



**S. N. D. T. WOMEN'S UNIVERSITY, MUMBAI**

**Centre for Distance Education**

**Revised Syllabus**

**Academic Year 2021-22 (New pattern 75 -25)**

**Syllabus of Master of Commerce (M.Com)**

**M. Com. I (Semester I and II)**

## M. Com. I (Semester I and II)

### Semester I

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**M. COM. I**  
**SEMESTER I**  
**MANAGEMENT OF FINANCE**

**Computer Code**  
**4 Credits**

**Course Objectives:**

The learners will be able to

1. Understand the perspective of financial management function in the organization.
2. Identify the practices and policies, processes, techniques and theories used in the financial management.
3. Gain acquaintance on the types of cost of capital and Leverages in financial management.
4. Improve the ability to face problems relate to financial management through consistent approaches.
5. Develop planning skill, monitoring skill on Investment Decisions of Financial Management in Organization.
6. Realize the usefulness of Dividend Decisions and Working capital Management in organization.

Module	Topic	Weightage %	No. of Periods
1.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand the concepts, objectives and scope and functions of financial management.</li> <li>2. Examine determinants capital structure decisions.</li> <li>3. Plan Capital Structure of an organisation.</li> <li>4. Examine Various Theories of Capital Structure of an organisation.</li> <li>5. Recognize the Arbitrage Process of Capital Structure.</li> <li>6. Plan Capital Structure of an organisation.</li> </ol> <p><b>Financial Management</b> – Meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions, Organization of finance function: Role of finance manager. Financial Mathematics: Concept &amp; relevance of time value of money, Application of the concept of time value of money.  Capital Structure: Factors Determining Capital Structure, Capital Structure Theories (Net Income, Net Operating Income, Traditional, and M.M hypotheses) , Arbitrage Process</p>	20	15

	Determining capital structure in practice.		
2.	<p><b>Objectives :</b>This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Determine cost of capital.</li> <li>2. Calculate cost of debt, cost of preference share and cost of Equity.</li> <li>3. Understand meaning of combined cost of capital.</li> <li>4. Calculate weighted average cost of capital as part of financing function.</li> <li>5. Develop insight on CAPM method of cost of Equity capital</li> <li>6. Understand impact of leverages on profitability.</li> <li>7. Analyze alternative financial Plans.</li> </ol> <p><b>Financing decisions</b> - Meaning and significance of cost of capital – Calculation of cost of capital (debt, preference capital, equity capital and retained earnings) – Combined cost of capital (weighted) – Cost of equity and CAPM (Including practical problems). Operating and Financial Leverage – Measurement of leverage - Effects of operating and financial leverage on profit – Analyzing alternate financial plans – Combined / Composite Leverage [Including practical problems]</p>	20	15
3	<p><b>Objectives:</b>This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand the significance of Investment Decisions.</li> <li>2. Analyze various Criteria of investments Decision.</li> <li>3. Apply suitable project selection criteria for proper capital investments.</li> </ol> <p><b>Investment Decision:</b> Nature and significance of investment decisions, process; Project classification; Investment evaluation criteria; Non-discounting criteria: Pay-back, Accounting Rate of Return (Traditional method); Discounting criteria: Internal Rate of Return, Net Present Value, Profitability Index, NPV and IRR comparison, Capital Rationing.</p>	20	
4.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand the Dividend Policy of an organization.</li> <li>2. Identify various issues in dividend decisions</li> <li>3. Understand various models of Dividend Policy.</li> <li>4. Identify various dividend policies in practice.</li> <li>5. Know stability and uncertainty in dividend Policy.</li> <li>6. Identify an appropriate corporate dividend behavior.</li> <li>7. Identify various modes of payments and areas covered by receivables management.</li> <li>8. Identify various tools and techniques used for inventory management.</li> <li>9. Analyze various models of cash Management.</li> </ol>	20	15

	<p><b>Working Capital And Dividend Decision</b> Working Capital Management: Meaning, need, determinants; estimation of working capital need; management of cash; inventory &amp; receivables;</p> <p>Dividend Decision: Factors determining Dividend Policy, Form of Dividends, Stability of Dividends, Dividend models-Walter, Gordon &amp; M.M. models.</p>		
	Total	100	60

### Course Outcomes:

1. The Course would enable the learner to explore various Functions of financial Management in managing the finance of an organization.
2. The Course would help learner to know application of theories , policies,models and various functions for profit and wealth maximization.

### References:

1. Bhattacharya, Hrishikas (2018), Working Capital Management; Strategies & techniques, Prentice Hall, New Delhi.
2. Brealey Richard A &Steward C, Meyers (2018): Corporate Finance, Tata Mcgraw Hill, New Delhi.
3. Hampton, John (2019): Financial decision making, Prentice Hall, New Delhi.
4. Pandey, I M( 2018), Financial Management, Vikas Publishing House, New Delhi.
5. Khan M Y, Jain P K(2018), Financial Management, Tata Mcgraw Hill, New Delhi.
6. Inamdar S.N. (2018), Financial Management, Himalaya Publication, Mumbai.
7. Talsian Bharat (2020), Financial Management,1<sup>st</sup> Edition, Tata Mcgraw Hill, New Delhi.
8. Rustagi R. P(2019), Fundamentals of Financial Management, Taxman Publication, New Delhi.

**M. COM. I**

**SEMESTER I**

**STRATEGIC MANAGEMENT  
(COMPULSORY)**

**4 Credits**

**Course Objectives:**

1. To enhance the ability of students to understand main concepts of business strategies, strategy formulation.
2. To enable the learners to understand new forms of Strategic Management concepts and their use in business.
3. To enhance decision making abilities of students in situations of uncertainty in a dynamic business environment.
4. To understand the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.

<b>Unit</b>	<b>Topic</b>	<b>Weightage %</b>	<b>No. of Periods</b>
1.	<b>Objective :</b> To acquaint the students to the conceptual understanding of the concept of Strategic Management  Strategic Management -Concept, Importance, Strategic Management Process , Vision, Mission and Purpose, Goals and Objectives , Challenges for Strategic Management, Strategic Business Unit (SBU)	25	15
2.	<b>Objective:</b> To understand the perspective of the organization in relation to opportunities and threats posed by the environment.  Environmental analysis & diagnosis: concept of environment and its components , environment scanning & appraisal, organizational appraisal, Competitive Analysis: Porters Five Force Model, SWOT analysis TOWS Matrix.	25	15

3.	<p><b>Objectives:</b></p> <p>1.To acquaint the learner to the various types of Strategic Formulation and Strategic decision-making methods adopted by the Organization.</p> <p>2.To familiarize students to the various Functional Strategies employed by Organizations</p> <p>a) Strategy formulation &amp; choice of alternative strategies, Strategic Alliances, Diversification , Mergers and Acquisitions, Takeover ,Joint Venture, Modernization Turnaround – Disinvestment ,Liquidation, Outsourcing,</p> <p>b) Functional strategies : Marketing , Production / operations , Human Resources, Research and Development Strategies.</p>	25	15
4.	<p><b>Objectives:</b></p> <p>1.To familiarize students to process of Strategy Implementation</p> <p>2.To enable students to understand the importance of evaluation of strategies</p> <p>a) Strategy Implementation :Process and Issues in implementation of Strategies</p> <p>b) Strategic Evaluation and Control-Purpose-Process-Techniques of Strategic Evaluation and Control</p>	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

### Course Outcomes:

On completion of this course, learners will be able to:

1. Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

### References:

1. AzharKazmi,(2015), Strategic Management, McGraw Hill Education, New Delhi.
2. Bhattacharya, S K &VenkataraminiN(2009)- Managing Business Enterprises: Strategies, Structures & Systems, Vikas Publishing House, New Delhi
3. Bhudhiraja S B &Athreya M B(2009): Cases in Strategic Management, McGraw Hill, New Delhi.
4. Coulter, Mary K (2008)– Strategic Management in Action, Prentice Hall, New Jersey.
5. Fred.R.David (2018) .Strategic Management, Prentice Hall of India Pvt Ltd, New

- Delhi.
6. John Pearce, Richard Robinson, AmitaMital,(2018), Strategic Management, McGraw Hill Education, New Delhi.
  7. Kazmi, Azhar(2008) ,Strategic Management and Business Policy, Tata McGraw Hill, New Delhi.
  8. Rao VSP,Hari Krishna (2004), Strategic Management, Excel Books.
  9. Ravi Kishore( 2010), Strategic management Text and Cases,Taxmann Publication, New Delhi
  10. Srinivas R.(2014), strategic Management-The Indian Context, Prentice Hall India Learning Pvt.LTd.



# M.COM I

## SEMESTER I CORPORATE ACCOUNTANCY Computer Code:

4 Credits

**Course Objectives:** To facilitate the students to have detailed understanding of

1. Accounting for Group Companies including Holding and more than one subsidiaries
2. Analysis of financial statements with Accounting Ratios.
3. Internal and External Reconstruction of Companies.
4. Application of International Financial Reporting Standards and Ind. ASs

Module	Topic	Weightage %	No. of Periods
1.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"><li>1. Develop an insight towards Capital Budgeting Techniques</li><li>2. Gain ability to use capital budgeting techniques for evaluation of Investment proposals</li></ol> <p><b>Accounting For Group Companies: (Practical Problems)</b> Holding Companies-Definition, Provisions of Accounting Standards 21-Accounts Consolidation-Preparation of Consolidated Balance sheet-Minority Interest-Pre-acquisition or Capital profits – cost of control or goodwill-inter-company balances-unrealized inter company profits-Revaluation of Assets and liabilities-Bonus Shares treatment of dividend-more than one subsidiary –intercompany holdings consolidation of profits and loss account(including Problems)</p>	25	15
2.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"><li>1. Develop an insight towards various types of liquidity, operational, efficiency and profitability ratios.</li><li>2. Gain ability to prepare financial statements on the basis of liquidity, operational, efficiency and profitability ratios provided.</li><li>3. Analyze the financial statements prepared from ratios</li></ol> <p><b>Accounting Ratios: (Practical Problems)</b> Preparation and Analysis of Financial Statements -Balance Sheet and Trading, profit &amp; Loss A/C on the basis of ratios and data provided.</p>	25	15
3.	<p><b>Objectives:</b> This module will facilitate the students :</p> <ol style="list-style-type: none"><li>1. Gain ability to prepare financial accounts after re-constructing</li></ol>	25	15

	companies internally and externally. <b>Internal and External Reconstructions: (Practical Problems)</b>		
4.	<b>Objectives:</b> This module will facilitate the students to: <ol style="list-style-type: none"> <li>1. Appreciate the significance of IFRSs and Ind. AS</li> <li>2. Recognize the process of IFRSs and Ind.AS</li> <li>3. Recognize the theoretical framework and application of IFRSs and Ind ASs in accounting and preparation of Corporate Financial Statements.</li> </ol> <b>Meaning and Foundation of IFRSs</b> <b>Process/Phases of IFRS Adoption</b> <b>Process/ Phases of Adoption of Ind AS</b> <b>Ind AS 101-115</b>	25	15
	Total	100	60

### Course Outcomes:

1. The Course would enable the learner to study and account the various intercompany transactions involved in holding and subsidiaries companies as well as to prepare consolidated balance sheet of Holding and more than one subsidiary companies. The learner would able to make managerial decisions such as make or buy product, export or domestic sale, operate or shut down the production etc.
2. The learner would also able to analyze procedure of and prepare financial statements after internal and external reconstruction of the Companies.
3. The learner would able to gain in-depth knowledg of accounting ratios and to prepare financial statements from various accounting ratios.
4. The Course would help learner to learn the theoretical framework and application of IFRSs and Ind AS in preparation and presentation of Financial Statements

### References:

1. Haniff and Mukherjee(2020),Corporate Accounting, Tata McGraw Hill Publication, New Delhi.
2. Goyal Bhushan Kumar(2020),Corporate Accounting, Taxman Publication, New Delhi.
3. Bhalla Kapilehwar(2020), Advanced Accounting, Tata McGraw Hill Publication, New Delhi.
4. Shukla and Grewal(2018), Advanced Accountancy-Vol. 1 & 2, S. Chand Publication, New Delhi.
5. Gupta R. L. (2018), Advanced Accountancy, S. Chand, New Delhi
6. Vijay Kumar M. P., (2010, 2<sup>nd</sup> Edition), IFRS-Beginners Guide, Prime Knowledge Series, New Delhi.
7. Ghose T. P. (2018), IFRSs for Finance Executives, Taxman Publication, New Delhi.
8. Haniff and Mukherjee (2019), Modern Accountancy (II), MC Graw Hills, New Delhi.
9. Jawahar Lal (2018), Financial Accounting, S. Chand & Co., New Delhi.
10. Rawat D. S(2019), Taxman Students Guide to Ind Ass, Taxman Publication New Delhi.
11. Taxman(2019), Indian Accounting Standards(Ind AS), Taxman Publication, New, Delhi.
12. Batra G. S (2017), Auditing and Contemporary Accounting, Deep and Deep Publication, New Delhi.

## M.COM. I

### SEMESTER I

### Economic Environment of Business

#### 4 Credits

- 1) To Know and understand the changing environment of India's economy
- 2) To study macro policy changes of India since 1991

Module	Topic	Weightage %	No. of Periods
1.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"><li>1. Familiarise with the changing economic environment</li><li>2. Understand globalisation and its effects on Indian economy.</li></ol> <p><b>Economic System in Changing Environment and Globalization</b></p> <ol style="list-style-type: none"><li>1.1 An overview of capitalism, Socialism and Mixed economy with relative merits and demerits.</li><li>1.2 Changing nature India's mixed economy in the context of globalization and privatization pave in India</li><li>1.3 Case for globalization in India and various measures adopted by the government for promoting globalization</li><li>1.4 Effects of globalization on India's economic growth, foreign trade and balance of payments</li></ol>	25	15
2.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"><li>1. Understand India's fiscal policy</li><li>2. Appreciate role of RBI's monetary policy in economic growth</li><li>3. Understand direct, indirect taxes and GST in India</li></ol> <p><b>India's changing Macroeconomic policy Environment</b></p> <ol style="list-style-type: none"><li>2.1 Fiscal Policy: Fiscal policy for stabilization, economic growth, to cure recession and control inflation in India.</li><li>2.2 Automatic stabilizers and crowding out effect of fiscal policy</li><li>2.3 Direct and indirect taxes in India and GST</li><li>2.4 Role of Monetary policy in economic growth, expansionary and tight monetary policy of RBI, Monetary Policy changes of RBI since 2006-07</li></ol>	25	15

3.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand FDI policy of India</li> <li>2. Develop insights about WTO agreements</li> </ol> <p><b>Roles of Foreign Capital and WTO</b></p> <ol style="list-style-type: none"> <li>3.1 Foreign Direct Investment (FDI): its flows and reforms in India, government policy on FDI</li> <li>3.2 Case for and against FDI in Multi-brand retail</li> <li>3.3 Various agreements of WTO</li> <li>3.4 Issues on TRIPs and TRIMs with reference to India</li> </ol>	25	15
4.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand role of SEBI as regulator of capital market</li> <li>2. Understand role of IRDA as regulator of insurance sector.</li> </ol> <p><b>Regulatory frameworks of business and balance of payments</b></p> <ol style="list-style-type: none"> <li>4.1 Role of SEBI (Security and Exchange Board of India) as a regulator of capital market</li> <li>4.2 Role of IRDA (Insurance Regulatory and Development Authority) as the regulator of insurance sector</li> <li>4.3 Recent trends in India's balance of payments</li> <li>4.4 Disequilibrium in BOP: its causes and measures adopted to overcome disequilibrium (deficit) in the context of India.</li> </ol>	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

#### Course Outcomes:

1. This course will enable learner to understand the effects of globalization in the Indian economy.
2. This learner would gain in depth knowledge of regulatory framework of business in India.
3. The course will help learner to gain insights into role of foreign capital in India.

#### References:

- 1) H L Ahuja, "Economic Environment of Business: Macro Economic Analysis", SChand & Company Ltd, New Delhi, 2019
- 2) Mishar S K and Puri V K, "Indian Economy" Himalaya Publishing House, Mumbai, 2018
- 3) Dutt Rudra & Sundaram KPM, Indian Economy, S Chand & Company Ltd, New Delhi, 2019
- 4) Bhole L.M (2007), "Financial Institutions and Market", Tata McGraw Hill Publishing Company, Ltd, New Delhi
- 5) Sarkar A N (2005), "Strategic Business Management & Banking", Deep Publishing Pvt Ltd, New Delhi
- 6) Dr Guruswami S (2004), "Financial Investments & Markets", Thomson Business Information, India Pvt Ltd.

**M. COM. I**  
**SEMESTER I**  
**BASICS OF ACCOUNTING**  
**(Option for CBCS)**  
**4 Credits**

**Course Objectives:** To facilitate the students to:

1. Provide basic knowledge of various disciplines of Accounting to the students.
2. Understand the principles, conventions and system of financial accounting.
3. Make the students to understand the Accounting process and procedure
4. Improve the ability to prepare the Job cost sheet and to analyze the financial statements.
5. Understand the preparation of Trial balance and Bank Reconciliation Statement from business transactions.
6. Analyze the types of cost and identify the elements of cost sheet.
7. Examine the preparation of Corporate Financial Statements.
8. Develop an insight of analysis of Financial Statements using Ratios.

Module	Topic	Weightage %	No. of Periods
1.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand various disciplines of Accounting.</li> <li>2. Examine Indian AS and IAS.</li> <li>3. Develop insight on Application of accounting principles and conventions in preparation of Financial Statements.</li> </ol> <p><b>Financial Accounting: Meaning,</b> Accounting Principles, Concepts, Conventions, IND-AS, IAS  Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.</p>	20	10
2.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. To understand the basic concepts of GST calculation</li> <li>2. To Prepare various types of vouchers, subsidiary books and Ledger Accounts.</li> <li>3. To prepare Trial Balance after journalization and posting into the ledger.</li> <li>4. Develop an insight to prepare Bank Reconciliation Statement.</li> </ol> <p><b>Accounting Process &amp; Procedure</b>  Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Subsidiary Books  (Purchase/Sales Day book, Purchase Return/Sales Return Book,</p>		

	Cash Book (double and triple column), Ledger, Trial Balance. Including Simple GST Calculation Bank Reconciliation Statement: Meaning, Need and Preparation of Bank Reconciliation Statement		
3.	<b>Objectives:</b> This module will facilitate the students to: 1. Understand the Provisions of Preparation of final Accounts of sole trader and partnership firm in vertical and horizontal form.. 2. Identify the adjustments to prepare final accounts. 3. Develop an understanding of Corporate Financial Statement. 4. Develop an insight to prepare final accounts of sole trader and Partnership Firm. <b>Financial Statements:</b> Preparation of financial statements: Horizontal and Vertical form. Horizontal Form (Trading A/c, Profit and Loss A/c, Balance Sheet), Vertical form (Income statement and Balance Sheet with and without schedules).	25	15
4.	<b>Objectives:</b> This module will facilitate the students to: 1. Understand various elements of Cost. 2. Differentiate between Financial Accounting Management Accounting and Cost Accounting. 3. Prepare Cost Sheet for assigned Job. 4. Apply ratios for analysis of Financial Statements. <b>Basic of Cost And Management Accounting:</b> Cost Accounting, Meaning, Elements of cost, Job Costing Preparation of Job Cost Sheet. <b>Management Accounting:</b> Meaning, Functions, Merits and Demerits, Distinction Between Financial Accounting, Management Accounting and Cost Accounting Financial Statement Analysis: Ratio Analysis: Calculation of Ratios	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

#### Course Outcomes:

1. The Course would enable the learner to explore various disciplines of Accounting.
2. The Course would help learner to apply accounting knowledge in preparation and analysis of Financial Statements.

#### References:

1. Khan M Y, Jain P k(2018), Financial Management, Tata Mcgraw Hill, New Delhi
2. M. N. Arora (2018) Cost Accountancy, Himalaya Publication, Mumbai.
3. Dr.Maheshwari S. N. (20018), Advanced Accountancy, S. Chand Publication, New Delhi.
4. Ravi Kishore(2019), Students Guide to Cost AccountingTaxman Publication, New Delhi.
5. GuptaR. L. (2018), Advanced Accountancy Vol. 2, S. Chand & Sons, New Delhi.
6. AroraM. N. (2018), Accounting for managers, Himalaya Publication, Navi Mumbai.
7. AroraM. N. (2018), Cost and management Accounting, M. N. Arora, HimalayaPublication,Mumbai.
8. Haniff and Mukherjee (2018), Corporate Accounting, Tata McGraw Hill Publication,New Delhi.

**M. COM. I**  
**SEMESTER II**

**Business and Economic policies of India**  
**4 Credits**

**Course Objectives:**

- 1) To understand the policy changes introduced by the government in various sectors of the economy since 1991
- 2) To know focus of the government on MSME and SEZ
- 3) To have a comprehensive knowledge on infrastructure policy issues and need for privatization and commercialization in this sector

<b>Module</b>	<b>Topic</b>	<b>Weightage %</b>	<b>No. of Periods</b>
1.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand the agricultural price policy of India</li> <li>2. Develop insights into agri- business in India</li> <li>3. Gain understanding of Land reform policy of India</li> </ol> <p><b>Agriculture:</b></p> <ol style="list-style-type: none"> <li>1.1 Agricultural Price Policy</li> <li>1.2 Food Security policy and Public distribution system</li> <li>1.3 Importance and trend of agri-business and Government measures to improve agri-business in India</li> <li>1.4 Land reform policy of India and its implications on India's farming sector</li> </ol>	25	15
2.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Understand policy changes in Indian industry</li> <li>2. Develop insights into government's policy on MSME sector in India</li> </ol> <p><b>Industry:</b></p> <ol style="list-style-type: none"> <li>2.1 Broad policy changes in industry since 1991</li> <li>2.2 Small Scale Industry (SSI) in India: Its importance and government policy measures to improve performance of SSI</li> <li>2.3 Focus of the government on Micro, Small and Medium Enterprises (MSME) in India</li> <li>2.4 Make in India</li> </ol>	25	15
3.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Develop understanding of Export-Import policy of government of India</li> <li>2. Understand importance of Special Economic Zone in India</li> <li>3. Gain overview of operations of various trade blocs.</li> </ol> <p><b>Trade:</b></p>	25	15

	<p>3.1 Convertibility of rupee and its implications on India's trade</p> <p>3.2 Export-Import policy of government in post reform period</p> <p>3.3 Importance of Special Economic Zones (SEZ) in India and government policy measures on SEZ</p> <p>3.4 Trade blocs: Economic integration, European Union, SAARC and ASEAN</p>		
4.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <p>1. Gain insights into energy policy of Government of India</p> <p>2. Understand road and rail transport in India</p> <p><b>Infrastructure:</b></p> <p>4.1 Meaning and significance of infrastructure in economic development</p> <p>4.2 Energy crisis and energy policy of the government</p> <p>4.3 Road and rail transport in India: Problems and growth and rail-road coordination</p> <p>4.4 Privatization and commercialization of infrastructure, its need and prerequisite for private investment in this sector</p>	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

#### Course Outcomes:

1. The course will enable learners to get insights into the policy changes introduced by the Government in various sectors of the Indian economy since 1991.
2. The course will help students to understand various aspects of India's trade with other countries.
3. The learners will gain knowledge on significance of infrastructure in economic development of India.

#### References:

- (1) Mishar S K and Puri V K, "Indian Economy" Himalaya Publishing House, Mumbai, 2018
- (2) Dutt Rudra & Sundaram KPM, Indian Economy, S Chand & Company Ltd, New Delhi, 2019
- (3) K Narinder Jetli & Vishal Sethi, "Infrastructure development in India: Post Liberalization initiatives and challenges" New Century :Publications, New Delhi
- (4) "India Infrastructure Report" 2007 & 2008, Oxford University Press.
- (5) H L Ahuja, "Macro Economics: Theory and Policy", S Chand & Company Ltd, New Delhi, 2019
- (6) H L Ahuja, "Economic Environment of Business: Macro Economic Analysis", S Chand & Company Ltd, New Delhi, 2019



**M.COM- I**

**SEMESTER II**

**Accounting for Managers**

**4 Credits**

**Course Objectives:** To facilitate the students to:

1. To provide knowledge on cost accounting practices and management accounting at advanced level.
2. To equip the students with the knowledge of managerial decision making.
3. To make aware the students various contemporary issues in accounting.

<b>Module</b>	<b>Topic</b>	<b>Weightage %</b>	<b>No. of Periods</b>
1.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"><li>1. Develop an insight towards Capital Budgeting Techniques</li><li>2. Gain ability to use capital budgeting techniques for evaluation of Investment proposals</li></ol> <p><b>Capital Budgeting ( Practical Problems)</b> Payback Period Method(Discounted and Non Discounted) Accounting Rate of Return Method. Net Present Value Method. Profitability Index Method Internal Rate of Return Method.</p>	25	15
2.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"><li>1. Develop an insight towards Marginal Costing and break even analysis.</li><li>2. Gain ability to make managerial decisions.</li></ol> <p><b>Marginal Costing &amp; Managerial Decision Making( Practical Problems)</b> Marginal Costing Vs Absorption Costing – Contribution – P/V Ratio – Margin of Safety — Cost – Profit – Volume Analysis – Computation of Break Even Point (BEP) – Composite Break – Even Point – Contribution – Angle of Incidence – (Including Problems) Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, Problem of key or Limiting Factor - Export Decisions –, make or buy, product mix, operate or shut down, sell or process further (Including Practical Problems)</p>	25	15

3.	<p><b>Objectives:</b> This module will facilitate the students to :</p> <ol style="list-style-type: none"> <li>1. Acquire knowledge and understand the various types of material, Labour, overhead and Sales variances.</li> <li>2. Gain ability to compute and analyze the Material, Labour, Overhead and Sales variances</li> </ol> <p><b>Standard Costing and Variance Analysis ( Practical Problems):</b></p> <p>Types of Standards – Standard Costing and Estimated Costing – Advantages – Limitations – Setting of Standards</p> <p>Analysis of Different types of Material Variances, Labour Variances, Overhead Variances Sales Variances</p>	25	15
4.	<p><b>Objectives:</b> This module will facilitate the students to:</p> <ol style="list-style-type: none"> <li>1. Appreciate the significance of various contemporary developments in Accounting.</li> <li>2. Recognize the process of Environmental Accounting and Human Resource Accounting and forensic Accounting.</li> <li>3. Recognize the framework of Target Costing, Life Cycle costing and value Chain analysis</li> </ol> <p><b>Contemporary Developments in Accounting( Theory)</b></p> <p>Introduction: Recent developments in Accounting- Environmental Accounting, Inflation Accounting, Human Resource Accounting and Forensic Accounting. Value Chain Analysis – Target Costing – Life Cycle Costing – Balance Score Card – Value Added Statement</p>	25	15
Total		100	60

#### Course Outcomes:

1. The Course would enable the learner to evaluate various capital investment proposals using capital budgeting techniques.
2. The learner would be able to make managerial decisions such as make or buy product, export or domestic sale, operate or shut down the production etc.
2. The learner would also be able to compute and analyze the material, labour, overhead and sales variances.
3. The Course would help learner to learn the theoretical framework Environmental Accounting, Inflation Accounting, Human Resource Accounting and Forensic Accounting. Value Chain Analysis – Target Costing – Life Cycle Costing – Balance Score Card – Value Added Statement. Etc.

#### References:

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2. Maheshwari. S. N. ( 2018), Cost Accountancy, S. Chand Publication, New Delhi.
3. Ravi Kishore (2019), Students Guide to Cost Accounting, Taxmann Publication, New Delhi.
4. Poulina Weetman's (2018), Financial and Management Accounting, Pearson Education, Mumbai

5. Shukla R.K(2018), Cost and Management Accounting, Bharat Law House Pvt. Ltd., Jaipur
6. Madhu Vij(2018), Management Accounting, MacMillan Publishers, New Delhi.
7. Arora M. N. (2019), Accounting for managers, Himalaya Publication, Mumbai.
8. Arora M. N. (2019), Cost and management Accounting, Himalaya Publication, Mumbai.
9. Bhatia Puneet(2018), Cost and Management Accounting, Pooja Law Publishing
10. Maheshwari S. N(2020), Cost Accounting Theory and Problems, A Mahavir Publication, Assam.
11. Debnath Somnath(2019), Environmental Accounting, SAGE Publication, New Delhi.

## M.COM. I

### SEMESTER II

#### RESEARCH METHODOLOGY

4 Credits

#### Course Objectives:

1. To make the students to understand various components of Research Methodology.
2. To enable the learners in formulating the research problems.
3. To familiarize students with the techniques of data collection, analysis of data and its interpretation.
4. To develop an in depth understanding of students for [preparation of research report.

Unit	Topic	Weightage %	No. of Periods
1.	<p><b>Objectives:</b></p> <ol style="list-style-type: none"><li>1. To facilitate students to understand the process of research formulation.</li><li>2. To enable students to conduct review of literature from various sources.</li></ol> <p>Introduction to Research Methodology</p> <ol style="list-style-type: none"><li>a) Features and Importance of research in business, Social Science Research, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research, Ethics in Social Science Research.</li><li>b) Research Formulation Process, Significance of Review of Literature, Sources of Review of Literature</li></ol>	25	15
2.	<p><b>Objectives:</b></p> <ol style="list-style-type: none"><li>1. To enable the learners to understand, develop and apply the fundamental skills in formulating research problems</li><li>2. To develop insights into methods of sampling.</li></ol> <ol style="list-style-type: none"><li>a. Formulation of research problem, Research Design- meaning, definition, types, contents, Formulation of Hypothesis: Meaning, Types of Hypothesis, Concepts relating to Testing of Hypothesis, Procedure for Testing of Hypothesis.</li><li>b. Meaning and of nature Census survey and sample survey, Sampling: Significance, Methods-Probability and non-probability, Factors determining sample size</li></ol>	25	15
3.	<p><b>Objective:</b></p>	25	15

	<p>To familiarize students with the techniques of data collection, analysis of data and its interpretation</p> <p>a. Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire, Secondary data: Sources and Limitations, Factors affecting the choice of method of data collection.</p> <p>b. Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation.</p>		
4.	<p><b>Objective:</b></p> <p>To enable the students to understand how to prepare Research Report</p> <p>Research Report Writing: Importance, Essentials, Structure/ layout, Types of Research Reports Components of Research Reports , References and Citation Methods , Footnotes and Bibliography</p>	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

**Course Outcomes:**

1. The course will help the students to explain the process of research formulation and review literature.
2. The course will help the students to identify the various types of sampling ‘
3. The course will enable students to formulate hypothesis of research.
4. The course will enable the students to collect analyse the data.
5. The course will explain the students how to prepare research report.

**References:**

1. Cooper D. and Schindler P.(2014) Business Research Methods, Tata McGraw Hill.Sultan Chand & Sons, New Delhi.
2. Krishnaswamy O. R (2016), Methodology of Research in Social Science, HimalayaPublication, Mumbai.
3. Kothari C. R. (2019), Research Methodology: Methods and Techniques, New AgeInternational, New Delhi.
4. PrahladMishra(2015), Business Research Methods, Oxford University Press, NewDelhi
5. P and Saunders and MNK and Lewis(2012), Research Methods for BusinessStrategy, Pearson , India.
6. RanjitKumar(2018),Research Methodology, Sage Publications, New Delhi
7. Rajendra Kumar C. (2008), Research Methodology, APH Publisher, New Delhi.

**M. COM. I**  
**SEMESTER II**  
**CONSUMER BEHAVIOUR**

**4 Credits**

**Course Objectives:** To facilitate the students to:

1. Develop an in-depth understanding of the consumer and industrial buying processes.
2. Develop marketing strategies that are consumer based and focus on enhancing customer value.
3. Analyse the dynamics of consumer behaviour and the factors influencing consumer decision process.
4. Recognise the Internal and External factors influencing consumer behaviour.

<b>Module</b>	<b>Topic</b>	<b>Weight age %</b>	<b>No. of Periods</b>
1.	<p><b>Objectives:</b> This module will enable the students to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concepts of consumer behaviour.</li> <li>2. Develop an insight about various concepts related to consumerism and apply them in Consumer Decision making.</li> <li>3. Identify the role of present technology used by consumers for shopping.</li> </ol> <p><b>Consumer Behaviour and its need:</b> - Concept –need – factors influencing consumer behaviour.</p> <p>Buying motives- (types), Maslow’s need hierarchy theory</p> <p>Consumer Decision Making Model- Input, Process and Output.</p> <p>Consumerism- Online shopping: e-commerce –m-commerce</p>	25	15
2.	<p><b>Objectives:</b> This module will enable students to:</p> <ol style="list-style-type: none"> <li>1. Get acquainted with the significance of market segmentation in developing marketing strategies.</li> <li>2. Examine and analyse the different bases of market segmentation</li> <li>3. Identify the criteria for effective market segmentation.</li> </ol>	25	15

	<p><b>Market segmentation:</b> - Scope - need – benefits of market segmentation, criteria for effective segmentation.</p> <p>Bases of effective segmentation – geographic – demographic – economic – psychographic – socio – cultural segmentation.</p> <p>Implementing segmentation strategies.</p>		
3.	<p><b>Objectives:</b> This module will enable the students to:</p> <ol style="list-style-type: none"> <li>1. Understand the dynamics of Consumer Perception.</li> <li>2. Recognise the perceived risk while developing marketing strategies.</li> <li>3. Examine the various models of Consumer Attitude.</li> <li>4. Recognise the changing Lifestyle trends in market.</li> </ol> <p><b>Internal factors affecting consumer behaviour:</b> - Perception – meaning – dynamics of perception- Perceived risk.</p> <p>Consumer Attitude – functions and models.</p> <p>Lifestyle Profiles– changing lifestyle trends.</p>	25	15
4.	<p><b>Objectives:</b> This module will enable the students to:</p> <ol style="list-style-type: none"> <li>1. Develop an insight about the group influences affecting consumer behaviour.</li> <li>2. Understand the significance of family influences on consumer decision making.</li> <li>3. Recognise the cultural and sub cultural influences and its impact on buying decision making.</li> </ol> <p><b>External factors affecting consumer behaviour:</b> -</p> <p>Group influences -factors that affect reference group influence- Types of reference groups.</p> <p>Household consumption behaviour: Family Influences- Husband-wife influences – Parent-child influences – Children’s socialization.</p> <p>Cultural and Sub-cultural influences: Characteristic of Indian culture – Influence of culture on consumer behaviour.</p>	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

**Course Outcomes:**

1. The course will help the students to explain the fundamental concepts associated with consumer and organizational buying behaviour.
2. The course will help the students to identify the various bases of market segments and apply the knowledge to develop effective marketing strategies.
3. The course will enable the students to analyse the dynamics of human behaviour and the basic factors that influence the consumer's decision process.

**References:**

1. Tyagi C. L. and Arun Kumar, (2008), Consumer Behaviour, Atlantic Publishers & Distributors, New Delhi.
2. Jain P. C. and Monika Bhatt, (2006), Consumer Behaviour in India context, S. Chand & Co. Ltd. New Delhi.
3. Leon G. Schiffman, Leslie Lazar Kanuk, (2000), Consumer Behaviour, Prentice Hall of India Pvt. Ltd. New Delhi, 6<sup>th</sup> Edition.
4. Hawkins, Best, Coney, (2008), Consumer Behaviour, -Applications for Marketing Strategy, Pearson Education, 6th Edition.
5. Raju M.S., Xardel Dominique, (2005), Consumer Behaviour-Concepts, Applications & Cases, Vikas Publishing House, New Delhi.
6. Chunawalla S.A., (2000), Commentary on Consumer Behaviour, Himalaya Publishing House, New Delhi.
7. Suja R Nair, (2015), Consumer Behaviour in Indian Perspective, Text and Cases, 2nd edition, ISBN: 978--81-8488-899-7, Himalaya Publishing House, 632 pages.



**M.COM. I**

**SEMESTER II**

**RETAIL BANKING OPERATIONS**

**(Option for CBCS)**

**4 credits**

**Course Objectives: To facilitate the students to:**

1. Acquaint with the various trends in retail banking services
2. Develop understanding of the payments and settlement systems of RetailBanks.
3. Examine the various foreign exchange services offered by retail banks.
4. Familiarise with the distribution channels in present day Retail Banking.

<b>Unit</b>	<b>Topic</b>	<b>Weightage %</b>	<b>No. of Periods</b>
1.	<p><b>Objectives:</b> This module will enable the students to:</p> <ol style="list-style-type: none"><li>1. Develop conceptual understanding of functioning of Retail banking.</li><li>2. Examine the various types of deposit accounts in retail banking.</li></ol> <p>a) <b>Retail Banking:</b> Evolution, Definition, Role within the banking operation, Distinction between Retail and Corporate/Wholesale Banking.</p> <p>b) <b>Liability Products :</b> Deposits and types of deposit accounts.</p>	25	15
2.	<p><b>Objectives :</b>This module will enable the students to:</p> <ol style="list-style-type: none"><li>1. Get acquainted to the various Retail Asset Products available through Retail Banking.</li><li>2. Develop in depth understanding of the recent developments in payments and settlement systems</li></ol> <p><b>a) Retail Assets Products:</b> Loans- Personal, Home, Auto/Vehicle, Education, Farm Equipment etc. Credit Scoring</p> <p><b>b) Payments and Settlement Systems:</b> Real Time Gross Settlements (RTGS) ,National Electronic Funds Transfer(NEFT), National Electronic Clearing Services(NECS), Collection and Clearing Services, Immediate Payment Service (IMPS) ,Unified</p>	25	15

	Payments Interface (UPI), Debit Cards, Credit Cards, Prepaid Cards, Digital Wallets		
3.	<p><b>Objective :</b> This module will enable the students to: To familiarize the learner with various Foreign Exchange Services offered by Retail banks</p> <p>Forex Services of Retail Banks: Travel Forex Cards, Foreign Currency Cash/ Demand Drafts , International Fund Transfer NRI Bank Accounts</p>	25	15
4.	<p><b>Objectives :</b> This module will enable the students to:</p> <p>1. To acquaint the students to various distribution channels adopted in Retail banking . 2. To enable students to understand trends in retail banking</p> <p>a) Distribution Channels of Retail Banking: Branch Banking, ATMs, Internet Banking, Mobile banking</p> <p>b) Trends in Retail Banking: Private Banking and Wealth Management, Reverse Mortgage</p>	25	15
	<b>Total</b>	<b>100</b>	<b>60</b>

#### Course Outcomes:

1. The course will enable students to identify the various retail banking products .
2. The course will help students to apply the payments and settlement systems of retailbanks.
3. The course will enable students to explain the concepts of various forex services of retailBanks.
4. The course will help students to analyse the distribution channels of retail banking.

#### References:

1. Joseph A. DiVanna(2004), The Future of Retail Banking: Delivering Value to Global Customer (Hardcover), Palgrave Macmillan.
2. Hugh Croxford , Frank Abramson, Alex Jablonowski(2005), The Art of Better Retail Banking: Supportable Predictions on the Future of Retail Banking (Hardcover), Wiley.
3. Shelagh Heffernan(, 2005), Modern Banking (Paperback) Wiley).
4. Retail Banking(2010), Institute of banking and Finance (IIBF), McMillan Publishers,India,.
5. Srivastava,P.K.(2018). Banking Theory and Practice. Himalaya Publishing House
6. Agarwal,O.P.(2012). Fundamentals of Retail Banking. Himalaya Publishing House.
7. Suresh Chandra Bihari (2019 )Retail Banking Challenges and Latest trends in India,Himalaya Publishing House