

COURSES OF STUDIES

FOR POST GRADUATE DEGREE IN COMMERCE (SEMESTER SYSTEM)

Session: 2016-2018



**GANGADHAR MEHER UNIVERSITY,
SAMBALPUR, ODISHA**

Courses of Studies for P. G. in COMMERCE

Session 2016-2018

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FOREWORD

The University Grants Commission has decided to do away with the annual examination system and adopt the Semester System in all Colleges and Universities during the 11th Five-Year-Plan. By this, the students will be evaluated by a continuous internal process. It gives the student an advantage of quick learns and fear of examination is obliterated. The Department of Higher Education, Government of Odisha in its letter no. HE-UM-1/06 (Pt) 33388/01.09.2006 has proposed to introduce the Semester System in all autonomous colleges from the academic session, 2011-2012. Our college implemented this system at both UG and PG level from 2008-09 sessions. The courses have been thoroughly revised basing on the present needs of the society. At the M. Phil. level, the students are being evaluated on a scale of Grades instead of marks while the Syllabi are under Course Credit System.

I hope, the students will immensely benefit from the present Semester System of Examination.

REGISTRAR

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P. G. SEMESTER EXAMINATION REGULATIONS

CHAPTER – I

REGULATION OF GENERAL ACADEMIC MATTERS

1.1 The Departments shall follow Semester System of teaching and Examination based on continuous evaluation internally as well as externally subject to moderation of question papers. The system of evaluations of the students shall be based on Course Credit System.

1.1.1 Academic Year

The Academic Year of the department shall ordinarily be from JUNE to MAY. It may however, be modified by the Staff Council from time to time.

1.1.2 Semester

The academic year shall have two semesters, each of which shall be of 6 months duration.

1.2 Minimum working days in a Semester

A Semester shall have a minimum of 90 working/instructional days excluding examination days/Sundays/Holidays etc. The minimum number of classes in a semester shall not fall short of the number of classes as mentioned below.

1. One Credit hour courses = 10 classes minimum
2. Two Credit hour courses = 20 classes minimum
3. Three Credit hour courses = 30 classes minimum
4. Four Credit hour courses = 40 classes minimum
5. Five Credit hour courses = 50 classes minimum

1.3 Credit hours

One credit shall signify the quantum of teaching imparted corresponding to one hour of theory class and two hours of laboratory/project work and two hours of seminar per week during a semester in respect of a particular course. Each teaching hour of theory class will be of 60 minutes and practical classes/project work will be of 120 minutes duration and seminar will be of 120 minutes duration. For field study outside headquarters, one working day will be considered as two teaching hours. However, the field study should not exceed 30 days (including Sundays) in one semester.

The P. G. Syllabus may be so designed that the total of credit hours for all four semesters shall be 80 spread equally over all semesters as far as practicable, tutorials and proctorials shall be treated as non-credit components.

1.4 Course

A course is a unit of instruction under any discipline carrying a specific number of credit hours describing its weightage. Those courses, which a student must take as compulsory requirement, are, called Core Courses. Those courses, which a student opts out of a list of specialized courses offered by the department, are called Elective Courses.

Choice Based Credit System (CBCS) is introduced at the P. G. Semester-I level uniformly in all the subjects to be taught in paper-103. The students of P. G. Arts stream can not opt for the CBCS course of Science stream. The details of the CBCS courses offered by different P. G. Departments are given in Annexure-II.

SEMESTER SYSTEM OF P. G. COMMERCE

ANNEXURE-II

CBCS: P. G. Paper-103

| <u>Department</u> | <u>Name of the CBCS Course</u> |
|-------------------|--|
| Botany | Plant in Human Welfare |
| Chemistry | Polymer Science |
| Commerce | Fundamental of Business Organization and Entrepreneurship Development |
| Economics | Indian Economy |
| Education | Pedagogical Trends and Issue |
| English | Global English |
| Geography | Introduction to Geography |
| History | Tourism & Heritage Management |
| Mathematics | Elements of Computer Programming |
| Odia | “Adhunika Odia Nataka o Odia Bhashara Dhwanitatwa” (Modern Odia Drama and Odia Phonetics) |
| Physics | Foundation in Physics |
| Philosophy | Practical Ethics |
| Political Science | Indian Government & Politics |
| Psychology | Fundamentals of Psychology |
| Sanskrit | Arthashastra and Dharmashastra |
| Zoology | Zoology in Human Welfare |

1.4.1 **Grade**

The grade awarded to a student in any particular course shall be based on his/her performance in all the tests conducted during a semester and shall be awarded at the end of the semester. The grade in each course is expressed in numerical value in 10.00 scale. The marks of a student shall be converted to 10.00 scale and the points scored thereby shall be called the “Grade Point” in the course. Respective “Grade Point Average” (GPA) and “Overall Grade Point Average” (OGPA) shall be awarded at the end of each semester and all semester respectively. A 3.0 Grade Point is required for passing in individual paper and 4.0 GPA to pass any semester examination. The G. P. shall be rounded to one decimal point and GPA to two decimal points.

1.4.2 **Grade Point Average (G.P.A.)**

Grade Point Average (G.P.A.) of a semester shall be calculated as:

$$\text{GPA} = \frac{\text{Summation of } \{(\text{Credits in each course}) \times (\text{Grade point in that course})\}}{\text{Total No. of Credits in that Semester}}$$

Where the summation is taken over all courses in a given semester, G.P.A. shall be rounded up to 2 decimal points.

1.4.3 **O.G.P.A. (Overall Grade Point Average)**

It is the average of accumulated grade points of a student, worked out by dividing the cumulative total of grade points by the cumulative total of credit hours of all the courses covered and completed by a student during all the Semesters. For the first semester of the programme the GPA and OGPA shall be the same.

$$\text{OGPA} = \frac{\text{Summation of } \{(\text{Credits in each semester}) \times (\text{Total Credits in that semester})\}}{\text{Total No. of Credits in that Semester}}$$

Where the summation is taken over all semesters in a given programme. OGPA shall be rounded up to 2 decimal points. For merit lists, in case of equality, the OGPA shall be calculated beyond two decimal places if necessary.

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1.4.4 **Conversion of grades to marks and classification of results under course credit system.**

The OGPA can be converted to percentage of marks in the following manner:

Percentage of Marks = (OGPA) × 10

A student after successful completion of all the semesters, Degree shall be awarded in the following manner:

| | |
|------------------------|----------------|
| O.G.P.A. ≥ 6.0 | : FIRST CLASS |
| O.G.P.A. ≥ 5.0 - < 6.0 | : SECOND CLASS |
| O.G.P.A. 4.0 - < 5.0 | : THIRD CLASS |
| O.G.P.A. < 4.0 | : FAIL |

1.5 **Academic Calendar**

The Examination Section and the academic section shall finalise the schedule of semester registration and other academic activities at the start of academic session. The Academic Calendar shall be prepared by the Academic Committee of the College in consultation with examination section.

The broad format for academic calendar for P. G. with regard to admission, registration and commencement of classes shall be as follows:

| | |
|--|---------------|
| Admission and Registration and | |
| Commencement of Classes for 1st Semester | JULY |
| 1 st Semester Examination | DECEMBER |
| Commencement of Classes 2 nd Semester | JANUARY-MAY |
| 2 nd Semester Examination | JUNE |
| Commencement of 3 rd Semester Classes | JULY-NOVEMBER |
| 3 rd Semester Examination | DECEMBER |
| Commencement of 4 th Semester Classes | JANUARY-APRIL |
| 4 th Semester Examination | APRIL & MAY |
| Final Results to be published in the month of | JUNE |

1.5.1 **Requirement of award of degree**

The minimum credit hour requirement for the Master Degree shall be 80 (eighty) credits and the residence required for Master Degree shall be continuous four semesters from the first date of registration and the maximum time allowed to complete the Master Degree shall be 8 (eight) semesters.

1.6 **Requirement for attendance**

A candidate shall be required to attend 75% lectures, tutorials and practical classes separately during the semester (For late admitted students' attendance to be calculated from the date of admission). Condonation may be granted by the staff council only to the extent of 15% in exceptional cases. (Illness, accident, mishap in the family, deputation by University/Department). When a candidate has been deputed by the College to represent the college/university/state for any activity, the lectures delivered during his/her absence for the purpose shall not be counted towards the calculation of attendance provided the student submits a certificate to that effect from the appropriate authority.

1.7 **Registration in a semester**

A student has to register his/her name at the beginning of every semester in the prescribed form, for the course he/she wants to take in that semester. Examination Section (General) shall notify the registration dates and the list of registered students for the semester shall be given to the Head of the Department within two weeks of the commencement of the Semester.

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CHAPTER – II

REGULATIONS ON EXAMINATION MATTERS

2.1 **Mid Term Examination**

In each Semester there shall be one Mid Term Assessment examination of 60 minutes duration. The Mid Term examination shall be conducted by COE like that of End Term examination. The answer scripts shall be evaluated by the external and internal examiners and the marks along with answer scripts shall be retained in COE.

2.2 **Semester Examination**

After the end of each semester there shall be an examination of each theory paper of 2 hours duration and of each practical paper of 4 hours duration, which shall be called Term End / "Semester Examination". The maximum marks for each theory paper shall be 50 out of which 40 marks for term end and 10 marks for Mid Term. The maximum marks for each practical/ semester/ project/ dissertation/ review examination shall be 50 for Arts and Commerce and 100 marks for Science. The classes shall remain suspended ten days (including Sundays and holidays, if any) before the date of commencement of semester test for preparation by the students.

2.3 **Results of Examinations**

The results shall be declared ordinarily within four weeks of completion of the examinations. A student who seeks re-addition of his/her marks in a course shall be allowed to do so by submitting an application to Principal along with a required fees in the fee counter of the College. All such cases/complaints if any shall be disposed of by the Autonomous Examination Section in a prefixed day and necessary corrections if any shall be reflected in the mark/grade sheet. The candidates shall have to appear in all the units of a semester examination to be eligible to be a declared 'pass' provided he/she secures minimum pass marks/grade.

2.4 **Promotion to the next semester**

A student shall be admitted to the next semester only when he/she appears in all the papers of the concerned semester examination. However, a student failing to appear semester examination in some or of all papers due to some reasons as mentioned in 2.5 may be admitted to the next semester. Such a student shall produce sufficient proof in favour of his/her reason for not being able to appear in some or all papers of the Semester Examination on the next academic session in the corresponding semesters.

2.5 **Absence from Examination**

If a student is unable to appear a semester examination in some or all papers the Principal shall consider his/her case for admission into the next higher semester only the following cases:

- (a) When he/she is hospitalized.
- (b) When he/she is not be able to appear in the examination due to serious illness or death of parents, brothers, sisters, spouse or children.
- (c) When he/she met an accident of serious nature.
- (d) When the department/University or any official directive deposes him/her

2.6 **Procedure for Repeat/Improvement**

A student who wants to sit for the semester examination of first and/or second semester in the subsequent academic session (for repeat or improvement) he/she shall have to apply to the Principal in plain paper before fifteen days of the commencement of the said examination. If allowed by the Principal, he/she shall deposit the required fees for each paper with centre charge and produce the proof to the teacher in-charge examination with permission letter from the Principal.

In a semester to appear improvement examination the candidates must have passed the semester examination. A candidate can appear repeat examination of papers in which he/she has failed or not appeared for reasons mentioned in 2.5.

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The Master Degree student seeking to appear/improvement examination in any course(s) shall get 3 chances for 1st and 2nd semester within 8 semesters.

Candidates appearing in repeat/improvement examination shall not be considered in the merit list and it shall be reflected in the Provisional Certificate cum Mark sheet (PCM) but not in the final degree certificate.

2.7 Award of Degree Certificate, Grade/Mark sheet

A Degree certificate under the official seal of the university and signed by the Vice-Chancellor shall be presented at the Convocation or in absentia to each of the successful students of particular degree. The Controller of Examinations shall issue the mark/grade sheet of each semester to the candidates in the sheet of each semester to the candidates in the prescribed format by depositing the required fees for marks/Grade Sheet to be deposited in the college counter.

2.8 Guideline for filling up of Forms for PG Classes (IMP/ Repeat)

A student shall repeat all the theory and practical papers in which he/she failed in the semester examination within a period of eight semesters from the date of first registration. Such students shall have to apply to the Head of the Department/Principal in plain paper during the filling up of form for the ensuing semester examination. If allowed, he/she shall deposit the fees as prescribed by the college.

If a candidate secures less than 3.0 Grade point in a paper(s) and less than 4.0 Grade point average in a Semester examination he/she has to appear all the papers in that Semester.

If a candidate secures less than 3.0 Grade Point in a paper(s) and a minimum 4.0 Grade point average in a semester examination, he/she has to appear only the paper(s) in which he/she secured less than 3.0 Grade point.

A candidate is eligible to sit for improvement in a paper(s) only when he/she has passed the semester examination concerned. Further, he/she can improve in a maximum of EIGHT paper(s) in the entire course. The Master Degree students seeking to take improvement examination in any course(s) shall get chances within 8 semesters from the year of admission to the course. The candidates taking this advantage (improvement) will be examined on the basis of current syllabus and the higher marks shall be retained during computation of result.

2.9 If a candidate fails to appear in any paper of the said examination and marked ABSENT his/her results will be declared only when he/she clears that paper/those papers.

2.10 Disciplines in the Examination

(A) Late Comers: A student arriving in the examination hall/room fifteen minutes after the commencement of the examination shall not be ordinarily allowed to sit for the examination. No examinee shall be allowed to go out of the examination hall within one hour of commencement of examination. The invigilators shall keep a record of temporary absence of students from the examination hall/room during the examination.

(B) Adoption of unfair means in the Examination:

Possession of unauthorized materials and using it, copying from scripts of other students or from any other source, showing his/her answer script to others during the examination, creating disturbance or acting in a manner so as to cause inconvenience to other students in the examination hall or near about shall be treated as adoption of unfair means or malpractice.

**Sd/-
REGISTRAR**

SEMESTER SYSTEM OF P. G. COMMERCE

PG COURSE STRUCTURE AT A GLANCE

DEPARTMENT OF COMMERCE

FIRST SEMESTER

| <u>Course No.</u> | <u>Name of the Course</u> | <u>Marks</u> | <u>Credit</u> |
|-------------------|---|--------------|---------------|
| 101 | Managerial Economics | 50 | 4 (40+10) |
| 102 | Adv. Business Statistics | 50 | 4 (40+10) |
| 103 | Fundamentals of Business Organization and Entrepreneurship Development (CBCS) | 50 | 4 (40+10) |
| 104 | Corporate Accounting | 50 | 4 (40+10) |
| 105 | Management Concepts & Practices | 50 | 4 (40+10) |
| | | 250 | 20 |

SECOND SEMESTER

| <u>Course No.</u> | <u>Name of the Course</u> | <u>Marks</u> | <u>Credit</u> |
|-------------------|------------------------------|--------------|---------------|
| 201 | Marketing Management | 50 | 4 (40+10) |
| 202 | Financial Management | 50 | 4 (40+10) |
| 203 | Insurance Management | 50 | 4 (40+10) |
| 204 | Human Resource Management | 50 | 4 (40+10) |
| 205 | Entrepreneurship Development | 50 | 4 (40+10) |
| | | 250 | 20 |

THIRD SEMESTER

| <u>Course No.</u> | <u>Name of the Course</u> | <u>Marks</u> | <u>Credit</u> |
|-------------------|---|--------------|---------------|
| 301 | Computer Fundamentals or Research Methodology | 50 | 4 (40+10) |
| 302 | Project Management | 50 | 4 (40+10) |
| 303 | Strategic Management | 50 | 4 (40+10) |
| 304 | Business Environment (Accounting and Finance Group) | 50 | 4 (40+10) |
| 305 | International Accounting (Accounting Group) Security Analysis and Port folio Management (Finance Group) | 50 | 4 (40+10) |
| | | 250 | 20 |

FOURTH SEMESTER

| <u>Course No.</u> | <u>Name of the Course</u> | <u>Marks</u> | <u>Credit</u> |
|-------------------|--|--------------|---------------|
| 401 | International Business | 50 | 4 (40+10) |
| 402 | Financial Institutional Marketing | 50 | 4 (40+10) |
| 403 | Strategic Cost & Management Accounting (Accounting Group) | 50 | 4 (40+10) |
| 404 | International Finance (Finance Group) Business Taxation (Accounting Group) | 50 | 4 (40+10) |
| 405 | Financial Service & Marketing (Finance Group) Dissertation | 50 | 4 (40+10) |
| | | 250 | 20 |
| | Grand Total | 1000 | 80 |

SEMESTER SYSTEM OF P. G. COMMERCE

FIRST SEMESTER

Paper – 101

MANAGERIAL ECONOMICS

Objective: To learn about the application of economics for managerial decision making

Unit - I

Nature and Scope: objective of a firm, Economic theory and managerial theory. Managerial economist's role and responsibilities. Fundamental economics concept, incremental principle, opportunity cost principle, discounting principle, equimarginal principle. Individual and market demand function. Law of demand, determinants of demand, Elasticity of demand. Price elasticity, income elasticity and cross elasticity. Using elasticity in management decision. **13 Marks**

Unit - II

Theory of consumer choice, cardinal utility approach, influences approach, revealed performance and theory of consumers choice under risk, demand estimation for major consumer durable and non-durable product, demand forecasting technique.

Production function: production with one and two variable inputs, stages of production, economies of scale, estimation of production function, cost theory and estimate. Economic value analysis. Short and long run cost functions. Their nature, Law of variable proportions, Law of return to scale. **13 Marks**

Unit- III

Characteristic of different market structure, price determinate in short run and long run under perfect competition monopolistic completion, oligopoly and monopoly. Method of price determination in practice, pricing of multiple products, International price and dumping transfer pricing. **14 Marks**

Books Recommended:

1. Managerial Economics - Joel Deans, Prentice Hall
2. Managerial Economics - Mote, Paul, Gupta (McGraw Hill)
3. Managerial Economics - Habib-Ur-Rahman (Himalaya)
4. Economic Theory and Operation Analysis – Baumel Williums (Prentice Hall)
5. Business Economics - M. Adhikary (Excel Books)
6. Managerial Economics - P. Chopra (Tata Mc Graw Hill)
7. Managerial Economics - R. L. Varshay and Viahem

Paper – 102

ADVANCED BUSINESS STATISTICS

Objective: To learn about the application of advanced business statistics for managerial decision making

Unit-I

Probability theory and probability distribution Probability- classical, relative and subjective probability, Addition and multiplication of probability models, Conditional probability and Baye's theory. Binomial and normal distribution, their characteristics and application. **13 Marks**

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Unit-II

Sampling Data collection, primary and secondary data, primary data collection techniques. Schedules, questionnaire and interview. Sampling and sampling method. Sampling and non sampling error, law of large number and central limit theorem sampling distribution and their characteristics. **13 Marks**

Unit-III

Statistical Estimation and Testing Point and interval estimation of population mean, proportion and variance, testing hypothesis and errors. Sample size, large and small sample test - Z test, T-test, F-test and chi-square test. **14 Marks**

Books Recommended:

1. Fundamentals of Statistics - D. N. Elhance (Kitab Mahal)
2. Statistics for Management- Levin and Rubin (Prentice Hall)
3. Statistical Change and Practice - Dr. B. N. Gupta (Sahitya Bhawan)
4. Statistics for Business and Economics - Larance B. Morse (Haper Collection)
5. Statistical Methods - S. P. Gupta (Sultan Chand)

Paper – 103

FUNDAMENTALS OF BUSINESS ORGANIZATION & ENTREPRENEURSHIP DEVELOPMENT (CBCS)

Objective: To teach the non –commerce students about the fundamentals of business organization and entrepreneurship.

Unit-I

Definition, Objectives, Principles, Nature and scope of business organization. Sole proprietorship, Partnership and Joint Stock Company, Co-operative societies, Promotion, Formation and Commencement of company. **13 Marks**

Unit-II

Concept, Historical Development, Role of Entrepreneurs, Kinds of Entrepreneurs, Entrepreneurship Development Programme in India. Entrepreneurship qualities, Motivation, Creativity, Perception, Risk-taking, Goal-setting etc., Business opportunities, Product selection, Market research. **13 Marks**

Unit-III

Assistance of Government Agencies, Role of DIC, SFC, SISI, TCO and Bank in setting up Entrepreneurship movement of SSI. Decision making, Leadership, Communication skill, Stress management, Industrial sickness. **14 Marks**

Books Recommended:

1. Y. K. Bhusan – Business Organization and Management, Sultan Chand & Sons.
2. Sherlekar and Sherlekar – Modern Business Organization and Mangement, Himalayan Publishing House.
3. Despande - Entrepreneurship of Small Industry, Deep & Deep Publication.
4. Vasanta Desai – Market of Small Scale Industries, Himalayan Publishing House.
5. Gupta & Srinivasan – Entrepreneurship Development in India, Sultan Ch.
6. Tandor – Environment and Entrepreneurship, Chugh Publication.

SEMESTER SYSTEM OF P. G. COMMERCE

Paper – 104

CORPORATE ACCOUNTING

Objective: To learn about the accounting procedure and technique followed in corporate sector.

Unit I

Final Accounts and Financial statements of companies. Valuation of Goodwill and shares, Funds flow and cash flow statements. **13 Marks**

Unit II

Accounting issues, relating to amalgamation, absorption and reconstruction of companies both external and internal. Accounting relating to liquidation of companies. **13 Marks**

Unit III

Investment Accounts, Lease Accounting. Human Resource Accounting. Meaning, approach, assumption and its methods. **14 Marks**

Books Recommended:

1. R. L. Gupta, Adv. Financial Accounting, Sultanchand & Co.
2. Maheswari S. N., Adv. Accountancy, Vol. I, I. V., Vikas Publish Hard.
3. Tulsian P. C., Financial Accounting, Pearson Education, N. D.
4. Sukla M. C. & T. S. Grewal, Adv. Accounting, Sultanced & Co.
5. Beams F. A., Adv. Accounting, Prentice Hill, New Jersey.
6. Monga J. R., Adv. Final Accounting, Mayor Papaback, Noida.
7. Heigs R. F., Final Accounting, Tata McGraw Hill, N.D.

Paper - 105

MANAGEMENT CONCEPT AND PRACTICES

Objective: To learn about the latest practice followed in management

Unit- I

Basic Concept of Management: Development of management thought. Classical, Neo-classical and Modern schools of thought. Professionalization of Management. **13 Marks**

Unit - II

Planning: Nature & Significance, Developing planning premises. Organizational design: organization structure, mechanistic and organic Organization. functional, project and matrix structure, centralization and decentralization of authority. **13 Marks**

Unit - III

Management of Human Resources, Job Analysis, Recruitment, selection training development performance of performance appraisal. Decision making - Type, process, models, technique. Control process, tools, techniques, Behavioral implication of controls. **14 Marks**

Books Recommended:

1. Kontz, O'Donnel- Essentials of Management, Tata McGraw Hill
2. Robbins, Stephen P., Mary Coulter - Management, Prentice Hall
3. Lowis A. Allen - Management and Organisation, McGrawHill, Tokyo
4. Druker Petar - Management Challenges for 21s' Century Oxford

SEMESTER – II

Paper – 201

MARKETING MANAGEMENT

Objective: To learn about the system of marketing

Unit - I

Introduction: Meaning, nature, scope and importance of marketing, marketing mix, strategic marketing planning. Market segmentation meaning, Importance, process, Buyers behavior- Meaning, Importance, forces determining buyer behavior. **13 Marks**

Unit - II

Market organization and control. Market research, meaning, scope and process product decision, product line, product mix, Branding, packaging and labeling, product life cycle, new product development. **13 Marks**

Unit - III

Pricing strategies: concept of product pricing, factors affecting price determination, pricing policies and strategies.
Distribution channels: Nature, function, types of distribution channels, management Decisions, Social and ethical aspects of marketing, marketing of services. **14 Marks**

Books Recommended:

1. Principles of Marketing - Philip K Otler, Prentice Hall
2. Fundamental of Marketing - Stanton Williams
3. Marketing Management - Ramaswamy V. S. and Nama Kumari, McMillan, India
4. Sales Management: Decision - Still, Lundiff Norman, Prentice Hall
5. Varshney R. L., Gupta S. L. – Marketing Management, Sultan Chand

Paper – 202

FINANCIAL MANAGEMENT

Objective: To learn about the various techniques used in financial management

Unit - I

Financial Management, Nature and Scope of finance, financial goal profit Vs Wealth maximization, Finance Function- investment, Financing and dividend decision, financial Risks, time value of money and valuation of securities, bonds & shares. **13 Marks**

Unit - II

Capital Budgeting, Nature of Investment decision, Investment evolution criteria, NPV, IRR. Pay back ARR, RISK analysis and Capital budgeting cost of capital, computation of cost of debt. Preference capital, equity capital, Retained earning, Combined cost of capital. **13 Marks**

Unit - III

Operating and Financial leverage, measurement of leverages, effects of operating and financial leverage on profit. Analyzing alternative financial plans, combined financial and operating leverage capital structure theory- Traditional and M.M hypothesis, Management of working capital: significance of working capital, calculating operating cycle period and estimation of working capital requirement, sources of capital. **14 Marks**

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Books Recommended:

1. Prasanna Chandra: Financial Management – Tata McGraw Hill
2. I. M. Pandey: Financial Management, Vikash Publishing Home
3. Van Home J. C., Financial Management and Policy - Prentice Hall
4. M. Y. Khan and P. K. Jain: Financial Management-Tata McGraw Hill
5. Bhattacharaya H - Working Capital Management - Prentice Hall
6. Kishore, Ravi M - Financial Management, Taxman
7. Keown - Financial Management, Pearson

Paper - 203

INSURANCE MANAGEMENT

Objective: To learn about the recent development in insurance section.

Unit - I

Introduction: Need for security against economics difficulties, risk and uncertainty, individual life insurance - nature and uses of life insurance, life insurance as a collateral, as a measure of financing business continuation as protection of property and as a measure of investment. **13 Marks**

Unit - II

Life Insurance Contract: Distinguishing Characteristics, utmost good faith, insurable interest, caveat emptor, proposal and application form, warranties, medical examination, factors governing sum assured, methods of calculating economic risk in life insurance proposal, measurement of risk and mortality table, calculation of premium. **13 Marks**

Unit - III

Fire Insurance Contract: Origin of fire insurance, its nature risk, hazards and identity, kinds of risk covered, types of fire protection policies.
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, types of marine insurance, contract freight, cargo and vessel, procedure for obtaining marine protection policy. **14 Marks**

Books Recommended:

1. Misra M. N.: Insurance Principle and Practices, Sultan Chand and Co.
2. Gupta O. S.: Life Insurance - Frank Brother, New Delhi
3. Vinayakan, Radhaswamy, Vasudevan – Insurance Principles and Practices, Sultan Chand and Co.
4. Life Insurance Corporation Act, 1956, G.O.I
5. The Marine Insurance Act, 1963, G.O.I
6. P. K. Gupta, Insurance and Risk Management Himalaya Publishing Home.

SEMESTER SYSTEM OF P. G. COMMERCE

Paper – 204

HUMAN RESOURCE MANAGEMENT

Objective: To learn about the management of Human Resource in corporate sector.

Unit - I

Nature and Scope of Human Resource Management: Meaning, Definition, Scope functions and objectives, Human Resource Management Model, Evolution of Human Resource Management in India. Human Resource Planning, Meaning and Definition, importance of Human Resource Planning, Factors Affecting Human Resource Planning, Human Resource Planning Process, Requisites for Successful Human Resource Planning, Barriers to Human Resource Planning. **13 Marks**

Unit - II

Job Analysis: Meaning, Process, Methods of Collecting job data, problems with job Analysis Job Design Concept, Factors Affecting job design, Techniques of job design recruitment: Meaning, factors affecting process, constraints, sources, Selection: Meaning, Role, Process, Barriers to selection. Orientation and Placement Meaning: Purpose, Orientation Programme, Problems of orientation placement, wages and salary administration: Concept, Principles, objectives, theories of wages - Iron Law, Wages fund, Residual Claimant, Marginal Productivity, Bargaining Theory, Modern Theory, Types of Wages, Time Wage and Piece wage system. **13 Marks**

Unit - III

Incentive Payment: Meaning and Definition, Merits, Demerits, Pre-requisites for an effective incentive system, scope, types of incentives, Schemes, incentives Scheme in Indian Industries, Non-Financial Incentive. Industrial Relations: Concept, Nature, Importance, Approaches, Parties to IR, IR strategy, Role of HRM. Trade Union: Concept, why do employees join union? Strategic choices, Before Unions, Trade Union Movement in India. Disputes and their Resolution: Nature of Disputes, cause, settlement of disputes - Collective Bargaining, Code of Discipline, Grievance Procedure. **14 Marks**

Books Recommended:

1. HRM: Biswajit Patnaik (PHI)
2. HRM: K. Aswathapa
3. HRM: P. Subharao
4. HRM: Mondy (Pearson)

Paper - 205

ENTREPRENEURSHIP DEVELOPMENT

Objective: To learn about the development of entrepreneurship in industrial activity.

Unit - I

Concept, Historical Development: Role of Entrepreneurship. Industrial Entrepreneurship Development Programme in India. Entrepreneurship qualities. Motivation, creativity, perception, risk taking goal setting etc. business opportunities, Product Selection, Market Research. **13 Marks**

SEMESTER SYSTEM OF P. G. COMMERCE

Unit - II

Assistance of Govt. agencies, Role of DIC, SFC, SISI, TCO and Bank in setting up Entrepreneurship, Movement of SSI, Decision Making, Leadership, Communication skill, stress Management, Industrial sickness. **13 Marks**

Unit - III

Assistance of working capital, preparation of project report, project appraisal (costing, ratio analysis). Entrepreneurial Scanning, Business Opportunity guidance, product selection **13Marks**

Books Recommended:

1. Entrepreneurship of small Industry: Deshpande, Deep and Deep.
2. Hand Book of Small Scale Industries.
3. Market of Small Scale Industries: Vasanta Desai, Himalaya Public Co.
4. Entrepreneurship and Small Business Management: Gupta & Srinivasan, Sultan Chand.
5. Entrepreneurship Development in India: Gupta and Srinivasan, Sultan Chand.
6. Entrepreneurship Holt. New venture Creation, Prentice Hall
7. Project preparation, approval, and implementation: Prasanna Chandra, McGraw Hill.
8. Environment and Entrepreneurship: Tandon B. C., Chugh Publication.

SEMESTER – III

Paper – 301

COMPUTER FUNDAMENTALS

Objective: To learn about the fundamentals of computer and its application in business

Unit - I

Introduction to Computer, Characteristics of Computer, Generation of Computer, Computer in Society, Privacy Security, Ethics, Profession, Computer Hardware, Computer software, Operating System, Single user, Multi-user Operating system. Different types of input devices, Different types of output devices, storage media, Primary Storage, Secondary Storage, Computer language, high level language, assembly language, Machine language, Compiler and interpreter.

What is network? Different types of networks- LAN, WAN, MAN, Network Environment- Topology, Protocol, Media, Data communication principles and equipments, Introduction to internet, Technical and business topics related to conducting business over internet, email, B2B, B2C, Electronic (Cyber Law). Security and Privacy issue

13 Marks

Unit - II

Introduction to Word Processing and Spreadsheet using Windows, MS-Word, MS-Excel. **13 Marks**

Unit - III

Database Management System, Understanding Access Objects: Objects, tables, queries, forms, reports, modules, Creating Database: Getting started, Wizards, Reviewing the database wizard, documenting the database. Creating Tables: Designing tables, working with tables in design view, field properties, Naming field, data types, assigning table names, making tables efficient objects with database, setting primary keys, indexes, using table wizard Creating reports and forms using wizards. **14 Marks**

SEMESTER SYSTEM OF P. G. COMMERCE

Books Recommended:

1. P. K. Sinha - Fundamentals of Computers
2. R. K. Jain - Fundamentals of Computers

Paper - 301

RESEARCH METHODOLOGY

Unit - I

Nature and Scope of research in business significance and limitation. Logic of research selection and specification of research problem concept, theory and facts. Development of hypothesis. Hypothesis testing, establishing working definition and defining variables. Research design and types of research, formulative, and explorative studies, descriptive research design – case study method, experiment methods designs, techniques of sampling problems.

Unit - II

Techniques of data collection - documentary data field data observation, schedule a questionnaire, interview process, scalling techniques _ General procedure in attitude scalling, thurstone, likert and guthman scales Tabulation and coding of data- Analysis of data – Quantitative analysis and qualitative analysis.

Unit - III

Statistical test in quantitative analysis distribution, central tendency - dispersion measures, test of reliability, test of difference- T test, analysis of variance, Chi square test other non paramatic test, sign method, median method, rank methods, rational analysis, Correlation techniques, linear- correlation, bi-varial, partial Multiple Correlation- regression, equation. Inference and generalization. Report writing.

Books Recommended:

1. Andrew F. M. and S. B. Withey- Social Indicators of well being, Plenum Press
2. Bennet Roger - Management Research - ILO, 1983
3. Fowler, Floyd j. Jr. - Survey Methods – Sage Publication
4. Gupta S. P. - Statistical Method - Sultan Chand

PAPER - 302

PROJECT MANAGEMENT

Objective: To learn about the analysis of business opportunities and development of projects

Unit - I

Identification of Investment Opportunities: Project ideas, screening of ideas; Environment scanning and opportunity analysis; Government regulatory framework. Market and Demand Analysis: Information required for market and demand analysis, Sources of Information - Primary and Secondary, Demand forecasting. Technical Analysis: Materials and inputs; Production Technology; Product Mix; Plant location and layout: Selection of Plant and equipment. **13 Marks**

SEMESTER SYSTEM OF P. G. COMMERCE

Unit - II

Cost of Project and Means of Financing: Major cost components, Means of financing, planning capital structure, Various Financing schemes of financial institutions. Profitability, Financial Projections and Tax Considerations: Cost of Production, Break even analysis, Projected balance sheet, profit and loss account and cash flows statement; Provisions and considerations for computing taxable income. Appraisal Criteria and Appraisal Process: Methods of appraisal under certainty and risk and uncertainty, Investment appraisal in Practice, Process followed by financial institutions, Project appraisal techniques. **13 Marks**

Unit - III

Social Cost Benefit Analysis: Rationale for Social cost benefit analysis, Methodology of SCBA, L&M approach and UNIDO approach, Measurement of the impact of distribution, SCBA in India. Network Techniques for Project Implementation, Monitoring and Control: PERT and CPM techniques, Critical Path, event slacks and activity floats, scheduling to match availability of manpower, Measures of variability and probability of completion by a specified date, Project implementation practices in India. **14 Marks**

Books Recommended

1. Bryce, M.C.: Industrial Development, McGraw Hill (Int. Ed), New York.
2. Chandra, Prasanna, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, Delhi.
3. IDBI, Manual of Industrial Project Analysis in Developing Countries.
4. S. Choudhury: Project Management: Tata McGraw Hill
5. Pitale R. L.: Project appraisal Technique: Oxford and IBH

Paper - 303

STRATEGIC MANAGEMENT

Objective: To learn about the procedure followed in formulation and implementation of strategic decision in management.

Unit - I

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, Organizational appraisal, Strategic advantage analysis and diagnosis, SWOT analysis. **13 Marks**

Unit - II

Strategy Formulation and Choice of Alternatives: Strategies - Modernization, diversification, integration, Merger, take-over and joint strategies. Turnaround, disinvestment 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. Functional Strategies: Marketing, Production/ operations and R&D plans and policies, Personnel and financial plans and policies. **13 Marks**

SEMESTER SYSTEM OF P. G. COMMERCE

Unit - III

Strategy Implementation: Inter-relationship between formulation and implementation, issues in strategy implementation, Resource allocation. Strategy and Structure: Structural considerations, structures for strategies, Organizational design and change. Strategy Evaluation: Overview of strategic evaluation, Strategic Control, Techniques of strategic evaluation and control. **14 Marks**

Books Recommended:

1. Budhiraja S. B. & M. B. Athreya: Cases in strategic Management: Tata McGraw Hill
2. Coultar Maryk: Strategic Management in Action, Prentice Hall
3. Lazmi Azhar: Business Policy, Tata McGraw Hill, Delhi
4. Michal E. Portor: The Competitive advantage of Nation, Mac Million
5. Sharma R. A.: Strategic Management in Indian Company - Deep and Deep Publication.
6. C. A. Aantaki: Strategic Management, Kalyani Publisher.

Paper – 304

BUSINESS ENVIRONMENT

Objective: To learn about the recent trends in modern business.

Unit - I

Business Environment, Concept, Components and importance. Elements of Environment - Internal and External Changing dimensions of business environment, Significance and elements of economic environment, economic systems and business environment, Govt. Policies, Industrial Policy, Fiscal Policy, Exim Policy, Development Banks, liberalization and structural adjustments programmes. **13 Marks**

Unit - II

Political and legal environment of business, changing dimension of legal environment in India, FEMA and Licensing Policy, Consumer protection Act, Socio-cultural environment, social institutions and system, social values and attitudes, Social groups, Middle Class, Dualism in Indian Society and Problems of Uneven Income distribution, Emerging rural sector in India, Indian Business System, Social responsibility of business, consumerism in India. **13 Marks**

Unit - III

Multinational Corporation, Foreign Collaborations and Indian Business, non-resident Indian, and Corporate Sector, International Economic Institution -WTO, World Bank, IMF and their importance to India, Foreign Trade Policies, Technological Environment in India, Policy on Research and development, Patent laws, Technology Transfer. **14 Marks**

Books Recommended:

1. Business Environment: Raj Agrawal and Parag Diwan, Excel Books, New Delhi
2. Govt. and Business in India: N. K. Sengupta, Vikas Publication, New Delhi
3. Economic Environment of Business: M. Adhikary, Sultan Chand and Sons.
4. Legal Environment of Business: K. Aswathapa, Himalaya Publication.
5. Economic Environment of Business – Ghosh Biswanath, Vikash Publication, New Delhi.
6. Shaikh - Business Environment (Pearson)

SEMESTER SYSTEM OF P. G. COMMERCE

Paper – 305

INTERNATIONAL ACCOUNTING (ACCOUNTING GROUP)

Objective: To learn about the accounting procedure followed in international business.

Unit - I

International Accounting: Introduction development of international accounting, scope of international accounting, importance and difficulties in international accounting, foreign currency translation, introduction, need for translation, major issues in foreign currency translation, international transaction, forward exchange contract, Indian and US GAAP on foreign currency translation. **13 Marks**

Unit - II

Consolidation of foreign financial statement introduction, international accounting standard relation line, pro-rata, Analysis of foreign financial statement, introduction techniques, and difficulties. **13 Marks**

Unit - III

Accounting for foreign price level changes - need types of changes, (general price level, specific price level, relative price level), Technique (GPP or CPP and CCA method), Difficulties. **14 Marks**

Books Recommended:

1. Thomas Evan, International Accounting.
2. Holzar M. Petar, International Accounting.
3. Das Mohapatra, International Accounting
4. Choi-International Accounting (Pearson)

Paper – 305

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (FINANCE GROUP)

Unit - I

Investment Decision: A theoretical Framework Concept of Risk and Return - Economic Theory of Choice Utility Analysis -Delineating Efficient Portfolio - The Standard Capital Assets Pricing Model The Single Index Model - Efficient Markets. **13 Marks**

Unit - II

Capital Markets in India-Structure and Functioning of Primary Markets, secondary Markets-trading and Settlement Procedures-Cash and Specified Securities- Rights and Books Issues-Sources of Investment information- Market Indices- Regulatory Agencies and their Role. **13 Marks**

Unit - III

Portfolio-Portfolio Analysis-Portfolio Selection Capital Market Theory-Arbitrate Pricing Theory. Analysis for Equity Investment- Valuation of Stock Prices- Determinants Forecasting, Dividend and Growth- Pricing Earning, Ratios-Earning Estimation-Economic and Industry Influence-Company Specific Factors- Forecasting Future Earnings. **14 Marks**

SEMESTER SYSTEM OF P. G. COMMERCE

Books Recommended:

1. Bhalla: Investment Analysis, Sultan Chand & Co.
2. Machi Raju: Working of stock exchange in India, Wiley Eastman Ltd., New Delhi
3. Chandratre: Capital Issue, SEBI & Listing, Bharat Publishing, New Delhi.
4. Fredic Amligh: Investment Prentice Hall
5. Edwin J. Elton & Martin J. Gruber: John Wiley Modern Portfolio Theory and Investment Analysis.
6. William F. Sharpe: Investment Prentice Hall
7. Anthony J. Curley & Robert M. Bear: Investment Analysis & Management-Harper and Row.
8. Francis Jack Clark: Investment Analysis & Management-McGraw Hill.
9. Cohen Zinborg and Zeibel: Investment Analysis and Portfolio Management – Richard D. Irwin.
10. Graham Dod and Cotte- Security Analysis, Principles & Technique-McGraw Hill
11. Gupta L.C.: Return on Equities, The Indian Experience-New Delhi Oxford.
12. Herbert B. Malya: Basic Investment, Dryden Press.
13. Fischer D.E. and Jordan R.J.: Security Analysis and Portfolio Management – Prentice Hall of India Pvt. Ltd., 5th Edn., 1992.
14. Investment Management: Preeti Singh – Himalaya Publishing House.
15. Fischer - Security Analysis and Portfolio Management - Pearson.

SEMESTER – IV

Paper – 401

INTERNATIONAL BUSINESS

Objective: To learn about the latest trends in international business.

Unit - I

International Business- Concept scope, globalization trends, Real Merchandise trade development, normal merchandise and commercial services, trade development, regional trade developments, International Trade theories-Simple models (Ricardo-based models), factor endowments approach, Leontief paradox, human skill theory, linders incomes-preference, similarity theory, new trade theory, national competitive advantage, implications of the theories for international business. **13 Marks**

Unit - II

Tariff and non-tariff barriers- Introduction, Equity Vs efficiency, tariff and employment, tariff and transformation, non-tariff barriers, Antidumping, subsidies; and countervailing duties, safe guards, Technical barriers to trade, WTO-Concept functions, benefits and role on international trade, basic idea on general agreement on trade in services (GATS), TRIMS, TRIPs.

Export Management -Stages of export involvement, export promotion, export development process, policy implications, financing international trade- techniques and instruments, cash terms, drafts, letters of credit, consignments, credit terms, bills of landing, factoring, forfeiting, counter trade, export financing in India. **13 Marks**

SEMESTER SYSTEM OF P. G. COMMERCE

Unit - III

Foreign direct investment - concept, scope, importance, forms and policy framework, international investment agreements, country risk concept and classifications, managing country risk Global organizational structure and control introduction need, types, different approaches to organizations structure, design and development, decision making and control, ethical issues in international business - ethical dimensions at work, code of conduct, free market ethics, cross cultural dimensions. **14 Marks**

Books Recommended:

1. International Business - V. K. Valla and S. Shiva Ram, Anmol, New Delhi
2. Business environment - Rancis Cherunilam, Himalya
3. WTO and Globalisation - N. M. / Chandiramani, SPD, Mumbai.

Paper – 402

FINANCIAL INSTITUTIONS AND MARKETS

Objective: To learn about the role of Financial Institution in the economic development of the country.

Unit - I

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, certificate 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. **13 Marks**

Unit - II

Reserve Bank of India: Organization, 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. Development Banks: Concept, objectives, and functions of development banks, Operational and promotional activities of development banks; IFCI, ICICI, IDBI, IBRD, SIDBI, State Development Banks, State Financial Corporations. **13 Marks**

Unit - III

Insurance Sector: Objectives, Role, Investment practices of LIC and GIC, Insurance Regulatory and Development Authority - role and functions. Unit Trust of India: Objectives, functions and various schemes of UTI, Role of UTI in Industrial Finance. Non-Banking Financial Institutions: Concept and role of non-banking financial institutions, Source of Finance, Functions of non-banking financial institutions, Investment Policies of non-banking financial institutions in India. **14 Marks**

Books Recommended:

1. Avdhani - Investment and Securities Market in India, Himalaya Publication
2. Bhle L. M.: Financial Market and Institutions, Tata McGraw Hill, New Delhi.
3. Khan M.Y.: Indian Financial System: Tata McGraw Hill
4. Vershaney P. N.: Indian Financial System, Sultan Chand and Son
5. Srivastava R. M.: Management of Indian Financial Institution, Himalaya Publication.
6. Mishkin - Financial Market and Institutions (Pearson)

Paper – 403

STRATEGIC COST AND MANAGEMENT (ACCOUNTING GROUP)

Objective: To learn about the use of advanced cost and management accounting technique for making strategic decision.

Unit - I

COST ANALYSIS: (1) Break even Analysis, Cost Volume Profit Analysis, Incremental Analysis, Differential Cost Analysis, Cost Analysis for decision making Absorption vs. Marginal Costing. (2) Variance Analysis (Material, Labour, Overhead and Sales). Cost Benefit Analysis, Value Analysis, Cost Reduction and Cost Control. **13 Marks**

Unit - II

Cost Behaviour Analysis, Flexible Budgeting, Unit Form Costing and Interfirm Comparison, Internal Profit, Measurement and Intra-Company transfer pricing. **13 Marks**

Unit - III

Management Control, Importance, Information for Planning and Control, Control Process, Budgetary Control, Zero Base Budgeting. **14 Marks**

Books Recommended:

1. Cost Analysis & Control - B. M. Lal Nigam, Himalaya Publishing House.
2. Cost Accounting - N. K. Prasad - Book Syndicate, Kolkata.
3. Advance Cost Accounting - Jain & Narang, Kalyani Publishers.
4. Advance Cost Accounting - Nigam & Narang S. Chand & Sons
5. Management Accounting Principles - R. Anthony.
6. Cost Audit & Management Audit - N. P. Agrawal, Ramesh Book Depot, Jaipur.

Paper No – 403

INTERNATIONAL FINANCE (FINANCE GROUP)

Unit - I

International Monetary and Financial System, IMF and the World Bank. European Monetary System – Meaning and Scope balance of payment and its components, international flow of goods, services and capital, coping with current, account deficit.

Unit - II

International Capital and Money Markets, Money and Capital Market instruments, Salient features of different international markets, Arbitrage opportunities, integrations of markets, Role of Financial intermediaries, Foreign exchange markets, fixed and flexible exchange rate system, Exchange Rate, Foreign Exchange Market, cash and spot market, Exchanges rate quotas, Factor affecting exchange rate, spot rates, forward exchange rate, Forward exchange contract. Foreign currency exchange and futures. Exchange dealings and currency possessions.

SEMESTER SYSTEM OF P. G. COMMERCE

Unit - III

Future Exchange Risk: Transaction exposure, translation exposure, Economic exposure, management of exposure, internal techniques, leading and lagging, Pricing Policy, Asset and Liability Management and Techniques. Forex derivatives swaps, future and option and forward contracts. International Capital and Money market instruments GDRs, ADRs, IDRs, Euro Bonds, Euro loans, Repos, Cps, Floating rate instruments, loan syndication and Euro deposits.

Books Recommended:

1. Apte - P. G. - International Financial Management, Tata Mc Graw Hill.
2. Eitman, Stenhill, Multinational Business Cash Finance
3. Levi Mourice - International Finance, Mc Graw Hill.
4. Pandey - Multinational Business Finance (Pearson)
5. Melvin - International Money and Finance.
6. Keith - International Finance, Mac Million Press

Paper – 404

BUSINESS TAXATION (ACCOUNTING GROUP)

Objective: To learn about the tax averment of Cooperative Society, Partnership & Joint Stock Company.

Unit - I

Important Change made by the Finance Act, During the Current Financial Year.
Assessment of Cooperatives Societies: Assessment of Partnership Firms.

Unit - II

- Taxation of Companies:
- i) Principles of Assessment and Collection of Tax.
 - ii) Computations of Income.
 - iii) Treatment of Losses
 - iv) Deductions
 - v) Discontinuation of Business
 - vi) Amalgamation of Companies and Fiscal Incentives

Unit - III

Income Tax Authorities: Refunds, Appeals and Revision, Penalties.

Books Recommended:

1. Law and Practice of Income Tax in India Bhagawati Prasad (Nayman Prakashan, Aligarh).
2. Income Tax Law and Practice - R. R. Gupta and V. S. Gupta, (Mira Publications, Aligarh)
3. Wealth Tax - Gupta & Gupta (Mira Publication, Aligarh)
4. Direct Tax and Practices - Singhania (Tasman Publication)
5. Income Tax Law and Practice - Mehrotra and Goyal (Sahitya Bhawan)
6. Practical Approach to Income Tax Law Chakraborty (Rabindra Library, Calcutta).
7. A Treatise on tax Planning D. D. Shah & D. D. Mehta (Tripathy Publication, Bombay)
8. How to Save Income Tax, Tax Planning - Lakhota (Asha Publishing House)

SEMESTER SYSTEM OF P. G. COMMERCE

Paper – 404

FINANCIAL SERVICES MARKETING (FINANCE GROUP)

Unit - I

Financial Services: Role, Concepts, nature and Characteristics, Financial Services Marketing Vs goods marketing, services marketing triangle, Strategic Financial service marketing planning - an overview. Marketing Environment: Analysing Financial Services marketing environment- Macro and Micro components, Understanding Financial services customer, service quality - GAP model and quality dimensions.

Unit - II

Market Segmentation and Positioning: Segmenting financial services markets - need and bases; Market Selection, Positioning of financial Services - need, process and bases. Marketing Mix Strategy Development and Project Planning: Need for expanded marketing mix, Concept of Financial product, Product levels, Major product decisions branding and product mix decisions, customer services strategy, Product life cycle and new Product development, Innovation, diffusion and adoption.

Unit - III

Pricing, Promotion and Distribution Decisions: Price Determination - factors, process and strategies, Promotion of Financial Products- communication process, promotion mix planning - advertising, personal selling. Public relations and sales promotions, Distribution strategies and channel alternatives. Planning for other Ps: Process planning - role of blue printing, Matching of demand and supply, people - employees and customers, their role and management, Managing Physical evidence.

Books Recommended:

1. Auerbach, Robert D: Money, Banking and Financial Markets, Mac Millan publishing Co., New York and Collier Mac Millan Publisher, London.
2. Avadhani, V. A.: Investment and Securities Market in India, Himalaya Publishing House, Bombay.
3. Gosney, John W. and Thomas P. Boehm, Customer Relationship essentials, Prentice Hall, New Delhi.
4. Khan, M.Y.: Indian Financial System - Theory and Practice, Vikas Publishing House, New Delhi.

Paper – 405

DISSERTATION

Objective: To learn the procedure of preparing a project report relating to a specific issue.

SEMESTER SYSTEM OF P. G. COMMERCE