY MACRO-ECONOMICS AND EXCHANGE RATES
(a) National income accounting and Balance of payments, exchange rates and foreign exchange markets – asset approach
(b) Money, interest rates, inflation rates and exchange rates
(c) Output and exchange rates in the short run
(d) Fixed exchange rates and foreign exchange interventions
(e) IS-LM-FE model

Unit 4 INTERNATIONAL TRADE POLICY
(a) Terms of trade
(b) Instruments of trade policy
(c) Political economy of trade policy and theory controversies
(d) Economic cooperation, customs union theory
(e) Trade policy in developing countries
Unit 5 INTERNATIONAL MACROECONOMIC POLICY
(a) International monetary system 1870-1973
(b) Macroeconomic policy and coordination under floating exchange rates
(c) Optimum currency areas and the European experience
(d) The global capital market: performance and policy problems
(e) Developing countries: growth, crisis and reforms.

References:
COM 411EA: COST ACCOUNTING

Unit 1: Methods of Costing – Absorption, Direct And Marginal
Absorption Costing Meaning, Advantages, Limitation and Uses Direct Costing Meaning and Differences with Absorption Costing Marginal Costing Definition, Meaning, Contribution, Formulae, Advantages and Limitations. Presentation of data under Absorption and Marginal Costing

Unit 2: Variance analysis:- (Planning and control of cost)
(a) Reconciliation of standards profit with actual profit:- (Computation of all variances and preparation of reconciliation statement) (Recognition of responsible department/s or executive for adverse variances) (Reporting of variances)
(b) Accounting treatments for variances.
(c) Traditional variance and planning and operative variance.

Unit 3: Pricing Decisions:
(a) Meaning, Definition, Objectives.
(b) Factors affording Pricing decision.
(c) Role of Cost in pricing.
(d) Relationship among demand supply and cost.

Unit 4: Pricing practices (Methods) and strategies
(a) Cost Oriented Pricing:- Cost plus pricing (full cost pricing), Marginal cost pricing (Incremental or divert cost pricing) Target pricing (Rate of return pricing), Variable cost pricing, Differential cost pricing.
(b) Competition: - Oriented Pricing: Going rate pricing, loss readers, Trade association pricing, Customary pricing, price leadership, cyclical pricing, Imitative pricing and suggested pricing, Turnover pricing
(c) Pricing based on other economic consideration: administrative pricing Dual pricing, Price discrimination or differential pricing.
(d) Pricing Strategies: (1) For New Product (2) For Established Product (3) for special order (4) Pricing in Inflation and recession (5) Role of an accountant and pricing decision.

Unit 5: Learning Curve and Cost Control & Cost Reduction:
(a) Introduction, Special Features of Learning Curve.
(b) The Learning Curve Ratio, Learning Curve Equation.
(c) Learning Curve Application, Limitations of Learning Curve Theory.
(d) Introduction Significance of Cost Control and Cost Reduction.
(e) Difference between Cost Control and Cost Reduction.
(f) Cost Control and Cost Reduction Process.
(g) Role of an accountant for Cost Control and Cost Reduction.

References:
1. Jawahar Lal; “Advanced Management Accounting”; S.Chand & Company Ltd.
5. Ravi M. Kishore; “Cost & Management Accounting”; Taxmann Allied Services (P.) Ltd.
**COM411EB – MARKETING RESEARCH**

**Unit 1: Introduction to Marketing Research**


**Unit 2: Data Collection and Representation:**

Primary vs. Secondary Data in Marketing Research, Sources of Secondary data for Marketing Research Problems, Observation Methods, Designing a Questionnaire, Focus Group Interviews, Experimentation in Marketing Research, Test Marketing, Web-Based Experiments, Threats to Internal and External Validity, Experimental Designs, Marketing Information Systems, Using Geographic Information Systems for Marketing Research, Overview of Sampling Foundations.

**Unit 3: Measurement and Scaling Techniques:**

Objectives, Primary Scales of Measurement: Nominal, Ordinal, Ratio and Interval Scales, Comparative scaling Techniques: Paired Comparison Scaling, Rank-Order Scaling, Constant Sum Scaling, Q-Sort; Non-comparative Scaling: Likert’s Scale, Thurston’s Scale, Semantic Differential Scale, Staple Scale, Applications Of these Scales.

**Unit 4: Techniques of Data Analysis:**

Applications of Univariate and Bivariate Measures to Marketing Research Problems, Cross-Tabulations: Two variables, Three variables, Statistics associated with Cross-Tabulations: Chi Square, Phi Coefficient, Contingency Coefficient, Cramer’s V, Lambda Coefficient, Cross-Tabulation in Practice, Multivariate Techniques and Data Mining: Multiple Regression Analysis, Discriminant Analysis, Factor Analysis, Multidimensional Scaling, Only Method Description and Practical Applications Of these Techniques, Interpretation Of SPSS Output for the above techniques, Data Mining Tools and Procedures, Introduction to Data Mining Models. (Practical Cases to illustrate the use of all the above Techniques must be included as a teaching pedagogy).

**Unit 5: Report Preparation and Presentation:**

Research Report, Research Follow-up, Evaluation of the Research Project, Report Preparation in International Marketing Research.

References:

2. A. Persuraman; D. Grewal, R. Krishnan: “Marketing Research” Biztantra Publication
COM411EC – STATISTICAL INFERENCE

Unit 1: Introduction:

Unit 2: Interval Estimation:
Concept of Confidence Interval, Confidence limits, Interval Estimation of Population Mean, Population Variance, Population Proportions, Difference between two population means and two population proportions.

Unit 3: Testing of Hypothesis:
Concepts of Hypothesis testing, Best Critical Region, MP test, UMP test and UMPU test, Neyman Pearson test, Likelihood Ratio test, Wald’s Sequential Probability Ratio test for Binomial, Poisson and Normal Distributions, Tests of Goodness of Fit for Binomial and Poisson Distributions.

Unit 4: Design of Experiments:
Concept of Analysis of Variance: One way and Two way ANOVA and their applications, CRD, RBD, LSD and Factorial Experiments, $2^2$, $2^3$ Factorial Designs, Analysis of one missing observation in CRD and RBD.

Unit 5: Distribution Free Methods:
Concept of Non Parametric Tests, Assumptions, Advantages and Disadvantages of Non Parametric tests; One-Sample Tests: Kolmogorov-Smirnov one sample test, Run test, one sample Sign test, Chi-Square Test; Two-Sample Tests: Sign test, Median test, Mann-Whitney U-test, Wilkoxon Matched-Pair Sign Rank Test; K-Sample Tests: Median test, Kruskal-Wallis test; Applications of all of the above Non Parametric Tests.

References:
7. Rohatgi V. : “Statistical Inference” Wiley
8. Hogg & Tanis:“Probability And Statistical Inference” Pearson Education
COM 411 ED: DOMESTIC BANKING

Objectives:
With the increasing complexities of the business world, most of the transactions are routed through the banks. Thus, students of commerce require a good knowledge of banking operations and principles. They need it for business transactions as well as for working in the areas of financial institutions and banks. The main objective of this course is to acquaint the students with the basics of banking theories and operations at the domestic level.

Outcome:
After completing this course, the students would have a good knowledge of principles of banking and banking operations at the domestic level. Once they have obtained this knowledge, they can move on to the higher level of international banking.

Unit 1 Introduction to banks and banking
(a) Concepts of bank as a joint stock company, banking services, and banking system, banking theories, asset-liability management by banks
(b) Liquidity, solvency, and profitability and efficiency of banks – ratio analysis
(c) Unit and branch banking, universal banking
(d) Credit creation by banking system
(e) Bank customer relationship, operations of various types of bank accounts
(f) Development Banking

Unit 2 Central Banking
(a) Functions of Central bank
(b) Monetary policy and central bank, credit control
(c) Bank regulations by central bank
(d) Indian banking regulations – recommendations of various committees
(e) Payment systems

Unit 3 Commercial Banking
(a) Structure and functions of commercial banks
(b) Commercial banks and industrial sector lending
(c) Commercial banks lending to priority sector, micro, small and medium enterprises
(d) Commercial bank lending to agriculture sector
(e) Bank failures
Unit 4 Cooperative banking

(a) Structure and functions of cooperative banks
(b) Regulations related to cooperative banks
(c) Structure, functions and performance of rural cooperative banks in India
(d) Urban cooperative banks in India
(e) Problems of cooperative banks

Unit 5 Recent developments in banking sector

(a) Investment and merchant banking
(b) Customer services
(c) Know your customer and other precautionary measures
(d) Information systems in banks
(e) Ombudsman scheme

References:

5. Principles of Banking by , Indian Institute of Banking & Finance.
7. K.C. Nanda; “Credit and Banking”; Response Books Pvt. Ltd.
8. Frank J. Fabozzi; “Asset/ Liability Management”; S.Chand & Company Ltd.
COM 412 EA/ EB/ EC/ ED
INTERNATIONAL FINANCE

Objectives:
Business is increasingly being done across the borders. Consequently the financing of business transactions is more at international level. A student of commerce therefore requires the knowledge of financing of business transactions is done at international level. This course aims to acquaint the students with the basic procedures of international finance from the point of view of a firm.

Outcome:
After this course the students would be able to understand the exchange rate system, the working of international financial markets, the methods of financing international transactions and a basic idea of how various risks involved in financial transactions can be managed.

Unit 1 INTERNATIONAL MONETARY AND FINANCIAL SYSTEM
(a) Globalization and Multinational firm
(b) International Monetary System The IMF system and post 1970 developments
(c) European monetary system
(d) Balance of Payments
(e) Offshore financial markets and Euromarkets

Unit 2: Exchange rate
(a) Calculation of direct and indirect exchange rates
(b) Exchange rate determination theories
(c) Exchange rate in practice – exchange rate quotations and calculation of various exchange rates.
(d) Risks and exposures in foreign currency transactions
(e) Implication of volatility of exchange rates, exchange rate forecasting
(f) Foreign exchange dealing system

Unit 3: International Financial Markets and International Financial Institutions
(a) International capital markets – Government sector
(b) International Money market
(c) International Equity market
(d) International Bond market
(e) Derivatives market
(f) World Bank, IMF, IFC, ADB, IDA.
Unit 4: International Business Financing – Direct Instruments

(a) Trade finance
(b) International capital budgeting
(c) International working capital management
(d) International investment decisions

Unit 5: International Business Financing – Derivatives - Strategies For Risk Management

(a) Forward contracts
(b) Futures contracts
(c) Options contracts
(d) Swaps
(e) Other hybrid derivatives

References:

2. V.Sharan, “International Financial Management”; PHI
COM 501 INVESTMENT MANAGEMENT

Unit: 1 Introduction:

Unit: 2 Security Analyses:

Unit: 3 Portfolio Management:

Unit: 4 Asset Pricing Models:

Unit: 5 Derivatives and Their Valuation:
Hedging Instruments: Forward Contracts, Futures Contracts, Forward/ Futures Contracts, Options, Types of Options, Concept of Basis in Futures Market, Hedge Ratios, Warrants, Swaps, & Valuation of these Instruments

References:
7. Clark F. J.: “Management of Investments” PHI.
COM502 – TAX PLANNING AND MANAGEMENT

Unit: 1 Introduction:
- Concept and Significance – Tax Evasion and Tax Avoidance – Methods of Tax Planning

Unit: 2 Assessment of Individuals:
- Concept and Objectives
- Residential Status
- Tax Planning for Salary Income
- Tax Planning for House Property Income
- Tax Planning for Individual Capital Gains
- Tax Planning for Special Deductions and Exemptions
- Tax Planning for Investments

Unit: 3 Tax Planning for Companies:
- Definitions and Types of Companies – Residential Status of Company and Tax Planning
- Planning for capital formations and structures
- Tax Planning for Amalgamations and demergers etc.
- Tax Planning for Deductions
- Tax Planning for Capital Structure and Formation – Dividend policy – Inter Corporate Dividends and Bonus Shares
- Tax Planning For Amalgamation, Demergers and etc – Tax planning for Capital Gains – Planning for Deduction or Collection of Tax at Source – Minimum; Alternate Tax (MAT) on Companies – Tax planning for Wealth Tax on Companies

Unit: 4 Tax Planning and Managerial Decisions for Deductions:
- Make or Buy (ii) Own or Lease (iii) Retain or Replace (iv) Export or Domestic Sales (v) Shut-down or closure (vi) Expand or Contract and (vii) Investment or Disinvest
- Tax Provisions Relating to Free Trade zones – Infrastructure Sector and Backward Areas – Tax Incentives for Exporters

Unit: 5 Advance Payment of Tax and Interest:
- Income Liable for Advance-Tax-Advance tax Liability-Interest Payable by Assesses or Government-Interest payable to assesses-Producer to be Followed to Calculate Interest – Waiver or Reduction of Interest under:
REFERENCES:

COM503 – MANAGEMENT CONTROL SYSTEMS

MANAGEMENT CONTROL SYSTEMS:

1. Introduction to Management Control:

2. Designing the Control Process and Managerial Controls:

3.  (A) Key Success Variables and Measures of Performance:
    Identification of Key Success Variables - Key Success Variables and the Control Paradigm - Dynamics of the Control Process - Performance Indicators.
    (B) Design, Style and Culture of Control Systems:
    Managerial Styles and the Design of Control Systems - Corporate Culture and the Design of Control Systems – Establish in; Customer-Focused Total Quality Culture.

4. Organizing for Adaptive Control:

5. (A) Control of Multinational Operations:
   (B) Control of Non-Profit Institutions:
   (C) Control of Service Organizations:
REFERENCES:

5. ICFAI Center for Management Research; “Management Control Systems”.
COM-504 EA – MANAGEMENT ACCOUNTING

1. Overview:

2. Relevant Information and Decision Making:
- Make or buy
- Drop or add
- Sell or process further
- Operate or shut down
- Replace or retain
- Buy or lease
- In sourcing or Out sourcing
- Special Orders

3. Linear Programming And Cost Accountant:
Definition, Meaning, Characteristics, of LP, Meaning of Constraints and their influence on decision.
Graphic Method
Objective function line, Minimizing Cost, Limitations of LP

4. Performance Measurement:
- Decentralization V/s Divisionalization
- Responsibility Centers
- Responsibility Accounting
- Different measures of financial performance: Variance Analysis; Contribution Margin; Net Profit; ROI; RI; EVA.
- None financial measures of performance

5. Strategic Management Accounting:
- Definition
- Techniques;
  - Balanced Scorecard
  - Target Costing
• Kaizen Costing
• Life Cycle Costing
• Theory of Constraints
• Benchmarking
• Activity – Based management
• Just – In – Time

References:
1. Ravi M. Kishore; “Cost and Management Accounting”, Taxmann’s Publications.
**M.Com. New Syllabus**

**COM-504 EB – SERVICE MARKETING**

**Unit:1 Introduction to Services:**
What are services? Why services Marketing? Differences in Goods versus services Marketing, Services Marketing Mix, The gaps Model of Service Quality, Services Search versus Experience versus Credence properties; Meaning and types of service expectations, Factors that influence customer expectations of services, Customer perceptions customer satisfaction, service quality and service encounters.

**Unit:2 Service Development and Design:**

**Unit:3 Delivering and Performing Service:**
Employees’ Role in Service Delivery; Customers' Roles in Service; Delivering Services through International and Electronic Channels. Managing Demand and Capacity.

**Unit:4 Managing Service Programs:**
Integrated Services Marketing Communications; Pricing of services.

**Unit:5 Financial and Economic Effect of Services The Integrated gap Model of service quality.**

**References:**
COM-504 EC – APPLIED ECONOMETRICS

Unit:1 Introduction:

Unit:2 General Linear Model:

Unit:3 Relaxations of the Assumptions of the Classical Model:

Unit:4 Regression on Qualitative Variables:
Unit: 5 Simultaneous Equation Models:

References:
COM504 ED – INTERNATIONAL BANKING

Objectives:
Today, Most of the business transactions cross international borders. These transactions - both at current and capital level – go through the banking system. Hence, the main objective of this course is to acquaint the students with the salient aspects of international banking operations.

Outcomes:
After completing this course, the students would know about the different types of international banking systems, the rules and regulations related to them and how the international banking operations takes place.

Unit – 1
A) Meaning, Scope and Importance of International Banking.
B) Causes of Expansion of international banking – problem of international liquidity and emergence of euro markets.
D) Development of off-shore banking centers.
E) Technological innovations and international banking.

Unit – 2
A) International Banking Services – Types and procedures.
B) Commercial Banking Services at international level.
C) Retail Banking Service at International level.
D) Investment and merchant services at International Level.
E) International Factoring and forfeiting.

Unit – 3
A) Risks in international banking operations.
B) Risk management in banking operations.
C) Measurements of Forex Risk and Exposure.
D) Management of Forex Rate Risk, transactions exposure and translations exposure.
E) Use of derivatives for risk management.
F) Management of Country risk, systemic risk, operational risk in International Banking.
Unit – 4

Regulations of International Banking Operations
A) Need for regulation
B) Problems of Regulation
C) Role of Bank for International Settlements
D) Development of Basle Concordats

Unit – 5

Accounting System for I.B. Operations
A) Forex Dealing regulations – FEMA
B) Nostro, vostro and loro accounts
C) Accounting for various banking operations
D) Accounting and disclosures for Forex Derivatives
E) Accounting problems, analysis of major bank failures – Daiwabank, Barings Bank, Lehman Brothers, J.P. Morgan

References:

1. MACMILLAN; “International Banking Legal & Regulatory Aspects”, Indian Institute of Banking & Finance.
2. JORDI Canals; “Universal Banking – International Comparisons and Theoretical Perspective”, Oxford University, Oxford.
5. Ian H. Giddy; “Global Financial Markets”, A.I.T.B.S. Publishers & Distributors (Regd.)
COM505EA/B/C – CORPORATE FINANCIAL REPORTING

Unit:1 FINANCIAL REPORTING: An Overview

- Accounting and Economic Development
- Concept
- Objectives
- Users
- Qualitative Characteristics

Unit:2 RECENT TRENDS IN FINANCIAL REPORTING:

Introduction to Corporate Financial Reports, Meaning, Statutory requirements. Components of financial reports, Utility of corporate financial reports.

a. Mandatory components analysis
b. Voluntary components analysis

Unit:3 SPECIFIC ISSUES IN FINANCIAL REPORTING:

i. Inflation accounting.
ii. Human resource accounting
iii. Social Accounting
iv. Environmental accounting

Unit:4 SEGMENT REPORTING:

- Nature
- Benefits
- Bases
- Merits and De-Merits
- Disclosure

Unit:5 Tally – Corporate Accounting only

Creating a company, writing of accounts with schedule, ratio analysis, budgeting, management control system, cash flow and fund flow statement analysis, analysis and managing of inventory. Theory, method and applications (Practical work is desirable should be undertaken by the respective institute)
References:

5. J.R. Mongs; “Fundamentals of Corporate accounting”, Mayar Noida, Delhi
COM505 ED – INTERNATIONAL BUSINESS PROCEDURES

Objectives:
There are many characteristics of International Business Procedures which differ from those of domestic business. The main objectives of this course is to acquaint the students, who are specializing in international business, with its basic procedures.

Outcome:
After the completion of this course, the students would understand how international business transaction are done and settled.

Unit – 1
A) Modes of International Business
B) Legal, Cultural, Political Aspects of Internet procedures
C) Negotiations and Concepts
D) Ordering procedures
E) Activities of Multi National Companies.

Unit – 2
A) Incoterms
B) Commercial documents
C) Transport Documents
D) Insurance Documents
E) Other related Documents

Unit – 3 Letter of Credit, its types and settlements through letter of Credit
Unit – 4 Procedure for Equity dealings
Unit – 5 Procedures for Bond Dealings

References:
1. Foreign Exchange Practice, Concepts & Control, By C. Jeevnandum, Sultan Chand & Sons.
4. International Business, By Roger Bennett, Pearson Education.
7. Recent Developments in International Banking and Finance, By Sarkis J. Khoury, Blackwell Publishers.
COM506 EA/B/C – CORPORATE GOVERNANCE AND BUSINESS ETHICS

Unit: 1 Business Leadership:
Role of Business in Society – Economic Role and Social Impact of Business – Entrepreneur’s Role Background & Characteristics – Leadership and Self Awareness


Unit: 2 Business Ethics:
Introduction to Business Ethics – Ethics, Morals and Values – Conflicts in Decision Making from Business – Legal and Moral Points of View.

Unit: 3 Corporate Responsibility:

Analyzing Ethical Problems – Economic, Ethical and Legal Aspects – Managerial Ethics and Individual Decisions – Ethical Analysis – Ethical Dilemmas & Personal Career

Unit: 4 Corporate Governance:

Administrating & Reporting of Corporate Governance in India – SEBI Regulations – Model; report on Corporate Governance in India.

Unit: 5 Corporate Governance – Global Scenario:
References:

2. LaRue Tone Hosmer; “The Ethics of Management”, Universal Books.
4. ICFAI Center for Management Research, “Business Ethics and Corporate Governance”.
5. ICFAI Center for Management Research, “Leadership and Entrepreneurship”.
COM 506 ED – EXIM AND LOGISTICS

MANAGEMENT

Objectives:
For the students specializing in International Barriers it is essential that they have fundamental knowledge about how Export – Import orders are negotiated, booked, contracts signed and executed. The development of multimodal transport now deems it necessary that students should understand international logistics management.

Outcome:
After the completion of this course, the students would know the procedure for export and import from negotiation to execution including supply chain and logistics management.

Unit.1. EXIM Management
Market Selection
Market Entry strategies
Product and Promotion policies
Pricing Policies
E – commerce

Unit.2. Logistics and Supply Chain Management
a) Meaning of Logistics Management
b) Importance of Logistics Management
c) Supply Chain Management – Introduction
d) Objectives of logistics Management and Supply Chain Management
e) Supply Chain Drivers

Unit.3. Water Transport
a) General Structure of Shipping Industry
b) Seaborne Trade, Freight Structure & Practice
c) UN Convention on liner code of conduct
d) Shipping Industry intermediaries and containerization
e) Inland Container Depot

Unit.4. Other Models of Transport
a) Road Transport
b) Rail Transport
c) Air Transport
d) Multimodal Transport
Unit.5. Transport Management

a) Transport Strategy
b) Transport Decision
c) Packaging
d) Ware Housing
e) Distribution

References:

5) B. Khetrapal; “Logistics and Supply Chain Management”, Alfa Publications.
COM 507 – OPERATIONAL RESEARCH

Unit:1 Introduction to Operations Research:

Unit:2 Linear Programming:

Unit:3 Transportation Problem and Assignment Problem:

Unit:4 Theory of Games and Sequencing Problems:
Study of Two Person Zero-sum Game Problems, Games with and without Saddle point, Principles of Dominance, Graphical method, Conversion of Game problem into an L.P. problem, Problem of Sequencing: Sequencing of n jobs on two and three machines, Applications of Game theory and Sequencing problems.

Unit:5 Network Analysis: (CPM & PERT):
References:

   Kapoor V.K.: “Problems and Solutions in Operations Research” S. Chand
COM508 – RISK MANAGEMENT

Unit-1 Introduction to Risk, Risk and Uncertainty, Classification of risks, Risk, peril and hazard, Cost of Risk, Methods of Handling Risk.


Unit-2 Risk Identification, of Internal and External Risk Exposures and Operative Causes.


Risk Control. Loss Prevention, Loss Prevention, Loss Minimization, Diversification, Optimal Loss control, Contingency Planning; Statutory provisions on Risk control, Human factor in Risk Control, Training, Fire Protection and Extinguishing systems, Surveyor’s role in loss prevention, Mutual Aid Schemes.


References:
1) Williams, Arthur; “Risk Management and Insurance; McGraw Hill.
3) Harrington; “Risk Management and Insurance; McGraw Hill.
COM509 EA/D – INTERNATIONAL ACCOUNTING

Objectives:
With increasing globalization international business transaction have increased. Accounting systems, procedures, regulations and standards differ from country to country. Foreign transactions generally have a system of accounting different from the domestic one. Therefore, this course aims to acquaint the students with the basic of international accounting.

Unit-1 INTERNATIONAL ACCOUNTING – AN OVERVIEW
1. Introduction
2. Importance of International Accounting
3. Definition of International Accounting
4. Scope of International Accounting
5. Status of International Accounting Education: World Scenario

Unit.2 ANALYTICAL STUDY OF I.F.R.S. AND I.F.R.SY.
1. Introduction
2. Need for Transnational Reporting and Disclosure

Unit-3
(A) ACCOUNTING FOR FOREIGN CURRENCY TRANSACTIONS
1. Introduction
2. The need for Translation
3. Origin of Problem
4. International Transactions
5. Forward Exchange Contracts
6. Foreign Currency Transactions

(B) ACCOUNTING FOR PRICE LEVEL CHANGES.
1. Introduction
2. Nature of Price Changes
3. Sort Comings of Conventional Accounting Based on Historical Cost.
4. Distortions in Reported Profit.
5. Evaluation of Accounting for Changing Prices.
6. Suggested Adjustment Methods
7. Accounting for Foreign Inflation.
Unit-4
(A) Accounting for Business Combinations and Consolidations:
   1. Introduction
   2. Definition
   3. Accounting Treatment
   5. Scope of Consolidated Financial Statements.

(B) Multinational Transfer Pricing:
   1. Introduction
   2. Evolution of Transfer Pricing
   3. Definition of Transfer Price
   4. Approaches to Transfer Pricing
   5. Objectives of Transfer Pricing
   6. Arm’s Length Principle
   7. Transfer Pricing for Intangibles, Services and Cost Sharing Arrangements.

Unit-5 INTERNATIONAL AUDITING.
   1. Introduction
   2. Definition of Audit
   3. types of Audit
   4. Objective of Auditing
   5. Evolution of Auditing

References:
Course Objectives: To enable the students to develop an understanding of International marketing.

I) The International Environment:

II) The Cultural Environment:
What is Culture? Elements of Culture; Cultural variables and Marketing management.

III) International Marketing Management:
Global Marketing Strategy, International Product Policy –Adaptation V/s, Standardization of the Product, Branding; Packaging & Labeling, Warranty & Service Policies, How to enter Foreign Markets?

IV) Distribution, Pricing and Promotion Strategies:
Managing Foreign Distribution; Constrains on International Advertising decisions factors on International faced by the international marketer.

V) Coordinating International Marketing:
Planning, Organization and Control of International Marketing; The Internet and International Marketing, Future of International Marketing.

References:
COM509 EC – APPLIED MULTIVARIATE TECHNIQUES

Unit: 1 Introduction to Multivariate Analysis:

Unit: 2 Tools for Multivariate Analysis:
Elementary Operations with Matrices and Vectors, Determinant of a Square Matrix, Inverse of a Matrix, Rank and Order of a Matrix, Idempotent Matrices, Special Products of Matrices Orthogonal Vectors and Matrices, Characteristic Roots and Vectors of a Matrix, Eigen Values and Reduction of Matrices, Concomitant Variables, Multidimensional Random Variables, Multivariate Normal Distribution, Variance-Covariance Matrix, Correlation Matrix.

Unit: 3 Dependence Techniques:
Multiple Regression Analysis, Multiple Discriminant Analysis, MANOVA and MANCOVA, Conjoint Analysis, Canonical Correlation Analysis, Structural Equations Modeling, Linear Probability Models; Purpose, Methodology, Methods, Procedure, Limitations and Interpretation of Computer Output Of these techniques with the help of various case studies illustrating Practical Applications of these Techniques.

Unit: 4 Interdependence Techniques:
Factor Analysis, Cluster Analysis, Multidimensional Scaling, Correspondence Analysis, Purpose, Methodology, Methods, Procedure, Limitations and Interpretation of Computer Output Of these techniques with the help of various case studies illustrating Practical Applications of these Techniques.

Unit: 5 Emerging Techniques in Multivariate Analysis:
Decomposition Analysis, Data Warehousing and Data Mining, Neural Networks, Data Envelopment Analysis, Resampling: Introduction, Methodology, Methods, Problems and Limitations of these techniques.

References:
1. Hair, Anderson, Tatham, Black: “Multivariate Data Analysis” Pearson Education
COM510 EA/B/C – STRATEGIC FINANCIAL MANAGEMENT

Unit-1 Corporate Valuation:

Unit-2 Dividend and Bonus Policy:

Unit-3
(A) Inflation and Financial Management:

(B) Financial Management of Sick Units:
Definition of Sickness – Causes of Sickness – Symptoms of Sickness – Prediction of Sickness – Prediction of Sickness – Revival Sick Units.

Unit-4 Mergers and Acquisitions – Overview:
Unit-5

(A) Theories of Mergers:

(B) International Mergers and Acquisitions:

References:

COM510 ED – BANK MANAGEMENT

Objectives:
The main objective of this course is to acquaint the subject with various aspects of Bank Management.

Outcome:
After the completion of this course the student would know about the different areas of Bank Management.

Unit-1
Special Characteristics of Bank Management and Human Resource Management in Banks.

Unit-2
Balance Sheet and Asset Liability Management in Banks.

Unit-3
Treasury Management and Risk Management in Banks

Unit-4
Marketing Management in Banks

Unit-5
Foreign Currency Management in Banks.

References:
4. Information System for Banks, by Indian Institute of Banking and Finance.
8. S.N. Bidani, P.K. Mitra, Pramod Kumar; “Taxmann’s Credit Risk Management”.
COM511PT - PROJECT

The following points should be considered for Project:

1. Every student, individually, would be required to prepare a project report.

2. The topics for the projects would be selected out of the areas studied by the students in the previous semesters. The project supervisors and the Director of the School would jointly decide the final selection of the topics.

3. The students must undertake data analysis as part of the project.

4. The project report should be submitted before the commencement of the external examinations of the fourth semester.

5. The project report should be submitted in the standard format.

6. 70% marks to be allotted for assessment of written report and 30% marks for viva-voce examination based on the report.

7. The viva-voce examination would be conducted along with the external examination of fourth semester.