

# **UNIVERSITY OF KALYANI**

**Department of Commerce**

**Syllabus**

**of**

**Master of Commerce (M. Com.) with CBCS**

**(Updated following new UGC-NET syllabus)**

**Effective from Academic year 2019-20**

**(Approved by the PGBS on 20.08.2019)**

Department of Commerce  
University of Kalyani  
Course Curricula of Master of Commerce (M. Com.)  
(Two-year Master Degree Programme under Semester System with CBCS  
effective from the Academic Year 2019-20)

Paper Code	Course Title	Credits	Marks
<b><u>First Semester</u></b>			
M.C. 101	Business Economics (Soft-core)	2.0	100
M.C. 102	Marketing Management and Human Resource Management (50+50) (Soft Core)	2.0	100
M.C. 103	Accounting Theory and Accounting Standards (Hard Core)	5.0	100
M.C. 104	Cost & Management Accounting (Hard Core)	<u>5.0</u>	<u>100</u>
Total of First Semester		<u>14.0</u>	<u>400</u>
<b><u>Second Semester</u></b>			
M.C. 201	Personal Income Tax (CBCS)	4.0	100
M.C. 202	Business Environment and International Business (50+50) (Soft core)	2.0	100
M.C. 203	Business Statistics and Research Methodology (75+25) (Soft core)	2.0	100
M.C. 204	Financial Institutions, Markets and Services (Hard Core)	<u>5.0</u>	<u>100</u>
Total of Second Semester		<u>13.0</u>	<u>400</u>
<b><u>Third Semester</u></b>			
M.C. 301	Financial Management (Hard Core)	5.0	100
M.C. 302	Direct Tax (Hard Core)	5.0	100
M.C. 303	Operations Research (Soft core)	2.0	100
M.C. 304	Computer Applications in Business (Practical) (Hard Core)	<u>5.0</u>	<u>100</u>
Total of Third Semester		<u>17.0</u>	<u>400</u>
<b><u>Fourth Semester (Specialization: Accounting and Finance)</u></b>			
M.C. 401A	Financial Accounting & Reporting (Hard Core)	5.0	100
M.C. 402A	Advanced Auditing and Indirect Tax (Hard Core)	5.0	100
M.C. 403A	Financial Statement Analysis (Hard Core)	5.0	100
M.C. 404A	Security Analysis and Portfolio Management (Hard Core)	<u>5.0</u>	<u>100</u>
Total of Fourth Semester		<u>20.0</u>	<u>400</u>
<b><u>Fourth Semester (Specialization: Marketing)</u></b>			
M.C. 401M	Consumer Behaviour (Hard Core)	5.0	100
M.C. 402M	Marketing Research (Hard Core)	5.0	100
M.C. 403M	Sales, Distribution and Retail Management (Hard Core)	5.0	100
M.C. 404M	Advertising Management and Services Marketing (Hard Core)	<u>5.0</u>	<u>100</u>
Total of Fourth Semester		<u>20.0</u>	<u>400</u>
<b><u>Fourth Semester (Specialization: E-Commerce)</u></b>			
M.C. 401E	Electronic Commerce (Hard Core)	5.0	100
M.C. 402E	Business Models for E-Commerce (Hard Core)	5.0	100
M.C. 403E	Legal and Security Issues in E-Commerce (Hard Core)	5.0	100
M.C. 404E	Financial and Other Issues in E-Commerce (Hard Core)	<u>5.0</u>	<u>100</u>
Total of Fourth Semester		<u>20.0</u>	<u>400</u>
<b><u>Fourth Semester (Specialization: Banking and Insurance)</u></b>			
M.C. 401B	Indian Banking System (Hard Core)	5.0	100
M.C. 402B	Retailing and CRM in Banking (Hard Core)	5.0	100
M.C. 403B	General Insurance and Reinsurance (Hard Core)	5.0	100
M.C. 404B	Life Insurance Schemes (Hard Core)	<u>5.0</u>	<u>100</u>
Total of Fourth Semester		<u>20.0</u>	<u>400</u>
Grand Total		<u>64.0</u>	<u>1600</u>

**Note-** In each theoretical paper 20 marks will be earmarked for In-Semester Assessment. In practical paper 30 marks will be earmarked for In-Semester Assessment.

## **M. Com. First Semester**

**Paper Code – M.C. 101**

**Business Economics**

**(Soft-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Business Economics: Its meaning and scope. Relation between micro-economics and business economics, Relation between macro-economics and business economics, objectives of business firms. (2 Classes)
2. Demand Analysis and Theory of Consumer Behaviour: Law of Demand, Elasticity of demand - price, income, cross and advertisement, the objective of the consumer, the principle of utility maximization- one commodity and two-commodities cases, The Indifference Curve Analysis- the maximization of utility subject to the budget constraint- Lagrange multiplier, Demand forecasting: meaning, importance and simple problems. (20 Classes)
3. Theory of Producer Behaviour: The objective of the producer- the least cost combination of factors, Law of Variable Proportions, relation between AR and MR, different types of isoquants, Cobb-Douglas production function- properties, Elasticity of substitution: definition, Simple numerical and algebraic problems, Concept of returns to scale. (10 Classes)
4. Theory of Cost: Short run and long run cost curves, various types of costs and relation between them. (6 Classes)
5. Markets and determination of prices: Definition of a market and its classifications, perfectly competitive market, monopoly market (dead weight loss case), price discrimination, monopolistically competitive market, Oligopoly- Kinked-demand curve model, Price leadership model, Cournot Model and Stakelberg Model. (20 Classes)
6. Pricing Strategies: Price Skimming, Price penetration, Peak Load Pricing. (2 classes)
7. Macro Economics: National Income Analysis- relevant concepts, Relation between GNP and Welfare of the people, Consumption function- different hypotheses (concepts only), paradox of thrift, IS curve and LM curve, demand for money- relation between rate of interest and transaction demand for money, idea of Phillips curve. (20 Classes)

### **Suggested Readings:**

1. Ahuja, H.L.: Business Economics- Microeconomic Analysis, Sultan Chand Publications, New Delhi.
2. Adhikari, M: Business Economics, Exult Books, New Delhi.
3. Ackley, G: Macro-Economic Theory.
4. Baumol, Willam: Economic Theory and Operations Analysis, Prentice Hall, London.
5. Branson: Macro-Economic Theory and Policy.
6. Dean, Joel: managerial Economics, Prentice Hall, Delhi.
7. Todero, M: Economic Development in the Third World.

8. Koutsyanis: Modern Micro- Economics.
9. Versney, R.L. & Maheshary, K.L.: Managerial Economics, Sultan Chand & Sons , New Delhi.

**Paper: M.C. - 102**

**Marketing Management and Human Resource Management  
(Soft-core)**

**Full Marks: 100 (Term End Exam—80 and Internal Assessment - 20)**

**First Half (Marketing Management) Full Marks: 50**

1. **Introduction to Marketing Management:** Marketing Concepts, Evolution of Marketing Concept, Marketing Mix, Marketing Planning, Marketing Environment. (6 Classes)
2. **Analysing Consumer Behaviour:** Consumer Behaviour, Consumer Buying process; Factors influencing Consumer Buying Decisions, Consumer Protection Act, 2019. (6 Classes)
3. **Market Segmentation and Targeting:** Concept of segmentation and targeting, Basis for segmentation, Product positioning. (5 Classes)
4. **Product and Price:** Managing the Product, Product Decisions, Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products – Importance, Factors influencing pricing, Pricing policies and strategies. (12 Classes)
5. **Promotion and Place Mix:** Elements of promotion mix - Advertising, Sales Promotion, Personal Selling, and Publicity; Direct marketing and online marketing, Distribution channels and logistics management. (6 Classes)
6. **Trends in Marketing:** Social marketing, Green marketing, Rural marketing, Service marketing. (5 Classes)

**Suggested Readings:**

1. Kotler, Philip, Armstrong, G, Agnihotri and Haque: Principals of Marketing- A South Asian Perspective, Pearson Education.
2. Kotler Philip, Keller, K.L., Koshy and Jha: Marketing Management- A South Asian Perspective, Pearson Education.
3. Kotler Philip and Armstrong, G.: Principles of Marketing, PHI.
4. Stanton, Willam J.: Fundamentals of Marketing, McGraw Hill.
5. Ramaswamy, V.S. and Namakumari, S.: Marketing Management, McMillan.
6. Bhattacharya K. Sisir.: Marketing Management, National Publishing House.
7. Dalrymple, J.D. and Parson, J.L.: Marketing Management Strategy and Cases, John Wiley and Sons.
8. Saxena, Rajan: Marketing Management, Tata McGraw Hill, New Delhi.

**Second Half (Human Resource Management) Full Marks: 50**

1. Introduction- Concept, objective, functions of Human Resource Management (1 Class)
2. Human Resource Planning: Concept, features, objectives, benefits, limitations, (2 Classes)
3. Compensation management: Job Evaluation; Incentives and Fringe Benefits (4 Classes)
4. Performance appraisal –Concept, Objectives, Advantages, Disadvantages, Techniques (4 Classes)
5. Collective Bargaining and Workers’ Participation in Management (4 Classes)
6. The Individual in the Organization:
  - (a) Personality – Definition, Determinants, Types, Theories of Personality(4 Classes)
  - (b) Perception – Definition, Factors, Improvement, Theories of Perception (3 Classes)
  - (c) Attitude – Definition, Characteristics, Formation, Barriers, Ways to overcome the barriers, Theories on Attitude Change. (3 Classes)
  - (d) Values – Concept, Values & Attitude- Similarities & Difference, Types, Formation, Significance (2 Classes)
  - (e) Emotions – Definition, Emotion & Mood –Distinction, Sources of emotions & moods, Theories of Emotion (3 Classes)
7. Group Behaviour:
  - (a) Concept of Group, Theories of Group Formation, Types of Groups – (4 Classes)
  - (b) Teams, Creating Effective Teams – (2 Classes)
8. Conflict: Definition, Conflict process, Conflict Resolution Techniques, Negotiation (4 Classes)

**Suggested Readings:**

1. Sharon Pande and Swapnalekha Basak, Human Resource Management-Text and Cases, Pearson, 2012.
2. Raj Kumar, Human Resource Management-Strategic Analysis Text and Cases, I.K. International Publishing House Pvt. Ltd, 2010.
3. Michael Armstrong, A Handbook of Human Resource Management Practice, CLA, USA, 1977.
4. John Martin, Human Resource management, Sage Publications, 2008.
5. V. S. Rao, Human Resource Management-Text and Cases, Excel Books, 2000.
6. Gary Dessler and Biju Barrkey, Human Resource Management, Pearson, 2004.
7. R. Wayne Mondy, Human Resource Management, Pearson, 1990.
8. Ravindranath Badi, Human Resource Management (Text and Cases), Himalaya Publishing House, 2015.
9. Biswajeet Pattanayak, Human Resource Management, PHI Learning, 2018 .
10. Prasad L M, Human Resource management, Sultan & Chand, 2001.
11. R K Ghai, S P S Bedi: Human resource management, Bharati Publications, 2012
12. K. Aswathappa, Human Resource Management: Text & Cases, Mcgraw Hill,Chennai, 2017
12. Luthans, F. Organizational Behavior. McGraw Hill, 1973.
13. Aquinas, P. G. Organizational Behaviour. Excel Books, 2009.
14. Hersey, Blanchard, & Johnson. Management of Organizational Behavior: Utilizing Human Resources. Prentice Hall, 1969.

15. Prasad L.M., Organizational Behavior. McGraw Hill, 2002.
16. Pareek, U & Khanna, Understanding Organizational Behaviour. Oxford University Press, 2009.
17. Robbins, S. P. Organizational Behavior. Prentice Hall, 1988.

**Paper Code – M.C. 103**  
**Accounting Theory and Accounting Standards**  
 (Hard-Core)

**Full Marks: 100 (Term End Exam—80, Internal Assessment 20)**

1. Conceptual Framework: Framework for Preparation and Presentation of Financial Statements issued by the ICAI (i) Purpose, Status and Scope of the Framework (ii) Meaning, Objectives and Types of Financial Statements (iii) Users and Their Information Needs (iv) Qualitative Characteristics of Information (v) Elements of Financial Statements: Meaning, Types and characteristics (vi) Recognition of Elements of Financial Statements (vii) Meaning and Bases of Measurement of Elements of Financial Statements (viii) Concept of Capital and Capital Maintenance. (20 Classes)

2. An Overview of IASs & IFRSs (4 Classes)

3. Indian Accounting Standards (Ind AS):

Ind AS 1: Presentation of Financial Statements; Ind AS 2: Inventories; Ind AS 8: Accounting Policies, Changes in Accounting Estimates and Errors; Ind AS 10: Events after the Reporting Period; Ind AS 16: Property, Plant and Equipment; Ind AS 37: Provisions, Contingent Liabilities and Contingent Assets, Ind AS 38: Intangible Assets; Ind AS 113: Fair Value Measurement, etc. (28 Classes)

4. Accounting and Reporting of the effect of changes in price level: Concepts, objective and methods- Current Purchasing Power (CPP), Current Cost Accounting (CCA), Ind. AS 29. (8 Classes)

5. Human Resource Accounting (HRA): Need, meaning and objective of HRA, Different approaches for measurement of human resource, HRA in India. (8 Classes)

6. Social Responsibility Accounting (SRA): Evolution, meaning and objective of SRA, Different methods of SRA, SRA in India. (6 Classes)

7. Environmental Accounting, Corporate Social Reporting. (6 Classes)

**Suggested Readings:**

1. L.S.Porwal: Accounting Theory.
2. E.S.Hendriksen: Accounting Theory.
3. Conceptual Framework and Companies (AS) Rules 2006.
4. Relevant Publications of the ICAI.
5. Companies (Ind AS) Rules 2015.
6. Other Materials to be supplied in the Class Room.

**Paper Code – M. C. 104**  
**Cost & Management Accounting**  
(Hard-Core)

**Full Marks—100 (Term End Exam. 80, and Internal Assessment-20)**

1. Marginal Costing for managerial decisions (16 Classes)
2. Process Costing -Equivalent Units -Costing of Joint and By-products. (10 Classes)
3. Standard Costing and Variance Analysis. (16 Classes)
4. Budgets and Budgetary Control. (16 Classes)
5. Pricing Decisions and Responsibility Accounting and Transfer Pricing (8 Classes)
6. Fund Analysis: Preparation of Cash Flow (Ind AS 7) and Funds Flow Statements. (8 Classes)
7. Contemporary issues in Cost and Management Accounting — Target Costing, Kaizen costing and JIT, Life Cycle Costing, Value Chain Analysis, Balanced Score-Card and Activity Based Costing. (6 Classes)

**Suggested Readings:**

1. Banerjee, B.: Cost Accounting.
2. Prasad, N. K.: Advanced Cost accounting
3. Banerjee, S.: Cost Accounting.
4. Bhar, B. K.: Cost Accounting.
5. Jawahar Lal: Cost Accounting.
6. Jain & Narang: Cost Accounting.
7. Saxena & Vashit: Advanced Cost and Management Accounting.
8. Horngren, C. T., Datar, S. M. and Foster, G.: Cost Accounting—A Managerial Emphasis, Pearson Education.
9. Rao, M. E. Thukaram: Cost & Management Accounting.
10. Colin Drury: Management and Cost Accounting.
11. Horngren and Sundem: Management Accounting.

**M. Com. Second Semester**

**Paper- M.C. 201**  
**Personal Income Tax**  
(CBCS)

**Full Marks: 100 (Term End Exam—80 and Internal Assessment - 20)**

**1. Basic Concepts under Income Tax Act**

- (a) Assessee, Previous year, Assessment year, Income, Sources of income, Heads of income, Gross total income, Total income, Rate of tax applicable to individual assessee, Tax evasion, Tax avoidance, Tax planning, tax liability of an individual assessee
- (b) Residential Status and Incidence of Tax of an Individual Assessee
- (c) Incomes which do not form part of Total Income. (6 classes)

## **2. Heads of Income and Calculation of Tax-I**

(a) Salaries, (b) Income from House property. (24 classes)

## **3. Heads of Income and Calculation of Tax-II**

(c) Capital Gain, (d) Income from Other Sources. (18 classes)

**4. Income of other Persons included in Assessee's Total Income** - Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor (4 classes)

**5. Set off and Carry Forward of Losses** - Mode of set off and carry forward, inter source and inter head set off, Carry forward and set off of losses u/s 71B, 72, 73, 74, 74A ( 4 classes)

**6. Deductions from Gross Total Income** - Deductions u/s 80C, 80CCC, 80CCD, 80CCE, 80CCF, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80QQB, 80T, 80U (10 classes)

## **7. Tax Returns:**

(a) **Provision for Filing of Return** - Date of filing of return, relevant forms of return, different types of returns, return by whom to be signed, PAN, TAN

(b) **Advance Tax** - When liable to pay, due dates and computation of advance tax

(c) **Tax Deducted at Source** - TDS from salary, lottery, horse racing, interest on securities. 26AS Form.

(d) **Self Assessment Tax**

(e) **Interest** - Interest u/s 234A, 234B, 234C,

(f) **E-filing of Return** (10 classes)

**8. Assessment-** Summary assessment u/s 143(1), Scrutiny assessment u/s 143(3), Best judgment assessment u/s 144, Income escaping assessment u/s 147. (4 classes)

## **Suggested Readings**

1. Singhania, V. and Singhania, M., Students' guide to Income Tax, Taxmann
2. Ahuja & Gupta, Systematic Approach to Income Tax, Bharat Publications

### **Paper: M.C. 202**

### **Business Environment and International Business**

(Soft-core)

**Full Marks: 100 (Term End Exam—80 and Internal Assessment - 20)**

#### **First Half (Business Environment) Full Marks: 50**

1. Concepts and elements of Business Environment. (2 Classes)
2. Political Environment of Business –Role of Government in Business (4 Classes)
3. Legal Environment - Companies Act, 2013, Limited Liability Partnership Act, 2008, Competition Act, RTI Act, IPR Act (12 Classes)
4. Ethical Issues in Business Environment (4 Classes)
5. *Social Environment of Business* (4 Classes)
6. Economic Environment of Business: Economic systems and Economic Policies (Monetary and fiscal policies) (4 Classes)



7. Cultural Environment of Business (4 Classes)

8. Agriculture Agreement; GATS; TRIPS; TRIMS (6 Classes)

**Suggested Readings:**

1. Raj Agarwal & Parag Diwan: Business Environment, Excel Books, New Delhi, 2002.
2. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2014
3. M. Adhikery: Economic Environment of Business, Sultan Chand & Sons, New Delhi, 2010.
4. Francis Cherunilam: Business Environment, Himalaya Publications, New Delhi, 2018.
5. C.B. Gupta: Business Environment, Sultan Chand & Sons, New Delhi, 2011.
6. Shaikh Saleem: Business Environment, Pearson, New Delhi, 2010
7. B. N. Ghosh: Business Environment, Oxford University Press, New Delhi, 2015.
8. Suresh Bedi: Business Environment, Excel Books, New Delhi, 2011.
9. Ramachandra G M, Archana B S, Ravi M V: Business Environment, Himalaya Publishing House, New Delhi, 2015
10. P.V. Khatri, J.S. Kadyan, M S Rashmi: Business Environment, Global Academic Publishers, New Delhi, 2015
11. Faisal Ahmed, M. Absar Alam: Business Environment: Indian and Global Perspective, PHI Learning, New Delhi, 2017.

**Second Half (International Business) Full Marks: 50**

1. International trade: International Trade vs Inter-Regional Trade, scope and importance of international trade, modes of entry into international trade, Trade theories- Ricardian Theory of comparative Advantage, Gains from Trade. (8 classes)
2. Terms of Trade: Meaning, different types of Terms of Trade - Net Barter Terms of Trade, Gross Barter Terms of Trade and Income terms of Trade, Balance of Payments- Balance of Trade vs. Balance of Payments, Current A/C and Capital A/C, Equilibrium in the Balance of Payments. (6 Classes)
3. Foreign Exchange Rate and Foreign Exchange Markets: Meaning, fixed rate, floating rate and flexible rate. Determination of the equilibrium exchange rate, causes of change in the exchange rate, the foreign exchange market- spot and forward markets, Purchasing Power Parity Theory. Devaluation- Meaning, necessity and conditions for successful devaluation, Tariffs and Quota. (8 Classes)

4. Structure of India's foreign trade: Globalization and its Drivers, a brief history of India's foreign trade since independence, composition and direction of India's foreign trade, India and the World trade. Export Promotion and import substitution, EXIM Policy of India, FEMA. (8 Classes)

5. Regional economic integration: SAARC, ASEAN, European Union, WTO, NAFTA (6 Classes)

6. International economic institutions: IMF, WORLD BANK, ADB, UNCTAD (4 Classes)

**Suggested Readings:**

1. Apte, P.G.: International Financial Management, Tata McGraw Hill.
2. Cherunilam, Francis: International Business Environment, Himalaya Publishing House, Mumbai.
3. Reid W. Click and Jashua D. Coval: International Financial Management, Pearson Education.
4. Datt, Ruddar and Sundharam, K.P.M.: Indian Economy, S.Chand & Company Limited, New Delh.
5. Economic Survey, Government of India: Relevant Issues.
6. Jhingan, M.L.: International Economics, Vrinda Publications.
7. Kindle Berger: International Economics.
8. Misra, S.K. and Puri, V.K.: Indian Economy, Himalaya Publishing House, Mumbai.

**Paper: M.C. 203**

**Business Statistics and Research Methodology**

**(Soft-core)**

**Full Marks—100 (Term End Exam—80 & Internal Assessment—20)**

**First Half**

**Business Statistics (75 marks)**

1. Probability and Theoretical Distribution- Probability, conditional probability, Baye's theorem, random variable and probability distribution, Binomial distribution, Poisson distribution and Normal distribution. (12 Classes)
2. Association between three or more variables- Correlation vs. regression, multiple correlation and multiple regression, results & interpretations, test of multicollinearity, partial correlation - properties, results & interpretations. (8 Classes)
3. Sampling Distribution- Concept of Sampling, Sampling and Non sampling error-Bias, population vs. sample, probabilistic and non-probabilistic methods of sampling, population and sample mean, SRSWR vs. SRSWOR, standard error, determination of sample size, Central Limit Theorem. (10 Classes)
4. Estimation theory- Point and interval estimation of population mean, proportion and variance, properties of point estimators. (10 Classes)
5. Testing of Hypotheses-I (Parametric Tests) - Logic of Hypotheses testing, Z and t test for population mean, proportion and variance. (8 Classes)
6. Testing of Hypotheses-II (Nonparametric Tests)- Test of Association, Analysis of Variance, Test of regression coefficients, Mann-Whitney (U) test, Kruskal Wallis (H) test, Rank correlation test. (14 Classes)

**Second Half**  
**Research Methodology (25 Marks)**

1. Introduction: Research Methodology, Scope of Research and Research Methodology. (4 classes)
2. Research Process and Research Design: Different aspects of a Research Process, Problem Formulation, Research Designs (Exploratory, Descriptive and Experimental Research Designs). (8 Classes)
3. Data Collection: Primary Data and Secondary Data; Observation and Survey Method; Questionnaire Design; Scaling techniques; Attitude Measurement techniques; Report writing. (6 Classes)

**Suggested readings:**

1. S. P. Gupta, Statistical Methods, Sultan Chand & Sons.
2. N.G. Das, Statistical Methods, McGraw Hill Publications.
3. J. K. Sharma, Business Statistics, Pearson.
4. C.R. Kothari, Research Methodology-Methods & Techniques, Wishwa Prakashan.
5. Krishnaswami, Sivakumar and Mathirajan, Management Research Methodology, Pearson.

**Paper – M.C. 204**  
**Financial Institutions, Markets and Services**  
**(Hard-core)**

**Full Marks 100 (Term End Exam— 80 and Internal Assessment 20)**

1. Overview of Indian financial system. (2 Classes)
2. (a) Banking: Importance of banking to business - Types of banks (Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks) and their functions.  
(b) Reserve Bank of India: Functions; Role and monetary policy management.  
(c) Banking sector reforms in India: Basel norms; Risk management; Non-performing Assets (NPA) and its management.  
(d) Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payment systems. (16 Classes)
3. Money Market, Capital Market and Government securities market (including role of SEBI). (5 Classes)
4. Structure and working of stock exchanges in India (including GDR, ADR, IDR). (12 Classes)
5. Major financial services: Mutual Funds (Structure, Working, Types of schemes, Regulation) - Venture Capital Funds - Factoring - Merchant Banking - Lease Financing – Credit Rating (including Rating Agencies). (12 Classes)

6. Some major types of financial institutions: (a) Development Finance Institutions (DFIs): Overview, Role in Indian economy; (b) Non-Banking Financial Companies (NBFCs); (c) Pension Funds. (7 Classes)
7. Financial sector reforms including financial inclusion; Financial Regulators. (6 Classes)
8. Insurance: Types of insurance - Life and Non-life; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance - IRDA and its role. (9 Classes)
9. International Monetary System (2 Classes)
10. Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy. (9 Classes)

Suggested reading:

1. Pathak, Bharati V.: The Indian Financial System, Pearson Education.
2. Das, Subhamoy: Perspectives on Financial Services, Allied Publishers.
3. Khan, M.Y.: Indian Financial System, McGraw Hill Education (India).
4. Bhole, L.M. & Mahakud, J.: Financial Institutions and Markets, McGraw Hill Education (India).
5. Kohn, Meir: Financial Institutions and Markets, Oxford University Press.
6. Madura, Jeff: Financial Markets and Institutions, Cengage Learning.

## **M. Com. Third Semester**

### **Paper – M.C. 301 Financial Management (Hard-core)**

**Full Marks 100 (Term End Exam— 80 and Internal Assessment 20)**

1. Financial Management: Meaning, nature, scope and sources of finance; Financial goal-profit vs. wealth maximization; Finance functions- investment, financing and dividend decisions; Time value of money-Compounding and discounting techniques -Risk and Return-Risk diversification. (8 Classes)
2. Capital Budgeting: Nature of investment decisions; Investment evaluation criteria-Non-discounted and Discounted Cash flow Approaches- - Net Present Value, Internal Rate of Return, Profitability Index, Pay Back Period, Accounting Rate of Return; NPV & IRR comparison; Project selection under capital rationing; Analysis of risk and uncertainty in capital budgeting decisions- risk evaluation approaches; Multinational capital budgeting . (20 Classes)

3. Dividend Policies: Issues in dividend decisions; Walters' model, Gordon's model; MM hypothesis; Dividend and uncertainty; Relevance of dividend policy in practice: Forms of dividends; Stability in dividend policy; Corporate dividend behaviour. (10 Classes)
4. Cost of Capital: Meaning & significance of Cost of Capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Combined Cost of Capital (weighted), Cost of equity and CAPM. (10 Classes)
5. Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; Analysing alternate financial plans; Combined financial and operating leverage. (8 Classes)
6. Capital Structure: Theories and Planning: Traditional and MM hypothesis - without taxes and with taxes: determining capital structure in practice; in the price capital structure planning: Indifference point. (12 Classes)
7. Management of Working Capital: Meaning, significance and types of Working Capital; Calculating working cycle period and estimation of Working Capital requirements; Receivables management. (8 Classes)
8. Lease Financing. (4 Classes)

**Suggested reading:**

1. Shapiro, Alan C.: Capital Budgeting and Investment Analysis, Pearson Education.
2. Van Horne, James C.: Financial Management & Policy, Pearson Education.
3. Arnold, Glen and Kumar, Mohan: Corporate Financial Management, Pearson Education.
4. Khan, M.Y. & Jain, P.K.: Financial Management, Tata McGraw Hill.
5. Chandra, Prasanna: Financial Management, Tata McGraw Hill.
6. Pandey, I.M.: Financial Management, Vikas Publishing.

**Paper – MC 302**

**Direct Tax**

**(Hard-core)**

**Full Marks—100 (Term End Exam-80 & Internal Assessment—20)**

**First half (50 Marks)**

**First half (50 Marks)**

1. Profits and gains of business or profession (12 classes)
2. Capital gains (10 classes)
3. Income from Other Source (4 Classes)
4. Deductions from Gross Total Income – 80EE, 80IA, 80IB, 80IAB, 80IC, 80ID, 80IE, 80P (6 classes)
5. Clubbing of Incomes, Set-Off and Carry Forward of Losses (8 classes)

### **Second Half (50 Marks)**

6. **Tax Assessment Procedure:** Return of income, e-filing of income tax return, various tax assessment, Tax Deducted at Source, Advance Payment of Tax (16 classes)
7. **Corporate Tax Planning:** Concepts and importance; Tax planning vs. tax avoidance vs. tax evasion; Techniques of corporate tax planning. (4 Classes)
8. **Tax considerations in specific business situations:** Make or buy decisions; Own or lease an asset; Renewal or replacement of asset; Shut down or continue operations. (12 classes)
9. **International Taxation:** Double taxation (DTAA) and its avoidance mechanism; Transfer pricing (8 classes)

#### **Suggested Readings:**

1. Singhanian and Singhanian, Direct Taxes, Taxmann, New Delhi.
2. Girish Ahuja and Ravi Gupta, Professional Approach to Direct Taxes, Bharat Law House Pvt. Ltd., New Delhi.
3. Girish Ahuja and Ravi Gupta, Simplified Approach to Corporate Tax Planning & management, Bharat Law House Pvt. Ltd., New Delhi.
4. Dinkar Pagare, Direct Tax Law and Practice, Sultan Chand & Sons, New Delhi.
5. Income Tax Act with Supreme Court Rulings (Bare Acts).

### **Paper-MC 303 Operations Research (Soft-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction: Concept and Significance of Operations Research, Evolution of Operations Research, Models of Operations Research (2 Classes)
2. Linear Programming and its Application: Graphic method and Simplex method, Duality problem (18 Classes)
3. Transportation problem (10 Classes)
4. Assignment problem (10 Classes)
5. Statistical Decisions: Decision Making Situation Under Condition of Risk and Uncertainty, Concept of Profit Matrix, Cost Matrix and Regret Matrix or Opportunity Loss Matrix, Application of Different Decision Making Criteria like Maximin, Minimax, Minimin, Minimax, Expected Monetary Value (EMV), Expected

- Opportunity Loss (EOL) Criterion etc., Concept of Expected Value of Perfect Information (8 Classes)
6. Game Theory:, Structure of the Game- Two Person Zero Sum Game, Saddle Point, Pure Strategy and Mixed Strategy, Solution of Game (8 Classes)
  7. Queuing Theory: Queuing System – Its Characteristics and Elements, Single Channel Queuing Model (6 Classes)
  8. Network Technique for Project Implementation, Monitoring and Control: PERT and CPM Techniques, Event Slacks and Activity Floats, Crashing of Project Network, Resource Allocation, Measure of Variability and Probability of Completion of Project by a Specified Date. (18 Classes)

**References:**

1. Baumol, Economic Theory & Operation Research.
2. Dorfiman, Samuelson and Solow, Linear Programming and Economic Analysis.
3. Swarup, Gupta and Manmohan, Operations Research.
4. V.K. Kapoor, Operations Research
5. Shama J.K., Operations Research-Theory & Applications

**Paper-MC 304**  
**Computer Applications in Business (Practical)**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 70 and Internal Assessment- 30)**

1. Business problem solution with Spreadsheet (say Excel) (30 classes)
2. Problem solution with the help of Database software, including programme development (say Visual FoxPro & MS Access). (30 classes)
3. Working with Accounting software (say Tally ERP) (30 classes)
4. E-filing of Tax Returns. (4 classes)
5. The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties (6 classes)

**Suggested Readings:**

1. John Walkenbach, Herb Tyson, Cary N.Pr, Faithe Wempen; *Microsoft Office 2007 Bible*, Wiley India Pvt. Ltd. New Delhi
2. Nadahani, A K; *Mastering Tally.ERP 9*, BPB Publications, New Delhi.
3. Information Technology Act, 2000.

**M. Com. Fourth Semester**  
**(Specialization – Accounting & Finance)**

**Paper-M.C. 401A**  
**Financial Accounting and Reporting**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Amalgamation, Absorption and Reconstruction of Companies (Ind AS 103 is to be covered) (16 Classes)
2. Consolidated Accounts of Holding Companies (Ind AS 110 is to be covered) (14 Classes)
3. Valuation of Goodwill and Shares (10 Classes)
4. Accounting for Liquidation of Companies. (10 Classes)
5. Accounting for Taxes on Income (Ind AS 12 is to be covered) (8 Classes)
6. Segment Reporting (Ind AS 108 is to be covered) (8 Classes)
7. Earning Per Share (Ind AS 33 is to be covered) (6 classes)
8. Disclosure in Company Annual Report: Concept and purpose of Disclosure, Quantitative and Non-quantitative information, Financial and Non-financial Information, Accounting and Non-accounting Information, Users of Information, Footnotes, Schedules and Supplementary Statements, Auditors' Report, Directors' Report, Corporate Governance Report, etc. . (8 Classes)

**Suggested Readings:**

1. Shukla and Grewal: Advanced Accountancy.
2. Gupta and Radhaswamy: Advanced Accountancy.
3. H.Chakraborty: Advanced Accountancy.
4. Relevant Publications of the ICAI.
5. Companies (Ind AS) Rules 2015.
6. Other Materials to be supplied in the Class Room.

**Paper-M.C. 402A**  
**Advanced Auditing and Indirect Tax**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

**First Half (Advanced Auditing)**

1. **Audit of Limited Companies and LLPs:** Internal Financial Control, Statutory requirement under the Companies Act, 2013 (including fraud reporting by the auditor), Cost Audit, Secretarial Audit. (12 classes)



2. **Audit Reports:** Difference between report and certificate, Different types of opinion in audit reports- SA 700 and SA 705. Emphasis of Matters in Audit Reports- SA 706. (6 classes)
3. **Auditing Standards** and other related Standards (8 classes)
4. **Auditing in Computerized Information System (CIS) Environment.** (6 classes)
5. **Recent Trends in Auditing:** Management audit; Energy audit; Environment audit; Systems audit; Safety audit. (8 Classes)

#### **Second Half (Indirect Tax)**

6. **Introduction-** Indirect Taxes prevailing prior to Goods and Services Tax (GST), Necessity of GST Laws; Amendment of Indian Constitution in August 2016; Formation of GST Council; GST Acts- Central GST Act; Integrated GST Act; State GST Acts; Effective date of implementation; Indirect taxes to be replaced; Product outside the purview of GST Laws; Products for which date of implementation to be notified later on. (6 classes)
7. **Central GST and State GST-** (A) Basis of Charge-Supply; Definition of Supply (Section 7, Schedule I and Schedule II); Negative list of Supply (Schedule III); Mixed and Composite Supply; Time of supply of Goods and Services (Section 12 & 13); Value of Supply (Section 15). (6 classes)
- (B) Levy of tax (Section 9); Reverse Charge; Tax on E-commerce; Composition Levy (Section 10); Power to grant exemption from tax (Section 11). (4 classes)
- (C) Input Tax Credit. (4 classes)
- (D) Registration- Persons liable for Registration and not liable for Registration (Section 22 & 23); Compulsory registration in certain cases (Section 24); Procedure for registration (Section 25). (4 classes)
- (E) Accounts & Records; Audit. (4 classes)
- (F) Furnishing of Returns (4 classes)
8. **Integrated GST-** (A) Levy of tax (Section 5); Reverse Charge; Tax on E-commerce; Power to grant exemption from tax (Section 6). (4 classes)
- (B) Inter-state/Intra-state supply of Goods and Services (Section 7 & 8); Supplies in territorial waters (Section 9); Place of supply (Section 10 to 14); Zero rated supply (Section 16); Transfer of Input Credit Tax (Section 18); Application of provisions of Central Goods and Services Tax Act (Section 20). (4 classes)

#### **Suggested Readings:**

1. Kamal Gupta: Contemporary Auditing, Tata McGraw Hill, New Delhi.
2. Auditing Standards and other publications of the ICAI.

3. Companies Act 2013, and Rules thereof.
4. Bare Acts of CGST, IGST and SGST
5. V. S. Datey: All About GST - A Complete Guide to Model GST Law, Taxman

**Paper M.C. 403A**  
**Financial Statement Analysis**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Financial Statements — Meaning, Objectives, Users and Limitations. (4 Classes)
2. Financial Statement Analysis — Meaning, Objectives, Users and Sources of Financial Information for FSA—Traditional Approach vs. Modern Approach to FSA—Classification of FSA based on modus operandi and based on materials used, Techniques of FSA—Comparative Statements, Common-size Statements, Trend Analysis and Ratio Analysis. (16 Classes)
3. Financial Ratio Analysis — Meaning, Objectives, Classification of Ratios, Methods of Ratio Analysis, Interpretation of Ratios—Time Series (intra firm) Analysis, Cross-Sectional (inter firm) Analysis and Residual Analysis (Combination of Time Series and Cross-Sectional Analysis). (16 Classes)
4. Analysis of Industrial Sickness — Concepts, Signals and Symptoms, Provisions under Companies Act 2013, Prediction—Stages of Sickness—Univariate and Multivariate Analysis—Concepts, Objectives, Uses and Limitations—Univariate vs. Multivariate Analysis, Application of Statistical Tools in FSA. (14 Classes)
5. Analysis of Cash Flow — Cash Flow Statement Ratios—Relationship of Income and Cash Flows. (10 Classes)
6. Profitability Analysis — ROCE and ROE relationship—Decomposition of ROE—Linkages of Profitability Ratios and firm value—Credit Analysis. (10 Classes)
7. Analysis of Inventories — Valuation Methods—Consequences of the Choice of Inventory Methods—Income Effects, Income-tax Effects and Information Effects. (6 Classes)
8. Empirical Study — Implications for Financial Statement Analysis. (4 Classes)

**Suggested Readings:**

1. Lev, B.: Financial Statement Analysis—A New Approach, Prentice-Hall, Inc., Englewood Cliffs, NJ.
2. Wild, John J.: Financial Statement Analysis, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Foster, G.: Financial Statement Analysis, Pearson Education.
4. Fraser, L. M., & Ormiston, A.: Understanding Financial System, PHI, New Delhi.
5. Penmam: Financial Statement Analysis, McGraw Hill.
6. Banerjee, B.: Financial Policy & Management Accounting, PHI, New Delhi.

**Paper– M.C. 404A**  
**Security Analysis and Portfolio Management**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Investment – Analysis & Environment: Nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis; Factors influencing selection of investment alternatives; Sources of financial information. (8 Classes)
2. Fundamental and Technical Analysis: Economic analysis, Industry analysis and Company analysis; Basic tenets of technical analysis; Trends, indicators, indices and moving averages applied in technical analysis; Dow Theory; Elliot Wave Theory. (16 Classes)
3. Security Valuation: Valuation of equity shares & bonds; Stock valuation model. (9 classes)
4. Efficient Market Hypothesis: Random Walk Theory; Concept and forms of market efficiency and its testing technique. (8 Classes)
5. Elements of Behavioural Finance: Definition; Importance; The three main themes of Behavioural Finance; Investor biases, Impact of different biases on investors' decision-making; Investor behaviour and security prices; Implications of Behavioural Finance for security analysis. (4 Classes)
6. Risk-Return Relationship: Concept of return and risk; Ex-ante and Ex-post returns; Types of risk; Security returns and risk analysis; Portfolio return and risk; Measurement of return and risk; Reduction of portfolio risk through diversification; Two-asset portfolio case - expected return and risk of a two-asset portfolio. (8 Classes)
7. Portfolio Analysis: General n-security portfolio problem; Markowitz risk-return optimisation; Efficient frontier and selection of optimal portfolio; Sharpe's Single Index Model; Portfolio total risk, Portfolio market risk. (12 Classes)
8. Capital Market Theory and Portfolio Risk Analysis: Capital Asset Pricing Model (CAPM); Capital market line; Security market line (SML), Asset pricing implication of SML; Portfolio selection under risk-free lending and borrowing; Arbitrage Pricing Theory (APT), two factor and multifactor models. (12 Classes)
9. Portfolio Performance Evaluation: Risk adjusted measures of return – Sharpe's Ratio, Treynor's Ratio, Jensen's Alpha; Factor models: Fama–French three-factor model, Carhart four-factor model. (8 Classes)
10. Foreign exchange market; Exchange rate risk and hedging techniques, International arbitrage. (4 Classes)

### **Suggested Reading:**

1. Fischer, Donald E. & Jordan, Ronald J.: Security Analysis and Portfolio Management, Pearson Education.
2. Reilly, Frank & Brown, Keith: Investment Analysis and Portfolio Management, Cengage Learning.
3. Ranganatham, M. & Madhumathi, R.: Investment Analysis and Portfolio Management, Pearson Education.
4. Avadhani, V.A.: Security Analysis and Portfolio Management, Himalaya Publishing House.
5. Bodie, Zvi, et al.: Investments, Tata McGraw-Hill.
6. Sharpe, Alexander & Baily: Investments, Prentice-Hall.
7. Kevin, S.: Portfolio Management, Prentice-Hall.
8. Chandra, Prasanna: Investment Analysis and Portfolio Management, Tata McGraw-Hill.

### **Specialization: Marketing**

**Paper – M.C. 401M**

### **Consumer Behaviour**

(Hard-core)

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction to Consumer Behaviour: Consumer Research; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making; Problem or need recognition, Information Search Process; Evaluative Criteria and Decision Rules; Segmenting Consumers; Defining Market Segmentation; Bases for Segmentation (16 Classes).
2. Consumer as an Individual: Individual and external factors affecting consumer involvement and decision making process; Motivation; Information Processing and Perception; Influence of Personality and Self Concept on Buying Behaviour; Learning; Attitude and Attitude Change (14 Classes).
3. Consumer in Social Context: Reference Groups and Opinion Leadership; Family Influences; Social Class and Consumer Behaviour; Cultural Influences (14 Classes).
4. Consumer as Decision Maker: Diffusion of Innovation; Consumer Decision Making; Consumer in Market Place; Post Purchase Behavior; Organization as Consumer (14 Classes).
5. Different Issues in Consumer Behaviour: Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer and Marketer; Consumer Behaviour Studies in India (14 Classes).

### **Suggested Readings:**

1. Assael, H.: Consumer Behaviour and Marketing Action. Ohio, South Western.
2. Engle, J F.: Consumer Behaviour.: Chicago, Dryden Press.
3. Howard, John A.: Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc..
4. Hawkins, D I.: Consumer Behaviour: Implications for Marketing Strategy. Texas, Business.
5. Mowen, John C.: Consumer Behaviour. New York, MacMillan.
6. Schiffman, L G and Kanuk, L L.: Vondumrt Brhaviour. New Delhi, Prentice Hall of India.

**Paper- MC. 402M**  
**Marketing Research**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Nature of marketing research: Introduction to Marketing Research; Marketing Research Defined- Need for Marketing Research- Functions of Marketing Research- Practice of Marketing Research; Defining the Marketing Research Problem (6 Classes).

2. Research process and design: The Research Process-Introduction- Steps in the Research Process- Problems in the Research Process; Research Design; Exploratory Research Design; Descriptive Research Design; Causal Research Design – Experimentation (10 Classes).

3. Sources and methods of collecting data : Introduction; Classification of Data; Methods of Data Collection; Primary Data and Secondary Data; Survey Research-Introduction-Types of Interviews- Types of Surveys- Criteria for the Selection of a Survey Method- Importance of the Questionnaire- Designing of the Questionnaire - Advantages of the Questionnaire Method - Disadvantages of the Questionnaire Method; Data Collection Errors - Introduction- Field Work Procedure- Personal Interviews-Common Sources of Error in Fieldwork (18 Classes).

4. Measurement in marketing research and sampling : Measurement in Marketing Research - Introduction- The Concept of Measurement- Scales of Measurement- Components of Measurements- Measurement Accuracy- Reliability- Validity; Attitude Measurement - Introduction- The General Methods of Collecting the Attitude Data- Specific Methods of Collecting Attitudinal Data- Direct Response Attitude Scales: Non- Comparative Rating Scales, Comparative Rating Scales, Itemized Rating Scales, Multi-item Rating Scales: Thurstone Scale, The Semantic Differential Scale, Stapel Scale, Likert Scale. Sampling: Introduction- The Sampling Terminology- The Need for Sampling- Characteristics of a Good Sample- Sampling Designs- Sampling Concepts- Calculation of Sample Size- Types of Sample Designs

(18 Classes).

5. Data analysis: Preparation and Tabulation of Data; Tests of Significance: Introduction- Method of Hypothesis Testing- Parametric Tests- Chi Square Analysis; Bivariate Measures of Association: Introduction- Cross Tabulations-Contingency and Phi Correlation- Scatter Diagrams- Regression Analysis- Correlation Analysis- Linear Discriminant Analysis; Multivariate Measures of Association; Analysis of Variance(ANOVA): Introduction- Univariate ANOVA- ANOVA for Randomized Block Design; Marketing Research Reports; Application Of Marketing Research (20 Classes).

**Suggested Readings:**

1. Marketing Research: An Applied Orientation, N. Malhotra, Pearson Education.
2. Marketing Models: G.L.Lilien, Prentice-Hall India.
3. Marketing Research: Tull & Hawkins, Prentice-Hall India.
4. Research for Marketing Decisions: Green, Tull & Albaum, Prentice-Hall India.
5. Marketing Research: Debashis Pati, Prentice-Hall India.
6. Marketing Research: Methodical Foundations, Churchill, Thomson Learning India.

**Paper- MC. 403M**  
**Sales, Distribution and Retail Management**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Fundamentals of Personal Selling: Nature, Objectives and Importance of Personal Selling; Types of Personal Selling Approach; Salesmanship and sales management; Process of Selling; Sales Organization (10 Classes).
2. Sales Planning: Sales Planning Process; Market Analysis and Sales Forecasting- importance of sales forecasting, Methods of sales forecasting; Sales Budgeting, Method of funding sales force; Territory Management- Nature of sales territories, procedure for designing sales territories; Sales Quotas – types of quotas, quota-setting procedure (15 Classes).
3. Sales force Management: Recruitment and selection of sales personnel – quantitative and qualitative requirements used in sales personnel planning, sources of sales recruits, sales recruiting guidelines, selection process and evaluation of the selection programme; Sales Training & Development – Need for training sales personnel, formal and informal training; Sales Motivation and Leadership; Sales incentives and compensation; Evaluating Sales force Performance – Establishing Performance standards, methods of evaluation, Frequency of evaluation (20 Classes).
4. Introduction to Retailing: Retailing- an Overview, Types of relationship; Retail institutions; Understanding the Retail Customer (7 Classes).
5. Retail Strategy and Managing the Retail Store: Retail Market Strategy; Financial Strategy; Store location and site evaluation; Retail organization and Management; Store management; Store layout, design and visual merchandise; Customer service; Retail selling; Information system and Logistics (20 Classes).

Suggested Readings:

1. Buskirk, R H and Stanton, W J.: Management of Sales Force. Homewood Illinois, Richard D. Irwin.
2. Dalrymple, D J.: Sales Management: Concepts and Cases. New York, John Wiley.
3. Johnson, E M etc.: Sales Management: Concepts Practices and Cases. New York, McGraw Hill.
4. Stiil, R R.; Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc..
5. Levy. Michael & Barton A. Weitz: Retailing Management. 2<sup>nd</sup> ed Irwin. London.
6. Morgenstein, Melvin and Harrow Strong: Modern Retailing Prentivce-Hall. NJ.

**Paper – MC. 404M**  
**Advertising Management and Services Marketing**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Advertising: Definition; Objectives; Nature; Importance in the marketing process; Types of Advertising; Advertising Management process – an overview; Advertising Role- Ethical, Economical, Social; Ad communication process; Ad Campaign; Advertising scene in India – recent development and issues in advertising, Legal Aspects; Ad Budget (procedures) (10 Classes).
2. Ad Media and Creative Aspects in Advertising : Types of Media (indoor/outdoor) and their merits and demerits; Media Planning; Media Selection, Media Scheduling, Non-Media advertising; Ad Message Design and Development; Developing ad copy for Radio, TV, Print commercials; Dos and Don'ts for copywriting; Different types of copy; Ad Appeal (15 Classes).

3. Organization of Advertising Operations and Advertising Effectiveness: Types, Roles and Functions of Ad agency; Structure of Ad organization; Managing Advertiser-Agency relationship; Evaluation for Advertisement and campaign Effectiveness -Necessity and Techniques for testing Advertising Effectiveness (Pre, Post and Concurrent Testing)

(15 Classes).

4. Introduction to Services Marketing: Understanding Services; The Nature of Services Marketing; Consumer Behavior in Services; Customer Expectations and Perceptions

(7 Classes).

5. Services and the Marketing Mix: The Marketing Mix Elements; Product: Packaging the Service; Pricing Services; Promotion and Communication of Services; Place in Services; People in Services; Process in Services; Physical Evidence in Services (15 Classes).

6. Maximizing Services Marketing Potential: Relationship Marketing; Internal Marketing; Supplementary Services; Challenges for Senior Management: Developing and Managing the Customer-Service Function; Marketing Planning for Services; Service Quality; Globalization of Services; Marketing Service-Specific Industries (10 Classes).

Suggested Readings:

1. Aaker, David A.: Advertising Management, 4<sup>th</sup> ed. New Delhi, Prentice Hall of India.
2. Beleh, George E. and Beleh, Michael A.: Introduction to Advertising and Promotion, 3<sup>rd</sup> ed. Chicago, Irwin.
3. Borden, William H.: Advertising. New York John Wiley.
4. Newton M P Payne, A.: The Essence of Services Marketing. New Delhi, Prentice Hall of India.
5. Verma, H V.: Marketing of Services. New Delhi, Global Business Press.
6. Zeithaml, V A and Bitner, M J.: Services Marketing. New York, McGraw Hill.

## **Specialization: E-Commerce**

**Paper – M.C.- 401E**

### **Electronic Commerce**

**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction: Limitation of conventional commerce, Origin of E-Commerce, Evolution of E-Commerce, E-Commerce and E-Business, Definition of E-Commerce, Features of E-Commerce, M-Commerce.
2. Electronic Data Interchange (EDI): Definition of EDI; The birth and advent of EDI; Legal, security and privacy issues; EDI and E-Commerce; Standardisation and EDI; EDI software implementation; Value Added Network; Internet-based EDI; EDI in India.
3. Supply Chain Management (SCM): Definition of SCM; SCM and intra-organizational E-Commerce; Benefits, goals and functions of SCM; Strategies of SCM; Effects of Internet on SCM; Value Chain Management.
4. Electronic Payment System: Types of Electronic Payment System; Digital token based Electronic Payment System; Smart Cards and Electronic Payment System; Credit card based Electronic Payment System; Designing Electronic Payment System; Risk in Electronic Payment System.
5. Customer Relationship Management(CRM): Definition of CRM; Components of CRM; CRM architecture; Electronic CRM- Need for E-CRM; E-CRM architecture; E-CRM applications; CRM in India.

References:

1. CSV Murthy: E-Commerce Concepts, Models & Strategies, Himalya Publishing House, New Delhi
2. Kalakota & Whinston: Frontiers of Electronic Commerce, Pearson Education; New Delhi
3. VK Jain & Hemlata: Enterprise Electronic & Mobile Commerce, Cyber Tech Publications, New Delhi.
4. Dr. CS Rayudu: E-Commerce E-Business, Himalaya Publishing House, Mumbai.

**Paper – M.C. 402E**

### **Business Models for E-Commerce**

**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Brick and Mortar Models: Retail model, Media model, Advisory model, Made-to-order manufacturing model, Do-it-yourself model, Information service model.
2. Internet or Click-to-Click Model: Retail model- amazon.com (US) fabmart.com (India); Auction; Travel; Entertainment, etc. (Students are to be encouraged to deliberate on the current models in the global and Indian environment).
3. Brick-to-Click Model: Reasons which require an existing brick-and-mortar business to offer its products and services online to the customers; Case study of major initiatives in world and in India.
4. Emerging Hybrid Models: An analysis of models emerging in India be discussed and analysed.
5. Emerging E-Commerce Models in India: Models of ITC, BPCL, Tata, Banks and Financial Institutions.

References:

1. CSV Murthy: E-Commerce Concepts, Models & Strategies, Himalya Publishing House, New Delhi
2. Kalakota & Whinston: Frontiers of Electronic Commerce, Pearson Education; New Delhi



3. VK Jain & Hemlata: Enterprise Electronic & Mobile Commerce, Cyber Tech Publications, New Delhi.
4. Dr. CS Rayudu: E-Commerce E-Business, Himalaya Publishing House, Mumbai.
5. Afua A and Tucci: C: Internet Business Models and Strategies, McGraw Hill, New York.

**Paper – MC- 403E**  
**Legal and Security Issues in E-Commerce**  
**(Hard-core)**  
**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Legal Framework: Shrink-wrap-contracts,; Laws relating to online contracts; Jurisdiction of the owner website; Domain name- strategy of holding certain names; legal issues, registration, dispute and its resolution, Trademark- purpose, rights infringement, protection, dilution, registration, copyright vs. trademark, Trademark and domain name, Jurisdiction of domain name, trademark and copyright.
2. Indian Legislations: Consumer Protection Act; Information Technology Act 2000 (Classes).
3. Legal Issues: Jurisdiction, Export and Import regulations, Intellectual Property Rights (IPR), Cryptography and security, Contracts, Cross border transactions, Consumer protection, Copy right and trademark, Ethical issues resolution, Current status of implementation in India and world.
4. Competitor and Security: Principles of competitor monitoring; Competitor intelligence and its role in new product development; Security monitoring services, Firewall and other hardware and software considerations, Viruses and electronic sabotage.
5. Security Considerations: Copyright protection techniques, Policy and Procedures (SOP), Encryption, Security of sending and receiving messages & data, Sabotage & hacking vulnerabilities, Viruses, Wireless security issues, Cookies, Government protection in Internet crime and e-business security.

References:

1. CSV Murthy, E-Commerce Concepts: Models & Strategies, Himalya Publishing House, New Delhi
2. Kalakota & Whinston: Frontiers of Electronic Commerce, Pearson Education; New Delhi
3. VK Jain & Hemlata: Enterprise Electronic & Mobile Commerce, Cyber Tech Publications, New Delhi.
4. Dr. CS Rayudu: E-Commerce E-Business, Himalaya Publishing House, Mumbai.
5. Consumer Protection Act; Information Technology Act 2000.

**Paper – MC- 404E**  
**Financial and Other Issues in E-Commerce**  
**(Hard-core)**  
**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Market Access and Technology: Content translation into local language, Telecommunication infrastructure, bandwidth requirements and availability, development of a global standard on technology development and electronic transmission.
2. International Trade: Commercial issues and payment systems, Customs, taxation and insurance, Electronic payment system, Multiple currency transactions, Adoption of uniform commercial code, similar to UCC.
3. International Agencies: Role of international agencies involved in addressing these issues and their future initiatives, United Nation Commission in International Law (UNICITRAL), OECD, World Trade Organisation (WTO), Federal Trade Commission (FTC), World Intellectual Property Organisation,(WIPO), International Chamber of Commerce (ICC).

4. Accounting & Taxation Issues- GST on E-commerce.

5. Future Issues: Privacy and Confidentiality, Security, Redressal, Integration of the existing systems, Human resource availability and development, Security of the Networks, Management of change, Multicultural implications, Payment systems, Technology- integration with other communication media.

References:

1. GAAT/ WTO, Various publications,

2. Lew, Julton D.M. and clive Standbrook,; International Trading Law and Practice, Euromoney Publications, London.

## **Specialization: Banking and Insurance**

**Paper – MC- 401B**

### **Indian Banking System**

**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction: Indian financial system, financial intermediation, organized and unorganized financial system
2. Types of Banks in India: Commercial Banks, Foreign Banks, Co-operative Banks, Non-Banking financial intermediaries.
3. Banking Policies:
4. Capital Markets and Banking:
5. Micro Financing:

Suggested Readings:

- 1) Mittal R.K., Saini A.K. & Dhingra Sanjay, Emerging Trends in the Banking Sector, Macmillan
- 2) Gupta, Suraj Bhan, Monetary Economics, S. Chand & Co.
- 4) Vasudevan A, Money and Banking, Academic Foundation, New Delhi.

**Paper – MC- 402B**

### **Retailing and CRM in Banking**

**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction: Meaning and concept of retailing and retail banking, growing significance of retailing, Why Retail Banking?
2. Retail Products in Banks: Technological Retail Products offered to the customers, various cards, retail products offered By Banks, KYC Norms, etc.
3. New Generation Banks and Old Generation Banks:
4. CRM in Banking: Principles of customer relationship, relationship building strategies, etc.
5. Data Mining:

Suggested Readings:

1. Mittal R.K., Saini A.K. & Dhingra Sanjay, Emerging Trends in the Banking Sector, Macmillan.
2. Retail Banking, Shroff, T.F., Northern Book Centre, Daryaganj, New Delhi.
3. H. Peeru and a Sagadevan, Customer Relationship Management, Vikas Publishing House, Delhi.
4. CRM-Essential Customer Strategies for the 21st Century, Paul Greenberge, Tata McGraw Hill.

**Paper – MC- 403B**

### **General Insurance and Reinsurance**

**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction to General Insurance: Overview of the general insurance market, types of general insurances & their scopes, rules and regulations, etc.
2. Underwriting: Meaning, objectives, underwriting process & rating practices, factors for underwriting, underwriting hazards, etc.
3. Methods and rating of General Insurance:
4. Overview of Reinsurance:

5. Reinsurance Practices in India:

Suggested Readings:

1. G. Rejda, Principles of Risk Management & Insurance, Pearson.
2. Various Publications by Institute of Insurance.

**Paper – MC- 404B**  
**Life Insurance Schemes**  
**(Hard-core)**

**Full Marks 100 (Term End Exam- 80 and Internal Assessment 20)**

1. Introduction: Life Insurance products for individuals, various plans and riders of Life Insurance, etc.
2. Various Policies.
3. Policy forms and Documents.
4. Premium, Nominations & assignments, etc.
5. Computation of premium etc. and its accounting.

Suggested Readings:

1. M. N. Mishra, Principles of Insurance & Risk Management S Chand & Co.
2. G. Rejda, Principles of Risk Management and Insurance, Pearson.
3. Anderson, Sweeney and Williams, *Statistics for Business and Economics*, South Western International