

Study Scheme & Syllabus of Master of Commerce (M.Com)

Batch 2018 onwards



**Department of Academics
I.K. Gujral Punjab Technical University**

I.K.Gujral Punjab Technical University
Master of Commerce Batch 2018 Onwards

Courses & Examination Scheme:

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOP 101-18	Core Theory	Management Principles and Organizational Behaviour	3	1	0	40	60	100	4
MCOP 102-18	Core Theory	Managerial Economics	3	1	0	40	60	100	4
MCOP 103-18	Core Theory	Quantitative Techniques	3	1	0	40	60	100	4
MCOP 104-18	Core Theory	Accounting Theory	3	1	0	40	60	100	4
MCOP 105-18	Core Theory	Legal Aspects of Business	3	1	0	40	60	100	4
MCOP 106-18	Core Theory	Business Communication	3	1	0	40	60	100	4
	TOTAL		18	6	0	240	360	600	24

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOP 201-18	Core Theory	Indian Financial System	3	1	0	40	60	100	4
MCOP 202-18	Core Theory	Management and Cost Accounting	3	1	0	40	60	100	4
MCOP 203-18	Core Theory	Business Research Methods	3	1	0	40	60	100	4
MCOP 204-18	Core Theory	Marketing Management	3	1	0	40	60	100	4
MCOP 205-18	Core Theory	Human Resource Management	3	1	0	40	60	100	4
HVPE 101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic rules	3	0	0	40	60	100	3
HVPE 102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
	TOTAL		18	5	2	265	360	625	24

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Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOP301-18	Core Theory	Direct and Indirect Taxes	3	1	0	40	60	100	4
MCOP302-18	Core Theory	Strategic Financial Management	3	1	0	40	60	100	4
MCOP303-18	Core Theory	Corporate Governance, Ethics and Social Responsibility of Business	3	1	0	40	60	100	4
	Elective-I		3	1	0	40	60	100	4
	Elective-II		3	1	0	40	60	100	4
MCOPGE301-18	General Elective	Entrepreneurship and Project Management	3	1	0	40	60	100	4
MCOP 304-18	Core Theory	Major Project	0	0	0	50	--	50	2
TOTAL			18	6	0	290	360	650	26

Note: Each candidate shall choose an area of Specialization from any two of the following groups. Two papers shall be studied in third semester and two papers shall be studied in fourth semester.

List of Electives:

Group A: Accounting and Finance:

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOPAF 311-18	Elective	International Accounting	3	1	0	40	60	100	4
MCOPAF 312-18	Elective	International Financial Management	3	1	0	40	60	100	4

Group B: Banking & Insurance

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOPBI 321-18	Elective	Principles and Practices of Banking	3	1	0	40	60	100	4
MCOPBI 322-18	Elective	Principles and Practices of Insurance	3	1	0	40	60	100	4

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Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOP 401-18	Core Theory	Management Control System	3	1	0	40	60	100	4
MCOP 402-18	Core Theory	Security Analysis and Portfolio Management	3	1	0	40	60	100	4
MCOP 403-18	Core Theory	Corporate Accounting and Auditing	3	1	0	40	60	100	4
	Elective-III		3	1	0	40	60	100	4
	Elective-IV		3	1	0	40	60	100	4
MCOPGE 401-18	General Elective	E-Commerce	3	1	0	40	60	100	4
MCOP 404-18	Core Theory	Comprehensive Viva	0	0	0	0	50	50	2
TOTAL			18	6	0	240	410	650	26

List of Electives:

Group A: Accounting and Finance:

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOPAF 411-18	Elective	Management of Financial Services	3	1	0	40	60	100	4
MCOPAF 412-18	Elective	Tax Planning and Personal Finance	3	1	0	40	60	100	4

Group B: Banking & Insurance

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MCOPBI 421-18	Elective	Banking Laws	3	1	0	40	60	100	4
MCOPBI 422-18	Elective	Risk Management in Insurance Business	3	1	0	40	60	100	4

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MCOP101-18

MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR

Unit I

Introduction: Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills.

Evolution of management thought and Management thinkers: Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor. **Planning:** Importance, types of plans, and process of planning, business forecasting, MBO: Concept, importance, process, benefits and limitations.

Unit II

Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, Decision tree.

Organizing: Concept and process of organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization. **Delegation:** concept, importance, factors affecting delegation, effective delegation, Decentralization and centralization.

Control: Concept, importance, characteristics, process of control, types and techniques of control.

Unit III

Organizational Behaviour: Concepts, determinants, challenges and opportunities of OB; Contributing disciplines to the OB. **Understanding Individual Behaviour:** Determinants of Individual behaviour, Personality, Perception, Values, Attitudes and Learning. **Motivation:** Concept and early theories of Motivation, Applications of concept of Motivation. **Leadership:** Concept of Leadership, Theories of Leadership: Trait theory, Behavioural theories, Transactional and transformational leadership.

Unit IV

Foundations of Group Behavior: Nature & Concept of Group Formation, Stages of Group formation, Theories of Group Formation, Group properties, Individual Vs Group decision making, **Conflict Management:** Definition of Conflict, transitions in Conflict thought; Functional Vs Dysfunctional Conflict; Conflict Process; Individual & Group Level Conflict; Organization level Conflict; Conflict Management. **Power and Politics in Organization:** Nature & Concepts, Sources & Types of Power, Techniques of Politics. **Organizational Change & Development:** Meaning & Definition, Change Agents, Change Models, Resistance to Change.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Management*, New Delhi, Pearson, 2011.

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- V S P Rao & V H Krishna, *Management*, Excel Books
- P.Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- Mukherjee, *Principles of Management and Organisationalbehaviour*, Tata McGraw Hill.
- Bateman, T. S., and Snell, S. A. (2008). *Management* TMH
- Robbins, *Organization Behaviour*, Pearson Education □
- Luthans ,*Organization Behaviour*,Tata McGraw Hill □
- Newstrom, *Organizational Behaviour: Human Behaviour at work*, Tata McGraw Hill

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MCOP 102-18
MANAGERIAL ECONOMICS

Unit-I

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation. **Demand forecasting,** Demand forecasting of new product.

Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function. **Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function. **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue, Relationship between Total Revenue ,Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

Unit-III

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model. **Supply:** Introduction to supply and supply curves. **Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices. **Factor Pricing:** Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital, Measurement of profit.

Unit-IV

Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. **Money market:** Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium. **National Income:** Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. **Consumption Function:** Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications, **Inflation:** Meaning, Types, Theories, Causes, Effects and Control, Unemployment Trade off, **Trade Cycles:** Concept and Theories of trade cycles.

Note: Relevant Case Studies will be discussed in class.

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Suggested Readings/ Books:

- D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, Tata McGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi. 2.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- Goel Dean, *Managerial Economics*, Prentice Hall of India, Pvt. Ltd., New Delhi
- K.K. Dewett, *Modern Economic Theory*, S. Chand Publication

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MCOP 103-18
QUANTITATIVE TECHNIQUES

Unit I

Introduction to Statistics: Meaning, Definition in singular and plural sense, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Moments Concept, calculation and Significance. Skewness: Meaning, Measurement using Karl Pearson and Bowley Measures. Concept of Kurtosis.

Unit II

Simple Correlation Analysis: Meaning of Correlation: Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient, calculation and properties of coefficient, Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Unit III

Probability Distribution: Binomial Distribution, Poisson Distribution and Normal Distribution with their properties and applications.

Linear Programming; Formulation of linear programming problems. Solution by Graphic method and by using Simplex method algorithm including Big-M method. Business applications of LP. Degeneracy. Duality. Post-optimality analysis.

Game Theory: Two-person zero-sum games. Games of pure strategies and Games of mixed strategies. Rule of dominance. Graphic solution to games. Business applications.

Unit IV

Transportation: Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method.

Assignment Problems: Assignment problem: Solution using Hungarian Assignment Method.

Project Scheduling: PERT/CPM: Project networks. Scheduling of projects with known activity times – Critical path and scheduling of activities.

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Suggested Readings:

- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.
- Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, *An Introduction to Management Science*, South-Western.
- Taha, Hamdy A, *Operations Research – An Introduction*, Prentice-Hall of India Private Ltd., New Delhi.
- Hillier, Frederick S. and Gerald J. Lieberman, *Introduction to Operations Research*, McGraw Hill India (Pvt) Ltd.
- Vohra, N.D., *Quantitative Techniques in Management*, McGraw Hill Education Private Limited, New Delhi.
- Sharma, J. K., *Operations Research; Theory and Applications*, Macmillan Indian, New Delhi.
- Winston, Wayne L., S. Christian Albright and Mark Broadle, *Practical Management Science*, Duxbury – Thompson learning, Australia.
- Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, 23rd Edition (1995), Vikas Publications.

Note: Latest edition of the readings may be used.

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MCOP 104-18
ACCOUNTING THEORY

Unit I

Accounting: Introduction, history and evolution of accounting thoughts, approaches to accounting theory, difference between financial accounting, cost accounting and management accounting. Concepts of Income, Revenue, Expense, Gains and Losses. Single Entry System vs. Double Entry System. Introduction to Double Account System.
Accounting Principles: Generally Accepted Accounting Principles (GAAPs), their nature, scope, merits and limitations.
Accounting Policy: Meaning, nature and scope. Accounting and policy for depreciation of assets; accounting for Inventories.

Unit II

Accounting for Lease and Hire Purchase: Introduction, accounting treatment and their respective accounting standards. Introduction accounting for derivatives
Contemporary Developments in Accounting: Accounting for Price Level Changes, Human Resource Accounting, Social Accounting, Forensic accounting, Environmental Accounting, Accounting for crypto currencies

Unit III

Accounting for Amalgamation: Introduction, methods of accounting, accounting treatment and accounting standards.
Holding Company Accounts: Meaning, nature, scope, importance, accounting treatment and accounting standards.
Accounting Standards: Introduction to accounting standards and guidance notes, their importance and scope of application. Comparative study of International Accounting Standards, Indian Accounting Standards and US GAAPs. Harmonization of Accounting practices.

Unit IV

Financial Reporting: Introduction to Financial Reporting, Content, Scope, Issues in financial Reporting. Interim reporting, Segment reporting, Corporate social reporting, Harmonization of financial Reporting. Recent trends in financial reporting practices.

Note: Relevant Case Studies should be discussed in class. The discussion of financial reporting should be through annual reports of reputed companies in various industries.

Suggested Readings:

1. Scott, W. R., 'Financial Accounting Theory' Prentice Hall
2. Wolk, Harry I. and Tearney, M. G., 'Accounting Theory: A Conceptual and Institutional Approach' South-Western College Publications
3. Godfrey, J.; Hodgson, A.; Tarca, A.; Hamilton, J. and Holmes, S. 'Accounting Theory' Wiley Publications.
4. Evans, T. G., ' Accounting Theory' South-Western College Publications
5. Porwal, L. S., 'Accounting Theory' Tata McGraw Hills.
6. Jawahar Lal, Accounting Theory and Practice' Himalya Publishing House

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MCOP 105-18
LEGAL ASPECTS OF BUSINESS

UNIT-I

The Contract Act, 1872: Nature, Essential elements of a valid contract. Offer and Acceptance, Consideration, Capacities of Parties, Provisions relating to free consent, Provisions relating to performance and discharge of contract. Breach of contract - Meaning and remedies. Contracts of Indemnity and Guarantee .Surety and Co-surety - Rights and Liabilities - Discharge of surety from his liability. Creation of Agency - Classification of Agents - Relationship between Principal and Agent - Agent's authority - Revocation and Renunciation - Rights, Duties and Liabilities of Agent and Principal - Termination of Agency .

UNIT-II

Sales of Goods Act, 1930: Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale - Formalities of a Contract of Sale. Conditions and Warranties. Provisions relating to transfer of property or ownership. Provisions relating to performance of Contract of Sale - Rights of Unpaid Seller – Rules as to delivery of goods.
The Negotiable Instruments Act, 1881: Negotiable Instruments: Meaning, Characteristics, Types, Parties - Holder and holder in Due Course. Negotiation and Types of Endorsements. Dishonor of Negotiable Instrument - Noting and Protest. Liability of parties on Negotiable Instrument.

UNIT-III

The Companies Act, 2013: Company - Definition, Meaning, Features and Types of companies. Incorporation of a company, Memorandum of Association, Articles of Association and Prospectus. Directors. Foreign Exchange Management Act (FEMA) 2000, Competition Act, 2002.

UNIT-IV

The Consumer Protection Act, 1986: Definitions of Consumer, Complainant, Goods, Service, Meaning of Consumer Dispute, Complaint, Unfair Trade Practices, Restrictive Trade Practices, Rights of Consumers, Consumer Disputes Redressal Agencies.
The Information Technology Act, 2000: Digital Signature, Digital Signature Certificate, Electronic Governance, Electronic Records, Patents Act, Conceptual understanding of patents, copyrights, trademarks and designs.

Suggested Readings:

1. Akhileshwar Pathak: Legal Aspects of Business, McGraw Hill Education.
2. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi.
3. Adhikari, M: Economic Environment of Business, sultan Chand & sons, New Delhi.
4. Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, New Delhi.
5. Raj agrawal and Parag Diwan, Business Environment; Excel Books, New Delhi
6. Sengupta, N.K. Government and Business in India, Vikas Publication New Delhi.

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MCOP 106-18
Business Communication:

Unit I:

Introduction: Nature of communication; Myths about communication; Communication process and stages in communication cycle; Barriers to effective communication; Formal and informal communication; Communication channels; Choosing the means of communication, like letters, memos, reports, fax, e-mail, presentation, telephone and multimedia; Improving the communication; Verbal and non-verbal communication; Communication and ethics.

Unit II:

Communication for Managers: Importance of communication to managers; Internal and external audiences in the organization; Planning and creating business managers; Analysing the problem and defining the purpose; Analysing business communicationsituations; Adapting the message to the audience.

Written Communication: Planning, writing and revising business document; Designing documents; Slides and screens; Polishing the writing; Editing for grammar and punctuation; Choosing the right word; Revising sentences and paragraphs, letters, memos, emails and web writing, informative and positive message, negative messages, persuasive messages; Reports: Types, characteristics of business reports, purpose of reports; Planning and techniques of writing a report.

Unit III:

Recruitment and Employment Correspondence: Researching job; Job application letter; Curriculum vitae/ resumes; Employment; Interview; References; Offers of employment; Job description; Letter of acceptance; Letter of resignation.

Unit IV:

Interpersonal Communication: Listening, working and writing in teams; Planning,conducting and recording; Meetings; making effective oral presentation; Overcoming stagefright; Telephonic communication; Conversation and discussion; Public speaking; Seminarpresentation; Conference; Group discussion.

Suggested Readings:

1. Raman and Singh, Business Communication, Oxford University Press, 2006.
2. Business Communication Today, Bovee, Thill and Chaturvedi, Pearson Education, Ninth Edition
3. Deborah Britt Roebuck. Improving Business Communication Skills.
4. Lesikar and Flatley. Basic Business Communication. 11th Ed. New Delhi: Tata
5. McGraw-Hill Publishers 2008.
6. Locker, K.O., and Kaczmarek, S.K., Business Communication: Building Critical Skill, 2nd ed., Tata McGraw-Hill,2002.
7. Bovee, C.L., et al., Business Communication Today, Pearson Education.

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MCOP 201-18
Indian Financial System

Objective: To provide insight to the structure, working and problems of financial system in India as well as to enable students to appreciate and understand the concepts, mechanism and utility of different financial intermediaries.

UNIT-I

Financial System: Meaning, nature, scope, features, role, functions and components of financial system. Evolution and growth of Indian financial system. Regulatory framework of Indian financial system. Overview of financial sector reforms in India.

UNIT-II

Financial Institutions: Meaning, nature, structure, role and functions of commercial banks, co-operative banks, non-banking financial institutions, Insurance companies, mutual funds, depositories

UNIT-III

Financial Markets: Meaning, structure, role and functions of Indian money market. Nature, role, functions and structure of Indian capital market. Structure and functions of Indian debt, equity, derivatives and forex markets.

Financial Instruments: Treasury bills, commercial bills, certificate of deposits, Gilt-edged securities market, shares (equity shares and preference shares), forwards, futures, options and swaps.

UNIT-IV

Financial Services: Merchant banking – meaning, nature, functions and role of merchant banker in issue management. Credit rating agencies – meaning, nature, role, functions, structure, operations and regulatory framework of credit rating agencies. Stock brokerage – meaning, types of brokers, functions regulatory framework and operation of stock brokerage companies. Meaning, nature, scope, functions, regulatory framework and operation of leasing, hire-purchase and financial guarantees.

Suggested Readings:

1. Bhole, L. M. and Mahakud, J. (2017), 'Financial Institutions and Markets', McGraw Hills.
2. Mishkin, F. S. and Eakins, S. (2017), 'Financial Markets and Institutions', Pearson Education.
3. Bhattacharyya, S. (2017), 'Indian Financial System', Oxford University Press.
4. Khan, M. Y. (2015), 'Financial Services, McGraw Hills.
5. Das, S. C. (2015), 'The Financial System in India: Markets, Instruments, Institutions, Services and Regulations', PHI Learning.
6. Gordon, E. and Natarajan, K. (2016), 'Financial Markets and Services', Himalaya Publishing House.

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MCOP 202-18

Management and Cost Accounting

Course Objective: To enable the students to acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.

UNIT-I:

Introduction to Cost Accounting: Objectives & Scope, Classifications and Elements of Cost, Installation of a Costing System. **Materials Control** – Concept and Techniques. Methods of Pricing of Material, **Inventory Management:** Meaning and Classification of Labour Costs. **Overheads:** Meaning, Nature, Collection and Classification, Preparation of Cost Sheet. Job and Contract Costing, **Process Costing:** Features, Applications and Types of Process Costing.

UNIT-II

Marginal Costing: Meaning, Advantages, Limitations and Applications, Cost-Volume Profit Analysis. **Standard Costing:** Significance and computation of Material, Labour, and Overhead Variance. **Budgetary Control:** Advantages, Limitations and Preparation. Zero Base Budgeting. Performance Budgeting.

UNIT-III

Management Accounting: Evolution, Meaning, Objectives and Scope, Relationship between Management Accounting and Cost Accounting. Conflicts in Profit versus Value Maximisation Principle. Role of Management Accountant in Decision Making.

UNIT-IV

Financial Statements Analysis: Types, Methods, Objectives, Limitations. **Ratio Analysis:** Accounting, Uses, Classification, Advantages, Limitations. Cash Flow Statement, Fund Flow Statement, Management Reporting.

Suggested Readings:

1. Banerjee, Bhabhatosh. (2014). Cost Accounting: Theory and Practice (13th Ed.). Prentice Hall.
2. Hanif, M. (2017). Modern Cost & Management Accounting (1st Ed.), McGraw Hill Education.
3. Kishore, Ravi M. (2018). Cost & Management Accounting, Taxmann's Publications, N. Delhi

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MCOP 203-18

Business Research Methods

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Unit I

Introduction to Research: Meaning, Definition, Objectives, Research Process, Research Problem: Selection of Problem, Understanding Problem, Necessity of Defined Problem; Review of Literature in Research. **Research Design:** Meaning, Types – Descriptive, Diagnostic, Exploratory, Experimental. **Collection of Data:** concept of primary data and secondary data, sources of primary data and secondary data. **Questionnaire Designing:** Construction, types and developing a good questionnaire.

Unit II

Sampling: Concept, definitions, census and sampling, probability and non probability methods of sampling, relationship between sample size and errors. **Measurement-** Uni-dimensional and multidimensional scales, Measurement scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking scale, Likert and semantic differential scale. **Data Processing Operations:** Editing, Coding, Classification and Tabulation of Data.

Unit III

Sampling Distributions and Estimation: Sampling concepts. Sampling methods. Concepts of sampling distribution, its expected value and standard error. Sampling distribution of means. Central Limit Theorem. Sampling distribution of proportions. Point and interval estimation. Confidence intervals for means and proportions. Sample size determination for a mean.

Index Number: Definition, importance of index number in managerial decision making, methods of construction, tests of consistency, base shifting, splicing and deflation, problems in construction.

Time Series Analysis: Meaning, component and, methods of time series analysis. Trend analysis: Least square method, linear and non linear equations, applications of time series in business decision making.

Unit IV

Hypothesis Testing: Formulation of hypothesis, procedure of hypothesis testing, errors in testing of hypothesis, tests of significance for large samples, tests of significance for small samples, application of t-test, Z-test, F-test and Chi-square test and Goodness of fit, ANOVA. Techniques of association of attributes.

Correlation: Partial and Multiple correlation. **Regression Analysis:** Multiple regression analysis, Testing the assumptions of regression: multicollinearity, heteroscedasticity and autocorrelation.

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***Note: Report Preparation and Presentation.** Each Student has to prepare Mini Research Project on Topic / Area of their Choice and Make Presentation. The report should consist of application of tests and techniques mentioned in above units.

Suggested Readings:

- Levins, Krehbiel, *Business Statistics*, Pearson Berenson
- Levin & Rubin, *Statistics for Management*, Prentice Hall
- S P Gupta, *Statistical Methods*, Sultan Chand
- Beri, *Business Statistics*, Tata Mc Graw Hill
- Croucher, *Statistics: Making Business Decisions*, Tata McGraw Hill
- C.R. Reddy, *Quantitative Techniques for Management Decisions*, Himalaya Publishing
- Anderson Statistics for Business & Economics, Cengage Learning
- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.
- Zikmund, Babin, Carr, Adhikari, Griffin, *Business Research Methods* Cengage
- Cooper et.al, *Business Research Methods*, McGraw Hill Publications

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MCOP 204-18
Marketing Management

Course Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

Unit –I

Understanding Marketing and Consumers: Introduction to Marketing Management. Definition, Importance, Scope, Basic Marketing Concepts, Marketing Mix, Marketing vs Selling, Customer Value, techniques and relevance. **Marketing Environment and Competition:** Analyzing Marketing Environment-Micro, Macro, Impact of environment on marketing. **Corporate Strategic Planning:** Defining role of marketing strategies, marketing planning process. **Marketing Information System:** Concept and Components.

Unit –II

Consumer Behaviour: Consumer buying process, Factors Influencing Consumer Buying Behaviour, **Market Segmentation & Targeting:** Product differentiation, Positioning for competitive advantage, Competitors analysis, Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding, Brand value & Brand Equity. **New Product Development,** Consumer Adoption Process, Product Life Cycle and marketing mix strategies. **Services Marketing** and 7Ps framework.

Unit –III

Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies. **Delivering and Promoting Product:** Supply Chain Decisions: Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Communication Process, **Promotion Mix:** Advertising, Sales Promotion, Public Relations and Online marketing. **Personal Selling:** Personal Selling Process, Managing the Sales Force.

Unit -IV

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Customer Relationship Management (CRM), Global Marketing, Rural Marketing, E-Commerce: Marketing In The Digital Age.

Suggested Readings:

- Kotler & Keller. *Marketing Management* (15th Ed.) Pearsons Education
- Ramaswamy & Namakumari. *Marketing Management* (5th Ed.) McMillian.
- Etzel, Walker, Stanton, and Pandit, *Marketing Management* (14th Ed.) Tata McGraw Hill
- Kurtz & Boone, *Principles of Marketing* (17th Ed.) Cengage Learning
- Kotler & Armstrong, *Principles of Marketing* (15th Ed.) Prentice Hall
- Biplab S. Bose, *Marketing Management* (3rd Ed.) Himalaya Publications
- Subhash c. Jain, *Marketing Planning & Strategy* (8th Ed.) Cengage Learning
- Rajan Saxena,, *Marketing Management* (4th Ed.) Tata McGraw Hill.

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MCOP 205-18

Human Resource Management

Course Objective: The objective of the paper is to make student aware of the various functions and importance of HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization.

Unit I

Human Resource Management (HRM): Nature, Scope, Objectives and functions of HRM. Evolution of HRM, HR as a factor of competitive advantage. Organization of HR department, Line and staff responsibility of HR managers, competencies of HR Manager. Personnel Policies and Principles. **Strategic HRM:** Introduction, Integrating HR strategy with Business Strategy, Difference between SHRM and HRM. HRM Environment and Environment Scanning. **Human Resource Planning:** Meaning, Process and importance, factors affecting Human Resource Planning. **Job Analysis:** Process, methods of Job Description & Job Specification.

Unit 2

Recruitment & Selection: Meaning & Concept, Process & Methods Recruitment & Selection, Induction & Placement. **Training & Development:** Meaning & Concept of Training & Development, Methods of Training & Development, Evaluating training effectiveness. HRM vs. HRD. **Career Planning & Development:** concept of career, career planning, career development, process of career planning and development, factors affecting career choices, responsibilities of Employers / managers, organization and employees in career planning and development, career counseling. **Internal Mobility:** Promotion, Transfer, Demotion, Separation, downsizing and outplacement.

Unit 3

Performance Appraisal: Meaning & Concept of Performance Appraisal, Methods & Process of Performance Appraisal, Issues in Performance Appraisal, Potential Appraisal. **Compensation Management-** Concept and elements of compensation, Job evaluation, Wage / Salary fixation, Incentives Plans & Fringe Benefits. **Quality of work life (QWL):** Meaning, Concept, Techniques to improve QWL. Health, Safety & Employee Welfare, Social Security. **Quality Circles:** Concept, Structure, Role of Management, QCs in India.

Unit 4

Industrial Relations: Government's concerns, Union's concerns, Management concerns; Approaches of IR; Dispute Resolution Machinery. **Collective Bargaining:** Meaning, Scope, Objectives, Issues and Strategies, steps of collective bargaining, negotiation skills. Participative Management, Grievance Handling, Disciplining and Counseling of employees, HRIS, HR Audit. Ethical Issues in HRM. Human Resource Management practices in India.

Suggested Readings:

- Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia. 2017 15th Edition

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- Aswathappa, K.. Human Resource Management, Text and Cases (7th ed.). Mc Graw Hill.
- Flippo, E. Human Resource Management (5th ed.). McGraw Hill.
- Ivancevich, J. Human Resource Management (12th ed.). Tata Mc Graw Hill.
- Gomez Mejia, L. Managing Human Resources (8th ed.). Pearson Education.
- Bratton, J. and Gold, J. Human Resource Management: Theory and Practice (6th ed.). Palgrave.
- Mirza S. Saiyadain. Human Resources Management (4th ed.). Tata McGraw Hill.
- Dale Yoder, Personal Management & Industrial Relations (6th Ed.) Tata McGraw Hill

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HVPE 101-18

HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES

Course Objective: This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'

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8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics

[6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,

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- c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
- a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

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AECC

HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

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MCOP 301-18

Direct and Indirect Tax

Course Objective: The purpose of this course is to familiarize the students with the working knowledge on practical application of Direct Tax Laws, and to provide conceptual knowledge of GST and customs Laws.

UNIT-I

Historical Background of Taxation system in India; An overview of Finance Bill, ; Important definitions under Income Tax Act, 1961; Residential Status & Basis of Charge; Scope of Total Income; Tax Rates. Exempted Incomes. Computation of Income under Various Heads : Income from Salary; Income from House Property; Profit and Gains of Business or Profession; Capital Gains; Income from Other Sources.

UNIT-II

Aggregation of Income. Set Off and / or Carry Forward of Losses. Deductions from Gross Total Income & Rebate and Relief. Assessment of Individual and Hindu Undivided Family 'HUF'. Procedural Compliance : Permanent Account Number 'PAN', Tax Deduction at Source, Tax Collection at Source, Advance Tax & Self Assessment Tax. Returns and E-Filing of Returns.

UNIT-III

Pre-GST tax structure and deficiencies; Administration of Indirect Taxation in India. Basics of Goods and Services Tax 'GST' : Basics concept and overview of GST; Constitutional Framework of GST; GST Model – CGST / IGST / SGST / UTGST; Taxable Event; Concept of supply including composite and mixed supply; Levy and collection of CGST and IGST; Composition scheme & Reverse Charge; Exemptions under GST. Input Tax Credit & Computation of GST Liability- Overview. Procedural Compliance under GST. Basic overview on Integrated Goods and Service Tax (IGST), Union Territory Goods and Service tax (UTGST), and GST Compensation to States.

UNIT-IV

Overview of Customs Law; Levy and collection of customs duties; Types of Custom duties; Classification and valuation of import and export goods; Exemption; Officers of

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customs; Administration of Customs Law; Import and Export Procedures; Transportation, and Warehousing; Duty Drawback; Demand and Recovery; Confiscation of Goods and Conveyances; Refund.

Note: Latest Acts will be followed.

Suggested Readings:

1. Singhanian Dr. Vinod K. & Singhanian Dr. Kapil, : Direct Taxes Law and Practice.
2. Ahuja Dr. Girish & Gupta Dr. Ravi: Direct Taxes Ready Reckoner with Tax Planning.
3. Agarwal Dr. Sanjiv & Malhotra Sanjeev: Goods & Services Tax, Laws, Concepts and Impact Analysis, Bloomsbury.
4. Datey V.S. : GST Ready Reckoner, Taxmann.
5. R.K. Jain : Customs Law Manual, Centax

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MCOP 302-18
Strategic Financial Management

Course objective: This course aims to expose students to strategic applications of core finance concepts and acquaint them with the abilities to understand the entire range of strategic financial decision making situations.

Unit I

Strategic Financial Management: Meaning, nature and scope. Financial and non-financial objectives, agency theory and conflict of interest in a firm. Strategic decision making framework, interface of financial policy and strategic management, shareholder's value creation and value drivers.

Corporate Risk Management: Meaning, nature and components of risk. Introduction to financial instruments like Forward, Futures and Options and Swaps as risk management tools. Risk management in practice.

Financial Planning and Forecasting Ratios System: Introduction to long-term and short-term financial planning in a company, types of financial planning models, growth with internal equity, Higging's sustainable growth model, conditions for the successful use of models, development of Simulations Models and improving financial modelling.

Unit II

Corporate Valuation: Introduction, models and approaches to corporate valuation- Marakon Approach, Alcar Approach, Mckinsey Approach and Discounted Cash Flow Approach- FCFE and FCFE model. Shareholder's Value Creation - MVA Approach; EVA Approach and EVA Analysis of Indian Corporates. Managerial implications of shareholder's value creation.

Long-term Projects: Valuation of long-term investment decisions, capital intensive projects – Sensitivity analysis; risk-adjusted discount rates; Modified IRR and real options.

Unit III

Capital Structure Policy: Business and financial risk - total risk perspective and market risk perspective - determinants of capital structure decision - approaches to estimate the target capital structure - variations in capital structures, EBIT / EPS Analysis and ROI / ROE analysis. **Capital Structure Theories:** Net Income Approach – Net Operating Income Approach - Traditional Approach - Modigliani-Miller Model (MM), Miller Model - criticism of MM and Miller models - financial distress and agency cost - asymmetric information theory.

Dividend and Bonus Policy: Dividend policy decisions, payout ratio, stability, residual payment, corporate dividend policies, repurchase or buyback of shares bonus issues and stock splits.

Unit IV

Working Capital Management: Meaning, nature, concepts of working capital, operating cycle, permanent and temporary working capital, factors determining working

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capital. Approaches to working capital management. Sources of finance of working capital. Role of factoring services and securitization in working capital management.

Financial distress and corporate restructuring: Introduction; methods of corporate restructuring (Both internal as well as external); Government policies for revival of sick units and turnaround strategies.

Suggested Reading:

1. Damodran A. (2013). Corporate Finance: Theory and Practice, 2nd Edition. John Wiley & Sons.
2. Brealy, RA., Myers, SC., Allen, F., and Mohanty, P. (2017). Principles of Corporate Finance, 11th Edition. Tata McGraw Hill.
3. Fabozzi, FJ. (2003). Financial Management and Analysis, 2nd Edition. John Wiley & Sons.
4. Damodran, A. (2007). Strategic Risk Management, 1st Edition, John Wiley & Sons.
5. Grinblatt, M. and Titman, S. (2001). Financial Markets and Corporate Strategy, 2nd Edition, McGraw Hills
6. Chandra, Prasana. (2015). Financial Management Theory and Practice, 9th Edition. Tata McGraw Hills.
8. Babu, GR. (2012). Strategic Financial Management, Himalaya Publishing House.

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MCOP 303-18

Corporate Governance, Ethics and Corporate Social Responsibility

Course Objective: The purpose of this course is to familiarize the students with the knowledge of corporate governance practices, ethics and corporate social responsibility. It also aims to develop an awareness of the ethical issues related to business and to give the participants the basic understanding of the relevance of Corporate Social Responsibility in success of business.

UNIT-I

Conceptual Framework of Corporate Governance: History of Corporate form and models, Corporate Objectives and goals, Ownership pattern – Issues in managing public limited firms – Agency problems. Global Corporate Governance models, Anglo American and Relationship model (Germany, Japan and France). Cadbury Report, Hampel Report and OECD Committee Recommendations – SOX Act. The Concept of Whistle-Blowing; Types of Whistle-blowers.

UNIT-II

Developments in Corporate Governance in India: CII, Kumaramangalam, Narayanamoorthy, Naresh Chandra, JJ Irani Committee reports – Legal and Regulatory Changes. Introduction to Business Ethics: Definition and Nature of Ethics; Ethical Issues in Business; Causes of unethical behaviour; Ethics and Morality; Ethics and the Law; Ethical Theories; Ethical Dilemma, Solving ethical dilemma, Code of ethics.

UNIT-III

Ethics in Environmental Aspects, Ethics in Marketing, Ethics in Human Resources management, Ethical issues at the top management, Ethics in financial markets and investor protection – Ethical responsibility towards competitors and business partners. Managerial integrity and decision making. Ethical Leadership. Ethics in Global Business.

UNIT-IV

Corporate Social Responsibility, The Nature of Social Responsibility; CSR through triple bottom line; CSR and business ethics; CSR and corporate governance;

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environmental aspect of CSR; CSR models; drivers of CSR; global reporting initiatives; major codes on CSR; CSR initiatives in India.

Suggested Readings:

1. Sharma, J.P.(2015)., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
2. Vasishth, Neeru & Rajput “Governance , Ethics & Social Responsibility of Business” Taxmann Publications, New Delhi.
3. Khanka, S.S.(2014) ,”Business Ethics and Corporate Social Responsibility”, S. Chand Publishing, New Delhi.
4. Singh, S., “Corporate Governance: Global Concepts and Practices”, Excel Books, New Delhi.

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MCOPGE 301-18

Entrepreneurship Development and Project Management

Course Objective: To provide a comprehensive understanding of the concept of an Entrepreneur and intricacies involved in managing entrepreneurial projects. The prime aim is to imbibe the necessary entrepreneurial competencies among students and motivate them choose Entrepreneurship as a feasible and desirable career option.

Unit I

Introduction to Entrepreneur: Concept, Characteristics, functions of an entrepreneur, Entrepreneur Vs Manager, Types of entrepreneur, Entrepreneurial Mind Set, Key attributes of an entrepreneur, desirable and acquirable traits and behaviours, Readiness of the entrepreneur: Right age, right time and right conditions, Myths and Realities of entrepreneurship. **Entrepreneurship and Intrapreneurship:** Similarities and variance, Developing Corporate Entrepreneurship.

Women entrepreneurs:- Meaning, role, problems for women entrepreneurs, **Rural entrepreneurship, social entrepreneurship,** Entrepreneurship Development, Entrepreneurial support systems and role of government in Entrepreneurship Development..

Unit II

Entrepreneurial Motivation: Concept and Theories, **Entrepreneurial Strategy: Generating and Exploiting New Entry Opportunities,** Generation of new Entry Opportunity, entry Strategy, Risk reduction strategies for New Entry Exploitation

Creativity and Business Idea Generation: Concept of creativity, ideas from trend analysis, sources of new ideas, Methods of generating new ideas, Creative problem solving, creativity and entrepreneurship. **Entrepreneurial Innovation:** Concept and types, Opportunity Recognition and opportunity assessment plan, product planning and development process..

Unit III

Protecting Ideas and Legal issues for the entrepreneur. Concept of IPR, Patents, Trademarks, Copyrights, Licensing, Product Safety, Other Legal Issues in Setting Up An Organisation. **Business Plan Creating and Starting the Venture:** Concept of Business Plan, Scope and Value, Writing the business plan, Using and implementing business plan. **Succession Planning and Strategies for Harvesting and Ending Venture:** Exit Strategy , succession of Business, Selling off, bankruptcy

Reasons of failure of business plan, Reasons for the failure of entrepreneurial ventures.

Unit IV

Project Management: Concept, facets and Key Issues of project management. **Generation and screening of project ideas, Project Analysis:** Market and demand analysis, Technical analysis, Financial estimates and projection, **Project Selection:** Investment criteria, Risk analysis, Social Cost Benefit analysis.

Project Financing: Financing of projects, Concept of Venture Capital in detail, Difference between Venture Capital and Private Equity. **Project Implementation:** Project planning and control, Network techniques for project management: PERT and CPM Models, **Project Review:** Post Audit and Administrative Aspects.

Relevant case studies related to the topics should be discussed.

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Suggested readings:

1. Chandra, P. (2017). *Projects:Preparation, Appraisal, Budgeting and Implementation*. New Delhi: 8th Edition,Tata Mcgraw .
2. Desai, V. (2017). *Project Management and Entrepreneurship*. New Delhi: 2nd Edition, Himalaya Publishing House.
3. Fyffe, D. S. (2001). *Project Feasibility Analysis*. New York: John Wiley and Sns.
4. Hisrich, R. D, Peters, M.P, and Shephers, D.A.(2016). *Entrepreneurship*. New Delhi:10th Edition,Tata mc graw.
5. Mohanty, Sangram Keshari (2017). *Fundamentals of Entrepreneurship*, Revised Edition, PHI Learning Pvt Ltd.
6. Natrajan, K. and Gordon, E. (2017). *Entrepreneurship Development*. New Delhi: 6th Edition , Himalaya Publishing House.

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MCOPAF 311-18

International Accounting

Course Objectives:

The aim of this course is to enable the students to learn international accounting concepts, practices, and issues in the global financial environment. It focuses on the accounting issues encountered by multinational companies engaged in international trade and invested in foreign operations.

UNIT-I

Introduction to International Accounting Worldwide Accounting Diversity International Convergence of Financial Reporting. Causes of International Differences – Some major differences in Financial Reporting .International Financial Reporting Standards. The nature and operations of the IASB Structure of the IFRSF/IASB, Extant standards of the IASB, The framework.

UNIT-II

International Taxation International Transfer Pricing. IFRS 10, Consolidated Financial Statements; IAS 27 (revised 2011), Separate financial statements IFRS 3, Business Combinations IAS 28 (revised 2011), Investments in associates and joint ventures.

UNIT-III

IFRS 11, Joint arrangements; IFRS 12, Disclosure of interests in other entities; IAS 21, The effects of changes in foreign exchange rates. Foreign Currency Transactions and Hedging Foreign Exchange Risk Translation of Foreign Currency Financial Statements.

UNIT-IV

Strategic Accounting Issues in MNCs International Corporate Social Reporting. Comparison of Accounting Standards Principal differences between US GAAP and IFRS. IFRS's road map ahead for convergence, First time adoption of IFRS. Ethical issues in international Accounting – Incidence and implications of window dressing.

Suggested Readings:

1. Douppnik, T. S. & Perera, H. (2012). International accounting (3rd ed.). New York, NY: McGraw-Hill
2. Bakker,Erwin & Balasubramanian, TV, “ Interpretation and Application of IFRS (2017)”, Wiley.
3. Shamrock ,Steven E., “IFRS and US GAAP – A comprehensive comparison” John Wiley and Sons.
4. International Financial Reporting Standards (IFRS), (2009),Taxman Publications, New Delhi.

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5. Shahrokh, M. Saudagaran,(2003) International Accounting : A User Perspective (2nd Edition), South-Western Publishers, New York.
6. Frost, Frederick, D. S. and Choi,Meek,(2006) International Accounting, Academic Internet Pub Inc. New York.

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MCOPAF 312-18

INTERNATIONAL FINANCIAL MANAGEMENT

Course Objective: This course aims to acquaint the student with International Financial environment including exchange rate risk, interest rate risk and to provide ways to hedge against such exposures. It also aims to familiarize them with the channels of International financial flows and expose them to the different sources of international financing.

Unit I

Introduction: Foundations of international financial management – globalization and multinational firm, importance, nature and scope of international financial management, goals for international financial management.

Foreign exchange markets: Structure, Types of exchange rates, Exchange rate quotations –

Direct and Indirect – Buying and selling rates – Forward market quotation – Nominal and Real exchange rates – Determination of exchange rates in spot market and forward market, international parity relationships, fundamental factors affecting exchange rates.

Unit II

International financial markets and instruments – Eurocurrency and domestic interest rates, international bond market, international equity markets, international portfolio investment; international sources of finance – bond financing, loan financing and equity financing.

Derivatives Market – Futures, Forwards, Options, Swaps on currency, equity and interest rates, Trading Strategies relating to futures and options contracts.

Unit III

Foreign exchange exposure and risk management – Concept, relevance of foreign exchange exposure, management of economic exposure, management of transaction exposure, management of translation exposure, management of interest rate exposure.
Hedging against equity, currency and interest rate exposure – Use of Derivatives for exposure management – forwards, futures and swaps.

Unit IV

Financial management of multinational firms – Foreign direct investment and cross-border acquisitions, international capital structure and the cost of capital, international

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capital budgeting, multinational working capital policy and cash management, exports and imports.

Note: Relevant Cases to be discussed in the class.

References

1. Apte, P.G. (2010). *International Financial Management*. Tata McGraw Hill.
2. Bekaert, G. and Hodrick, R.J. (2012). *International Financial Management*. Prentice Hall.
3. Brealey, R.A., Myers, S.C. and Allen, F. (2017). *Principles of Corporate Finance*. McGraw Hill International Edition.
4. Eiteman, D.K., Stonehill, A.I. and Moffett, M.H. (2016). *Multinational Business Finance*, Pearson Education.
5. Click, R.W. and Coval, J.D. (2002). *The Theory and Practice of International Financial Management*. Pearson Education.
6. Madura, J. (2011). *International Corporate Finance*. Thomson South-Western.
7. Melvin, M. (2017). *International Money and Finance*. Pearson Education.

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MCOPBI 321-18
Principles and Practices of Banking

Course Objective: The course aims at imparting basic knowledge and equip students with basic fundamentals of banking, asset liability management and to enable them to explore various perspectives in the current banking environment.

UNIT-I

Banking structure in India: Banking functions and services - Commercial & Co-operative Banks: Structure of Commercial Banks, Private Sector Banks, Public Sector Banks, Foreign Banks, Categories & Features of Co-operative Banks, Introduction to Regional Rural Banks.

Retail Banking, Wholesale and International Banking: Retail Banking- Products, Opportunities; Wholesale Banking, Products; International Banking, Requirements of Importers & Exporters, Remittance Services; Universal Banking **CIBIL, Fair Practices Code for Debt Collection**, Role and Functions of CIBIL; Fair Practices Code for Debt Collection

UNIT-II

Banker-Customer Relationship: Debtor-Creditor Relationship, Bank as a Trustee, Anti-Money laundering, Deposit Products or Services. **Bankers' Special Relationship:** Mandate; POA; Garnishee Orders; Banker's Lien; Right of Set off, Consumer Protection - Operational Aspects of COPRA Act & Banking Ombudsman Scheme. **Payment and Collection of Cheques and Other Negotiable Instruments Act;** Role & Duties of Paying & Collecting Banks; Endorsements; Forged Instruments; Bouncing of Cheques; Its Implications; Return of Cheques; Cheque Truncation System. **Opening accounts of various types of customers:** Operational Aspects of opening and Maintaining Accounts of Different Types of Customers including Aadhar, SB Rate Deregulation. **Ancillary Services Remittances;** Safe Deposit Lockers; Govt. Business

UNIT-III

Asset Liability Management and Risk Management in Banks: Significances, ALM process, Techniques , Credit risk management, Operational risk management, Market risk management, Corporate treasury management, Liquidity risk management,

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Governance risk and compliance, Asset Liability Management and Basel 2 – Basel 1 and 2, IPR and Basel 2, Three Pillars, ALM and Interest rate swaps, Swaps as a risk management tool, ALM and Capital Adequacy, ALM Software's. **Documentation Types of Documents;** Procedure; Stamping; Securitisation. **Different Modes of Charging Securities** Assignment; Lien; Set-off; Hypothecation; Pledge; Mortgage Types of collaterals and their characteristics. **Non-Performing Assets Definition;** Early Warning Signals - Management of NPAs - Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act. Income Recognition; Asset Classification; Provisioning Norms. **Investment Management** - Priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning. **Financial Inclusion :** Introduction, Role of ICT in Financial Inclusion, Mobile based transactions, Financial Literacy Importance of financial literacy, customer awareness

UNIT-IV

Electronic Banking; Signature Storage & Retrieval System; Payment System. **Data Communication Network and EFT systems:** Components & Modes of Transmission; Major Networks in India; Emerging Trends in Communication Networks for Banking; Evolution of EFT System; SWIFT; Automated Clearing Systems; Funds Transfer Systems; Recent Developments in India. **Role of Technology Upgradation and its impact on Banks:** Trends in Technology Developments; Role & Uses of Technology Upgradation; Global Trends; Impact of IT on Banks **Security Considerations:** Risk Concern Areas; Types of Threats; Control Mechanism; Computer Audit; IS Security; IS Audit; Evaluation Requirements. **Overview of IT Act:** Gopalakrishna Committee Recommendations. **Preventive Vigilance in Electronic Banking:** Phishing; Customer Education; Safety Checks; Precautions.

Suggested readings/ books :

- Indian Institute of Banking and Finance, Principles and Practices of Banking, McMillan Publications
- Varshney, PN. Banking Law & Practice, Sultan Chand, New Delhi.
- Vasant Desai, Principles of Bank Management, Mumbai, Himalaya Publications.
- K.Subramanian, Banking Reforms in India, TMH, New Delhi.

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- Joseph Sinkey, Commercial Bank Financial Bank Financial Management, Pearson Education (Prentice Hall)
- E.Gordon and Dr. K. Natarajan, Banking Theory Law and Practice – Himalaya Publishing House.

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MCOPBI 322-18

Principles and Practice of Insurance

Course Objective: To provide the students a general basic knowledge of the insurance business as a whole and to make them aware of Risk Management, General Insurance, Life Insurance, Fire insurance and Marine insurance in a comprehensive way.

UNIT-I

Nature and Scope of Risk Management, Method of Handling Risk, Management of Risk, Nature of Insurance Business, Reinsurance, Classification of Insurance, Principles of Contract of Insurance and Insurance Documents.

UNIT-II

Life Insurance, Classification of Life Insurance Policies, Assignment of Life Policies, Life insurance Corporation of India (LIC), Marketing of Life Insurance, Role of Development Officer & Insurance Agents.

UNIT-III

General Insurance Business and Role of GIC, Nature of Marine Insurance Contract, Kinds of Marine Insurance Policies, Important clauses in Marine Policy, Marine Losses and Abandonment. Nature of Fire Insurance Contract, Types of Fire Policies, Fire Insurance Claims, Miscellaneous Insurance

UNIT-IV

National Agricultural Insurance Schemes, Fidelity Guarantee Insurance, Property Insurance, Motor Vehicle Insurance, Health Insurance, Public Liability Insurance, Insurance Regulatory and Development Authority (IRDA), Privatisation of Insurance Business in India. Current Scenario of Insurance Sector in India.

Suggested Readings:

1. **Periasamy, Dr. P. (2017)**, “Principles & Practice of Insurance”, 2nd Edition, Himalya Publishing House Pvt.Ltd.
2. Gupta, P.K. (2017), “Principles of Insurance”, Himalya Publishing House Pvt.Ltd.
3. Mishra, M.N. & Mishra, S B (2015), "Insurance: Principles And Practice", S. Chand Publishing.

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MCOP 401-18

Management Control System

Course Objective: To gain knowledge and develop analytical skills related to design and implementation of management control systems in organisations and to make them familiar with modern control techniques.

Unit – I

Introduction to accounting as a management information system: Management control system, basic concepts, boundaries, formal and informal systems;

Understanding strategies: concept, corporate and business level strategies; behaviour in organisations, inter-relationship among strategic planning, management control and operational control, responsibility accounting, importance of informal management controls, prerequisites of a successful management control system, use of information technology in control systems

Behavioural aspects of management control: Goal congruence, factors affecting goal congruence, motivation and morale, participative management.

Unit – II

Structure of management control: Responsibility centers, Revenue Centers, Expense centers, Administrative and support centers, Research and Development centers, Marketing centers, profit centers.

Transfer Pricing: Objectives and methods of transfer pricing, arms length principle, pricing corporate services and administration of transfer prices, managing inter-departmental conflicts related to transfer pricing, international transfer pricing.

Measuring and Controlling Assets Employed: Structure of the analysis, techniques of measuring assets employed like EVA, ROI, Alternative Approaches.

Unit – III

Management control process: Strategic planning, analysis of new and ongoing programmes, strategic planning process, implementing radical process and product innovation strategy, programming and budgeting, budget preparation process, budgetary control

Balanced scorecard: four perspectives, aligning balanced score card to strategy, features of a good balanced score card, implementation and pitfalls of balanced scorecard.

Interactive control, analyzing financial performance reports; uses of variance analysis in cost control, developments in the area of costing for control purposes such as activity based costing, activity based management; ethical dimensions in management control process; management audit.

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Unit – IV

Management compensation and rewards: types, principles of management compensation, linking rewards to performance.

Controls for differentiated strategies, control in service organisations, control in non-profit organisations, management control in multinational and multi project corporations – control issues, cultural differences, exchange rates, transfer pricing; management control-related ethical issues, problems in implementation and administration of control systems.

Suggested Readings

- Anthony, R.N. and Govindrajana, V., (2007). *Management Control Systems*, Tata McGraw-Hill.
- Ghosh, N. (2005). *Management Control Systems*. Prentice Hall of India.
- Merchant, K.A. (1997). *Modern Management Control Systems: Text and Cases*. Pearson Education.
- Merchant, K.A. and Van-der-Stede, W.A. (2011). *Management Control Systems: Performance, Evaluation and Incentives*, Prentice Hall
- Simons, R. (1999). *Performance Measurement and Control Systems for Implementing Strategy Text and Cases*. Prentice Hall.
- Tricker, R.I. (1982). *Management Information and Control System*. John Wiley and Sons.

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MCOP 402-18

Security Analysis and Portfolio Management

Course Objective: To enable the students to acquire the in depth knowledge of analyzing different types of securities and to learn the underlying theories of portfolio management.

Unit – I

Introduction: Nature and Scope of Investment analysis, Elements of Investment, Avenues of Investment, Approaches to Investment Analysis, Concept of Risk and Return, Security return and risk analysis, Measurement of return and risk.

Financial Assets: Type and their characteristics, Sources of financial Information

Capital Market: Importance, Primary market, Procedure for floating public issue, Broad Contents of offer Document, Listing of Securities.

Stock Exchanges: Concept, Mechanism of Trading, Development of Stock exchanges in India.

Unit – II

Fundamental Analysis: Concept & significance of economic analysis, industry analysis: introduction, need for industry analysis : alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries, Company analysis-nature and style of management, key role of financial analysis, ratio analysis.

Technical Analysis: Different techniques of analysis, DOW theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.

Unit – III

Efficient Market Theory: Random Walk: weak form, semi-strong, strong form of market. Empirical tests. Comparison of random walk, technical & fundamental analysis.

Portfolio Management: Meaning, importance, objectives and various issues in portfolio construction, revision of portfolio and evaluation.

Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns, effects of combining securities, Markowitz risk-return optimization

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Unit – IV

Single Index Model: Portfolio total risk, portfolio market risk and unique risk.

Factor Models: Arbitrage pricing theory, principle of arbitrage, arbitrage portfolios; two factor and multi factor models.

Portfolio Performance Evaluation: Measure of return, risk adjusted measures of performance evaluation, market timing, evaluation criteria and procedures

Suggested Readings

- Fischer, D.E., Jordan, R.J. and Pradhan, A.K. (2018). *Security Analysis & Portfolio Management*. Pearson Education.
- Haugen, R.A. (2000). *Modern Investment Theory*. Pearson Education.
- Bhalla, V.K. *World Economy in Ninety's –A Portfolio Approach*.
- Elton E.J., Gruber, M.J., Brown, S.J. and Goetzmann, W.N. (2014). *Modern Portfolio Theory and Investment Analysis*. John Wiley & Sons, New York.
- Francis, J.C. *Investment, Analysis and Management*. McGraw Hill, New York.

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MCOP 403-18

Corporate Accounting and Auditing

Course Objective: To familiarize students with knowledge of regulatory framework for preparing accounts as well as auditing in a company.

Unit – I

Company Final Accounts: Requirements of Companies Act 2013, Form and contents of Profit and loss account and Balance sheet.

Managerial remuneration: Meaning of profit. Divisible profits.

Unit – II

Understanding the concept and rationale of Financial Audit, Cost Audit, Management Audit, Internal Audit, Proprietary Audit, Efficiency Audit and Audit by C. and A.G.

Valuation of Goodwill: Different approaches such as super profit, annuity and capitalization approach.

Valuation of Shares: Different approaches such as book value, earnings approach, etc.

Unit – III

Statutory Auditor: Appointment, qualifications, removal. Duties and liabilities of auditor, Code of conduct and ethics, professional misconduct of statutory auditor.

Cost Audit: Meaning, objectives and scope of cost audit. Cost Auditor, his appointment, duties, liabilities. Cost audit report.

Unit – IV

Management Audit: Meaning, objectives and scope of management audit. Appointment and qualifications of management Auditor.

Audit of management functions such as planning, organising and control. Audit of functional areas-production, personnel marketing finance and accounting.

Suggested Readings

- Khan, M.Y. and Jain, P.K. (2017). *Financial Management*. 7th edition, Himalaya Publishing, New Delhi
- Pandey I.M. (2016). *Financial Management*. Vikas Publishing House.
- Gupta, K. (2011). *Contemporary Auditing*. 6th edition, Tata McGraw Hill.
- Maheshwari, S.N. and Maheshwari, S.K. (2018). *Corporate Accounting*. 6th edition, Vikas Publication, New Delhi
- Mukherjee and Hanif. (2015). *Corporate Accounting*. Tata McGraw Hill, New Delhi.

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MCOPGE 401-18
E Commerce

Course Objective : To familiarise students with the basic concepts of E-Commerce and its growing applicability in the business world of today

Unit I

E-Commerce: Introduction, Definition, Benefits, Role of Internet in E-commerce, Impact of E-Commerce on Business Models (Goal Congruence, Value Chain, ICDDT Business Strategy Model), E-Commerce Security, Implications for Accounting Profession. **Regulatory Environment:** Cryptography Issues, Privacy Issues (Children's Issues, Adults Rights) Web Linking (Inappropriately Referencing a Linked Site, Displaying Information Without Proper Rights, Linking using Framing, Linking using Trademarks in Key Meta Tags, Unauthorized Display of a Registered Trademark Linking to Illegal Files), Domain Name Disputes, Internet Sales Tax, Electronic Agreements & Digital Signatures, Internet Service Providers & International Libel Laws.

Unit II

EDI, E-Commerce & Internet: Traditional EDI systems (Origin, Non EDI Systems, Value Added Networks, Partially & Fully Integrated EDI Systems, Benefits of EDI Systems, Data Transfers & Standards, Financial EDI, EDI Systems & Internet, Internet Trading Relationship & its Benefits, Impact of EDI – Internet on the Accounting Profession. **Risks of Insecure Systems:** Risks Associated with Internet Transactions. Internet Associated Risks (Risks to Customers, Risks to Selling Agents), Intranet Associated Risks (Sabotage by Former Employees, Threats from Current Employees), Social Engineering, Risk Associated with Business Transaction Data Transferred between Trading Partners, Risks Associated with Confidentially-Maintained Archival, Master File & Reference Data, Risks Associated with Viruses & Malicious Code Overflows. Risk Management: Control Weakness vs. Control Risk (Security Gaps, Culture Management,

Unit III

Cryptography & Authentication: Messaging Security Issues (Confidentiality Non-Repudiation, Access Controls), Encryption Techniques (Symmetric Encryption Asymmetric Cryptography, Public Private Key Pairs, Elliptic Curve Cryptography, Integrity Check Values & Digital Signatures, on Time Pads), Good Encryption, Practices, Additional Authentication Methods. Additional Non-Repudiation Techniques. **Fire Walls:** Definition, TCP/IP, Open Systems Interconnect (OSI), Components of a Fire Wall, Typical Functionality of Firewalls, Securing the Fire Wall, Factors to Consider in Firewall de Design, In-House Solutions vs. Commercial Firewall Software, Limitations of the Security Prevention provided by Firewalls

Unit IV

E-Commerce & Payment Mechanisms: Set Protocol, SET vs. SSL, Magnetic Strip Cards, Smart Card:. E-checks, E-Cash. **Intelligent Agents:** Definition, Capabilities of Intelligent Agents, Agent Societies, Intelligent Agents & E-Commerce (Online Information Chain, Business to Business, Transaction Negotiation). Limitations of Agents. **Web Based Marketing:** 'Business, Marketing & IT Strategy, Congruence, The 4Ps Applied to Internet Marketing, 5th P. Internet Marketing Techniques. Online Advertising Mechanism', Web Site Design Issue Impact of Intelligent Agents on Marketing Techniques.

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Suggested Readings:

1. E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi.
2. E-Business Revolution by Daniel Amar.
3. E-Commerce, A Manager, Guide by Ravi Kalakota and Andrew B. Whinston.
4. New Directives in E-Commerce by Charles Steinfield, Jaico Publication House, New Delhi.
5. E-Commerce in Indian Banking by T.M. Bhasin Authors Press, New Delhi.

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MCOP 411-18

Management of Financial Services

Course Objective: The objective of the course is to understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services. In addition, the course will examine the present status and developments that are taking place in the financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real services industry in the real world situation.

Unit I

Financial Services: Meaning, types and their importance. Financial sector reforms in India, Future challenges for Indian banks, Improving risk management systems, Banking and the Management of Financial Services

Mutual Funds and Pensions Funds, Insurance Services, Bank assurances, Reinsurances, Venture Capital –Private Equity –strategic secrets of private equity, Investment strategies, Hedge funds, E banking, Securitization –Indian Banking and Financial crisis, Asset Reconstruction Companies, Depositories, Credit Cards, Micro/Macro finance, Financial Inclusion, Behavioural Finance.

Depository – Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository system in India, Dematerialization and Re materialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

Unit II

Credit rating: The concept and objective of credit rating, various credit rating agencies in India, Credit Rating Agencies –Importance, Issue, Difference in credit rating, Rating methodology and benchmarks, Are Indian Credit Rating Credible? International credit rating agencies –crisis of confidence?

Leasing: Concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing.

Merchant Banking: Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers.

Venture Capital: Concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Unit III

Debt Securitization: Meaning, Features, Scope and process of securitization.

Factoring: Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

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Plastic Money: Concept and different forms of plastic money – credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India.

Unit IV

Asset Liability Management: Significances, ALM process, Techniques – Gap, Duration, Simulation, Value at Risk value of equity and market value of equity perspective.

Risk Management in Banks: Credit risk management, Operational risk management, Market risk management, Corporate treasury management, Liquidity risk management, Governance risk and compliance, Asset Liability Management and Basel 2 – Basel 1 and 2, IPR and Basel 2, Three Pillars, ALM and Interest rate swaps, Swaps as a risk management tool, ALM and Capital Adequacy, ALM Software's.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

1. M Y Khan 'Financial Services' Tata McGraw-Hill.
2. L M Bhole 'Financial Instructions & Markets' Tata McGraw-Hill
3. S Gurusamy 'Financial Services & System' Thomson Publications
4. V. A. Avdhani 'Financial Services in India' Himalaya Publications
5. Gordon & Natarajan 'Financial Markets & Services' Himalaya Publications
6. Vasant Desai 'Financial Markets & Financial Services' Himalaya Publications
7. Harrington, S. E. (2004). Risk management and insurance: Instructor manual (2nd ed.). New York: McGraw- Hill Publishing Company.
8. Madura, J. (2009). Financial markets and institutions (9th ed.). USA: South Western College.
9. McDonald, S. S., & Koch, T.W. (2009). Management of banking (7th ed.). USA: Cengage Learning.
10. Mishkin, F.S., & Eakins, F.S. (2009) financial markets and institutions. (6th ed.). New Delhi: Pearson Education.
11. Rose, P.S. (2008).Bank management and financial services (8th ed.) USA: McGraw-Hill Education.
12. Saunders, A., & Cornett, M.M. (2007). Financial institutions management: A risk management approach (6th ed.). New Delhi: McGraw-Hill.

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MCOP 412-18
Tax Planning and Personal Finance

Course Objective - To enable the students to understand the importance of tax management and various methods available for tax planning. This course also aims to acquaint students with the importance and methods for personal financial planning.

Course Outcomes:

CO1 – The students will be familiarised with the concepts of tax management, tax avoidance and tax evasion.

CO2 - To familiarise the students with the methods of ways of tax planning.

CO3 – To acquaint students with the provision of the current finance act with regard to various head of income.

CO4 – To enable students to compute the tax liability of individuals after considering their residential status, various exempted incomes, permissible deduction, clubbing of income and setting off of losses.

CO5 – To familiarise students with the concept, objectives and importance of personal financial planning

CO6 – To enable students to understand the implications of environmental factors and time value of money on the personal financial statements.

CO7 – To enable students to identify various types of risks any individual is exposed to and how they can hedge diversifiable risk.

CO8 – To familiarise students with various instruments available for investment by an individual for achieving their personal financial goals

UNIT I:

Tax Management: Introduction to tax management, features and scope of tax management. Differentiate between tax planning, tax avoidance and tax evasion.

Tax Planning: Meaning, need, scope, objectives and methods of tax planning.

UNIT II:

Tax planning for Five Heads of Income: Income from salary, house property, profits and gains from business or profession, capital gains and income from other sources.

Tax Planning with reference to Residential status, exempted incomes, permissible deductions, clubbing of income and setting off & carry forward of losses.

UNIT III:

Personal Financial Planning: Introduction, features, objectives and scope of personal financial planning.

Environmental Analysis: Screening and analysis of environmental factors affecting personal financial planning.

Time Value of Money and Personal Financial Statements: Meaning and calculation of present value and future value of money. Factors affecting the time value of money and its impact on the personal financial statements.

UNIT IV:

Personal Risk Management: Meaning of risk, measurement of risk and its identification (Risk taker, moderate risk taker, risk averter), introduction to life insurance and general insurance, differentiate between life insurance and investment. Insurance planning for the individual as well as family. Health Insurance.

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Investment Planning: Meaning and process of investment planning. Investment Planning objectives – Retirement planning, tax saving, capital growth, liquidity and safety

Investment Instruments for Personal Financial Management: Tax saving instruments (all investments covered u/s 80C like, Provident fund, PPF, ELSS, NPS etc.), Mutual fund schemes (open ended and closed ended; growth and dividend schemes), Fixed income securities (Government bonds, corporate debt securities, bank deposits, fixed income plans by mutual funds, post office saving schemes etc.), Capital market instruments (Equity shares, Preference shares, Debentures, Long-term Government as well as corporate securities, Derivatives etc.), Money market instruments (T-bills, Commercial papers, certificate of deposits etc.) and Real Assets (like Real estate, precious metals, antiques etc.).

Note: Latest finance acts will be followed.

Suggested Readings:

1. Mehrotra, H. C. and Goyal, S. P., 'Income Tax: Tax Planning and Management' Sahitya Bhawan Publications.
2. Singhanian V.K., 'Direct Taxes: Law and Practice', Taxmann Publications
3. Ahuja, G. and Gupta, R., 'Practical Approach to Direct and Indirect Taxes: Containing Income Tax and GST', Wolters Kulwer
4. Gaur, V. P. and Narang, D. B., 'Income Tax Law and Practice' Kalyani Publishers.

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MCOPBI 421-18
Banking Laws

Course objective : The course aims at imparting knowledge and equip students with different laws which are related to Indian Banking Industry. This knowledge will help the students to understand the laws related to modern banking system as well as establish link between the legal provisions and the practical aspects of banking.

Unit I

Banking Regulation Act, 1949 Concept of Bank and Banker, Functions of Banks, Classification of Banks, Relationship between Bank and Customer, Control by government and its agencies, Management of Banking companies, On account and audit, Reconstruction and reorganization of banking companies, Suspension and winding up of business of banking companies, Social control over banking, Banking

Unit II

The Negotiable instrument Act, 1881 Definition and characteristic of Negotiable Instruments, Types of Negotiable Instruments, Definition and Essentials of Promissory Note, Bill of Exchange and Cheque, Liabilities and Capacity of Parties of Negotiable Instrument, Holder and Holder in due course, Transfer and Negotiation of Negotiable Instrument. Crossing of Cheques and payment, Dishonor of Cheques, Presentment and Payment, Dishonor, .Noting and Protest of Negotiable Instrument, Endorsement: Definition, Essential of a valid endorsement and its kinds, Rules of evidence and compensation.

Unit III

The Reserve Bank of India Act, 1934 Incorporation, Capital, Management and Business of Banking Company, Central Banking function of Reserve Bank of India, Collection and furnishing of Credit Information, Control of Reserve Bank of India over Non-banking Institutions and Financial Institutions, Credit Control by Reserve Bank of India, Changing role of the RBI.

Unit IV

Law of Limitation - Provisions of Bankers Book Evidence Act -Special Features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993 TDS Banking Cash Transaction Tax Service Tax,

Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 : Asset Reconstruction Companies, The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, Banking Ombudsman Lok Adalats, Lender's Liability Act.

Suggested Readings:

1. M.L.Tannan, revised by : Banking Law and Practice, Wadhwa & Company, Nagpur
C.R. Datta & S.K. Kataria

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2. A.B. Srivastava and : Seth's Banking Law, Law Publisher's India (P) Limited K. Elumalai
3. R.K. Gupta : BANKING Law and Practice in 3 Vols. Modern Law Publications.
4. Prof. Clifford Gomez : Banking and Finance - Theory, Law and Practice, PHI Learning Private Limited
5. J.M. Holden : The Law and Practice of Banking, Universal Law Publishing.

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MCOP 422-18
Risk Management in Insurance Business

Objectives: Main aim of this course is to develop an understanding of what risk is, how it can be measured and transferred. Course is also designed to familiarize student with insurance business and its environment in India.

UNIT – I

Concept of risk in insurance: Concept of risk, Corporate and Personal Risk Management, Types of risk – Risk management - Objectives - Risk identification and measurement - Pooling arrangements and diversification of risk.

Risk aversion and demand for insurance – By individuals- By corporations- Insurability of risk- contractual provisions- Legal doctrine- - Loss control –Risk retention and reduction decisions.

UNIT – II

Tools/Techniques for perception of risk; Analytical tools used in corporate risk management – products liability – Environmental liability – Directors and Officers liability-Issues in liability risk and management. Techniques of Risk Financing: Retention of risk; Captive insurance companies, Transfer of Risk: Types of risk transfer; Benefits and limitation of Insurance:- Partial insurance arrangements.

UNIT III

Insurance: Introduction, Purpose , Need/role of insurance – Insurable risk – Principles of insurance – Kinds of insurance – Costs and benefits of insurance, Insurance industry in India- Evolution, Liberalisation in Insurance Sector: Malhotra Committee Report and its status of Implementation, Legislative Insurance Framework, Insurance Act,1938, LIC Act,1956 privatization of insurance business – Insurance Regulatory and Development Authority (IRDA) – Govt. Policy on insurance sector.

Unit IV

Financial planning and Taxation: Saving and Investment Policies of Insurance Companies in India, Tax benefits under insurance policies. Insurance pricing: Computation of Premium, rider premium, Bonuses, Surrender Value and Paid up Value. Insurance Documents: Proposal forms, First Premium Receipt/Renewal Premium Receipt, Policy Contract, Endorsements, Renewal Notice/Bonus Notices, Other Insurance Documents. Concepts of reinsurance, bancassurance.

Suggested Readings:

1. George E. Rejda: Principles of Risk Management & Insurance, Pearson: New Delhi.
2. Harrington. Niehaus: Risk Management & Insurance, McGraw Hill: New York.
3. P.K. Gupta: Insurance & Risk Management, Himalaya Publishing House: Mumbai.
4. Insurance Institute of India – IC 86 – Risk Management.