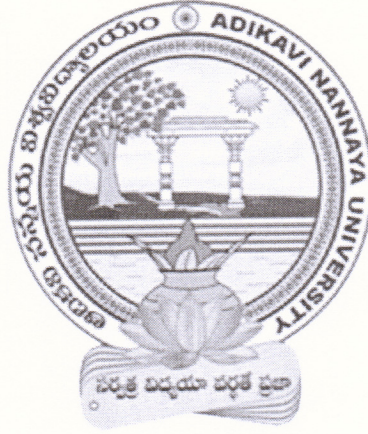


ADIKAVI NANNAYA UNIVERSITY
UNIVERSITY COLLEGE OF ARTS & COMMERCE
RAJAMAHENDRAVARAM - 533 296



DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

M. Com Syllabus

(W.e.f 2019-2020)

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PROGRAM OUTCOME

The program aims to inculcate analytical skills, communication skills, statistical knowledge, business management skills, teaching and research skills in the students. Therefore, who are interested in becoming teachers, lecturers, professors and pursue higher education (M. Phil., Ph.D.) usually opt this program.


After the completion of the program, rather than going into teaching and research, students can also explore a plethora of job opportunities in the fields of Accountancy, Financial Consultancy, Tax Consultancy, Insurance management, Banking sector, Investment Banking, Economic Advisory services, Chief Managers in companies of their choice irrespective of the job sectors and many more.

Usually many students after the completion of the program opt to do Chartered Accountancy (CA) and the Institute of Cost and Work Accountants of India (ICWAI) apart from other national and internationally acclaimed certificate courses in the field of banking, finance, insurance, economics and management.

Hence the program with its revised structure is offering courses in Micro Finance, Entrepreneurship Development, Corporate Accounting, Strategic Cost Management, Management Control Systems, Security Analysis and Portfolio Management, International Financial Management, Financial Derivatives, Financial Markets and Services, Auditing and Assurance, Direct Taxes, Indirect Taxes, Tax Planning and Management, Rural Banking and Advanced Banking which will certainly provide an edge for the students to seek better career opportunities.

Course Objective:


With the opening up of liberal globalized economy and various privatization processes, all the business sectors are witnessing a tremendous growth. The world economy is drastically transforming with many new sunrise sectors like financial services, consultancies etc coming up. The new scenario is creating a huge demand for careers in Commerce and Business. This situation has given rise to the need for streamlining the curricula of Commerce education at all levels so as to make it meaningful and compatible with the changing trends. The program is particularly aimed for those students who want to become experts in different fields of banking and finance.


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PROGRAM STRUCTURE

S.No	Course Code	Title	Total Marks	Internal Exam Marks	Sem End Exam Marks	Teaching Hours/ week	Credits
SEMESTER-I							
1		Principles of Management	100	25	75	5	4
2		Business Environment	100	25	75	5	4
3		Business Economics	100	25	75	5	4
4		Business Communication & Soft skills	100	25	75	5	4
5		Advanced Management Accounting	100	25	75	5	4
SEMESTER-II							
1		Financial Management	100	25	75	5	4
2		Human Resource Management	100	25	75	5	4
3		Marketing Management	100	25	75	5	4
4		Research Methodology & Quantitative Techniques	100	25	75	5	4
5		Computer Application in Business	100	25	75	5	4
SEMESTER-III							
1		Micro Finance	100	25	75	5	4
2		Entrepreneurship Development	100	25	75	5	4
3		Corporate Accounting	100	25	75	5	4
4		Strategic Cost Management	100	25	75	5	4
5		Management Control Systems	100	25	75	5	4
6		Security Analysis and Portfolio Management	100	25	75	5	4
7		International Financial Management	100	25	75	5	4
8		Financial Derivatives	100	25	75	5	4
SEMESTER-IV							
1		Financial Markets and Services	100	25	75	5	4
2		Auditing and Assurance	100	25	75	5	4
3		Direct Taxes	100	25	75	5	4
4		Indirect Taxes	100	25	75	5	4

5		Tax Planning and Management	100	25	75	5	4
6		Advanced Banking	100	25	75	5	4
7		Rural Banking	100	25	75	5	4
8		Financial Institutions	100	25	75	5	4
		Project Report	50				4
		Comprehensive Viva Voce	50				4
GRAND TOTAL			2100				


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**Courses having focus on Employability/ Skill Development/
Course Possess Entrepreneurship**

S.No	Course Code	Title	Does the Course Having Employability	Does the Course Provides Skill Development	Does the Course Provides Entrepreneurship
1		Principles of Management
2		Business Environment
3		Business Economics
4		Business Communication & Soft skills
5		Advanced Management Accounting
6		Financial Management	√
7		Human Resource Management	√
8		Marketing Management	√
9		Research Methodology & Quantitative Techniques
10		Computer Application in Business
11		Micro Finance
12		Entrepreneurship Development	√
13		Corporate Accounting	√
14		Strategic Cost Management	√
15		Management Control Systems
16		Security Analysis and Portfolio Management	√
17		International Financial Management	√
18		Financial Derivatives	√
19		Financial Markets and Services
20		Auditing and Assurance	√
21		Direct Taxes	√
22		Indirect Taxes	√
23		Tax Planning and Management	√
24		Advanced Banking	√
25		Rural Banking	√
26		Financial Institutions	√

SEMESTER – I
COURSE - I
PRINCIPLES OF MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: By the end of the course, the student will understand the tasks and functions of management and will be acquainted with the developments in the concepts, theories and practices in field of management or start-ups.

Course Objective: To familiarize the students with basic management concepts and the process of organization.

Unit-I: Introduction:- Concept of Management - Definition, Nature, Purpose, Scope and Significance – Evolution of Management Thought – Approaches to Management – Process of Management – External Environment Functions of Management.

Unit-II: Planning:- Types of Plans – Course Objectives, Management by Course Objectives, Planning Premises Decision Making: Decision Making Process – Decision Tree Analysis.

Unit-III: Organization:- Principles of Organization: Formal and Informal Organization – Span of Control – Delegation of Authority – Centralization and Decentralization – Line and Staff Conflict and Cooperation.

Staffing Process:- Nature and purpose of staffing – Executive Development Programme (EDPs).

Unit-IV: Directing:- Elements of Directing - Motivation – Leadership – Concept, Styles, Theories – Managerial Grid: Likerts Four Systems of Leadership.

Unit – V: Control:- Process of Control, Techniques of Control, PERT and CPM.

Suggested Reading:

1. A. Pardhasaradhy & R. Satya Raju., (2004). Management Text and Cases, New Delhi:Prentice Hall of India.
2. Bajaj., (2005). Management Processing and Organization, New Delhi:Excel Publications.
3. Heinz Weihrich and Harold Koontz.,(2006). Essentials of Management, New Delhi:Tata McGraw Hill Publishing Company.
4. James A. F. Stoner, R. Edward Freeman and Daniel R. Gilbirth Jr., (1995). Management, New Delhi : Prentice Hall of India.
5. R.K. Suri.,(2005). Organizational Behaviour, New Delhi:Wisdom Publications.
6. Stephen Robbins and Mary Coulter.,(2018). Management, 14th Edition, New Delhi : Prentice Hall of India.


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7. Tripathy and Reddy.,(2005). Principles of Management, New Delhi:Tata McGraw Hill Publishing Company.

**SEMESTER – I
COURSE - II
BUSINESS ENVIRONMENT**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to develop among the students, the ability to understand and scan business environment in order to analyze opportunities and take decisions under uncertainty.

Course Objective: To familiarize the students with the business environment prevailing in India and international and understand its implications to business.

Unit-I: Business Environment:- Nature and scope - Significance – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges.

Unit-II: Structure of Indian Economy:- Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors - Industrial Policy of the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy - Subsequent policy Statements.


Unit-III: Indian Companies:- Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging Trends in Indian Business Environment.

Unit-IV: International Trade Theories:- Balance of Payments – Concepts, Disequilibrium in BOP Structural, Cyclical and Monetary Disequilibrium, Methods, Trade Barriers and Trade Strategy - Free Trade vs. Protection- Foreign Exchange Market.

Unit-V: Globalization:- International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International Trade Stocks – Course Objectives; WTO Origin, Course Objectives, Organization Structure and Functioning – WTO and India.

Suggested Reading:-

1. Francis Cherunilam., (2005). International Business: Text and Cases, New Delhi: Prentice Hall of India.
2. K. Aswathappa., (2009). Essentials of Business Environment, New Delhi: Himalaya Publishing House.
3. K.V.Sivayya and VBM Das., (2008). ‘Indian Industrial Economy, New Delhi: Sultan Chand Publishers.
4. Pandey G.N., (1997). Environmental Management, New Delhi: Vikas Publishing House.
5. Raj Agarwal.,(2002). Business Environment, New Delhi: Excel Publishing House Ltd.
6. Sundaram & Black., (1995). International Business Environment Text and Cases, New Delhi: PHI


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Publications.

7. Suresh Bedi., (2004). Business Environment, New Delhi: Excel Publishing House Ltd.

SEMESTER – I
COURSE - III
BUSINESS ECONOMICS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, Students will develop managerial perspectives on economic concepts and theories which aid in the application of theories in decision making.

Course Objective: To enable the students to understand economic concepts and theories and their application in management decision-making.

Unit-I: Introduction:- Nature and Scope of Business Economics; Course Objectives of the Firm – Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization Vs. Wealth Maximization; Demand Forecasting – Methods of forecasting demand for Existing and New Products, Criteria for Good Forecasting Method.

Unit-II: Production Analysis and Cost Analysis:- Production Function – Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function and C.E.S. Production Function; Cost-Output Relationships – Short and Long Run; Cost Oriented Pricing Methods – Full Cost Pricing, Marginal Cost and Differential Cost Pricing.

Unit-III: Market Analysis:- Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly and Duopoly.

Unit-IV: Profit Analysis:- Meaning of Profit, Limiting Factors of Profit, Criteria for Standard Profit: Theories of Profit; Business Forecasting – Nature and Scope of Forecasting and Different Methods of Business Forecasting and their Advantages and Disadvantages.

Unit-V: Macro Economic Concepts:- National Income, Trade Cycles, Inflation, Monetary and Fiscal Policies.

Suggested Reading:

1. Dwivedi, D.N., (2003). Managerial Economics, New Delhi:Vikas Publishing House Pvt. Ltd.
2. Dwivedi, D.N., (2002). Macro Economics; Theory and Policy, New Delhi:Tata McGraw Hill Publishing Company.


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3. Joel Dean.,(1972). Managerial Economics, New Delhi: Prentice Hall Ltd.
4. Mehatha P.L., (2016). Managerial Economics, New Delhi:Sultan Chand & Company.
5. Mote, Paul & Gupta., (2001). Managerial Economics, New Delhi:Tata McGraw Hill Publishing Company.
6. Mukherjee Sampat., (1996). Business and Managerial Economics (In the Global Context), Third Edition, Kolkatta:New Central Book Agency (P) Ltd.
7. Varshney, R.L. and Maheswari, K.L., (2014). Managerial Economics, New Delhi:S. Chand & Company Ltd.

SEMESTER – I
COURSE - IV
BUSINESS COMMUNICATION & SOFT SKILLS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to develop communication skills among the students, so as to interact, motivate others. Their communication skills will help them to become efficient employees of the organization in which they will work.

Course Objective: To equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Unit-I: Importance of Communication in Business Organizations:- Communication Course Objectives –Types of Communication - Communication Barriers – Communication Gateways – Developing Listening Skills – Influence of Culture on Communication – Media of Communication: Written, Oral, Visual – Audio Visual Communication- Use of Electronic Media in Business Communication.


Unit-II: Interpersonal Communication:- Intrapersonal Communication – Communication Models: Exchange Theory – Johari Window – Transactional Analysis, Communication Styles – Completing Job Application forms with required details – Effective techniques of making and accepting offers – Efficient written offer making and accepting.

Unit-III: Business Correspondence:- Meaning, Scope and Significance – Formal, Informal and Semiformal introductions – Understanding and writing letters –Planning effective initial business letters and responses – email writing skills, call taking skills.

Report Writing – Meaning and Significance; Structure of Reports – Formal Reports – Informal Reports.

Unit-IV: Meetings and Oral Presentations:- Presentations of oral instructions – effective presentation of written instructions - Basic presentation techniques – Use of information in presenting product features – Oral and written conventions for expressing numerical information in English.

Unit – V: Feedback and Evaluation: Giving feedback to others – Use of questions in self-assessment elicitation – Functional language of agreement and opinion giving – Use of tone and


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intonation in good/bad feedback – Use of emphatic structures in English- Use of conditionals to discuss future possibilities – Discourage strategies for effective relationship – Team building skills.

Suggested Reading:

1. Biswajit Das., (2007). Business Communication Personality Development, New Delhi : Excel Publishing House Ltd.
2. Bovee, Thill and Schatzman., (2003). Business Communication Today, New Delhi : Pearson Education Limited.
3. Jerry C. Wofford, Edwin A. Gerloff and Robert C. Cummins., (1977). Organisational Communication – The Key Stone of Managerial Effectiveness, New York: Tata McGraw Hill.
4. McGrath.,(2004). Basic Managerial Skills for All, 5th edition., New Delhi:Prentice Hall of India.
5. Meenakshi Raman., (2012). Business Communication, New York:Oxford University Press.
6. Parag Diwan., (2009). Business Communication, New Delhi: Excel Publishing House Ltd.,
7. Scot Ober., (2009). Contemporary Business Communication, New Delhi: Wiley India.
8. Urmila Rai & S.M. Rai.,(2009). Business Communication, Mumbai:Himalaya Publishers.

SEMESTER – I
COURSE - V
ADVANCED MANAGEMENT ACCOUNTING

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

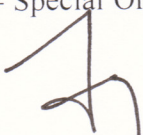
Course Outcome: The course aim to equip the students with the principles/techniques of accounting, and utilization of finance / accounting information for the planning, decision-making and control in the organizations.

Course Objective: To develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

Unit-I: Management Accounting:- Nature, Scope and Importance. Management Accounting Vs. Financial Accounting – Role of Management Accountant in an Organization.

Unit-II: Cost Concepts for Decision Making:- Meaning of Marginal costing, basic characteristics and assumptions of marginal costing – Marginal costing vs Absorption costing – CVP analysis: meaning, Course Objectives and limitations – Concept of Break Even Point, profit volume graph and profit planning – Break even analysis of multi product firms. (Theory and Problems).

Unit-III: Managerial Applications in Decision Making:- Decisions on Product Mix Alterations – Product Additions and Deletion Decisions – Special Order Pricing – Make or Buy Decisions – Key


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factor analysis – Sell or further processing decisions of Joint and By Products (Theory and Problems).

Unit-IV: Standard Costing:- Definition and Meaning – Significance – Applications of Standard Costing – Types of Standards – Advantages of Standards – Standard Costing System – Installation of Standard Costing System – Functions and features of Standards Costing System – Variance Analysis (Material, Labour and Overheads) (Theory and Problems)

Unit-V: Budgeting:- Types of Budgets – Financial Budgets – Operating Budgets (Cash Budget and Production Budget) – Fixed and Flexible Budget – Concepts of Performance Budgeting and Zero Based Budgeting. (Theory and Problems)

Suggested Reading:

1. I.M. Pandey., (2001). Management Accounting, New Delhi:Vikas Publishing House.
2. Khan and Jain.,(2010). Management Accounting, New Delhi:Tata McGraw Hill Company.
3. Kulshrestha, N.K., (2016). Management Accounting, New Delhi:Tata McGraw Hill.
4. Maheswari, S.N.,(2014). Principles of Management Accounting, New Delhi:Sultan Chand & Sons.
5. N.M. Singhvi., (2016). Management Accounting: Text and Cases, New Delhi:Prentice Hall of India.
6. Ravi M. Kishore., (2006). Management Accounting, New Delhi:Taxman Publications Private Ltd.
7. Sahaf M.A.,(2013). Management Accounting Principles and Practice, Mumbai:Vikas Publishing House.
8. T.P. Ghosh.,(2009). Fundamentals of Management Accounting, New Delhi:Excel Publishing House Ltd.

**SEMESTER – II
COURSE –I
FINANCIAL MANAGEMENT**


Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students can analyze complicated scientific and professional problems, view a situation critically, address the current financial management issues of a company and take right decisions in business organizations.

Course Objective: To develop an understanding of the Finance functions and relevant techniques of financial administration.

After completion of this course student will get an opportunity to work as Financial Manger in any reputed organizations

Unit-I: Introduction:- Nature, Scope and Course Objectives of Financial Management: Finance Function – Profit Goal vs. Wealth Goal Maximization; Techniques of Financial Analysis: Funds Flow Analysis and Ratio Analysis Role of Financial Manager in Modern Environment.


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Unit–II: Investment Decision:- Techniques of Appraisal; Process of Capital Budgeting – Risk Vs. Return Traditional and Modern Techniques. (including problems).

Unit–III: Financing Decisions:- Capital Structure – Determinants; Leverages – Financial, Operating and Combined: Cost of Capital. (including problems)

Unit–IV: Dividend and Retained Earnings:- Dividend Policy Decisions; Parameters, Dividend Models; Policies Regarding Retained Earnings.

Unit–V: Working Capital Management:- Concept, Need and Determinants of Working Capital - Working Capital Cycle – Working Capital Policy.

Suggested Reading:

1. Brearley, Richard and Myers, Steward., (2011). Principles of Corporate Finance, New York: McGraw Hill
2. Chandrabose., (2011). Fundamentals of Financial Management, New Delhi:PHI Learning Pvt. Ltd.
3. Khan, M.Y. and Jain., (2007). Financial Management, New Delhi:Tata McGraw Hill Publishing Company Ltd.
4. Kulakarni. P.V.,(2015). Financial Management, Mumbai:Himalaya Publishing Houses Pvt. Ltd.
5. Maheswari, S.N., (2019). Financial Management, New Delhi: Sultan Chand and Sons.
5. Pandey, IM.,(2016). Financial Management, New Delhi: Vikas Publishing House.
6. Prasanna Chandra., (2008). Financial Management, New Delhi:Tata McGraw Hill Publishing Company Ltd.
7. Sheeba Kapil.,(2015). Financial Management, New Delhi: Pearson Education.

SEMESTER – II
COURSE –II
HUMAN RESOURCE MANAGEMENT


Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to provide the students the knowledge of:

- Analyzing information needs of HR wings of organization.
- Applying current and emerging information technologies to support the functions of human resources.
- Developing, implementing and evaluating organizational strategies for effective functioning.

Course Objective: To enable the students to familiarize with the main aspects of Human Resource Management at the organization level and apply the same in managing the Human Resources.

After completion of this course student can work in various managerial positions in HR Departments at various organizations.


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Unit-I: Human Resources Management:- Concept, Significance and Evolution; Functions of HR Manager, Place of HR Department in Organization.

Unit-II: Human Resource Planning:- Significance – Methods and Techniques - Job Analysis – Recruitment and Selection Processes - Induction – Placement – Promotion and Transfers.

Unit-III: Training and Development:- Significance – Identification of Training Needs – Employee Training Methods – Executive Development Methods – Evaluation of Training and Development Programmes.

Unit-IV: Wage and Salary Administration:- Wage Concepts; Job Evaluation – Methods & Techniques Wage Structure & Policy – Wage Differentials – Wage Payment Methods – Incentives – Fringe Benefits – Performance Appraisal: Scope & Significance – Methods of Appraisal - Limitations of Appraisal.

Unit – V: Industrial Relations:- Significance, Causes of Disputes and Settlement - Collective Bargaining - Employee Participation in Management.

Suggested Reading:

1. Deepak Kumar B., (2012). Human Resource Management, New Delhi:Excel Publications.
2. Jyothi and Venkatesh., (2002). Human Resource Management, New Delhi: Oxford University Press.
3. K. Aswathappa.,(2007). Human Resource and Personnel Management, New Delhi:Tata McGraw Hill Publishing Ltd.
4. N.K. Singh., (2002). Human Resources Management, New Delhi:Excel Publications.
5. P. Subba Rao., (2020). Personnel and Human Resource Management, Mumbai: Himalaya Publishing House Pvt., Ltd.
6. Venkat Ratnam C.S., and Srivastava B.K., (1994). Personnel / Human Resource Management, New Delhi:Tata McGraw Hill Publishing Ltd.

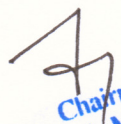
**SEMESTER – II
COURSE –III
MARKETING MANAGEMENT**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course students will be able to apply the knowledge, concepts, tools and techniques that are necessary to overcome challenges and issues of marketing in a changing technological landscape and will also be able to develop creative solutions to the current marketing problems.

Course Objective: To develop an understanding of the concepts, strategies and issues involved in marketing and its management.

After completion of this course student will get an opportunity to work as various managerial positions in Marketing divisions in service sectors


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Unit-I: Importance of Marketing:- Concepts – Approaches to the Study of Marketing – Marketing Environment.

Unit-II: Consumer Behaviour:- Market Segmentation – Market Targeting and Positioning – Marketing Information System and Research.

Unit-III: Marketing Mix:- Product Planning – New Product Development – Product Life Cycle – Branding Packaging – Product Mix Management.

Unit-IV: Pricing:- Course Objectives – Methods and Strategies – Distribution – Channel Selection and Management Retail Management.

Unit-V: Promotion:- Integrated Marketing Communications: Personal Selling – Advertising – Sales Promotion, Publicity and Public Relations – Direct Marketing: Evaluation of Communication Effort.

Suggested Reading:

1. Arun Kumar, N. Meenakshi., (2016). Marketing Management, Mumbai:Vikas Publishing House.
2. Dr. R.L.Varshney and Dr. S.L. Gupta.,(2015). Marketing Management Text and Cases, New Delhi:Sulthan Chand & Sons.
3. Philip Kotler and Kevin Lane Keller., (2016). Marketing Management, New Delhi: Prentice Hall of India.
4. S. Jayachandran., (2004). Marketing Management: Text and Cases, New Delhi: Excel Publications.
5. V. J. Ramaswami and S. Namakumari., (1991). Marketing Management, New Delhi: Macmillan Indian Publishers.
6. William J Stanton & Futrell., (1987). Fundamentals of Marketing, US:Tata McGraw Hill.

SEMESTER – II
COURSE –IV
RESEARCH METHODOLOGY & QUANTITATIVE TECHNIQUES

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to impart to the students the ability to identify the overall process of designing a research study and also apply the tools of research, calculate and to interpret numerous statistical values and appraise their value to the business manager.

Course Objective: To equip the students with the basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Unit-I: Meaning and Importance of Research:- Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.


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Unit-II: Research Design:- Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling – Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non-Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.

Unit-III: Data Collection:- Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

Unit-IV: Quantitative Techniques:- Meaning – Nature and Scope – Importance in Research.

Unit-V: Measures of Central Tendency:- Measures of Dispersion – Simple Correlation and Regression Analysis.

Suggested Reading:

1. C.R. Kothari., (2004). Research Methodology, New Delhi: New Age International Publisher.
2. Donald R. Cooper & Pamela S. Schindler.,(2006). Business Research Methods, 8th Edition, New Delhi:Pearson Education.
3. Gupta and Khanna., (2011)., Quantitative Techniques for Business Managers, New Delhi:PHI
4. Kothari C.R., (2007).Quantitative Techniques, Mumbai:Vikas Publications.
5. Mark Saunders Philip Lewis Adrian Thornbill.,(2015). Research Methods for Business New Delhi: Tata McGraw Hill India.
6. Tulasian P.C., and Vishal Pandey.,(2006). Quantitative Techniques: Theory and Problems, New Delhi: Pearson Education.
7. V.P. Michael.,(2016). Research Methodology in Management, Mumbai:Himalaya Publishing House.

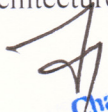
SEMESTER – II
COURSE –V
COMPUTER APPLICATIONS IN BUSINESS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aim to impart hands on experience to let the students use the ICT tools for effective communication, presentations, to perform office tasks at various level of the management and to know ethical decisions related to e-commerce considering laws, privacy, and security.

Course Objective: Objective of this course is to provide an insight into basic features of Computer Systems and their Applications in Business Decision Making.

Unit-I: Introduction to Computer Concepts:- Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input-output Devices.


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Unit-II Software Concepts:- Types of software – Software: its nature and qualities — Windows Operating System Functions.

Unit-III: MS Office:- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels.

Computer Networks:- Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies.

Unit-IV: E-commerce:- Meaning, Advantages and Disadvantages of E-Commerce – Conducting Business On-line – Issues in implementing in E-Commerce – Comparison between Traditional Commerce and E-Commerce – Incentives for engaging E-commerce.

Unit-V: Electronic Data Interchange (EDI):- Concept – History of EDI – Phases of EDI – Business Models – Major types of E- Commerce models.

Suggested Reading:

1. David Whitley.,(2001).E-Commerce: Strategy, Technologies and Application, New Delhi: Tata Mc Graw Hill Publishing Company Ltd.,
2. Mahadeo Jaiswal, Monika Mittal.,(2004). Management Information Systems, Oxford University Press.
3. Parag Diwan and Sunil Sharma., (2002). E-Commerce, New Delhi:Excel Books.
4. Parameswaran., (2008). Computer Application in Business, New Delhi: S. Chand Publisher.
5. Sanjay Saxena and Prathpreet Chopra.,(2006). Computer Applications in Management, Vikas New Delhi:Publishing House.
6. Sudalaimuthu & Anthony Raj.,(2017). Computer Applications in Business, Mumbai:Himalaya Publishing House Pvt., Ltd.,

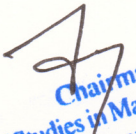
**SEMESTER III
COURSE – I
MICRO FINANCE**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to create awareness among the students about different micro financial institutions and various micro finance products offered to SHGs all over India.

Unit-I: Overview of Microfinance:- Indian rural financial system, introduction to microfinance, concepts, products (savings, credit, insurance, pension, equity, leasing, hire purchase service. Micro finance in kind, Micro-remittances. Micro-securitization, franchising etc.). Micro finance models (Generic models viz., SHG, Grameen and Co-operative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen model, NMDFC model.

Unit-II: Catalyst Role of NGOs:- Educating and formation of SHGs, Linkages with Banks & Markets, Liasoning with Government Dept. Capacity building of SHGs members about value additions, record keeping etc. Praising of Micro Finance Products: Purpose base, Activity base,


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Economic class base open bidding etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting adding to corpus.

Unit-III: Gender Issues in Micro finance and Conflict Resolution in Microfinance:- Client impact studies measuring impact of microfinance and microenterprises. Micro enterprise: Characteristics, merits and demerits.

Unit-IV: Commercial Microfinance:- MFIs: Evaluating MFIs – Social and Performance Metrics, Fund structure, Value added Services. The rise of commercial Microfinance – Transforming NGOs, Structure of Microfinance Industry and Constraints on MFI Growth. The partnership model – MFI as the servicer. Credit Rating of MFIs: Need and basic criteria/indicators for rating MFIs-Credit rating agencies in India and abroad - CAMEL – ACCION rating tools: An introduction.

Unit-V: Micro insurance:- Products, eligibility, insurance premium and claim administration systems, regulatory guidelines, relevant cases. Micro-securitization. Financial inclusion and micro-finance. Role of NABARD in Microfinance promotion. Field visits and field surveys are recommended.

Suggested Reading:

1. Beatriz Armendariz and Jonathan Morduch.,(2005). The Economics of Microfinance, New Delhi:Prentice Hall of India Pvt. Ltd.,
2. C.K. Prahalad.,(2006). The Market at the Bottom of the Pyramid, The Fortune at the Bottom of the Pyramid, Philadelphia:Wharton School Publishing.
3. Joanna Ledgerwood., (1998). Microfinance Handbook: An Institutional and Financial Perspective, New Delhi:Prentice Hall of India Pvt. Ltd.
4. Jorritt De Jong, et al.,(2008). Microfinance in Access to Government, UK:Cambridge.
5. Malcolm Harper.,(2003). Practical Microfinance: A Training guide for South Asia, New Delhi:University Press Ltd.,
6. S. Teki and R.K. Mishra., (2012). Microfinance & Financial Inclusion, New Delhi:Academic Foundation.

SEMESTER – III COURSE –II ENTREPRENEURSHIP DEVELOPMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to impart to the students crucial life skills that will help them navigate the uncertain future. Students from different social and economic backgrounds will be benefited from the course. It helps them to cultivate unique skills and think out of the box. It creates opportunity, instills confidence, ensures social responsibility, reduces unemployment and stimulates the economy.

Course Objective: Objective of this course is to expose the students to the subject of entrepreneurship and small business management, so as to prepare them to establish a new enterprise and to effectively manage the same.

After completion of this course students acquire the required skills to establish their own Business and become good Entrepreneurs.


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Unit-I: Entrepreneurship:- Importance, Characteristics and Qualities of Entrepreneurship; Entrepreneurial; Role of Entrepreneurship, Ethics and Social Responsibilities.

Unit-II: Role of Government in promotional entrepreneurship:- Role of Financial Institutions - Commercial Banks, Entrepreneurial Development Institutes Training Programmes for New and Existing Entrepreneurs.

Unit-III: Start Up's:- Need for start up's business plan – Business plan process - Advantages of Business Planning - Marketing Plan - Production/Operations Plan - Organization plan - Financial Plan - Final Project Report with Feasibility Study - Preparing a Model Project Report for Starting a New Venture.

Unit-IV: Women Entrepreneurship:- Role & Importance, Profile Women Entrepreneur, Problems of Women Entrepreneurs, Women Entrepreneurship Development in India.

Unit-V: Creativity and Entrepreneurship:- Sources and Methods of Ideas Planning and Development of Programmes - E-Business Ventures - Factors contribution for success and failures of enterprises.

Suggested Reading:

1. Balraj Singh., (2005). Entrepreneurship Development, New Delhi: Wisdom Publications.
2. NVR Naidu and T. Krishna Rao., (2009). Management and Entrepreneurship, New Delhi: I.K International Publishing House Pvt., Ltd.,
3. Poornima Chadranthanth., (2009). Entrepreneurship Development and Small Business Enterprises, New Delhi: Pearson Education.
4. S Anil Kumar., (2008). Small Business and Entrepreneurship, New Delhi: I.K International Publishing House Pvt., Ltd.,
5. Thomas W. Zimmerer and Horman M. Scarborough., (2005). Essentials of Entrepreneurship and Small Business Management, New Delhi: Pearson Education.
6. Vasanth Desai., (2019). Dynamics of Entrepreneurial Development and Management, Mumbai: Himalaya Publishing House Pvt., Ltd.,
7. Vasanth Desai., (2017). Small Scale Industries and Entrepreneurship, Mumbai: Himalaya Publishing House Pvt., Ltd.,

SEMESTER – III
COURSE – I
CORPORATE ACCOUNTING

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course exposes the students to advanced accounting issues and practices such as maintenance of company accounts, valuation of goodwill and shares, and handling accounting adjustments in the organizations they will work.

Course Objective: The objective of this course is to expose the students in the field of corporate finance and prepare financial statements, trying to respond to the demands presented by competitive and globalized economy which more and more requires specialized agents in these disciplines.


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After completion of this course student will get an opportunity to work as an Accountant positions in Indian Business Organizations.

Unit -I: Corporate Financial Accounting:- Course Objectives-Scope - Role of Corporate Accountant- Analysis and Interpretation of Financial Statements - Inflation Accounting.

Unit-II: Valuation of Shares:- Need for Valuation of Shares – Factors Effecting Value of Shares – Methods of Valuation – Impact of Earnings on Share Valuation – Role of Fundamental Analysis and Technical Analysis in Share Valuation – Fair Value of a Share – Buy Back of Equity Shares.

Unit-III: Consolidated Financial Statements:- Definition of Parent or Holding and its Subsidiary – Need for Consolidated Financial Statement – Preparation of Consolidated Balance Sheet of a Holding Company with one Subsidiary – Consolidation of Profit and Loss Account – Consolidated Statement of Changes in Financial Position.

Unit-IV: Accounting Standards:- Course Objectives – Advantages and Disadvantages of Accounting Standards – Accounting Standards Board (ASB) – International Accounting Standards and Linkage with Indian Accounting Standards –Accounting Standards under US GAAP and Indian GAAP.

Unit-V: Financial Reporting:- Concept, Course Objectives – Purpose of Financial Reporting and Specific Purpose of Report – Segment Reporting – Difficulties in Segment Reporting– Interim Reporting – Problems in Interim Reporting – Improving Financial Reporting – Value Added Statements – Disclosure of Value Added Statements – Economic Value Added – Human Resource Reporting - Environmental Reporting.


Suggested Reading:

1. Ashok Sehgal & Deepak Sehgal., (2008). Advanced Accounting – Corporate Accounting, Vol. 2, New Delhi:Taxman Allied Services Pvt., Ltd.,
2. Asish K. Bhattacharyya., (2006). Financial Accounting for Business Managers, New Delhi: Prentice Hall India Learning Pvt., Ltd.,
3. R. Narayana Swamy.,(2017). Financial Accounting: A Managerial Perspective, New Delhi: PHI Learning.
4. R.L. Gupta & Radhaswami., (2014). Advanced Accounting, Volume 2, New Delhi: Sultan Chand & Sons.
5. S.N. Maheswari & S.K. Maheswari.,(2018). Corporate Accounting, New Delhi:Vikas Publishing House.

SEMESTER – III COURSE –II STRATEGIC COST MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will be able to manage costs and align them with the business strategy of an entity especially in the midst of challenges faced by the business sector today. It will inculcate the knowledge of controlling and effective management of cost by the students in the organization they work.


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Course Objective: The course aims at to impart and inculcate the knowledge of controlling and effective management of cost among the students.

After completion of this course student will get an opportunity to work as an Cost Accountant positions in reputed Business Organizations.

Unit-I: Cost Management:- Nature and Scope – Management of Value Chain – Tools of Cost Management. Product Costing Systems – Concepts and Design Issues. (Theory only)

Unit-II: Activity Based Costing System:- Meaning and Scope – Limitations of Traditional Costing Allocation Methods – Application of ABC System – Activity – Based Management – Concept and Scope – Target Costing – Benchmark Costing. (Theory & Problems)

Unit-III: Quality Cost Systems:- Meaning and Application – Conflict Between Quality and Cost – Trade-off Between Quality and Price – Value Analysis – Life Cycle Costing – Learning Curve Analysis – JIT. (Theory only)

Unit-IV: Cost Estimation:- Methods – Costing Engineering – Using Regression Analysis – Evaluating Performance – Kaizen Costing. (Theory & Problems)

Unit-V: Cost Control and Cost Reduction:- Managerial and Technical Aspects – Meeting the Cost Reduction Challenges Role of Cost Accountant. (Theory only)

Suggested Reading:

1. B. M. Lall Nigam., (2000). Cost Accounting:Principles and Practice, New Delhi: Prentice Hall India Learning Private Limited.
2. Bhabatosh Benarjee., (2014). Cost Accounting: Theory and Practice, New Delhi: Prentice Hall India Learning Private Limited.
3. Charless T.Horngren., (2006). Cost Accounting–A Managerial Emphasis, New Delhi:Tata McGraw Hill Company Ltd.,
4. Hilton, Maher and Selt., (2002). Cost Management – Strategies for Business Decisions, 2nd Edition, London: McGraw Hill Education.
5. Jack Campanella., (2000). Principles of Quality Costs: Principles, Implementation, 3rd Edition, New Delhi: American Diabetes Association.
6. Jain and Narang., (2014). Cost Accounting– Principles and Practice, New Delhi: Kalyani Publishers.

SEMESTER – III
COURSE –III
MANAGEMENT CONTROL SYSTEMS

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will acquire the ability to predict the future crisis if any, before the actual damage occurs, while working in any organization/firm, thereby help to minimize wastage and loss. They will also learn to ensure efficiency by monitoring the allocation

and use of resources. Students can help companies achieve their goals by developing strategic plans and implementing control systems to ensure their operations are proceeding according to plan.

Course Objective: The course aims at to impart and inculcate the knowledge of controlling and effective strategic systems of management among the students.

Unit-I: Management Control:- Course Objectives- Basic Concepts- The Formal Control Systems, Characteristics of Management Control Systems- Inter Relationship Among Strategic Planning, Management Control and Operational Control – Designing and Introduction of Management Control System – Management Control System and Responsibility Accounting -Informal Management Controls.

Unit-II: Structure of Management Control:- Need for Delegation- Responsibility Centers – Expense Centers -Revenue Centers – Profit Centers- Investment Centers, Research and Development Centers – Administrative and Support Centers – Performance of Expense Centers – Revenue Centers – Profit Centers – Investment centers – Organizational Structure of Responsibility Centers – Transfer Pricing – Course Objectives – Methods – Pricing Corporate Services and Administration of Transfer Prices.

Unit-III: Management Control Process:- Strategic Planning – Nature, Analysis of New Programmes – Ongoing Programmes – Strategic Planning Process – Programming and Budgeting – Budget Preparation Process; Performance Evaluation – Performance Evaluation Systems Interactive Control – Analyzing and Reporting – Types of Reports.

Unit-IV: Special Applications:- Controls for Differentiated Strategies – Corporate Strategy – Strategic Business Unit Concept – Top Management Style – Management Control in Service Organizations; Professional Services – Financial Services – Healthcare Service Organizations – Management Control in Non-profit Organizations – Characteristics – Measuring Output – Pricing Management Structure.

Unit-V: Management Control in Multinational and Multi project Corporations (MNCs):- Objectives, Characteristics, Performance Measurement of Subsidiaries Reporting System – Need for MIS between Parent and Subsidiary Companies – Structure of Multi Project Organization – Characteristics, Project Planning and Control Techniques, Control Indicators in Multi Project Organizations.

Suggested Reading :

1. Dr. Sushila Madan., (2011). Management Information and Control Systems, New Delhi:Taxmann Allied Services Pvt. Ltd.,
2. N. Ghosh.,(2005). Management Control Systems, New Delhi: Prentice Hall India Learning Private Limited.
3. Robert Anthony and Vijay Govindarajan., (2007). Management Control Systems, New Delhi: Tata McGraw-Hill Education Pvt. Ltd.
4. Subhash Sharma., (1988). Management Control systems Text and Cases, New Delhi:Tata McGraw Hill Publishing Company.

SEMESTER – III
COURSE – I
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will get familiarized with different alternative investments, to practically apply, to analyze and evaluate different securities while going for investment.

Course Objective: To enlighten the students with the Concepts and Practical applications of Security Analysis and Portfolio Management.

After completion of this course student will get an opportunity to work as security Analyst in Stock Markets.

Unit–I: Concept of Investment:- Investment Vs Speculation, and Security Investment Vs Non-security Forms of Investment. Investment Process; Sources of Investment Information. Security Markets – Primary and Secondary. (Theory only)

Unit–II: Return and Risk:- Meaning and Measurement of Security Returns. Meaning and Types of Security Risks, Systematic Vs Non-systematic Risk. Measurement of total risk. (Theory & Problems)

Unit–III: Fundamental Analysis:- Economy, Industry and Company Analysis, Intrinsic Value Approach to Valuation of Bonds and Equity Shares. (Theory & Problems)

Unit–IV: Technical Analysis:- Concept and Tools of Techniques Analysis – Technical Analysis Vs Fundamental Analysis. Efficient Market Hypothesis; Concept and Forms of Market Efficiency. (Theory only)

Unit –V: Elements of Portfolio Management:- Portfolio Models – Markowitz Model, Sharpe Single Index Model and Capital Asset Pricing Model. Efficient Frontier and Selection of Optimal Portfolio. Performance Evaluation of Portfolios; Sharpe Model, Treynor’s Model, Jensen’s Model for Portfolio Evaluation. (Theory & Problems)

Suggested Reading:

1. Avadhani, V.A.,(2014). Security Analysis and Portfolio Management, New Delhi: Himalaya Publishing House Pvt. Ltd.,
2. Donald E. Fischer, Ronald J. Jordan., (1991). Security Analysis and Portfolio Management, New Delhi:Prentice Hall of India.
3. Elton, EJ & Grober, MJ.,(2014). Modern Portfolio Theory and Investment Analysis, New Jersey: Wiley Publishers.
4. J.C. Francis., (1980). Investments Analysis and Management, New York: McGraw Hill.
5. Prasanna Chandra.,(2012). Investment Analysis and Portfolio Management, New Delhi:Tata McGraw Hill Education.
6. Punitavathy Pandian.,(2009). Security Analysis Portfolio Management, New Delhi:Vikas

- Publishing House.
7. S. Kevin.,(2006). Portfolio Management, New Delhi: Prentice Hall of India.
8. S. Kevin.,(2003). Security Analysis and Portfolio Management, New Delhi:Prentice Hall of India.

SEMESTER – III
COURSE –II
INTERNATIONAL FINANCIAL MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to provide exposure to the students about proper management of international finances. Financial participation of the trader's, exporters, importers and the international transactions flowed significantly.

Course Objective: To enlighten the students with the Concepts and Practical applications of International Financial Management.

After completion of this course student will get an opportunity to work as various managerial positions in Finance Departments in MNCs

Unit-I: International Monetary and Financial System:- Evolution; Breton Woods Conference and Other Exchange Rate Regimes; European Monetary System, South East Asia Crisis and Subprime crisis-2008.

Unit-II: Foreign Exchange Risk:- Transaction Exposure; Accounting Exposure and Operating Exposure – Management of Exposures – Internal Techniques, Management of Risk in Foreign Exchange Markets.

Unit- III: Features of Different International Markets:- Euro Loans, CPs, Floating Rate Instruments, Loan Syndication, Euro Deposits, International Bonds, Euro Bonds and Process of Issue of GDRs and ADRs.

Unit-IV: Foreign Investment Decisions:- Corporate Strategy and Foreign Direct Investment; Multinational Capital Budgeting; International Acquisition and Valuation, Adjusting for Risk in Foreign Investment.(Theory & Problems)

Unit-V: International Accounting and Reporting:- Foreign Currency Transactions, Multinational Transfer Pricing and Performance Measurement; Consolidated Financial Reporting.

Suggested Reading:

1. A.K.Seth.,(1998). International Financial Management, New Delhi:Galgotia Publishing Company.
2. Apte.P.G.,(2006). International Financial Management, New Delhi:Tata Mc Graw Hill Publishing House.
3. Bhalla, V.K., (2001). International Financial Management, 2nd Edition, New Delhi: Anmol.
4. Eun & Resnick.,(2006). International Financial Management, New Delhi: Tata Mc Graw Hill Education.
5. S.P.Srinivasan, B.Janakiram.,(2013). International Financial Management, New Delhi:Wiley.
6. Siddaiah, T.,(2009). International Financial Management, New Delhi: Pearson Education India.

7. V.Sharan., (2001).International Financial Management, 3rd Edition, New Delhi:Prentice Hall of India.

SEMESTER – III
COURSE –III
FINANCIAL DERIVATIVES

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will gain knowledge on the derivatives which are financial instruments that have values derived from other assets like stocks, bonds, or foreign exchange. By knowing about derivatives the students can sometimes hedge a position while going for an investment (protecting against the risk of an adverse move in an asset) or to speculate on future moves in the underlying instrument.

Course Objective: It is to enlighten the students with the concepts and practical applications of derivatives in the security markets.

After completion of this course student will get an opportunity to work as Financial Analyst in Stock Broking Agencies


Unit-I: Introduction to Financial Derivatives:- Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants- Functions – Types of Derivatives – Forwards – Futures – Options-Swaps – The Regulatory Framework of Derivatives Trading in India.

Unit-II: Features of Futures:-Differences Between Forwards and Futures – Financial Futures – Trading – Currency Futures – Interest Rate Futures – Pricing of Future Contracts- Value at Risk (VaR)-Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE.

Unit-III: Options Market:- Meaning & Need – Options Vs Futures -Types of Options Contracts – Call Options – Put Options- Trading Strategies Involving Options – Basic Option Positions – Margins – Options on Stock Indices – Option Markets in India on NSE and BSE.

Unit-IV: Option Pricing:- Intrinsic Value and Time Value- Pricing at Expiration – Factors Affecting Options pricing- Put-Call Parity Pricing Relationship- Pricing Models - Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.

Unit-V: Swaps:- Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role –Equity Swaps – Economic Functions of Swap Transactions - FRAs and Swaps.


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Suggested Reading:

1. D.C. Patwari.,(2000). Financial Futures and Options, Hyderabad:Jaico Publishing House.
2. David A. Dubofsky, Thomas W. Miller, Jr.,(2003). Derivatives: Valuation and Risk Management, US:Oxford University Press.
3. David Thomas. W & Dubofsky Miller. Jr.,(2002). Derivatives Valuation and Risk Management, Indian Edition: Oxford University.
4. Hull C. John., (2018).Options, Futures and Other Derivatives, New Delhi:Pearson Education India.
5. ND Vohra & BR Baghi.,(2016). Futures and Options, New Delhi:Tata McGraw-Hill Publishing Company Ltd.
6. Redhead, Keith.,(1997).Financial Derivatives: An Introduction to Futures, Forward, Options, New Delhi:Prentice Hall of India.
7. S.C. Gupta.,(2009). Financial Derivatives: Theory, Concepts and Problems, New Delhi:Prentice Hall of India.
8. Sunil K.Parameswaran.,(2018). Futures Markets: Theory and Practice, New Delhi:Tata-McGraw-Hill Publishing Company Ltd.

SEMESTER IV COURSE -I FINANCIAL MARKETS AND SERVICES

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: By the end of this course, students will be able to make an informed judgment about whether or to what extent a financial market satisfies the conditions of an efficient market and identify the main factors that could detract from that efficiency

Course Objective: to enlighten the students with the concepts and practical dynamics of financial markets and financial services.

Unit-I: Structure of Financial System:- Role of Financial System in Economic Development- Financial Markets and Financial Instruments- Capital Markets – Money Markets –Primary Market Operations- Role of SEBI – Secondary Market Operations - Regulation – Functions of Stock Exchanges – Listing - Formalities -Financial Services Sector Problems and Reforms.

Unit-II: Financial Services:- Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning –Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.

Unit- III: Venture Capital:- Growth of Venture Capital in India – Financing Pattern Under Venture Capital – Legal Aspects and Guidelines for Venture Capital. Leasing – Types of Leases – Evaluation of Leasing Option. Vs. Borrowing.



Unit - IV: Credit Rating:- Meaning, Functions - Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting –Types of Factoring Arrangements- Factoring in the Indian Context.

Unit - V: Mutual Funds:- Concept and Course Objectives, Functions and types, Working of Public and Private Mutual Funds in India. Debt Securitization - Concept and Application - De-mat Services need and Operations-role of NSDL and CSDL.

Suggested Reading:

1. Gordon, E., and Nataraja, K.,(2016). Financial Markets and Service, Mumbai:Himalaya Publishing House.
2. I.M. Bhole., (2004).Financial Institutions and Market, New Delhi:Tata Mc Graw Hill Education.
3. Khan, M.Y., (2009). Financial Services, New Delhi:Tata Mc Graw Hill Education.
4. Sharma R.K.and S.K., (2009).Management Accounting, Ludhiana:Kalyani Publishers.
5. V.A. Avadhani.,(2018). Marketing of Financial Services, Mumbai:Himalaya Publishing House.

**SEMESTER – IV
COURSE –II
AUDITING AND ASSURANCE**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course outcome: The course ensures that students will understand the assurance process, fundamental principles of auditing, professional ethics, contribute to the assessment of internal controls and gathering of evidence on an assurance engagement.

Course Objective: The objective is to develop an understanding of the concepts in auditing and of the generally accepted auditing procedures, techniques and skills and acquire the ability to apply the same in audit and attestation engagements.

After completion of this course student will get an opportunity to work as Auditor positions in Tax Consultancy Agencies.

Unit-I: Basic Principles Governing Audit:- Companies Act 2013, provisions – Qualifications and disqualifications of Auditors, Appointment and Removal. – Rights – Duties and Responsibilities of Auditor under Companies Act, 2013.

Unit-II: Auditing and Assurance Standards:- Overview - Standards setting process, Guidance Notes - Auditing and Assurance Standards in India and International Standards of Auditing - Role of Auditing and Assurance Standards Board of India.

Unit-III: Internal Control:- Internal Audit and Internal check – Appraisal of adequacy of Internal control system. Documentation of Audit work – Importance - Audit Planning, Letter of Engagement; Preparation for Audit, Audit Program, Audit Note Book, Audit Working Papers, Audit Files, Audit Manual and Audit Evidence, Delegation and Supervision of Audit work.

Unit-IV: Other Audits:- Cost Audit – Tax Audit – Management Audit – EDP Audit. Special consideration for Audit of Computerized accounts – Issues and challenges. Audit Report and Audit Certificate, Types of Audit Reports, Contents of Audit Report, Special matters to be considered in Auditing Report; Requisites of a good Audit Report as per Companies Act, 2013.

Unit-V: Government Audit:- Features – basic principles, local bodies and not for profit organizations, Controller and Auditor General in India – Role – Functions and Responsibilities.

Suggested Reading:

1. Ghatalia.,(2004). Principles of Auditing, New Delhi:PHI Publishers.
2. Kamal Gupta & Ashok Gupta.,(2004). Fundamentals of Auditing, New Delhi:Tata McGraw Hill Education.
3. R.G. Saxena., (2011). Principles and Practice of Auditing, New Delhi:Himalaya Publishing House.
4. Spicer and Pegler., (2005). Practical Auditing, 5th Edition, New Delhi:Allied Publications.

**SEMESTER – IV
COURSE –II
DIRECT TAXES**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will be able to interpret and analyze the procedure of direct tax assessment, to file IT returns on individual basis and to understand amendments made from time to time in Finance Act and also helpful in taking different managerial decisions after evaluating and reviewing impact of direct tax laws.

Course Objective: Its objective is to acquaint the students with the theoretical and practical aspects of direct taxes including wealth taxes.

After completion of this course student will get an opportunity to work as Tax Filing positions in Tax Consultancy Agencies.

Unit-I: Income Tax Act 1961:- Basic Concepts, Income, Agriculture Income –Residential Status and Incidence of Tax - Incomes Exempt from Tax.

Unit-II: Income from Salaries:- Chargeability, Deductions, Perquisites, Computation of Salary Income.

Unit- III: Income from House Property:- Chargeability, and Computation of Income.

Unit-IV: Income from Business or Profession:- Capital Gains and Income from Other Sources – Computation of Total Income.

Unit-V: Corporate Taxation:- Introduction – Objectives - Specific inclusion and exclusions in computing taxable corporate income – Corporate taxation in India – MAT- surcharge, Dividend taxation.


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Suggested Reading:

1. Bhagavati Prasad,, (2013).Direct Taxes Law and Practice, New Delhi:Wishwa Prakashan.
2. Dinkar Pagare.,(2018). Income Tax and Practice, New Delhi: Sultan Chand and Sons.
3. Dr. V.K. Singhania & Dr. Kapil Singhania.,(2020) Direct Taxes Law and Practice, New Delhi:Taxman Publications Pvt. Ltd.,
4. Lakhotia R.N., (2018). Corporate Tax Planning, New Delhi:Vision Publications.
5. Melhotra, MC and Goyal, S.P., (2018). Income Tax Law and Accounts including Tax Planning, Agra:Sahitya Bhavan Publications.

SEMESTER – IV COURSE –II INDIRECT TAXES

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: By the end of the course, students will be able to understand various terms related to Goods and Service tax (GST), to compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit and able to determine whether a person is required to obtain registration under GST law.

Course Objective: Its objective is to acquaint the students with the basics and latest developments in the areas of Indirect taxes.

After completion of this course student will gets an opportunity to work in Accounting positions in GST Consultancy Agencies.

Unit-I : Direct and Indirect Taxes:- Features of indirect taxes - Genesis of GST - Framework of GST - Benefits of GST - Constitutional provisions. - Taxable Event - Supply with consideration - Import of services - Supply without consideration - Activities treated / not treated as Supply of goods or Supply of services - Composite and Mixed Supplies.

Unit-II: Levy and collection of CGST in India:- Power of the Government to grant exemption from tax - Goods exempt from tax - Services exempt from tax. - Time and value of supply - Value of supply made to unrelated person with price as the sole consideration – Discount - Inclusions in/exclusions from value of supply - Practical questions on computation of taxable turnover.

Unit-III: Input tax credit:- Eligibility conditions for Availing of credit – Practical questions on computing the ITC. Basics of Registration for GST and types of returns under GST.

Unit-IV: Customs Duty:- Introduction – Basic Concepts – Scope and Coverage of Customs Duty - Nature of Customs Duty – Classification for Customs – Types of Custom Duties. Exemptions from Customs Duty – Valuation for Customs Duty. Simple problems on calculation of customs duty.

Unit – V: Customs Procedures:- Import Procedures - Export Procedures - Baggage, Courier and Post – Warehousing in Customs – Duty Draw Back.


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Suggested Reading:

1. Institute of Chartered Accountants of India., (2016). Background Material on Model GST Law, Agra: Sahitya Bhawan Publications.
2. R K Jain., (2020). Customs Law Manual and Customs Tariff of India, New Delhi:Centax Publications Pvt. Ltd.,
3. V.K.Sareen and Ajay Sharma.,(2016). Indirect Tax laws, New Delhi: Kalyani Publications.
4. V.S. Datey., (2019). Indirect Taxes Law & Practice, New Delhi:Taxman Publications Pvt. Ltd.,

SEMESTER – IV COURSE –III TAX PLANNING AND MANAGEMENT

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will get working knowledge regarding legitimate way of tax planning under different financial/ managerial decisions after taking into consideration the impact of Direct Tax Laws. And also acquire latest provisions of the India tax laws and related judicial pronouncements pertaining to various assesses with a view to derive maximum possible tax benefits admissible under the law.

Course Objective: The objective of the course is to acquaint the students with the theoretical and practical aspects of tax planning and management.

After completion of this course student will gets an opportunity to work as Advisor positions in Chartered Accountant Offices.

Unit-I: Introduction:- Tax Planning and Management – Tax Avoidance, Tax Planning, Tax Evasion – Tax Evasion in India – Measures of the State for Tax Evasion.

Unit-II: Tax Planning for Salaried Persons:- Application of Sec 80C in reducing the tax bill of Salaried Persons – Choice between Perquisites and Allowances.


Unit-III: Tax Planning for Firms and HUF:- Meaning-Different Schools of HUF-Assessment of HUF and Firms – Partition of a HUF- Scheme of taxation of firms – Allowance and Disallowance for remunerations paid to partners.

Unit-IV: Tax Planning for Companies:- Meaning – Types of Companies and Tax rates – Provisions relating to Company assessment – Dividend distribution tax – Deemed Dividend – Minimum alternative tax.

Unit-V: Tax Planning for Small Business:- Provision relating to SEZs, Software Parks, SSI – Exemptions on Central Excise on SEZs, Software Parks, SSIs.

Suggested Reading:

1. Ahuja G.K. and Ravi Gupta., (2019). Systematic Approach to Income Tax and Central Sales Tax, New Delhi:Bharat Law House.


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2. Bhagavati Prasad.,(2009). Direct Taxes Law and Practice, New Delhi:Wishwa Prakashan.
3. Dr. V.K. Singhnia & Dr. Kapil Singhania.,(2019). Direct Taxes Law and Practice, New Delhi: Taxman Publications Pvt. Ltd.,
4. Melhotra, MC and Goyal, S.P., (2021). Income Tax Law and Accounts Including Tax Planning, Agra:Sahitya Bhavan Publication.
5. Singhania, V. K., (2019).Direct Taxes Planning and Management, New Delhi: Taxman Publications Pvt. Ltd.,

SEMESTER – IV
COURSE –I
ADVANCED BANKING

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: After completing the course, students will understand various services offered and various risks faced by banks, to make them aware of various banking innovations after nationalization and also knowledge of design and development of banking software like Mobile Banking, Internet Banking and ATM system.

Course Objective: The course aims to impart and inculcate the knowledge of development and financial sector reforms among the students.

After completion of this course student gets an opportunity to work in various positions in Banking Sectors.


Unit-I: Central Banking Concept:- Central Banking Policy in Developed and Developing Economics – Functions – Note Issues – Banker to the Government; Banker to Commercial Banks – Credit Control – Techniques – Structure and Organization of RBI – Role of RBI as Central Bank.

Unit-II: Structure and Organization of Central Bank in USA and UK:- Course Objectives and Techniques of Central Banking Policy in Developed and Less Developed Countries – A Critical Study of Theory and Practice of Central Banking in USA and UK.

Unit-III: Development of Commercial Banking in UK, USA and India:- Study of Nature and Structure of Commercial Banking in India and Abroad – Theories of Asset Management of Commercial Banks, Recent Developments in Commercial Banking in USA, UK and India. A Study of Money and Capital Markets in UK, USA and India.

Unit-IV: Economic Stabilization Policy:- Course Objectives of Monetary Policy – Choosing Between Conflicting Course Objectives – Monetary Policy and Economic Stabilization – Fiscal Policy and Economic Stabilization – Interdependence of Monetary and Fiscal Policies – Debt Management Policy.

Unit-V: Financial Sector Reforms in India:- Need for Reforms – Major Reforms After 1991 – Issues and Impact of Financial Reforms.


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Suggested Reading:

1. Benjamin H Bankhurt., (2007). Banking Systems, Mumbai:Times of India Press.
2. Bhole, L.M., (2004). Financial Institutions and Markets, Mumbai:Tata McGraw Hill Publishing Company House.
3. Hawtrey., (1970). The art of Central Banking, Augustus New York: M.Kelley Publishers,
4. Khan, M.Y., (2004). Indian Financial System, New Delhi:Tata McGraw Hill Publishing Company Limited.
5. Mongia J.N., (1982). Banking Around the World, Mumbai:Allied Publishers Pvt Ltd.,
6. Narendra Kumar., (1969). Bank Nationalism of India:A Symposium, New Delhi:Lalvani Publishing.
7. Pai Panandikar & N C Mehra., (2012). Rural Banking, Pune:National Institute of Bank Management.
8. Vasant Desai., (2016). Indian Banking:Nature and Problems, Mumbai:Himalaya Publishing House.

SEMESTER – IV COURSE –II RURAL BANKING

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100

Course Outcome: The course aims to help the students to acquire knowledge on the key issues linked to rural banking including the challenges in Indian context and also Identify the evolution of rural banking system in the country, its present structure, current requirements and trends.

Course Objective: Its objective is to expose the students with the functioning of rural credit institutions in India along with the prospects and problems of financial inclusion including priority sector.

After completion of this course student will get an opportunity to work as Advisors in Rural Banks.

Unit-I: Rural India:- Demographic features-Economic features-Rural poverty-main causes and methods of measuring rural poverty-Rural Infrastructure-Rural Development Policy- Govt. policies and programmes-Economic Reforms and its impact on rural economy.

Unit- II: Financing Rural Development:- Functions and policies of RBI and NABARD ;Rural Credit Institutions-Role and functions -Role of Information and Communication Technologies in rural banking- Regulation of Rural Financial Services.

Unit-III: Financial inclusion:- Concept and its role in inclusive growth- Micro credit, micro insurance scheme - Business Facilitators and Business Correspondents in rural financing SHGs/NGOs, linkages with banking, latest guidelines of GOI and RBI.


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Unit-IV: Priority Sector Financing and Govt. initiatives:- Components of priority sector-RBI Guidelines; Government initiatives: Poverty alleviation programmes/Employment programmes/Production oriented programmes-Rural housing and Urban housing schemes under priority sector-Educational loans.

Unit-V: Problems and prospects of Rural Banking:- Problems of rural branches of commercial banks and regional rural banks-emerging trends in rural banking-financing poor as bankable opportunity.

Suggested Reading:

1. Guruswamy, S.,(2001). Banking in the New Millenium, New Delhi:New Century Publications.
2. Khan, M.Y.,(2000). Indian Financial System, New Delhi:Tata McGraw Hill Publishing Company Ltd.,
3. Pai Panandikar & NC Mehra., (2012). Rural Banking, Pune:National Institute of Bank Management.
4. Uppal RK & Pooja.,(2009). Transformation in Indian Banks:Search for Better Tomorrow, New Delhi: Sarup Book Publisher Private Ltd.,
5. Uppal RK, & Rimpi Kaur., (2001). Banking Sector Reforms in India, New Delhi:New Century Publications.
6. Vasantha Desai.,(1979). Indian Banking:Nature and Problems, Mumbai:Himalaya Publishing House.

**SEMESTER – IV
COURSE –III
FINANCIAL INSTITUTIONS**

Teaching hours per week	Credits	Internal marks	SEM end/External marks	Max. Marks
5	4	25	75	100


Course Outcome: The course provides to the students the skills necessary to manage a financial firm, evaluate the role of technology, legal, ethical and economic environment in relation to financial institutions including commercial banks, insurance companies, mutual funds, investment banks, pension funds, federal regulatory agencies, and federal and state guaranty institutions.

Course Objective: To acquaint the student with the different types of NBFCs and their contribution to the overall development of the Indian financial system.

After completion of this course student will get an opportunity to work as Financial Analyst in Non Banking Financial Companies.

Unit-I: Origin:- Concept – Definition – Structure – Role of Financial Institutions.

Unit-II: Non-Bank Financial Companies:- Introduction – Concept – Definition – Scope and Meaning – Role.


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Unit-III: NBFCs:- Structure – Growth – Regulation of NBFCs.- An Overview of the Present Position of NBFCs.

Unit-IV: Non – Bank Statutory Financial Organizations:- Concept – Structure – Nature, Functions and Role of NBSFOs.

Unit-V: Financial Performance of Non-Banking Statutory:- Financial Organizations – Investment Pattern – Strengthening of NBFCs. – Reforms in NBSFOs.

Suggested Reading:

1. Bhole, L.M., (2005). Financial Institutions and Markets, New Delhi:Tata McGraw Hill Publishing Company Limited.
2. Khan, M.Y., (2004). Indian Financial System, New Delhi:Tata McGraw Hill Publishing Company Limited.
3. Indian Banks Association.,(2005). Indian Banking Year Book 2004, Mumbai.


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