

M.Com
FOURTH SEMESTER SYLLABUS
W.E.F 2022-2023

M.COM. IV SEMESTER SYLLABUS
QUANTITATIVE TECHNIQUES

| COURSE CODE: COM-504 NO. OF CREDITS: 04 SEMESTER: IV | | |
|---|---|-----------------|
| COURSE TITLE: MASTER OF COMMERCE | | |
| COURSE OBJECTIVES: | | |
| UNIT | COURSE CONTENT | Lectures |
| I | Operational Research Basics, application in business decision making , linear programming , model formulation, solution of LP problem, simplex method. | 12 |
| II | Transportation Problems, Method of solving Transportation Problem, assignment problems, method of solving assignment problems. | 12 |
| III | Inventory Management Techniques | 12 |
| IV | Decision Analysis & Decision Tree | 12 |
| V | Sequencing / Scheduling Method , PERT/ CPM Techniques Concept, (Notes:- Numerical Problems on Simplex Method, Transaction, Assignment, Inventory Management Techniques) | 12 |

Recommended Books:

- 1 Bhat S.K., Operation Research & Quantitative Techniques, Himalaya Publishing House;
- 2 Sharma Anand Operation Resear, Himalaya Publishing House;
- 3 Budnik, Frank S. Dennis Melavey, Richard Mojenda Principle of Operations Research, 2nd ed. Richard Irwin, Illois – All India Travelling Books seller , new Delhi, 1995.
- 4 Goud, F.J. etc. Introduction to Management Science, Englewood Cliffs, New Jersey, Printice hall inc. 1993.
- 5 Mathur, K and solow , D. Management Management Science, Englewood Cliffs, New Jersey, Printice hall inc. 1994.
- 6 Narag A.S. Linear Programming and Decision Making , New Delhi, Sultan Chand, 1995
- 7 Sharma J.K. Operations Research: Theory and Applications, New Delhi, Macmillan India Ltd., 1997.

SUBJECT: SECURITY ANALYSIS

| COURSE CODE: COM-505 | | NO OF CREDITS: 4 | SEMESTER: IV |
|---|---|-------------------------|---------------------|
| COURSE TITLE: MASTER OF COMMERCE | | | |
| COURSE OBJECTIVES: Update the subject knowledge among the students at corporate level about Securities and Portfolio Management. | | | |
| UNIT | COURSE CONTENT | LECTURES | |
| I | <u>Meaning and Definition of Investment, Security,</u> - Portfolios, Investments Alternatives and their evaluation, Qualities of Successful Investing. Capital Market Theory, Arbitrage Pricing Theory. | 12 | |
| II | <u>Security Pricing</u> – Factors influencing Valuation, Constant growth model, Security pricing models, Dividend discounting methods, P/E ratio model and Graham's Approach, | 12 | |
| III | <u>Trading in Securities:</u> Meaning and characteristics of options, Types of derivatives, Growth and advantage of derivative markets, Speculation and hedging. <u>Future Trading:</u> Futures contracts, Financial futures, Equity and Commodity futures in India. | 12 | |
| IV | <u>Analysis of Securities:</u> Technical Analysis, Strategy Analysis, Accounting Analysis, Financial Analysis. | 12 | |
| V | <u>Portfolio management:</u> What is a portfolio, risk and return in portfolio theory. Expected Return , Portfolio Selection Models ,Modern Portfolio Theory , Portfolio Management in Mutual Fund. | 12 | |

Recommended Books:

1. Avadhani V.A. "Securities Analysis & Portfolio Management", Himalaya Pub. House, Mumbai.
2. Singhi Preeti, "Investment Management", Himalaya Pub. House, Mumbai.
3. Sudhindra Bhatt, "Security Analysis and Portfolio Management", Excel Books Mumbai.
4. Prasanna Chandra, "Investment Analysis & Portfolio Management", Tata Mcgraw Hill, India.
5. Fischer, "Security Analysis & Management", Pearson Publication New Delhi.

SUBJECT: RESEARCH PROJECT

COURSE CODE:- COM-506

The candidate must undertake the project work based on practical training in a business firm for the period of Six Weeks. The student will be guided by the Teacher (Guide). The student shall submit research project to the Head of Department before theory examination. The project will be evaluated by the external examiner and the internal examiner jointly. The assessment of the project shall be made as follows.

Project contents - 50 marks

Project Presentation - 50 marks
& Viva Voce-

SUBJECT: INTERNATIONAL BUSINESS (Elective)

| COURSE CODE: COM-524 | | No. of Credits : 04 | Semester : IV |
|--|--|----------------------------|----------------------|
| Course Title : Master of Commerce | | | |
| Course Objectives : The objective of this course is to expose students about international business, its significance and basic knowledge | | | |
| Unit | Course Content | Lectures | |
| I | International Business: Nature, Importance & Scope, types of International Business, International Business Approaches. Theory of Competitive Approaches, modern approach to International Business, problem of trade & aid to developing Country. | 12 | |
| II | International Business Decision: Mode of Entry, Marketing Mix, Factors affecting in International Business. The legal, Technological, Political, Sociological environment. | 12 | |
| III | Role of International Institutions. GATT, WTO, ECM, IME, IDRD, IFC, UNCTAD. Recent trends in world trade Multinational Corporation. | 12 | |
| IV | International Business promotion in India. EXIM policy, Export promotion board of India. Recent trends in India's Foreign Trade, International Marketing Mix. Logistics-Distribution Channels barriers in Trade-Trade & Non-trade Barriers. | 12 | |
| V | Ethics & Social Responsibilities in International Business, Nature of ethics and Social Responsibilities in International Business- Ethics in cross channel and distribution context. Social responsibility in cross cultural and International context. Regulation in International ethics and social responsibility. | 12 | |

Recommended Books:

- 1) Subha Rao P. "International Business (Text & Cases), Himalaya Publication house.
- 2) Avadhani V.A, "Global Business" Himalaya Publication house.
- 3) Oded Shenkar & Yadong Luo, "International Business" Wiley India.
- 4) Hyun-Sook Le., "International Business-Country Culture", Excel Books.
- 5) Jeevanandan C., "International Business", S. Chand & Co.

M.Com
THIRD SEMESTER SYLLABUS
W.E.F 2022-2023

M.COM. III SEMESTER SYLLABUS**RESEARCH METHODOLOGY**

| | | |
|---|---|-----------------|
| COURSE CODE: COM-501 NO. OF CREDITS: 04 SEMESTER: III | | |
| COURSE TITLE: MASTER OF COMMERCE | | |
| COURSE OBJECTIVES: to expose the students with research process, data collection and analysis, sampling, report writing etc. | | |
| UNIT | COURSE CONTENT | Lectures |
| I | Introduction: Definition- Meaning and nature- scope – objectives of Research – Merits and demerits. | 10 |
| II | Planning Research Project: Identification, selection and formulation of a problem – Research design – types of research. | 10 |
| III | The process of Research: Review of literature, Hypothesis, Objectives, Primary synopsis, Method of investigation, survey method, case study method, experimental method and scientific method. | 10 |
| IV | Method of data collection:- Primary data, Observation, Interview, Telephonic , and mail survey. Secondary Data : tests, cumulative record cards, schedules, questionnaires an pilot study. | 10 |
| V | Sampling: Classification tabulation & scaling of data, Theoretical base of sampling, Probability and Non - Probability, sampling types. | 10 |
| VI | Report Writing: Nature, Types and Contents of Reports- Steps in drafting the reports | 10 |

Recommended Books:

- 1 Micheal V.P. Research methodology in Management Himalaya Publishing House Pvt. Ltd. 2009
- 2 Nakkiram, Selvaraju, . Research methodology in Social Science, Himalaya Publishing House Pvt. Ltd. 2009.
- 3 Thanulingam, N. Research methodology Himalaya Publishing House.
- 4 Nandgopal R. Research methodology Himalaya Publishing House .
- 5 Gupta S. P. Statistical Methods, in Business, Himalaya Publishing House.
- 6 Golden, Bddle, Koren and koren D. Locke: Composing qualitative Research, Sage Pub. 1997.
- 7 Fox. J.A. an P. E. Tracy: Randomized Response : A method of sensitive survey , sage pub. 1986.

HUMAN RESOURCE PLANNING AND DEVELOPMENT

| COURSE CODE. : COM-502 | | No. of Credits : 04 | Semester : III |
|--|--|---------------------|----------------|
| Course Title : Master Of Commerce | | | |
| Course Objectives : The objective of this course is to expose students to the Human Resource Planning methodologies and the various aspects of HR Practices. | | | |
| Unit | Course Content | Lectures | |
| I | Fundamentals of Human Resource Planning : Introduction, Definition, Needs, Objectives, Scope and Benefits of H.R. Planning Factors affecting HR Planning, Tools of HR Planning. | 12 | |
| II | Job Analysis : Introduction, Job Content Factors, Characteristics, of Job Design, Methods, Techniques and Steps in Job Design, Job Analysis, Methods of Analysis – Job Evaluation, Steps and Types, Limitations of Analysis – Concept of Work Measurement. | 12 | |
| III | Training and Development : Need, Classification and Steps for Designing the Training Programmes, Training Methods – Training Evaluation models, Career Development, Its Meaning, Needs, Types and issues, Succession Planning. | 12 | |
| IV | Performance Management : Meaning and Definition, Standards of Performance, Performance Metric, Types and Methods of Performance Appraisal. | 12 | |
| V | Strategic Human Resource Development : Concept and Definition of Strategy, Strategic HRD and Strategic HRM, different Levels of HRD Strategy, HRD Vision and mission, HRD Goals and Objectives. | 12 | |

Suggested Readings :

- 1) Shirrudrappa and Others : Human Resource Management, Himalaya Publishing House.
- 2) Subba Rao : Human Resource Management, Himalaya Publishing House.
- 3) D. Kumar : Human Resource Management, Excell Books.
- 4) Bhattacharya D.K. : Human Resource Planning, Excell Books.
- 5) Tripathy P.C. : Human Resource Development, S.Chand & Co.
- 6) Holloway, J. : Performance Measurement and Evaluation, New Delhi, Sage.

SUBJECT: BUSINESS LEGISLATION

| COURSE CODE: COM-503 | | NO OF CREDITS: 4 | SEMESTER: III |
|--|--|-------------------------|----------------------|
| COURSE TITLE: Master of Commerce | | | |
| COURSE OBJECTIVES: Update knowledge about different Business Legislation in Practice. | | | |
| UNIT | COURSE CONTENT | LECTURES | |
| I | <u>The Companies Act 2013</u> Definition, Types of Companies, Memorandum of Association, Articles of Association, Prospectus (Relevant Provisions) | 12 | |
| II | <u>Share Capital</u> , Membership, Meetings and Resolutions (Relevant Provisions) | 12 | |
| III | <u>Company Management</u> , Managerial Remuneration., Winding up and Dissolution of Companies. (Relevant Provisions.) | 12 | |
| IV | <u>Security Markets</u> : SEBI Act 1992, Organisation and Objectives of SEBI, Powers under Securities Contract Regulations Act 1956 transferred to SEBI (powers are to be studied in brief) role of SEBI in controlling the Security Markets. | 12 | |
| V | <u>Consumer Protection Act 1986</u> : Salient Features, Definition of Consumer, Grievance Redressal Machinery. | 12 | |

Recommended Books:

1. Amarchand, D.' Government and Business', Tata McGraw Hill, New Delhi.
2. Avadhani V.A. 'SEBI Guidelines and Listing of Companies', Himalya Publishing House, Delhi.
3. Ramaiya, A: Guide to Companies Act', Wadhwa Co., 1996.
4. Sebi, Act 1992, Nabhi Publication, Delhi.
5. Securities (Contract and Regulation) Act, 1956.

INTERNATIONAL MARKETING (Elective)

| | | | |
|--|--|---------------------------|----------------------|
| COURSE CODE: COM-521 | | NO. OF CREDITS: 04 | SEMESTER: III |
| COURSE TITLE: MASTER OF COMMERCE | | | |
| COURSE OBJECTIVES: To make the students understand the importance of international marketing, entry strategies, foreign market selection, product development and distribution. | | | |
| UNIT | COURSE CONTENT | Lectures | |
| I | Introduction to International Marketing: Nature and Significance; complexities in International Marketing' transaction from domestic to International Marketing; international Market orientation – EPRG Framework; International Market entry strategies. | 10 | |
| II | International Marketing environment; Internal environment; External environment geographical. Domestic, economics socio-cultural, political and legal environment, impact of environment on International Marketing decision. | 10 | |
| III | Foreign Market Selection: Global marketing segmentation: selection of foreign markets; International positioning. | 10 | |
| IV | Product decision: product planning for global markets: Standardization Vs product adaptation; new product development; Management of international brands: packaging and labeling; provision of sales related services. | 10 | |
| V | Pricing & Promotion Decision: Environmental influences on pricing decisions; international pricing policies and strategies. Complexities and issues: international advertising, personal selling. Sales promotion and public relation. | 10 | |
| VI | Distribution Channel and Logistics: Function and types of Channel. Channel selection decision selection of foreign distributions agents and managing relations with them: International logistics decisions. | 10 | |

Suggested Readings:

- 1.Czinkota.M.R.: International Marketing. Dryden press, Bosten.
- 2.Fayrweather, john; International Marketing. Prentice Hall, New Delhi.
- 3.Jain S.C. International Marketing.
- 4.Onkvisit, Sak and John J. Shaw: International Marketing: analysis and Strategy, Prentice Hall,New Delhi.
- 5.Paliwoda.. (E.D.): International Marketing.
- 6.Paliwoda Stanley J: The Essence of International Marketing, Prentice Hall New Delhi.

Additional Readings:

- 1.Cherunilam, Francis, "International Marketing", Himalaya Publishing House.
- 2.Rathore, Rathore & Jani, "International Marketing", Himalaya Publishing House.
- 3.Nargundkar R., "International Marketing", Himalaya Publishing House.