

M. Com.
SEMESTER – IV

COMPULSORY PAPER

Paper No. 401: Strategic Management

Credits: 04

Total Marks:	100 Marks
Semester End Examination:	70 Marks
Internal Evaluation:	30 Marks

Objective: The objective of this course is to enhance the decision making abilities of students in situations of uncertainty in a dynamic business environment.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies. Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organisational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.	12	14 + 06 =20
Unit-2	Strategy Formulation and Choice of Alternatives: Strategies , modernisation, diversification, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice- industry, competitor and SWOT analysis; Factors affecting strategic choice; Generic competitive strategies- cost leadership, differentiation, focus, value chain analysis, bench marking, service blue printing.	12	14 + 06 =20
Unit-3	Functional Strategies: Marketing, production/ operations and R&D plans and policies. Functional Strategies: Personnel and financial plans and policies.	12	14 + 06 =20
Unit-4	Strategy Implementation: Inter-relationship between formulation and implementation; Issues in strategy implementation; Resource allocation. Strategy and Structure: Structural considerations, structures for strategies; Organisational design and change. Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation and control.	12	14 + 06 =20
Unit-5	Global Issues in Strategic Management	12	14 + 06 =20

Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
2. Budhiraja, S.B. and M.B.Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.

**COMPULSORY PAPER****Paper No. 402: Research Methodology in Commerce****Credits: 04**

Total Marks:	100 Marks
Semester End Examination:	70 Marks
Internal Evaluation:	30 Marks

Objective: The purpose of this course is to enable students learn the process and techniques of research.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Research Methodology: Introduction, Meaning, Importance, Types, Research methods and methodology, Research process.	12	14 + 06 =20
Unit-2	Research Problem: Defining the research problems, what as research problem? Selecting the problem, Necessity of Defining the Research Design, Technique involved in detaining a problem.	12	14 + 06 =20
Unit-3	Research Design: Meaning, Needs, Features, Different research design exploratory, descriptive and experimental design.	12	14 + 06 =20
Unit-4	Measurement and Scaling Techniques: Measurement in research Measurement Scale, Sources of error in measurement, test of Sound measurement, scaling, meaning of scaling, scale classification, Bases, Important Scaling Techniques.	12	14 + 06 =20
Unit-5	Interpretation and Report Writing: Meaning of Interpretation, Why interpretation? Precaution Interpretation, Report Writing, Different Steps in Writing reports; Types of Report, Oral Presentation, Precaution for Writing Research Report.	12	14 + 06 =20

Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Kothari, C.R.: Research Methodology; Methods and Techniques, Wiley Eastern Limited, New Delhi.
2. Thanulingom N.: Research Methodology; Himalaya Publishing Hours, New Delhi.
3. Michael, V.P.: Research Methodology; Himalaya Publishing Hours, New Delhi.
4. Sadhu A.N. & Singh Amarjit Research Methodology in Social Sciences, Himalaya Publishing Hours, New Delhi.
5. Krishna swami, O.R., Methodology and Research in Social Sciences, Himalaya Publishing Hours, New Delhi.



ELECTIVE GROUP: (A) FINANCE & ACCOUNTS:

Paper No. 403: Finance & Accounts Paper No.VII (Accounting Information System)

Credits: 04

Total Marks: 100 Marks
 Semester End Examination: **70 Marks**
 Internal Evaluation: **30 Marks**

Objective: To acquaint students with the use of computers in the area of financial and cost accounting.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Financial Accounting System: Financial transactions; Books of original entry –ledger, trial balance; Financial statements -profit and loss accounts and balance sheet. Practical knowledge on Wings Accounting and Wings Trade (Software).	12	14 + 06 =20
Unit-2	Use of software packages of various types of obtain financial accounting output for the following: 1. Day books 5. Trial Balance 2. Journals 6. Balance Sheet 3. General Ledger 7. Profit and Loss Account 4. Subsidiary Ledger 8. Other statements	12	14 + 06 =20
Unit-3	Cost Accounting System: Elements of cost; Classification; Cost sheet; Cost accounting methods and techniques.	12	14 + 06 =20
Unit-4	Use of Software Packages of various types to obtain cost accounting outputs like the following: 1. Analysis of cost -cost centers wise 2. Analysis of cost -cost elements wise 3. Allocation of overheads 4. Apportionment of overheads 5. Preparation of cost sheet 6. Variable and fixed costs -BEP, P/V analysis 7. Standard cost and variance analysis 8. Differential cost	12	14 + 06 =20
Unit-5	Synergy (2+2= 5 effect) Meaning, Characteristics of Synergy, Negative Synergy (2+2=5 effect), Synergy as a part of Management, Type of Synergy & Start up and operating Synergy.	12	14 + 06 =20

Internal Evaluation:

Assignment 10 Marks
Presentation / Seminar 10 Marks
Test 10 Marks
Total: 30 Marks

Reference / Text- Books/ Additional Reading:

1. Kishore, Ravi M.: Cost Accounting, Taxmann Publications Ltd., New Delhi.
2. Iyenger, S.P.: Cost Accounting -Principles and Practice, Sultan Chand & Sons, New Delhi.,
3. Gupta R.L and Radhaswamy, M.: Advanced Accountancy, Sultan Chand & Sons, New Delhi.
4. Software manuals.
5. Accounting Softwares: Tally, Miracle, Tata EXE, etc.



ELECTIVE GROUP: (A) FINANCE & ACCOUNTS:

Paper No. 404: Finance & Accounts Paper No.VIII (Financial Institutions & Markets)

Credits: 04

Total Marks: 100 Marks
Semester End Examination: **70 Marks**
Internal Evaluation: **30 Marks**

Objective: This course aims at providing students with an understanding of the structure, organization and working of financial markets and institutions in India.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Introduction: Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system - an overview. Financial Markets: Money and capital markets; Money market - meaning, constituents, functions of money market; Money market instruments - call money, treasury bills, certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market; Capital market- primary and secondary markets; Depository system; Government securities market; Role of SEBI - an overview; Recent developments.	12	14 + 06 =20
Unit-2	Reserve Bank of India: Organisation, management and functions; Credit creation and credit control; Monetary policy. Commercial Banks: Meaning, functions, management and investment policies of commercial banks; Present structure; E-banking and e-trading; Recent developments in commercial banking.	12	14 + 06 =20
Unit-3	Insurance Sector: Objectives, role, investment practices of LIC and QIC; Insurance Regulatory and Development Authority- role and functions. Non-Banking Financial Institutions: Concept and role of non-banking financial institutions; Sources of finance; Functions of non-banking financial institutions; investment policies of non banking financial institutions in India.	12	14 + 06 =20
Unit-4	Mutual Funds: Concept, performance appraisal, and regulation of mutual funds (with special reference to SEBI guidelines); Designing and marketing of mutual funds schemes; I Latest mutual fund schemes in India - an overview. Merchant Banking: Concept, functions and growth; Government policy on merchant banking services; SEBI guidelines; Future of merchant banking in India.	12	14 + 06 =20
Unit-5	Interest Rate Structure: Determinants of interest rate structure; Differential interest Recent changes in interest rate structure. Foreign Investments: Types, trends and implications; Regulatory framework for foreign investments in India.	12	14 + 06 =20



Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Avdhani: Investment and Securities Markets in India, Himalaya Publications, Delhi.
2. Bhole, L.M.: Financial Markets and Institutions, Tata McGraw Hill, Delhi.
3. Ghosh, D: Banking Policy in India, Allied Publications, Delhi.
4. Giddy.I.H: Global Financial Markets, A.I.T.B.S., Delhi.
5. Khan, M.Y: Indian Financial System, Tata McGraw Hill, Delhi.
6. Reserve Bank of India, Various Reports, RBI Publication, Mumbai.
7. Varshney.P.N: Indian Financial System, Sultan Chand & Sons, New Delhi.
8. Averbach, Robert D: Money, Banking and Financial Markets; MacMillan, London.
9. Srivastava R.M.: Management of Indian Financial Institution; Himalaya Publishing House, Mumbai.
10. Verma JC: Guide to Mutual Funds and Investment Portfolio, Bharat Publishing House, New Delhi.



ELECTIVE GROUP: (B) MARKETING

Paper No. 403: Marketing Paper No. VII (Marketing of Services)

Credits: 04

Total Marks: 100 Marks
Semester End Examination: **70 Marks**
Internal Evaluation: **30 Marks**

Objective: This Course acquaints students with the basic issues in Services marketing.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Introduction to Service Marketing: Introduction Role of services in an economy- nature of services Types of Services Different between goods and services marketing.	12	14 + 06 =20
Unit-2	Services Marketing Management: Introduction marketing management process for services Organizing marketing planning, Analyzing marketing opportunities, Selecting target market, Developing the service marketing mix, managing and controlling marketing efforts.	12	14 + 06 =20
Unit-3	Consumers in Services Industry: Introduction Buyer characteristics: cultural factors, Social factors, personal factors, psychological factors, Buyer decision-making process: problem recognition, information search evaluation of alternatives purchase of services, post purchase decision comparison of individual consumer and organizational buyer behavior for services.	12	14 + 06 =20
Unit-4	Service Marketing Mix: Introduction Elements of Service marketing mix; service product, price, place, promotion, people, process, physical evidence.	12	14 + 06 =20
Unit-5	Service marketing Applications: Introduction Bank marketing, Tourism Marketing, Hospital marketing, Air line marketing.	12	14 + 06 =20

Internal Evaluation:

Assignment **10 Marks**
Presentation / Seminar **10 Marks**
Test **10 Marks**
Total: **30 Marks**

Reference / Text- Books/ Additional Reading:

1. Venugopal Vasanti, Raghu V.N. Services marketing Himalaya Publishing Hours, Mumbai.
2. Christopher, H. Lovelock: Services marketing, Prentice hall, New Jersey.
3. Zeithaml, V.A., and Bitner, M.J., services marketing, McGraw Hill, Inc, New York.

**ELECTIVE GROUP: (B) MARKETING****Paper No. 404: Marketing Paper No. VIII (International Marketing)****Credits: 04**

Total Marks:	100 Marks
Semester End Examination:	70 Marks
Internal Evaluation:	30 Marks

Objective: The objective of this course is to expose students to the conceptual framework of international marketing management.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Introduction to International Marketing: Nature and significance, complexities in international marketing, Transition from domestic to transnational marketing International marketing Environment.	12	14 + 06 =20
Unit-2	Product Decisions: product planning for global markets; Standardization Vs. product adaptation; New product development; management of international brands;	12	14 + 06 =20
Unit-3	Pricing Decisions: Environments in fluencies on pricing decisions; International pricing policies and strategies.	12	14 + 06 =20
Unit-4	Promoting decisions: Complexities and issue; International advertising personal selling; sales promotion and public relations.	12	14 + 06 =20
Unit-5	Distribution Channels and Logistics: Functions and types of channels; channel selection decisions; selection of foreign distributors / agents and managing relations with them international logistics decisions.	12	14 + 06 =20

Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Varshney, R.L. and Vhattacharyya B., International marketing management. An Indian perspective. sultan chand & sons, New Delhi.
2. Saravanavel p. International marketing marketing Himalaya Publishing Hours, Mumbai.
3. Dewan, J.M. and sudarsham, K.N., International marketing management, Discovery Publishing Hours, New Delhi.
4. Czinkota M.R. International marketing, Dryden press, Boston.
5. Jain, S.C., International marketing,, CBS Publishing Hours, New Delhi.
6. Sarathy, R. and V. Terpstra, International marketing, Dryden press, Boston.



ELECTIVE GROUP: (C) BANKING & INSURANCE:

Paper No. 403: Banking & Insurance Paper No.VII (Insurance Finance and Administration)

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation: **30 Marks**

Objective: To provide an understanding of the process of administering insurance finance.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Introduction: Law of probability; Forecast of future events; Construction of mortality tables; Mortality tables for annuities.	12	14 + 06 =20
Unit-2	Premium Determination: Basic factors; Use of mortality tables in premium determination; Interest, compound interest functions; Net and gross premium; Mode of periodical premium payment; Mode of claim payment; Benefit to be provided; Mode of loading for expenses; Gross premium -general considerations, insurer's expenses; Margin adjusting; Premium for term insurance; Temporary insurance; Endowment insurance; Level and natural premium plan; Premium calculation for annuities, life and other policies; Elementary study of actuarial valuation.	12	14 + 06 =20
Unit-3	Reserves and Surplus: Nature, origin, and importance of reserves and funds in life and property insurance; Retrospective and prospective reserve computation; Statutory regulation of reserves; Nature of surrender value; Concept and calculation of surrender value; Standard non-forfeiture law; Non-forfeiture value; Reduced paid up values; Settlement options; Automatic premium loan; Nature and source of insurance surplus; Special form of surplus; Distribution of surpluses -extra dividend, residuary dividend; Investment of surplus and reserves -basic principles. Investment policy of LIC and GIC in India as specific cases.	12	14 + 06 =20
Unit-4	Administration: Present administrative set up of General Insurance Corporation of India, Life Insurance Corporation of India, Provident Fund Societies, and other organizations doing insurance business; Establishment and control of branches; Machinery for decision making used by insurance organizations; Statutory administrative provisions,	12	14 + 06 =20
Unit-5	Legislation: Detailed study of Life Insurance Corporation of India Act, 1956, General Insurance Corporation of India Act, 1976, Export Credit' and Guarantee Corporation Act -with particular reference to Life fund, other insurance funds, annual and periodical valuation of surplus bonus to anticipating policies; Investment regulations; Agency rules; Performance evaluation; A brief study' of Indian Insurance Act, 1938; Role of Insurance Development and Regulatory Authority (IRDA) of India.	12	14 + 06 =20



Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Mishra, M.N.: Insurance - Principles & Practice, S. Chand & Co. Ltd., New Delhi.
2. Study of LIC Act and other relevant Acts & IRDA
3. Vinayakam N. M. Radhasamy & S.V. Vasudevan: Insurance-Principles and Practice, S.Chand & Co. Ltd., New Delhi
4. Singh, S.P.: Investment Pattern of the Life Insurance Corporation of India, Sahitya Bhavan, Agra.



ELECTIVE GROUP: (C) BANKING & INSURANCE:

Paper No. 404: Banking & Insurance Paper No.VIII (Fire and Marine Insurance)

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation: **30 Marks**

Objective: To give exposure to the provisions of fire and marine insurance and their increasing importance.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Fire Insurance Contract: Origin of fire insurance; Its nature, risks, hazards, and indemnity; Legal basis, stipulation, and conditions; Contracts; Full disclosure of material facts; Inspection and termination of coverage.	12	14 + 06 =20
Unit-2	Fire Insurance Policies: Issue and renewal of policies; Different kinds; Risks covered; Recovery of claims; Insurer's option; Ex-gratia payment and subrogation; Policy conditions; Hazards not covered; Contribution and average; Re-insurance, double insurance, and excess insurance. Types of fire protection policies.	12	14 + 06 =20
Unit-3	Marine Insurance Contract: Origin and growth; History of Lloyds;. Evaluation of marine insurance business in India; Basic elements -insurable interest, utmost good faith, implied warranties; Policy document; Types of marine insurance contract -freight, cargo and vessel; Procedure for obtaining marine protection policy; Marine policies and conditions; Nature of coastal marine	12	14 + 06 =20
Unit-4	Marine Losses: Total loss, partial loss, particular average loss, and general average loss; Preparation of loss statement; Payment of marine losses -requirement of the insured, documents needed, procedure for presentation of claim; Valuation of loss salvage; Limits of liability; Attachment and termination of risk.	12	14 + 06 =20
Unit-5	General Insurance Corporation and Other Insurance Institutions: Working of QIC in India, Types of risks assumed and specific policies issued by ECGC and private sector insurers.	12	14 + 06 =20

Internal Evaluation:

Assignment 10 Marks

Presentation / Seminar 10 Marks

Test 10 Marks

Total: 30 Marks

Reference / Text- Books/ Additional Reading:

1. Mishra, M.N.: Insurance - Principles & Practice, S. Chand & Co. Ltd., New Delhi.
2. The Marine Insurance Act, 1063. G.O.I.
3. Vinayakam, N.M. Radhasamy and S.V. Vasudevan: Insurance -Principles and Practice, S.Chand & Co. Ltd. New Delhi.