

M.COM. (Financial Accounting)



Course Outcomes

**FACULTY OF COMMERCE & BUSINESS MANAGEMENT
KAKATIYA UNIVERSITY
Vidyaranyapuri, Warangal**

SEMESTER – I - COURSE OUTCOMES

Code	Course title	COs
101	Business Environment	<p>CO1 – The students will be able to understand the concept of business environment its meaning, scope and importance.</p> <p>CO2 – To give an insight into Economic environment, Economic system, Mixed economy and different Economic policies.</p> <p>CO3 – To make the students aware about legal framework of business regulatory institutions like...TRAI-SEBI-IRDA etc.,</p> <p>CO4 – To enable the students to understand the socio cultural environment, social responsibility of business and social audit in India.</p> <p>CO4 – To give students an understanding of the various constituents of the local and global business environments.</p>
102	Managerial Economics	<p>CO1 – To help the students form a clear idea of Managerial Economics.</p> <p>CO2 – To enable the students understand determination of price under different market forms.</p> <p>CO3 – To enable the students understand the situation of consumer and producer equilibrium.</p> <p>CO4 – To describe the concept of Price and Output decisions in Perfect Competition.</p> <p>CO5- To understand the concept of industry and factors influencing size of firm.</p>
103	Corporate Financial Accounting	<p>CO1- To give a broad view of the legal provisions relating to company accounts and followed for the preparation of final accounts of companies as per Companies Act 2013.</p> <p>CO2- To give a detailed view of basic merger and acquisition process in either buying or selling companies.</p> <p>CO3- To understand the concept of Inflation Accounting and different approaches of Inflation Accounting.</p> <p>CO4- It helps the students to understand accounting for personal investments in the light of applicable accounting standard as also effects of cum interest/dividend and ex interest/dividend prices on profits/loss and income. To make them understand</p>

		valuation of investment. CO5- The students will be able to understand the concept of Double Accounting its nature and importance and also know the how to prepare final accounts of Electricity Company Undertakings.
104	Quantitative Techniques	CO1- To bring out clearly the importance of statistics in solving different research problems CO2- To enable the students in-depth understanding of the concepts of probability, sampling, correlation and their applicability CO3 CO4- To help the students gain a comprehensive view of the usage and importance of SPSS in solving different statistical problems. CO5-To enable the students understand the Difference between Parametric and Non-parametric tests.
105	Organisation Theory and Behaviour	CO1- To equip the students with the basic idea and introduction on organizational behavior as a concept. CO2- To give a light on the concept of Individual Behavior in Organization. CO3 Explain and helps the students to gain more knowledge on Group Behavior. CO4 To understand the concept of Behavioural basis organization process. CO5- To introduce the concept of organizational Communication and leadership.

SEMESTER – II – COURSE OUTCOMES

Code	Course title	COs
201	Marketing Management	CO1 – To understand the concept of marketing, its concepts, evolution, role of marketing in economic development, functions and recent trends in marketing. CO2 – To understand the marketing environment like macro, micro and its components. Competitive marketing strategies like market leader, challenger, follower, niche market and focusing on the concept of consumer behavior, buying decision, marketing research etc. CO3 – To develop the concept of product and pricing decisions, product life cycle, and also methods of pricing like cost based, demand based and competition based pricing strategies. CO4 – To know the channel management decision, logistics decisions. CO5 – To understand about different promotion decisions in marketing.

202	Financial Management	<p>CO1 – To know the background, objectives and key terms which have been incorporated in each Chapter.</p> <p>CO2 – To know the basic concept of capital structure, NIA, NOI, and leverages concept etc.</p> <p>CO3 – To enable the capital budgeting decision, basic principles of estimation, methods of evaluating alternative investment projects.</p> <p>CO4 – To know the dividend decision, types dividend policy and firms value by applying various models like Walter and Gordon’s, Miller and Modigliani models</p> <p>CO5- To know the basic concept of working capital management, estimation, cash and liquidity management, credit management, inventory management, working capital financing strategies.</p>
203	Advanced Cost & Management Accounting	<p>CO1- To understand about the basic concepts of cost and management accounting.</p> <p>CO2- To know about different costing methods and practical problems on costing methods.</p> <p>CO3 – To know the preparation of standard costing and variances analysis.</p> <p>CO4 – To enable on Activity based cost accounting concepts and practical problems.</p> <p>CO5 – To assess the responsibility centers, different pricing methods.</p>
204	Accounting Standards & Financial Reporting	<p>CO1- To understand the basic concepts of financial accounting standards.</p> <p>CO2- To know the importance of Indian Accounting Standards</p> <p>CO3 – To make familiar about International Accounting Standards.</p> <p>CO4 – To know how to prepare the financial reporting and its types.</p> <p>CO5 – To assess the latest trends in corporate reporting.</p>
205	Computer Applications in Accounting - Tally	<p>CO1- To know the background of computer applications in accounting.</p> <p>CO2- To understand how to create ledgers and different vouchers.</p> <p>CO3 – To have a practical understanding about payroll, TDS vouchers, TCS reports in tally ERP9.</p> <p>CO4 – To be able to generate various financial reports/statements.</p> <p>CO5 – To assess the special features in tally.</p>

SEMESTER – III – COURSE OUTCOMES

Code	Course title	COs
301	Accounting in Banking and Insurance	<p>CO1 – To Understand the structure and functions of RBI and Banking sector reforms.</p> <p>CO2 – To analyze the total structure of LIC and different policies.</p> <p>CO3 – To know the preparation of final accounts of banking companies with schedules.</p> <p>CO4 – To apply the accounts of Life Insurance company accounts.</p> <p>CO5 –To construct the accounts of General Insurance companies.</p>
302	Strategic Management	<p>CO1 – To understand the basic concepts of strategic management.</p> <p>CO2 – To assess external and internal environment analysis.</p> <p>CO3 – To formulate Corporate and Business level strategies.</p> <p>CO4 – To implement different strategies and the role of leadership in strategy implementation.</p> <p>CO5-To evaluate the strategies using different techniques.</p>
303	Indian Financial System	<p>CO1- To understand the structure of Financial System and role of economical development.</p> <p>CO2- To know the different money market instruments.</p> <p>CO3 – To analyze the different capital instruments.</p> <p>CO4- To familiarize the total overview of stock exchange.</p> <p>CO5- To have a practical knowledge of RBI and SEBI.</p>
304	Security Analysis and Portfolio Management	<p>CO1- To know the basic concepts of investment, speculation, stock market.</p> <p>CO2- To know understand the different security investment analysis.</p> <p>CO3- To know the preparation of valuation of different models.</p> <p>CO4 – To understand the different risk and return approaches.</p> <p>CO5 – To assess the portfolio performance measures.</p>
305	Corporate Tax Management	<p>CO1- To know the basic concepts of corporate tax.</p> <p>CO2- To understand the preparation of various heads and also total income.</p> <p>CO3 – To know the practical knowledge about tax planning and financial decisions.</p> <p>CO4 – To understand the tax issues relating to amalgamation of companies and make or buy decisions.</p> <p>CO5 – To assess the special tax provisions for SEZ.</p>

SEMESTER – IV – COURSE OUTCOMES

Course Code	Course title	COs
401	Business Research Methods	<p>CO1 – To introduce about different concepts related to research.</p> <p>CO2 – To have a practical knowledge of research process.</p> <p>CO3 – To demonstrate different research design and measurement of data.</p> <p>CO4 – To understand about how to collect and interpret the research data.</p> <p>CO5 – To provide in-depth view about reporting research data.</p>
402	Financial Derivatives	<p>CO1 – To demonstrate knowledge of all aspects of derivative markets.</p> <p>CO2 – To identify how derivative instruments can be used to hedge risk.</p> <p>CO3 – To understand and use binomial tree model and black scholes model.</p> <p>CO4 – To understand basic risk management and trading strategies.</p> <p>CO5- To evaluate the risk and payoffs associated with trade.</p>
403	Financial Services Management	<p>CO1- To understand different types of financial services and their role.</p> <p>CO2- To explain about merchant banking and credit rating and their regulations.</p> <p>CO3- To illustrate about problems and prospects of mutual funds.</p> <p>CO4 – To understand about venture capital and lease financing.</p> <p>CO5 – To have a practical knowledge about factoring and fortfieting services.</p>
404	Strategic Cost Management	<p>CO1- To provide in-depth view about issues in cost management.</p> <p>CO2- To understand about strategic cost audit and reporting.</p> <p>CO3 - To have a practical knowledge about strategic cost management and life cycle of cost management.</p> <p>CO4 – To demonstrate about balanced scored card approach and concept related to strategic translation and alignments.</p> <p>CO5 – To explain about quality cost management and measurement.</p>

405	Strategic Financial Management	CO1- To introduce about strategic financial planning and its regulatory framework. CO2- To explain about debt analysis and management, practical problems on EBIT and EPS. CO3-To understand different approaches to corporate valuation and practical problems on it. CO4 – To have a practical knowledge about value based management and performance management. CO5 – To have a theoretical understanding of corporate restructuring framework and re-engineering.
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Course Structure of M.Com (Financial Accounting) under CBCS

I Semester

S.No.	Paper code	Title	contact Hours	Credits	Intrenal	External	Total
1	101	Business Environment	5	5	20	80	100
2	102	Managerial Economics	5	5	20	80	100
3	103	Corporate Financial Accounting	5	5	20	80	100
4	104	Quantitative Techniques	5	5	20	80	100
5	105	Organization Theory & Behaviour	5	5	20	80	100
6	106	Seminars		1	50		50
		Total	25	26	150	400	550

II Semester

S.No.	Paper code	Title	contact Hours	Credits	Intrenal	External	Total
1	201	Marketing Management	5	5	20	80	100
2	202	Financial Management	5	5	20	80	100
3	203	Advanced Cost & Management Accounting	5	5	20	80	100
4	204	Accounting Standards & Financial Reporting	5	5	20	80	100
5	205	Computer Applications in Accounting - Tally	3	5	20	60	100
		Lab-Computer Applications in Accounting	4=2		20		
6	206	Seminars		1	50		50
		Total	25	26	170	380	550

Course Structure of M.Com (Financial Accounting) under CBCS

III Semester

S.No.	Paper code	Title	contact Hours	Credits	Intrenal	External	Total
1	301	Accounting in Banking and Insurance	5	5	20	80	100
2	302	Strategic Management	5	5	20	80	100
3	303	Indian Financial System	5	5	20	80	100
4	304	Security Analysis and Portfolio Management	5	5	20	80	100
5	305	Corporate Tax Management	5	5	20	80	100
6	306	Seminars		1	50		50
		Total	25	26	150	400	550

IV Semester

S.No.	Paper code	Title	contact Hours	Credits	Intrenal	External	Total
1	401	Business Research Methods	5	5	20	80	100
2	402	Financial Derivatives	5	5	20	80	100
3	403	Financial Services Management	5	5	20	80	100
4	404	Strategic Cost Management	5	5	20	80	100
5	405	Strategic Financial Management	5	5	20	80	100
6	406	Seminars		1	50		50
		Total	25	26	150	400	550

MASTER OF COMMERCE- FIRST SEMESTER (Financial Accounting)
101 – BUSINESS ENVIRONMENT
(Common to M.Com, M.Com -Computer Applications - under CBCS)

- Unit-I:** Business Environment – significance – Types of Environment – Internal and External Environment – Micro and Macro Environment – Environmental Analysis Stages – Approaches – Techniques of Environmental Analysis – Steps – Types and Techniques of Environmental forecasting – Benefits and limitations.
- Unit-II:** Economic Environment – Economic System – Capitalism – Communism and Mixed Economy – Economic Reforms – Economic Policies – Industrial Policies – Trade policies – Fiscal and Monetary Policies – Economic Development and Role of Government – Technological Environment – features – Impact – Technology transfer.
- Unit-III:** Politico – Legal Environment – Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business- Regulatory Institutions- TRAI-SEBI-IRDA- Electricity Regulatory Agencies- Central Electricity Regulatory Commission-Telangana State Electricity Regulatory Commission (TSERC) .
- Unit-IV:** Socio-Cultural Environment – Business and Society – Objectives of Business – Social Responsibilities of Business – Business and culture – Cultural dimensions – Social audit – Nature – Evolution – benefits – Social Audit in India – Business Ethics – Nature Sources – Managing Ethics – Corporate Governance – Nature and Mechanism.
- Unit-V:** Global Environment – Globalisation – Meaning and Dimensions –Stages – Drivers and effects of Globalisation – Players in Global Business – Benefits and problems of MNCs – Challenges of global Business – WTO and India – Foreign Direct Investment – (FDI) Foreign Institutional Investors (FIIS).

Suggested Readings

1. Francis Cherunilam, **Business Environment Text and Cases**, Himalaya Publishing House, Text and Cases, Himalaya Publishing House, 2014.
2. Aswathappa K, **Essentials of Business Environment**, Himalaya Publishing House, 2014.

References

1. Faisal Ahmed and Absar Alam.M, **Business Environment: Indian and Global Perspective**, Prentice Hall of India, 2014.
2. Veena Keshav Pailwar, **Business Environment**, Prentice Hall of India Private Limited, 2014.
3. Justin Paul, **Business Environment: Text and Cases**, Tata McGraw-Hill Publishing Company Limited, 2008.
4. Sukumar Nandi, **International Business Environment**, McGraw-Hill Education Company Limited, 2010.

5. Fernando A.C, **Business Environment**, Dorling Kindersley India Pvt. Ltd, 2011.

MASTER OF COMMERCE- FIRST SEMESTER (Financial Accounting)
102 - MANAGERIAL ECONOMICS
(For M.Com under CBCS)

- Unit-I:** Introduction to Managerial Economics – Nature – Scope – Applications of Micro Economics and Macro Economics – Need and Significance – Theory of firm - Business objectives of Organization
- Unit-II:** Demand and Supply Analysis – Concepts – Determinants of Demand – Law of Demand- Elasticity of Demand – Price Elasticity of Demand- Income Elasticity of Demand-Cross Elasticity of Demand- Supply function – Law of Supply – Exceptions to the Law of Supply – Demand forecasting – Objectives and methods
- Unit-III:** Production and Cost functions – Cobb Douglas Production function – Isoquants – Isocosts – Production Equilibrium – Returns to Scale – Cost function – Behaviour of costs in Short run and Long run – Economies and Diseconomies of Scale
- Unit-IV:** Structure of Competition – Price and Output decisions in Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Barriers to Entry – Pricing – Dual Pricing – Discriminatory Price – Pricing methods and Strategies.
- Unit-V:** Concept of Industry – Plant – Firm - Industry – Factors influencing size of firm – Optimum firm – Location and size decisions – Measurement of Efficiency – Productivity – Profit- Policy – Planning- Controlling and Forecasting

Suggested Readings

1. Mote V.L., Paul Samuel, Gupta G.S., **Managerial Economics – Concepts and Cases**, Tata McGraw Hill Publishing Company Limited, 2013.
2. Varshney R.L., Maheshwari K.L., **Managerial Economics**, Sultan Chand and Sons, 2014.

References

1. Mehta P.L., **Managerial Economics**, Sultan Chand & Sons (P) Limited, 2007.
2. Joel Dean, **Managerial Economics**, Prentice-Hall of India Pvt. Limited, 2010.
3. Mithani, D.M., **Managerial Economics**, Himalaya Publishing House Pvt. Limited, 2010.
4. Robinson E.A.G., **Structure of Competitive Industry**, NISBET & Co. Limited, 1958.
5. Justin Paul, Leena Kaushal and Sebastian VJ., **Managerial Economics**, Cengage Learning India, 2012.

6. Christopher R.Thomas and Charles Maurice.S., **Managerial Economics**, McGraw Hill Education (India) Private Limited, 2014.

MASTER OF COMMERCE- FIRST SEMESTER (Financial Accounting)
103 – CORPORATE FINANCIAL ACCOUNTING

- Unit-I:** Company Accounts – Legal provisions relating to Company Accounts – Profit and Loss Account – Balance Sheet – Valuation of Shares and Goodwill – Methods(simple problems)
- Unit-II:** Accounting for Mergers and Amalgamations –Types of Restructuring –Nature of Merger and Amalgamation- Purchase Consideration –Exchange Ratio- Minimum and Maximum Exchange Ratio-Intrinsic Value of Share-Accounting Entries in the Books of Transferring Company- Accounting in the Books of Transferee Company- Pooling of Interest method – The Purchasing Method (simple problems)
- Unit-III:** Inflation Accounting – Meaning – Need – Scope – Approaches –Current Cost Accounting – Current Purchasing Power (simple problems)
- Unit-IV:** Investment Accounting – Meaning – Need – Investment Transactions – Ex-dividend – Cum – Dividend – Treatment of Interest and Dividend – Lease Accounting-Disclosure- Journal Entries- Schedule of Payment – Sale and Lease back Transactions (Simple problems)
- Unit-V:** Accounting of Public utilities – Nature – Significance – Public utility Accounts – Fund Accounting- Double Accounting – Accounting of Electricity Undertakings including Distribution of Surplus (Simple Problems) –Human Resource Accounting – Approaches.

Suggested Readings

1. Gupta R.L. and Radhaswamy M., **Advanced Accountancy**, Sultan Chand and Sons, 2014.
2. Jain SP. And Narang KL, **Advanced Accountancy**, Kalyani Publishers, 2013.

References

1. John Gabriel S., and Marcus A., **Financial Accounting**, Tata McGraw Hill Education Private Limited, 2010.
2. Bhattacharyya S.K., and John Dearden, **Accounting For Management: Text and Cases**, Vikas Publishing House Private Limited, 2009.
3. Shukla M.C., Grewal T.S., and Gupta S.C., **Advanced Accounts**, Sultan Chand Limited, 2006.
4. Narayana Swamy R., **Financial Accounting – A Managerial perspective**, PHI Learning Private Limited, 2014.
5. Mukherjee A., and Hanif M., **Corporate Accounting**, Tata McGraw-Hill Publishing Company Limited, 2006.
6. Rajasekaran V. and Lalitha R., **Financial Accounting**, Pearson Education, 2011.

MASTER OF COMMERCE- FIRST SEMESTER (Financial Accounting)
104- QUANTITATIVE TECHNIQUES

- UNIT – I:** **Statistical Decision Theory:** Decision Theory Introduction – Meaning and Definition – Steps in Decision Theory — **Ingredients of Decision problem:** Acts, States of nature or events, Payoff table, Opportunity Loss table – Decision making under Certainty – Decision making under Risk – Decision making under Uncertainty – Optimal. **Game Theory:** Concept and applications of game – Two – Person – zero-sum game – Value of the Game – Competitive situations – Pure (with saddle point) and Mixed strategy (without saddle point) Games – Dominance Method – Limitations of Game theory. (Theory and Problems).
- UNIT – II:** **Theory of Probability and Probability Distributions:** Probability Meaning and definition of probability – Approaches – Axioms – Additive and Multiplicative theorems – Conditional probability theorem; **Bayes theorem:** Meaning and its application; **Theoretical frequency Distributions:** Classification – Binomial – Poisson – Normal Distributions (Theory and Problems).
- UNIT – III:** **Sampling and Testing of Hypothesis: Sampling** Meaning – Random and non-random sampling - Merits and demerits; **Hypothesis:** Meaning and steps in testing of hypothesis – Type I and Type II errors – Standard Error – Point and Interval estimates; **Testing of Hypothesis:** Sampling of Attributes – Sampling of Variables –**Parametric Tests -Large Sample tests:** Difference between means and Standard Deviation tests; **Small Samples Tests** – t-distribution and its application
- UNIT - IV:** **Analysis of Variance:** ANOVA - Meaning – Significance– **Classification of ANOVA:** One-way classification –Two-way classification (Problems).
- UNIT – V:** **Non-Parametric Tests:** Meaning – Difference between Parametric and Non-parametric tests –**Types of non-parametric tests:** One sample sign test -One sample run - The Mann Whitney U-test – Kruskal Wallis H-test; **Chi-square test:** Types of Association and Coefficients – Yule’s Coefficient - – Yates Correction – Coefficient of Contingency – Test for Goodness of Fit (Problems)

Suggested Readings

1. Gupta S.P., **Statistical Methods**, Sultan Chand and Sons, 2014.
2. Beri G.C., **Business Statistics**, Tata McGraw-Hill Education, 2010.

References

1. Richard I. Levin and David S.Rubin., **Statistics for Management**, Pearson Education, 2009.
2. Gupta.S.C., and Kapoor V.K., **Fundamentals of Applied Statistics**, Sultan Chand & Sons (P) Limited, 2008.

3. Srivastava U.K., Shenoy G.V., and Sharma S.C., **Quantitative Techniques for Managerial Decisions**, New Age International (P) Limited., 2005.
4. Amir D. Aczel, and Jayavel Sounderpandian., **Complete Business Statistics**, Tata McGraw-Hill Education Private Limited, 2012.
5. Vohra N.D., **Quantitative Techniques in Management**, Tata McGraw-Hill Publishing Company Limited, 2007.

MASTER OF COMMERCE- FIRST SEMESTER (Financial Accounting)
105- ORGANISATION THEORY AND BEHAVIOUR

Unit I: Introduction to Organisation and Behaviour: Organisation – Definitions and Characteristics Principles of Organisation. Organisational Behaviour: Meaning – Definition - Factors influencing organisational behaviour - Significance - Emergence of Organisational Behaviour - Contributing Disciplines - Emerging challenges to organisational behaviour -Understanding Human Behaviour: Similarities and dissimilarities.

Unit-II: Individual Behaviour in Organisations: Personality – Definitions – Characteristics Determinants - Personality Traits Influencing Organisational Behaviour - Models of Human Personality: Rational Economic, Administrative, Social, Organisational, Self-Actualising - Perception: Definitions, Process, Factors influencing Perception, Distortions in Perception - Attitudes: Definitions and Formation of Attitudes - Learning: Definitions, Learning Process, Classical Conditioning, Operant Conditioning, Social Learning Theories.

Unit III: Group Behaviour in Organisations: Groups Meaning – Formation - Group Development -Types of Groups - Group Dynamics: Definitions Group Behaviour: Group Cohesiveness, Norming, Thinking, Risk Shift, Social Loafing - Team Development: Meaning, Definitions, Groups vs. Teams, Team Development, Using Teams for Organisational Building - Conflicts: Definitions, Process, Drives for Conflicts, Types, Outcomes, Conflict Resolution Techniques.

Unit IV: Behavioural Basis of Organisation Theory: Organisation Process - Elements of Organisation Structure: Types of Organisational Designs – Behaviour implications of Organisational Design – Authority and Power – Delegation and Decentralisation - Span of Management – Line and Staff. Organisational Change: Meaning – Need - Types – Resistance to Change and Overcoming Resistance.

Unit V: Organisational Communication and Leadership –Communication- Meaning - Process – Barriers – Overcoming Barriers. Leadership: Meaning – Styles – Managerial Grid – Traits Vs. Situational – Transformational Leadership – Leadership for Millennium Organisations. Motivation: Meaning – Motivators – Maslow and Herzberg Theories of Motivation – Approaches to Motivating Employees. Stress: Meaning –Individual - Organisational dimensions of Stress- Stress Management Techniques: Individual and Organisational.

Suggested Readings

1. Greenberg Jerald and Baron A Robert, **Behaviour in Organisations**, Prentice Hall of India Learning Private Limited, 2009.

2. Sarma V S Veluri, **Organisational Behaviour - An Interactive Learning Approach -Text and Cases**, Jaico Publishing House, 2009.

References

1. Robbins P Stephen, Judge A Timothy and Sanghi Seema, **Organizational Behavior**, Pearson Education, 2009.
2. McShane L Steven and Mary Von Glinow., **Organizational Behavior**, McGraw Hill Education India, 2010.
3. Rae Andre., **Organizational Behavior – An Introduction to Your Life in Organizations**, Pearson Education, 2009.

MASTER OF COMMERCE- SECOND SEMESTER (Financial Accounting) 201 – MARKETING MANAGEMENT

UNIT-I: INTRODUCTION:– Marketing Management – Definition – Core concepts – Nature, scope and importance of marketing – Evolution of marketing concepts – Role of marketing in economic development – Functions and tasks of marketing management – Marketing mix – Recent trends in marketing.

UNIT-II: MARKET ANALYSIS - Marketing environment – Macro and Micro components and their impact on marketing decisions- Competitive Marketing Strategies- Market Leader, Challenger, Follower and Nicher – STP marketing – Market segmentation – Concept – Bases and process – Target market selection – Positioning – Concept , bases and process - Consumer behavior- Concept - Factors influencing consumer behavior – Consumer buying decision process – Marketing research - Steps and process.

UNIT-III: PRODUCT AND PRICING DECISIONS – Concept of product – Classification – Levels –Product line decisions - New product development – Product life cycle and its implications – Branding and packaging decisions. Price – Concept –Objectives - Factors influencing pricing decisions – Methods of Pricing- Cost based, demand based and competition based pricing strategies – Initiating and responding to price changes.

UNIT-IV: PLACE DECISIONS – Channels of distribution – Concept – Levels – Functions and types of distribution channels – Channel management decisions – Channel conflict – Channel cooperation – Retailing and wholesaling. Physical distribution decisions - Concept - Importance – Components of physical distribution (market logistics) – Market logistics decisions – Direct marketing – Major channels of direct marketing.

UNIT-V: PROMOTION DECISIONS – Promotion mix – Integrated marketing communication – Concept , process – Nature and importance of advertising – Advertising copy – Media selection – Advertising budget – Measurement of advertisement effectiveness - Personal selling – Nature and importance – Process – Sales force management – Recruitment ,selection ,training ,compensation and control of sales force – Sales promotion – Objectives – Techniques.

Suggested Readings

1. Kotler.P, Keller K.L., Koshy.A., and Jha.M, **Marketing Management : A South Asian Perspective**, Pearson Education Limited, 2014.
2. Stanton W.J., Michael J.Etzel and Bruce J.Walker, **Fundamentals of marketing**, McGraw-Hill publications, 1997.

References

1. Ramaswamy V.S., and Namakumari S., **Marketing Management: Planning, Implementation and Control**, Macmillan India publishers, 1991.
2. Rajan Saxena, **Marketing Management**, Tata McGraw Hill Education Private Limited, 2009.

MASTER OF COMMERCE- SECOND SEMESTER (Financial Accounting) 202 – FINANCIAL MANAGEMENT

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- UNIT-I: INTRODUCTION:** Finance Function – Concept, Classification, Scope, Goals and Functions of Finance, Risk-Return – Trade-off; **Forms of Business Organization** –Tax Environment, Financial Environment and Financial Regulation; **Time Value of Money** –Concept, Time Preference for Money, Present Values, Future Values and their Computation.
- UNIT-II: FINANCING DECISION: Capital Structure** – Concept, Source of Long Term Capital and their relative merits and demerits, Optimum Capital Structure, and Determinants of Capital Structure; **Cost of Capital** – Definition, Concepts of Cost, and Measurement of Specific Costs of Capital and Firm’s Weighted Average Cost of Capital; **Capital Structure and Firm’s Value** – Net Income Approach, Net Operating Income Approach, Traditional Position, Modigliani and Miller Position, and Taxation and Capital Structure; **Capital Structure Decision** - Leverage Analysis: Concepts of Operating and Financial Leverage and EBIT – EPS Analysis (Simple Problems).
- UNIT-III: INVESTMENT DECISION: Capital Budgeting Decision** – Meaning, Characteristics, Process and Significance; **Estimation of Cash Flows** – Elements of Cash Flow Stream and Basic Principles of their Estimation **Methods of Evaluating Alternative Investment Projects** – Payback Period, Adjusted Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Modified Internal Rate of Return, and Benefit-Cost Ratio(Simple Problems), Capital Rationing and Capital Budgeting; Inflation and Capital Budgeting.
- UNIT-IV: DIVIDEND DECISION: Dividend Policy and Firm’s Value** – Models in which Investment and Dividend Decisions are related- Walter and Gordon’s Models, Traditional Position, Miller and Modigliani Model(Simple Problems) - Financial Signaling; **Dividend Decision** – Types of Dividend, Stock Dividend, Stock-Splits, Bonus Shares, Share Repurchase and Managerial Considerations in Dividend Policy Formulation.

UNIT-V: WORKING CAPITAL MANAGEMENT: Working Capital Decision – Concept, Characteristics, Components, Operating Cycle, Cash Cycle, Determinants of Working Capital, and Estimation of Working Capital (Simple Problems); **Cash and Liquidity Management** – Objectives, Cash Budgeting – Cash Collection and Disbursement – Optimum Cash Balance, and Investment of Surplus Funds; **Credit Management** – Credit terms – **Credit Policy Variables**, Credit Evaluation and Granting Decision, and Control of Receivables; **Inventory Management** - Need, Objectives, Order Quantity, Monitoring and Control of Inventories; **Working Capital Financing** – Sources and Financing Strategies.

Suggested Readings:

1. Prasanna Chandra., **Financial Management- Theory and Practice**, Tata Mc Graw Hill Education (India) Private Limited, Eighth Edition, 2008.
2. Van Horne, James C., and Wachowicz John M. Jr., **Financial Management and Policy**, Pearson Education Inc., 2012.

References:

1. Brigham., and Ehrhardt, **Financial Management: Theory & Practice**, Cengage Learning, 2014.
2. Shashi K.Gupta, **Financial Management: Theory and Practice**, Kalyani Publishers, 1996.

**MASTER OF COMMERCE- SECOND SEMESTER (Financial Accounting)
203 - ADVANCED COST AND MANAGEMENT ACCOUNTING**

Unit-I: Cost Concepts in Decision Making: Application of various cost concepts in the decision making process - Strategic Cost Management – Role and Functions of Management Accountant – Limitations of Management Accounting. **(Theory Only)**

Unit-II: Cost Analysis, Control and Profit Planning: Marginal Costing – BEP Analysis – Margin of Safety – Variable Costing – Absorption Costing – Cost and Management Audit **(Simple Problems)**

Unit-III: Standard Costing and Variance Analysis: Standard Costing – Significance – Steps in establishing Standard Costing – Merits and Demerits **(Theory Only)**.

Variance Analysis: Material Cost Variance – Labour Cost Variance – Overhead Variance **(Simple Problems)**

Unit-IV: Activity Based Cost Accounting: Concept of ABC, - Definitions - Cost Drivers and Cost Pools, Main Activities and its cost Drivers, Characteristics of ABC, Steps to develop ABC system- Implementation of ABC – Allocation of overheads under ABC **(Simple Problems)**

Unit-V: Responsibility Accounting: Implementation of Responsibility Accounting – Responsibility Centers – Cost Center – Profit Center – Investment Center – Transfer Pricing methods – Guiding principles for fixing transfer prices. Divisional Performance Management **(Simple Problems)**

Suggested Readings

1. Hansen & Mowen, **Cost Management – Accounting and Control**, 4th Edition, Thomson southwestern, 2013.
2. Ronald W.Hilton, **Managerial Accounting – Creating Value in a Dynamic Business Responsibility Environment**, Tata McGraw Hill, 6th Edition, 2006.

References

1. Shashi K. Gupta & R.K.Sharma **Management Accounting – Principles and Practice**; Kalyani Publishers, 2013
2. Charles T. Horngren Gary L.Sundem Willam O Stratton **“Introduction to Management Accounting**, Pearson Publication 13th Edition, 2013.
3. Ravi Kumar **“Advanced Management Accounting”**, TaxMann’s Publishing, New Delhi, 2012.

MASTER OF COMMERCE- SECOND SEMESTER (Financial Accounting) 204 – ACCOUNTING STANDARDS AND FINANCIAL REPORTING

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- Unit-I:** **Financial Accounting Standards:** Meaning – Need – Approaches – Sources – Standards setting Bodies in different countries – Difficulties in setting Standards – Benefits and Limitations of Accounting Standards.
- Unit-II:** **Indian Accounting Standards:** Need – Developments in Accounting Standards in India – Standards setting procedure – Functioning of ICAI and ASB – Significance of GAAP – Accounting policies and Industry practices – Elements in AS – 1 to AS – 16.
- Unit-III:** **International Accounting Standards:** Need – Nature of Standards – Standards Setting Organizations in USA, U.K and Canada – Functioning of IFRS,FASB, ASB, ASAC, IASC, and Elements in IAS – 1,3,4,6,7,8,13,14,30,37, and 38.

Unit-IV: Financial Reporting: Meaning – Objectives – Significance – Types of Reports – Disclosure in Financial Reporting – Harmonization of Financial Reporting – Qualitative Characteristics of Financial Reporting System – Limitations of Financial Reports.

Unit-V: Corporate Reporting: Need – Objectives – Significance – Latest Trends in Corporate Reporting – Elements of the APB - The True Blood Report - The Corporate Report - The Stamp Report – Limitations in Corporate Reporting Systems in India.

Suggested Readings

3. L S Porwal, **Accounting Theory - An Introduction**, Tata McGraw Hill Publishing Company Limited, New Delhi, 2001.
4. Arjun Saini, **Accounting Standards for Students**, Himalaya Publishing House, Mumbai, 2015.

References

6. R.K.Lele and Jawaharlal, **Accounting Theory**, Himalaya Publishing House, Mumbai, 2015.
7. S P Jain and K L Narang, **Accounting Theory and Management Accounting**, Kalyani Publishing House, New Delhi, 2014.
8. N Das Gupta, **Accounting Standards – India & International**, Sultan Chand & Sons, New Delhi, 2006.

MASTER OF COMMERCE- SECOND SEMESTER (Financial Accounting) 205- COMPUTER APPLICATIONS IN ACCOUNTING

Unit-I: Computerized Accounting – Need, Features and merits – Distinction between Manual Accounting and Computerized Accounting – Limitations of Computerized Accounting – Accounting Packages – Tally, Wings and Ex- integration of Accounting Packages with ERP – Features of Tally – Gateway of Tally –Shortcut keys.

Unit-II: Creation of Account groups – Creation Ledgers – With inventory and without inventory – Voucher Types – Payment voucher – Receipt Voucher – Contra Voucher – Sales Voucher – Purchase Voucher – VAT voucher – Credit Note Voucher – Debit Note Voucher – Other types of Voucher – Reversing Journal Voucher. **Inventory Management in Tally** – Stock groups, Categories, items – Inventory Masters – Stock Ledgers – Invoicing – Inventory Vouchers _ Inventory

Journals – Purchase and Sales Order Processing – Delivery Notes – Treatment and posting of Sales, Tax, VAT, and other related Taxes.

Unit- III: Payroll in Tally - Exploring Payroll in Tally.ERP9 – Working with Payroll vouchers – Defining Payroll Reports – Working with Statement of Payroll Report – Describing Salary Disbursement – Create a Tax Ledger – TDS Vouchers – Printing a TDS Challan – Tax Collected at Source in Tally.ERP9 – TCS Reports in Tally.ERP9.

Unit-IV: Financial Reporting - Day Book – Cash/Bank Book – Bank Reconciliation Statement – Cash Flow and Fund Flow – Sales Book _ Purchase Book – Statement of Accounts – Trial Balance – Treatment and Accounting for Depreciation – Profit and Loss Accounts – Balance Sheet – Generation of Financial Reports other than Financial Statements – Treatment of Income Tax and TDS.

Unit-V: Special Features in Tally - Tally Vault – Import and Export of Data – ODBC Connectivity – Web enabled Financial Reporting – Split Financial year, Income and Expenses Statement – Tax Ledgers – Financial Audit – Security in Accounting Packages – Data integrity and Security – Virus Problems – Overcoming Security issues – Security Protocols for Accounting Packages – Backup and Restore.

Suggested Readings

1. Namrata Agarwal, **Financial Accounting on Computers using Tally**, Dreamtech Press, 2000.
2. Ashok K Nadhani., **Tally.ERP 9 Made Simple Basic Financial Accounting**, BPB Publications, 2012.

References:

1. Kongent Learning Solutions Inc., **Tally.ERP 9 in Simple Steps**, Dreamtech Press, 2002.
2. Nadhani. A.K., and Nadhani .K.K. , **Implementing Tally 9**, BPB Publications, 2007.
3. Shraddha Singh and Navneet Mehra., **Tally ERP 9**, V&S Publishers, 2005.
4. Tally Work Book.

MASTER OF COMMERCE- SECOND SEMESTER (Financial Accounting)
LAB: COMPUTER APPLICATIONS IN ACCOUNTING
(Common to M.Com and M.Com-Computer Applications - under CBCS)

Lab – Students are required to undergo Lab Sessions with Tally Software.

1. Gateway of Tally and Shortcut Keys
2. Creation of Company, Account Groups, Ledgers, with Inventory and without Inventory
3. Creation of different types of Vouchers, Reversing Journal Voucher

4. Creation of Stock Groups, Categories, Items – Inventory Master
5. Inventory Vouchers , Receipt Note, Return Out, Return In, Inventory Journals
6. Purchase and Sales Order Processing, Treatment of Sales Tax, VAT and other related taxes Entries into Day Book, Cash/Bank Book, Bank Reconciliation Statement, Cash Flow and Fund Flow Statements
7. Sales Book, Purchase Book
8. Statement of Accounts, Trial Balance, Treatment of Depreciation
9. Profit and Loss Account and Balance Sheet
10. Generation of Financial Reports other than Financial Statements
11. Payroll Vouchers, Statement of Payroll
12. Creation of Tax Ledger, TDS Vouchers, Printing TDS Challan
13. TCS Reports

M.Com 301- ACCOUNTING IN BANKING AND INSURANCE

Unit-I: Functions of Commercial Banks – Indian Banking System – Reserve Bank of India - Structure and Functions - Central Banking: Organizational Structure of RBI - Functions of the Reserve Bank - Primary functions - Secondary functions iii. Controlling function of RBI over Banking and Non-Banking Companies - Banking Regulation Act, 1949 - Advances to priority sector and Credit Guarantee Scheme-Social Control of Banks. - Nationalisation of Banks. -Priority lending- Protection of Depositors, Promotion of underprivileged classes, Development work and participation in national economy – Banking Sector Reforms

Unit-II: Life Insurance Corporation of India(LIC) – Objectives – Growth – Performance and Government Control and investment pattern of LIC - Life Insurance Policies - Important Life insurance Policies – Life insurance annuities – Important legal provisions and judicial pronouncements in India – ULIPS & Traditional Insurance, LIC Act, 1956, IRDA Act – Regulation – Ombudsman

Unit-III: Banking Company Accounts II – Important Provision Concerning Conduct of Banking - Business in India – Bankers Books – Preparation and Presentation of final Accounts of Banking Companies. (simple problems)

Unit-IV: Insurance Company Accounts I – Accounts of Life Insurance Business – Statutory and Subsidiary Books – Revenue Accounts – Balance Sheet – Ascertainment of Net Profit/Loss. (simple problems)

Unit-V: Insurance Company Accounts II – Accounts of General Insurance Business – Statutory and Subsidiary Books – Revenue Account – Balance Sheet – Ascertainment of Net Profit/Loss – Settlement of Claims and Claims Accounts (simple problems)

Reference Books:

1. Jain and Narang, Accounting Part – I. Kalyani Publishing Ludhiana
2. R. Narayana Swamy, Financial Accounting. Prentice Hall of India.
3. Arunlanadam Advances Accounting. Himalaya Publishing House.
4. Ashok Sehgal Deepak Sehgal : Advance Accounting – II Corporate Accounting. Taxman Publication.

302– STRATEGIC MANAGEMENT

- Unit-I:** **Introduction** – Concept of Strategic management – Characteristics of Strategic management – Significance of Strategic Management – Dimensions of Strategic management – Tasks of Strategic Management – Developing – Vision – Mission – Objectives – Goals – Elements in Strategic Management Process – Benefits of Strategic Management.
- Unit-II:** **Environmental and Organizational Appraisal.** : Concept and Characteristics of Environment – External and Internal Environment – Environmental Scanning – Factors Effecting Environmental Scanning – Organizational Capability – Factors Effecting Organizational Appraisal – Methods and Techniques used for Organizational Appraisal.
- Unit-III:** **Strategy Formulation:** Corporate Level: Grand strategies – Stability Strategy – Expansion Strategy – Retrenchment Strategy – Turnaround strategy – Combination Strategy – Business Level: Cost Leadership Strategy – Differentiation Strategy – Focus Strategy.
- Unit-IV:** **Strategy Implementation:** Project Implementation – Resource Allocation – Approaches of Resource Allocation – Structural Implementation – Types of Structures – Strategy and structure – Leadership implementation – Role of Leader – New paradigms of Leadership.
- Unit-V:** **Strategy Evaluation and Control:** Nature and Importance of Strategic evaluation – Participants of strategic evaluation and barriers in strategic evaluation – Evaluation Techniques for strategic control – Evaluation Techniques for Operational Control – Role of Organizational System in Evaluation.

Suggested Readings

1. Azhar Kazmi, Strategic Management and Business Policy, Tata McGraw Hill Company Limited, New Delhi, 2008.
2. Thomas L., Wheelen, J.David Hunger & Krish Rangarajan, Concepts in Strategic Management and Business Policy, Pearson Education, 2011.
3. Subba Rao, P, Business Policy and strategic Management, Himalaya Publishing House, Mumbai, 2003.
4. Vipin Gupta, Kamala and Srivasam R, Business Policy and strategic Management, Prentice Hall of India Private Limited, New Delhi, 2006.
5. Barney & Hesterly, Strategic Management and Competitive Advantage Concepts, Prentice Hall of India Private Limited, New Delhi, 2009.

M.Com III Semester (Financial Accounting)

303 - INDIAN FINANCIAL SYSTEM

UNIT-1: Financial System

Overview - Structure of Financial System - Components-Markets, Institutions, Instruments, Services - Functions of financial system - Role of Financial system in Economic Development.

UNIT - II : Money Market

Functions - benefits - money market instruments - Treasury Bills market - Call/notice money market - commercial papers - certificate of deposits - commercial bills market - discount markets.

UNIT - III : Capital Market

Primary Markets: Initial Public Offer (IPO) - Follow on Public Offering (FPO) - Rights Issue - Private Placements, Preference Issues - Book Building, American Depository Receipts (ADRs), Global Depository Receipts (GDRs), Foreign Currency Convertible Bonds (FCCBs).

UNIT - IV : Capital Market

Secondary Markets: Stock Exchange - Organisation, Management & Membership - Functions - listing, trading and settlement - Bond Market: Significance, functions, participants -Depositories and Custodians - National Securities Depository Ltd (NSDL), Central Depository Services (India) Ltd (CDSL), The Stock Holding Corporation of India Ltd (SHCIL).

UNIT - V : Regulatory Framework

RBI: Functions and Role - Monetary Policy. SEBI: Objectives, Powers and functions - SEBI Regulations relating to Capital Markets - Investors' Protection.

Suggested readings:

1. Bhole L.M. & Jitendra Mahakud: Financial Institutions and Markets, Tata McGraw Hill Education Private Ltd., New Delhi.
2. Bharati V. Pathak: The Indian Financial System - Markets, Institutions and Services, Pearson Education Pvt. Ltd., New Delhi.
3. Srivastava R.M. & Divya Nigam: Management of Indian Financial Institutions, Himalaya Publishing House, Delhi.
4. Clifford Gomez: financial Markets, Institutions and Financial Services, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Guruswamy.S: Financial Markets and Institutions, Tata McGraw-Hill Education Pvt. Ltd.

M.Com III Semester (Financial Accounting)

M.Com 304 - SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

- Unit-I: Introduction to Investments:** Concept- Nature- Scope- Types- Process-Alternatives - Environment - Investment, Speculation and Gambling - Indian Stock market – Primary and Secondary markets – Derivatives market – Stock exchanges – BSE-NSE- OTCEI- Organization and Regulation.(Theory only)
- Unit –II: Security Analysis:** Objectives of security investment – Fundamental Analysis: economy industry – Industry analysis - company analysis – Technical analysis – Efficient market hypothesis – Types of Risks. (Theory only)
- Unit – III: Valuation of Securities:** Valuation of Equity Shares: Dividend discount model – Constant growth model Two stage and three phase models – Valuation through P/E Ratio - Preference Shares – Valuation of Debt securities: Bond Pricing Theorems- Convexity – Duration - Bond immunization - Active and passive bond management (Problems)
- Unit – IV: Portfolio Theory:** Risk and Return Analysis - Approaches in Portfolio construction – Traditional and Modern – Portfolio selection: Markowitz’s Portfolio Optimization - Sharpe’s Portfolio Optimization- CAPM – APT Models. (Problems)
- Unit – V: Portfolio performance Evaluation:** Concept – Objectives - Portfolio performance measures: Sharpe’s - Treynor’s - Jensen’s measures – Portfolio Revision. (Problems)

Suggested Readings

1. Donald E Fischer and Ronald J Jordan, Security Analysis and Portfolio Management, Pearson Prentice Hall of India, New Delhi, 2008.
2. Bhalla V.K., Investment Management, Sultan Chand & Sons, New Delhi, 2008.
3. S Kevin, Security Analysis and Portfolio Management, Prentice Hall of India, New Delhi, 2015.
4. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd., New Delhi, 2014.
5. Preeti Singh, Investment Management, Himalaya Publishing House, Mumbai, 2015.

M.Com III Semester (Financial Accounting)
M.Com 305 - CORPORATE TAX MANAGEMENT

- Unit-I:** **Introduction:** Significance of Corporate Taxation – Concepts and definitions of Corporate Income Tax – Assessee- Assessee in default-Previous Year-Assessment Year – Residential Status of Company-Incidence of Tax – Types of Companies for tax purpose – Incomes forming part of total income of a company — Exempted Incomes and Tax free incomes with special reference to corporate assessee. (Theory only)
- Unit-II:** **Corporate Taxation:** Computation of Income from House Property-Business-Capital Gains-Other Sources – Set-Off and Carry-Forward of losses – Deductions out of G.T.I. u/s. 80 applicable to companies – Computation of Total Income and tax liability of Company – Minimum Alternative Tax – Dividend Tax. (Problems with special focus on computation of total income and tax liability)
- Unit- III:** **Tax Planning – Financial Management Decisions:** Concept of tax planning; Tax avoidance and Tax evasion – Tax Management: Meaning and Scope of Tax Management – Implications of tax planning – Requisites of a successful tax planning – Methods of Tax Planning. (Theory only)
Capital Structure Decisions: Meaning of capital structure-Tax considerations in deciding capital structure-Choice of Capital Structure (Problems) – Dividend Policy: Meaning-Factors affecting dividend policy – Dividend Policy and Tax Considerations: Meaning of dividend under IT Act
- Unit-IV:** **Tax Planning - Business Restructuring and Managerial Decisions:** Tax issues relating to Amalgamation of Companies: Meaning of Amalgamation under IT Act; Tax Concessions to Amalgamating Company; Tax Concessions to Amalgamated Company; Tax Concessions to the Shareholders of Amalgamating Company – Tax Issues relating to Demerger: Meaning of Demerger; Parties to Demerger; Tax Incentives in case of Demerger: Tax Incentives to Demerged Company-Tax Incentives to Shareholders-Tax Incentives to Resulting Company. (Theory only)
Tax considerations with reference to specific managerial decisions: Own or Lease-Tax considerations in Buy or Lease – Sale of Assets of Scientific Research – Make or Buy – Repair, Replace, Renewal or Renovation – Shut Down or Continue (Problems on tax planning with special focus on Buying Asset with Borrowing or Taking on Lease)
- Unit-V:** **Special Tax Provisions for Certain Undertakings:** Special provisions in respect of Newly established units in Special Economic Zones – Special Provisions in respect of Newly established 100% Export-oriented Undertakings – Undertakings engaged in Infrastructure, Telecommunication, Power Sector and Industrial Parks – Undertakings engaged in Development of SEZ – Undertakings located in backward Areas and Other Notified Areas – Capital Gains (Theory and Problems on Capital Gains investment)

Suggested Readings:

1. Rajeev Puri and Puja Gaur, **Corporate Tax Planning & Management**, Kalyani Publishers, 2015.

2. Vinod K Singhania, **Direct Taxes, Planning and Management**, Taxmann's Publications Private Limited, New Delhi, 2015.

M.Com IV Semester (Financial Accounting)

M.Com 401 - BUSINESS RESEARCH METHODS

- Unit-I:** **Introduction-** Business Research: Definition-Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research-The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites.
- Unit-II:** **The Research Process-** Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition- Theoretical Framework- -Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis
- Unit-III:** **The Research Design-** Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales Rating Scales- Ranking Scales- Reliability and Validity- Content Validity, Criterion Related Validity and Construct Validity.
- Unit-IV:** **Collection and Analysis of Data** -Sources of Data-Primary Sources of Data-Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews- Observational Surveys- Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires. Data Analysis: An overview of Descriptive, Associational and Inferential Statistical Measures.
- Unit-V:** **The Research Report-** -Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report- Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research Report- Oral Presentation- Visual Aids-The Presenter-The Presentation and Handling Questions

Suggested Readings

1. Uma Sekaran, Research Methods for Business—A Skill Building Approach, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
2. William G. Zikmund, Business Research Methods, Thomson Business Information India Pvt. Limited, Bangalore, 2005.

3. Donald R Cooper and Pamela S Schindler, Business Research Methods, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2007
4. Wilkinson & Bhandarkar: Methodology and Techniques of Social Science Research, Himalaya Publishing House, 1996
5. C.R. Kothari, Research Methodology – Methods & Techniques, Vishwa Prakashan, New Delhi, 2003

M.Com IV Semester (Financial Accounting)

M.Com 402 - FINANCIAL DERIVATIVES

- Unit-I:** **INTRODUCTION:** Concept of Risk – Risk Management System – Derivatives Evolution – Significance – Types of Derivatives – Financial and commodity Derivatives – Derivatives Markets – Players in Derivative Markets – Trading and settlement mechanism – Types of orders – Clearing House – Margins (Theory).
- Unit-II:** **FORWARD AND FUTURES CONTRACTS:** Features of Forward And Futures – Forward prices – Forward Rate Agreements – differences between Forward and Future contracts – Valuation of Forward & Futures contract – Cost of Carry Model – Stock Index Futures – Interest Rate Futures – Hedging – Reasons – Hedge Ratio – Trading Strategies – Conditions for Hedging application (Theory & Problems).
- Unit- III:** **OPTIONS CONTRACTS:** Features of Options – differences between Options and Futures – types of Options - Call and put Options – options trading – options pricing models – Binomial Model - Black - Scholes Model – Pay-offs from Options – In-the money – At-the money – Out of the money – Time Value and Intrinsic Value – (Theory & Problems).
- Unit-IV:** **FINANCIAL SWAPS:** Features of Swap contracts – Types of Financial Swaps – Structure and Trading Mechanism of Currency Swaps – Valuation and Pricing Methods – Risks relating to Swap Trading – Advantages and Disadvantages Swap Contracts (Theory only).
- Unit-V:** **REGULATORY FRAMEWORK:** Regulation to Risk Management Practices – Regulations for Clearing and settlements – Securities contracts (Regulation) Act. 1956 – SEBI Act. 1992 – Recommendations of L.C. Gupta committee – J.R. Varma Committee Report (Theory).

Suggested Readings

1. Vohra N.D., Futures and Options, Tata McGraw Hill Publishing Company Limited, New Delhi, 2010.
2. Jayant Rama Varma, Derivatives and Risk Management, Tata McGraw Hill Publishing Company Limited, New Delhi, 2009.
3. Bishnupriya Mishra and Sathya Swaroop Debasish, Financial Derivatives, Excel Books, New Delhi, 2010.

4. Amuthan, Financial Derivatives, Himalaya Publishing House, New Delhi, 2010.
5. John C Hul, Options, Futures and other Derivatives, Pearson Education, New Delhi, 2009.

M.Com IV Semester (Financial Accounting)

M.Com 403 - FINANCIAL SERVICES MANAGEMENT

- Unit-I:** **Financial Services:** Meaning, Features, and Scope of Financial Services; Classification of Financial Services - Traditional vs. Modern Activities - Fund-based vs. Fee-Based Financial Services; Role, Importance, and Growth of Financial Services; Problems and Prospects of Financial Services Sector in India.
- Unit-II:** **Merchant Banking:** Meaning, Origin and Growth, and Functions of Merchant Banking; Qualities and Services of Merchant Bankers; Code of Conduct of Merchant Bankers; SEBI Regulations of Merchant Banking; Problems and Prospects of Merchant Banking in India.
Credit Rating: Definition and Meaning, Objectives and Methodology of Credit Rating; Benefits and Limitations of Credit Rating; Origin and Growth of Credit Rating in India; Credit Rating Agencies in India; SEBI Guidelines on Credit Rating.
- Unit- III:** **Mutual Funds:** Meaning, Origin and Growth, Organization and Types of Mutual Funds; Merits and Problems of Mutual Funds; Performance Evaluation of Mutual Funds and Concept of Net Asset Value; SEBI Guidelines on Mutual Funds; Problems and Prospects of Mutual Funds in India.
- Unit-IV:** **Venture Capital:** Concept, meaning, Features and Scope of Venture Capital Financing; Origin, Growth and Importance of Venture Capital Financing; SEBI Guidelines on Venture Capital; Venture Capital Financing in India.
Lease Financing: Meaning, Features, and Types of Lease Financing; Merits and Demerits of Lease Financing; Lease vs. Buy and Lease vs. Hire-Purchase Decisions.
- Unit-V:** **Factoring:** Meaning, Modus Operandi, Functions, and Types of Factoring Services; Benefits and Costs of Factoring; Factoring Services in India.
Forfeiting: Meaning and Importance of Forfeiting; Benefits and Costs of Forfeiting; Factoring Vs. Forfeiting; Forfeiting in India.

Suggested Readings

1. Khan M.Y., Financial Services, Tata McGraw Hill Education Private Limited, New Delhi, 2013.

2. Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House, Mumbai, 1996.
3. Tripaty Nalini Prava, Financial Services, Prentice Hall of India, New Delhi, 2007.
4. Sashidharan K., & Alex K. Mathews, Financial Services and System, Tata McGraw Hill Education Private Limited, New Delhi, 2009.
5. Guruswamy S, Financial Services, Tata McGraw-Hill Education Private Limited, New Delhi.

M.Com IV Semester (Financial Accounting)

M.Com 404 - STRATEGIC COST MANAGEMENT

Unit- I: Cost Management-Introduction-Factors affecting cost Management-Strategic Cost Analysis-Cross Functional perspective of Cost Management-International issues in Cost Management-Levels of Involvement in International Trade-Foreign Currency Exchange-Managing Transaction risk, Economic Risk, Translation risk-Decentralization-Creation of Divisions-Role of Cost and Management Accountant

Unit-II: Strategic Cost Audit – Management Audit – Structure – Objectives – Generally accepted Cost Accounting Principles – Cost Reporting.

Unit-III: Strategic Cost Management-Concepts-Strategic Positioning-key to Creating and Sustaining a Competitive Advantage, Value Chain Framework, linkages and Activities-organizational activities and Cost Drivers-Life Cycle Cost Management-Product life Costing-Activities-Project life cycle.

Unit-IV: Balanced Score-Card: Definition, Activity-Based V/s Strategic Based Responsibility Accounting-Assigning Responsibility-Balanced Score Card-Basic Concepts-Strategy Translation-Linking measures to strategy-Strategic Alignment.

Unit-V: Quality Cost Management: Meaning, Definition, Quality Cost Measurement-Reporting Quality Costs-Quality cost information and Decision Making-Controlling Quality Costs-Environmental costs: Definition, Measuring and Controlling environmental costs,

Suggested Readings

1. Don R. Hansen, Maryanne M. Mowen (2005): Cost Management: Accounting and Control (4th Edt). International Student Edition. Thomson South-Western.
2. Ravi M. Kishore, (1997): Advanced Management Accounting. Taxmann Allied Services (P) Ltd.

3. John K. Shank, Vijay Govindaraja, Strategic Cost Management. The Free Press Publication.
4. Dr. Pradip Kumar Sinha: Strategic Cost Management: Nirali Prakashan Publication.

M.Com IV Semester (Financial Accounting)

M.Com 405 - STRATEGIC FINANCIAL MANAGEMENT

- Unit-I:** **Introduction** - Strategic Financial Planning – Scope – Objectives – Market Efficiency and Enhancing Decision - Regulatory Framework - Rights Issue – Value of Right – Initial Public Offer – Private Placement (Theory Only)
- Unit-II:** **Capital Structure Planning** - Estimating Financial Requirements – Understanding Debt – Debt Policy – Debt Analysis and Management – Convertible Debentures and Warrants – EBIT and EPS Analysis – Indifference Point – Levered Beta and Unlevered Beta. (Simple Problems)
- Unit-III:** **Corporate Valuation** - Significance - Approaches to Corporate Valuation – Determining Free Cash Flows – Valuation based on FCF - DCF - Two Stage Growth - Free Cash Flows to Equity Valuation – Guidelines for corporate valuation. (Simple problems)
- Unit-IV:** **Value Based Management** - Methods and Key Premises of Value Based Management – Share holders Value Creation – Balanced Score Card – Economic Value Added Approach - Three Components of EVA –NOPAT, Cost of Capital and Capital Employed – Performance Measurement - Financial and Non-financial measures – Divisional Performance Measurement – Transfer Pricing – Problems of Transfer Pricing and Economic Value Added. (Simple Problems)
- Unit-V:** **Corporate Restructuring and Reengineering:** Conceptual framework – Tax aspects of Amalgamation, Mergers and Demergers – Legal Procedure – Reengineering Changing Ownership Restructuring – Spin Off – Split Off – Leveraged Buyout – Financial Restructuring – Buy Back of Shares – Problems in

Implementation – Corporate Restructure Policies – Dynamics of Restructuring
(Theory Only).

Suggested Readings

1. Prasanna Chandra, Financial Management, Tata McGraw Hill Company Limited, 7th Edition, New Delhi, 2008.
2. MY Khan and PK Jain, Financial Management, Tata MCGraw Hill Company Limited, 7th Edition, New Delhi, 2011.
3. Sudhindra Bhat, Financial Management, 2nd Edition, Excel Books, 2008.
4. ASwath Damodaran, Corporate Finance, Wiley India, 2nd Edition, New Delhi, 2016.
5. J Fred Weston, Kevang SC hung and Susan E Moad Mergers, Restructuring and Corporate Control, Prentice Hall India, 2007.