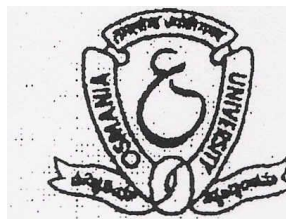


# M.Com. (CBCS)

*(Applicable to the batch of students admitted in the academic year 2019-'20 and onwards)*

## SYLLABUS



**FACULTY OF COMMERCE,  
OSMANIA UNIVERSITY,  
HYDERABAD- 500 007, T.S.**

**2019**

## M.COM

## CBCS COURSE STRUCTURE

FIRST SEMESTER									
Sl. No.	Code	Title of the Paper	THPW	Credits	DESE	Marks			
						IA	A	ESE	Total
1.	Com 1 : Core – I	Managerial Economics	5	4	3 Hrs	15	5	80	100
2.	Com 2 : Core – II	Principles of Marketing	5	4	3 Hrs	15	5	80	100
3.	Com 3 : Core – III	OT & OB	5	4	3 Hrs	15	5	80	100
4.	Com 4 : Elective-I :	Specialization **	5	5	3 Hrs	15	5	80	100
5.	Com 5 : Elective-II :	Specialization **	5	5	3 Hrs	15	5	80	100
	Seminar		2	1	-	-	-	25*	25
<b>Total</b>			<b>27</b>	<b>23</b>		<b>75</b>	<b>25</b>	<b>425</b>	<b>525</b>

SECOND SEMESTER									
6.	Com 6: Core – I	International Business and Business Environment	5	4	3 Hrs	15	5	80	100
7.	Com 7: Core –II	Marketing Management	5	4	3 Hrs	15	5	80	100
8.	Com 8: Core – III	Human Resource Management	5	4	3 Hrs	15	5	80	100
9.	Com 9: Elective-I:	Specialization **	5	5	3 Hrs	15	5	80	100
10.	Com 10: Elective-II:	Specialization **	5	5	3 Hrs	15	5	80	100
	Seminar		2	1	-	-	-	25*	25
<b>Total</b>			<b>27</b>	<b>23</b>		<b>75</b>	<b>25</b>	<b>425</b>	<b>525</b>

THIRD SEMESTER									
11	Com: 11 Core – I	Research Methodology & Statistical Analysis	5	4	3 Hrs	15	5	80	100
12	Com: 12 Core – II	E-Commerce	5 (4T+2P)	4	3 Hrs	15	35 LPE	50	100
13	Com: 13 Core – III	Cost Accounting and Control	5	4	3 Hrs	15	5	80	100
14	Com: 14 Elective-I:	Specialization **	5	5	3 Hrs	15	5	80	100
15	Com: 15 Elective - II	Specialization **	5	5	3 Hrs	15	5	80	100
16	ID Paper: Business Organization & Management		4	4	3 Hrs	15	5	80	100
	Seminar		2	1	-	-	-	25*	25
<b>Total</b>			<b>31</b>	<b>27</b>		<b>90</b>	<b>60</b>	<b>475</b>	<b>625</b>

FOURTH SEMESTER									
17	Com:16 Core – I	Quantitative Techniques for Business Decisions	5	4	3 Hrs	15	5	80	100
18	Com:17 Core – II	Corporate Taxation and Planning	5	4	3 Hrs	15	5	80	100
19	Com:18 Core – III	Strategic Management	5	4	3 Hrs	15	5	80	100
20	Com:19 Elective-1:	Specialization **	5	5	3 Hrs	15	5	80	100
21	Com:20 Elective-II:	Specialization **	5	5	3 Hrs	15	5	80	100
22	Com: 21	Project Work	8	4		-	-	50VV+ 50D	100
	Seminar		2	1		-	-	25*	25
		<b>Total</b>	<b>35</b>	<b>27</b>	<b>-</b>	<b>75</b>	<b>25</b>	<b>525</b>	<b>625</b>
		<b>GRAND TOTAL</b>	<b>120</b>	<b>100</b>	<b>-</b>	<b>315</b>	<b>135</b>	<b>1850</b>	<b>2300</b>

\*25=15W+10PR

Inter Disciplinary (ID) Paper in Third Semester is offered to the Non-Commerce PG Students.

THWP= Teaching Hours Per Week; ESED=End-Semester Examination Duration; VV=Viva-Voce;

LPE=Lab Practical Examinations; D=Dissertation; T=Theory; P=Practical; W=Write-up;

PR=Presentation; DESE = Duration of End-Semester Examination.

### \*\*AREA OF SPECIALISATION

Sl. No.	Specialization	Semester-I	Semester-II	Semester-III	Semester-IV
<b>I</b>	<b>Finance (F)</b>	<b>(1) FM:</b> Financial Management <b>(2) IAS:</b> Indian Accounting Standards	<b>(3) IM:</b> Investment Management <b>(4) AMA:</b> Advanced Managerial Accounting	<b>(5) IFM:</b> International Financial Management <b>(6) SAPM:</b> Security Analysis and Portfolio Management	<b>(7) FS:</b> Financial Services <b>(8) FD:</b> Financial Derivatives
<b>II</b>	<b>Accounting (A)</b>	<b>(1) FM:</b> Financial Management <b>(2) AS:</b> Indian Accounting Standards	<b>(3) IM:</b> Investment Management <b>(4) AMA:</b> Advanced Managerial Accounting	<b>(5) ACA:</b> Advanced Corporate Accounting <b>(6) FSA:</b> Financial Statement Analysis	<b>(7) ACAC:</b> Advanced Cost Accounting and Control <b>(8) M&amp;A:</b> Mergers & Acquisitions
<b>III</b>	<b>Marketing (M)</b>	<b>(1) RM:</b> Retail Marketing <b>(2) ASM:</b> Advertising & Sales Management	<b>(3) CRE:</b> Consumer Rights & Education <b>(4) MR:</b> Marketing Research	<b>(5) SM:</b> Services Marketing <b>(6) CB:</b> Consumer Behavior	<b>(7) SCM&amp;CRM:</b> Supply Chain Management & Customer Relationship Management <b>(8) IM:</b> International Marketing

IV	<b>Taxation (T)</b>	(1) <b>FM:</b> Financial Management (2) <b>AS:</b> Indian Accounting Standards	(3) <b>IM:</b> Investment Management (4) <b>AMA:</b> Advanced Managerial Accounting	(5) <b>DT:</b> Direct Taxation (6) <b>IDT:</b> Indirect Taxation	(7) <b>Tax :</b> Business Taxation (8) <b>IT:</b> International Taxation
V	<b>International Business (IB)</b>	(1) <b>FM:</b> Financial Management (2) <b>AS:</b> Indian Accounting Standards	(3) <b>IM:</b> Investment Management (4) <b>AMA:</b> Advanced Managerial Accounting	(5) <b>IFM:</b> International Financial Management (6) <b>ITTP:</b> International Trade – Theory and Practice	(7) <b>IBE:</b> International Business Environment (8) <b>IM:</b> International Marketing
VI	<b>Insurance (I)</b>	(1) <b>FM:</b> Financial Management (2) <b>AS:</b> Indian Accounting Standards	(3) <b>IM:</b> Investment Management (4) <b>AMA:</b> Advanced Managerial Accounting	(5) <b>PPLHI:</b> Principles and Practice of Life and Health Insurance (6) <b>PPGI:</b> Principles and Practice of General Insurance	(7) <b>AS:</b> <b>Actuarial Science</b> (8) <b>RP:</b> Retirement Planning
VII	<b>Banking (B)</b>	(1) <b>FM:</b> Financial Management (2) <b>AS:</b> Indian Accounting Standards	(3) <b>IM:</b> Investment Management (4) <b>AMA:</b> Advanced Managerial Accounting	(5) <b>EB&amp;FS:</b> E-Banking and Financial Services (6) <b>BT:</b> Banking Technology	(7) <b>IB:</b> International Banking (8) <b>CB:</b> Central Banking
VIII	<b>E-Commerce (E-Com)</b>	(1) <b>RM:</b> Retail Marketing (2) <b>ASM:</b> Advertising & Sales Management	(3) <b>CRE:</b> Consumer Rights & Education (4) <b>MR:</b> Marketing Research	(5) <b>NCS:</b> Netiquettes and Cyber Security (6) <b>NIPS:</b> Network Infrastructure and Payment System	(7) <b>BME:</b> Business Models for E-Commerce (8) <b>LSOIE:</b> Legal Security in E-Commerce
IX	<b>Computer Applications (CA)</b>	(1) <b>FM:</b> Financial Management (2) <b>AS:</b> Indian Accounting Standards	(3) <b>DCN:</b> Data Communications and Networks (4) <b>OOP:</b> Object Oriented Programming with C++	(5) <b>RDBMS:</b> Relational Data Base Management Systems (6) <b>CL:</b> Cyber Laws	(7) <b>AE:</b> Advanced Excel (8) <b>WD:</b> Web Designing
			The allotment of THP 4T +2P; IA=15; LPE=35; EE=50; Total =100 Marks.		

**Note:**

- 1) O, A, B, C, D, E and F grades are awarded on the basis of marks secured as per the directive given by the University.
- 2) For each paper there will be semester examination for 80 marks and 20 marks for internal assessment [15 marks for tests (average of the two tests) and 5 marks for assignment in the subject].
- 3) Business Organization Management (BOM) is an Inter-Disciplinary (ID) paper which is offered for non-commerce students.

**PROJECT GUIDELINES**

The aim of the Project is to give an opportunity to students to learn independently and show that they can identify, define and analyze problems or issues and integrate knowledge in a business context. It reflects the ability of a student to understand and apply the theory, the concepts and the tools of analysis to a specific situation.

- 1) The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure or a combination of these aspects of business. The students are required to define an area of investigation, carve out research design, gather relevant data, analyze the data, draw conclusions and make recommendations. The project must be an original piece of work that will be undertaken in post-graduate study, over a period of two semesters.
- 2) The topic is to be selected carefully with the help of supervisor.
- 3) All the material that relates to your project, including completed questionnaires or tapes from interviews, should be shown to your supervisor and be kept until the examination board has confirmed your results. Do not throw this material away once your project is submitted, as you might be asked to present it as part of the Viva Voce Examination, before your project results are confirmed.
- 4) The supervisor's role is to appraise ideas and work of the student. Student must take overall responsibility for both the content of project and its management. This includes selection of an appropriate subject area (with the approval of the supervisor), setting up meetings with the supervisor, devising and keeping to a work schedule (to include contingency planning), and providing the supervisor with samples of your work.
- 5) The project reports would be examined by the external examiner and based on the report and Viva Voce examination conducted at the end of IV semester, a student will be awarded marks.
- 6) The External Examiners will examine the following in Project Report:
  - a) Literature Survey on the Topic Chosen.
  - b) Method of Data Collection.
  - c) Presentation – Style, Comprehensiveness, Table presentation, Graphs, Charts.
  - d) Analysis and inference and implication of the study.
  - e) Overall linkage between objectives, methodology, findings and suggestions.
  - f) Bibliography and References.

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**SEMESTER-I***PAPER CODE: COM 1: Core-I***MANAGERIAL ECONOMICS**

*Objective: to impart conceptual and practical knowledge of managerial economics.*

**UNIT-I: NATURE AND SCOPE OF MANAGERIAL ECONOMICS:**

Meaning of Managerial Economics - Managerial Economics and Economic Theory - Managerial Economics and Decision Sciences - Nature of managerial decision making - Types of business decisions - Managerial decision making process - Firm-meaning-Objectives - Nature of profits (economic vs. accounting profit) Optimization-functions-slope of functions-optimization techniques- Concept of derivative - Simple rules of derivation - Application of derivatives to optimization problems—Role of marginal analysis in decision making - Total, average and marginal relationship (including problems).

**UNIT-II: DEMAND ANALYSIS:**

Demand Theory and Analysis – Individual demand and Market demand – Factors determining demand – Relationship between AR and MR-Consumer Behaviour –utility analysis – indifference curve analysis - Elasticity of demand – Price Elasticity - Income Elasticity – Cross Elasticity – Elasticity and Decision making (including problems). Demand estimation and demand forecasting: Meaning, significance and methods (Theory only).

**UNIT-III: PRODUCTION ANALYSIS:**

Meaning of Production function – Cobb Douglas Production Function – Production with one variable input – Law of Diminishing marginal returns – Optimal employment to a factor of production - Production with two variable inputs – Production iso-quant – Production iso-cost – Optimal employment of two inputs – Expansion path – Returns to scale and economies of scope (including problems).

**UNIT-IV: COST ANALYSIS:**

Concepts of cost – Short run cost functions - Finding minimum average variable cost through equations – Long run cost function – Linear and nonlinear break even analysis.- Profit contribution analysis (including problems).

**UNIT - V: MARKET STRUCTURE:**

Perfect and Imperfect market condition – Perfect competition – Characteristics – Equilibrium price – Profit maximization, (in short run and long run) – Shut down decision – Monopoly: characteristics,– Profit Maximization in short run and long run, Allocative inefficiency, Income Transfer and Rent seeking – price discrimination-Monopolistic competition: Characteristics – Profit Maximization – Price and output determination in the short run and long run, Oligopoly: Characteristics – Price Rigidity – price leadership - Kinked demand model (including problems).

**SUGGESTED READINGS:**

1. Petersen and Lewis : Managerial Economics, 4/e, Pearson/PHI, 2002.
2. Managerial Economics, Ahuja. H.L, S. Chand, New Delhi.
3. M.L. Trivedi: Managerial Economics, Tata Mc-Graw Hill, New Delhi 2004.

**PRINCIPLES OF MARKETING**

*Objective: to familiarize the Students with basic concepts of Marketing*

**UNIT-I: INTRODUCTION:**

Meaning and Definition of Marketing - Scope of Marketing - Evolution of Marketing Concepts - Production Concept - Product Concept - Marketing Myopia - Selling Concept - Marketing Concept Societal Marketing Concept - Objectives of Marketing - Role of Marketing in Economic Development - Rural Marketing - Rural Markets Vs Urban Markets - Marketing Management Tasks - Marketing Mix-Direct Marketing - Online Marketing – Marketing Challenges and Opportunities. - Marketing of Services

**UNIT-II: MARKETING ENVIRONMENT:**

Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Competitors-Publics) - Macro Environment (Demographic-Economic-Natural- Technological-Political-Legal (Consumer Protection Act 1986) and Regulatory Cultural-Social) - International Marketing-GATT & WTO

**UNIT-III: SEGMENTING, TARGETING & POSITIONING:**

Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Bases-Benefits-Requirements for Effective Segmentation - Market Segmentation Analysis for Consumer and Service - Product Positioning: Concepts – Bases

**UNIT- IV: CONSUMER BEHAVIOUR:**

Consumer Behaviour - Nature-Scope-Importance - Factors influencing Consumer Behaviour - Economic - Psychological-Cultural-Social and Personal - Models of Consumer Behaviour - Marshallian-Maslow Freudian-Howard-Sheth - Steps in consumer Decision Process - Post Purchase Behaviour - Cognitive Dissonance - Organizational Buyer - Industrial Markets-Reseller Market-Government Market. Characteristics of Organizational Buyer - Organizational Buying Process - Organizational Buyer Vs Consumer Behaviour – Factors influencing organizational Consumer Behaviour

**UNIT-V: MARKETING PLANNING AND STRATEGY:**

Corporate Strategic Planning - Vision-Mission – Strategic Business Units – Planning new businesses - Business Strategic Planning - SWOT Analysis - Goal Formulation-Strategy Formulation-Program Formulation – Implementation - Feedback and Control - Marketing Process - Nature and Contents of a Marketing Plan – Marketing Control - Annual Plan Control – Profitability Control – Efficiency Control – Strategic Control

**SUGGESTED READINGS:**

1. Marketing Management - Philip Kotler - Pearson Education/PHI
2. Marketing Management - Rajan Saxena - Tata McGraw Hill
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - SAGE
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education
5. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill
6. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.
7. Case Studies in Marketing - R.Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi
9. Marketing Management – S.Jayachandran - TMH
10. Rajan Saxena: Marketing Management
11. Stanton WJ: Fundamental of Marketing,
12. Assael: Consumer Behaviour, Thomson.

PAPER CODE: COM 3: Core-III

## ORGANISATION THEORY AND BEHAVIOUR

*Objective: to familiarize the students with the concepts and dimensions of Organization Theory & Behaviour.*

### UNIT 1: INTRODUCTION:

**Organization:** Definition – Organisation Theories: Classical Theory- Features – limitations. Neoclassical Theory – features – limitations. Contemporary Organisation Theory – features- limitations - Systems Approach – Contingency Approach.

**Organisational Behaviour:** (OB) – Features – Scope – Fundamentals - Concepts of OB – Challenges and opportunities for OB – Contributing disciplines to the OB-Concept of Positive Organizational behavior.

**Organizational Effectiveness:** Approaches – Factors affecting Organizational Effectiveness

### UNITII: UNDERSTANDING INDIVIDUAL AND GROUP BEHAVIOUR:

**Individual Behaviour :** Factors Influencing Individual Behaviour -Personality Determinants – Big five Personality factors – Learning Theories. The Perceptual Process – Factors influencing perception – Internal and External; Attitudes and Behaviour- Attitude Formation and Attitude Change.

**Group Behaviour :-** Fundamentals of Groups – Stages of Development- Important Factors influencing Team Effectiveness – Cohesiveness – Norms – Decision Making

### UNIT III: MOTIVATION, MORALE AND CULTURE:

**Motivation:** Theories of Motivation – Motivational Processes - Content Theories ( Maslow, Herzberg, McClelland) – Process Theories (Adam, Victor, Vroom and Lawler and Porter) – Learning and Reinforcement Theory.

**Morale:** Factors influencing Morale

**Organisational Culture:** – Characteristics - Dimensions – Forming a Culture – Sustaining a Culture – Changing a Culture

### UNIT IV: ORGANISATIONAL POWER , POLITICS, CONFLICT & STRESS MANAGEMENT:

**Power and Politics:** Power Bases – Dependency – Individual Versus Organisational Power – Political process in Organisation – Factors contributing – Techniques of Organisational Politics – Managing Political Behaviour.

**Conflict** – Transition in Conflict Thought – Functional and Dysfunctional Conflict – Process of Conflict – Managing Conflict.

**Concept of Stress** - Potential Sources of Stress - Individual Differences - Cultural Differences - Consequences of Stress - Managing Stress

### UNIT V: LEADERSHIP, COMMUNICATION AND CHANGE:

**Leadership :** Leadership and Management – Leadership Styles - Theories of Leadership – Traits – Behavioral Model (Managerial Grid) – Contingency ( Feilder, Path goal, Tri-dimensional – Inspirational approaches

**Communication:** Significance –Process- Formal and Informal Communication - Barriers to communication- Improving Communication Skills – Introduction to Transactional Analytics – The Human impact of computer Mediated Communication.

**Change** – Challenges contributing to Change – Types of Change Approaches – Contemporary Issues in Change.

### SUGGESTED READINGS:

1. Robins P.Stephen & Judge: Organizational Behavior, Pearson, New De1hi.2007
2. Greenberg and Baron: Behaviour in Organisation
3. Daft: Organisation Theory and Design, Thomson 2005
4. Fred Luthans: Organizational Behavior, Me Graw Hill, New Delhi.
5. Nahavandi: Organizational Behaviour, sage.
6. Nelson: Organisational Behaviour, 3e, Thomson 2006
7. Aswathappa: Organizational Behavior, Himalaya Publisher.
8. Jones G R :Organizational Theory, Pearson Education, New Delhi
9. Shashi Gupta & Rosy: Organisation Behaviour—Kalyani Publication
10. Hellriegel: Organisational Behaviour, 10e, Thomson 2006.
11. SharmaVVS: Organisational Behaviour,Jaico Publication

**FINANCIAL MANAGEMENT**

**Objective:** to introduce the subject of Financial Management; and to acquaint the student with various techniques of Financial Management.

**UNIT-I: INTRODUCTION TO FINANCIAL MANAGEMENT:**

**Financial Management:** Meaning- Evolution – Organization of Finance Function – Financial Decisions – Goals of Financial Management – Agency Problem – Changing Role of Finance Manager (Theory).

**Time Value of Money:** Meaning – Rationale of Time Preference for Money – Future Value – Present Value (Including Problems)

**UNIT-II: CAPITAL BUDGETING:**

**Capital Budgeting:** Meaning – Importance – Process – Kinds of Decisions – Cash Flow Estimation – Techniques of Capital Budgeting – Traditional Techniques: Payback Period – Accounting / Average Rate of Return – Discounted Techniques – Discounted Payback Period – Net Present Value – Internal Rate of Return – Profitability Index – NPV Vs. IRR – Capital Rationing (Including Problems)

**Risk Analysis in Capital Budgeting Decisions:** Sources and Perspectives of Risk – Traditional Tools – Payback Period – Risk Adjusted Discount Rate – Certainty Equivalent Coefficient of Variation – and Decision Tree Analysis (Including Problems)

**UNIT-III: WORKING CAPITAL MANAGEMENT:**

**Working Capital:** Meaning – Kinds – Determinants – Sources and Levels – Estimation of Working Capital Requirements (Including Problems)

**Cash Management:** Nature of Cash – Motives of Holding Cash – Objectives of Cash Management – Factors Determining Cash Need – Cash Cycle – Facets of Cash Management –Cash Forecasting and Budgeting – Management of Cash Flows – Determination of Optimum Cash Balance (Including Problems)

**Accounts Receivable Management:** Meaning – Objectives – Cost Benefit Analysis – Credit Standards – Credit Terms – Collection of Receivables (Including Problems)

**Inventory Management:** Meaning – Components of Inventory – Motives of Holding Inventory – Objectives of Inventory Management – Tools and Techniques of Inventory Control (Including Problems)

**UNIT-IV: FINANCING DECISIONS:**

**Cost of Capital:** Meaning – Significance – Classification of Costs – Computation of Specific Cost of Capital – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital and Cost of Retained Earnings – Computation of Weighted Average and Marginal Cost of Capital (Including Problems)

**Leverages:** Meaning – Types – EBIT-EPS Analysis – Degree of Operating Leverage – Degree of Financial Leverage

– Degree of Combined Leverage – Indifference Point (Including Problems)

**Capital Structure Theories:** Meaning – Determinants – Theories – Net Income Approach – Net Operating Income Approach – Traditional Approach – MM Approach (Theory)

**UNIT-V: DIVIDEND DECISIONS:**

**Dividend Policy:** Meaning – Types of Dividend Policies – Factors Influencing Dividend Policy – Forms of Dividends (Theory)

**Dividend Theories:** Relevance Theories – Walter's Model – Gordon's Model – Irrelevance Theory – MM Hypothesis (Including Problems).

**SUGGESTED READINGS:** 1.Prasanna Chandra: Financial management, TMH, 2.Erhardt & Brigham: Corporate Finance: A Focused Approach, Thomson, 3.Eugene Brigham & Erhardt: Fundamental of Financial Management, Thomson, 4.Khan M.Y.&Jain PK: Financial management, TMH, 5.Kulkarni PV.: Financial Management, Himalaya., 6.Lasher: Practical Financial Management, Thomson,7.Pandey I.M.: Financial Management, Vikas, 8.Rustagi, R.P. Financial Management, Sultan Chand., 9.Shashi K Gupta and RK Sharma: Financial Management, Kalyani, 10.Solemen Ezra & Pringle John J:An Introduction to Financial Management, PH, 11.Srivatsava R.M: Essential of Business Finances, Himalaya, 12.Sudarsan Reddy G:Financial Management, Himalaya, 13.Van Horn, James C:Finl Management, PH.

**INDIAN ACCOUNTING STANDARDS**

*Objective: to familiarize the student with accounting standards and financial reporting practices.*

**UNIT-I: INTRODUCTION:**

Accounting: Meaning – Evolution – Accounting as an information system – Accounting Principles - Accounting standard: Concept -Evolution - Difficulties in standard setting process – IASB - FASB- ASB India: Constitution - Functions – Procedure for setting standards - Need for Uniform Global Financial Reporting - Significant differences between IAS, US GAAP and Indian GAAP (AS) - IFRS Concept – Convergence of Accounting Standards - Ind AS Concept – Applicability/Adoption of Ind AS (Road Map). (Theory only)

**UNIT-II: INDIAN ACCOUNTING STANDARDS (IND AS-1 to 21):**

**Overview of Indian Accounting Standards: (Ind AS-1 to Ind AS-21):** Ind AS-1: Presentation of financial statements – Ind AS-2: Inventories – Ind AS-7: Cash flow statements - Ind AS-8: Accounting policies, changes in accounting estimates and errors – Ind AS-10: Events after the Balance Sheet Date – Ind AS-11: Construction contracts – Ind AS -12: Income taxes – Ind AS-16: Property, Plant and Equipment – Ind AS-17: Leases – Ind AS-18: Revenue – Ind AS-19: Employee benefits – Ind AS-20: Accounting for Govt. Grants and Disclosure of Govt. Assistance – Ind AS-21: The effects of changes in foreign exchange rates. (Theory only)

**UNIT-III: INDIAN ACCOUNTING STANDARDS (IND AS-23 to 41):**

**Overview of Indian Accounting Standards: (Ind AS-23 to Ind AS-41):** Ind AS- 23: Borrowing costs – Ind AS-24: Related party disclosure – Ind AS-27: Separate financial statements – Ind AS-28: Investments in associates and Joint ventures – Ind AS-29: Financial Reporting in Hyper Inflationary economies – Ind AS-32: Financial instruments: Presentation – Ind AS-33: Earnings Per Share – Ind AS-34: Interim financial reporting – Ind AS-36: Impairment of assets – Ind AS-37: Provisions, contingent liabilities and contingent assets – Ind AS-38: Intangible assets – Ind AS-40: Investment property – Ind AS-41: Agriculture. (Theory only)

**UNIT-IV: INDIAN ACCOUNTING STANDARDS (IND AS-101 to 106) :**

**Overview of Indian Accounting Standards: (Ind AS 101 to Ind AS 106):** Ind AS-101: First time adoption of Indian Accounting Standards – Ind AS-102: Share based payments – Ind AS-103: Business Combinations – Ind AS -104: Insurance contracts – Ind AS-105: Non-current assets held for sale and discontinued operations – Ind As-106: Exploration for and evaluation of mineral resources. (Theory only)

**UNIT-V: INDIAN ACCOUNTING STANDARDS (IND AS-107 to 115) :**

**Overview of Indian Accounting Standards: (Ind AS 107 to Ind AS 115):** Ind AS-107: Financial instrument: disclosure – Ind AS-108: Operating segments – Ind AS-109: Financial instruments – Ind AS-110: Consolidated financial statements – Ind AS-111: Joint arrangement - Ind AS – 112: Disclosure of interest in other entities – Ind AS-113: Fair Value Measurement –Ind AS-114: Regulatory Deferral Accounts – Ind AS-115: Revenue from Contracts with customers. (Theory only)

**SUGGESTED READINGS:**

1. Jawaharlal “Accounting Theory and Practice” Himalya Publishing Company, New Delhi.
2. Porwal L.S. “Accounting Theory” Tata McGraw-hill Publishing Company, New Delhi.
3. Rawat D.S. “Accounting Standards” Taxmann Allied Services Private Limited, New Delhi.
4. Rawat D.S. “Ind ASs Converged IFRS” Taxmann Allied Services Private Limited, New Delhi.
5. Kamal Garg “Ind AS & IFRS” KG Management Advisors LLP, New Delhi, 2017
6. Kamal Garg “IFRS Concepts and Applications” Bharat Law House Pvt. Limited, New Delhi.
7. Ghosh T.P. “IFRSs for Finance Executives”, Taxmann Allied Services Private Limited, New Delhi.
8. Gupta R.L & Radhaswamy “Advanced Accountancy” Sultan Chand & Sons, New Delhi.

**JOURNALS & NEWS PAPERS:**

- 1) Chartered Accountant, Journal, ICAI.
- 2) Management Accountant, Journal, ICWAI
- 3) Economic Times, News Paper, Times of India,
- 4) Business Line, News Paper, The Hindu.

**SEMESTER-II***PAPER CODE: COM 6: Core-I***INTERNATIONAL BUSINESS AND BUSINESS ENVIRONMENT**

**Objective:** *to familiarize and acquaint the students with the knowledge of business environment and latest development in business environment.*

**UNIT - I: INTRODUCTION:**

**Business environment**—concept-elements-Economic environment-economic systems-Policy Environment-Fiscal Policy-Monetary Policy—Political environment-Role of government in business-Legal Environment-Consumer protection Act-Competition Act-Socio-Cultural Environment -corporate social responsibility.

**UNIT - II: LIBERALIZATION:**

Industrial Policy 1991 and its implementation—Industrial growth and structural changes-Economic Planning—NITI Aayog—Economic reforms – liberalization—Second Generation reforms-Balance of Payments-importance-components.

**UNIT - III: PRIVATIZATION AND GLOBALISATION:**

Privatization-concepts – nature – objectives – forms—Theories of International Trade-Government intervention in International Trade-tariff and non-tariff barriers—Scope and importance of international business—Globalization-meaning-drivers – Modes of Entry.

**UNIT - IV: FOREIGN CAPITAL:**

**Foreign Direct Investment:** types-trends-costs and benefits to home and host countries-policy of Government-Foreign Portfolio Investment – FEMA- Objectives – Provisions—International Economic Institutions-IMF-World Bank-UNCTAD.

**UNIT - V: WTO AND TRADE POLICY:**

World Trade Organisation – functions – objectives – AOA – GATS – TRIPS – TRIMS - Regional Economic Integration-levels-trade creation and diversion effects-Regional Trade Agreements-EU-ASEAN-SAARC-NAFTA-BRICS—India's Trade Policy.

**SUGGESTED READINGS:****Books:**

1. Francis Cherunilam: Global Economy and Business Environment – Himalaya
2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya
3. S.K.Misra & V.K.Puri: Economic Environment of Business - Himalaya
4. Menipaz: International Business: sage.
4. Prof. Laxmi Narain: Globalization – Liberalization and Privatization of Public enterprises – Sultan Chand & Co.
5. S.K.Misra & V.K.Puri: Indian Economy - Himalaya
6. Aswathappa: Business Environment - Himalaya
7. Dutt and Sundharam: Indian Economy
8. Ray: Indian Economy, PHI

**Reports:**

1. World Development Report; 2. Human Development Report;
3. India Development Report; 4. Pre-budget economic survey.

**Periodicals:**

Economic and Political weekly; Business India; Business World; Business Today; Finance India; Business Standard.

PAPER CODE: COM 7: Core-II

## MARKETING MANAGEMENT

*Objectives: To understand the components of Marketing mix in detail.*

### UNIT-I: PRODUCT MANAGEMENT:

Concept of Product - Classification of Products - Product Levels- Product Mix - Product Mix Decisions - New Product – New Product Development Stages – Reasons for New Product Failure - Product Life Cycle Stages and Marketing Implications - Branding - Packaging & Labeling.

### UNIT-II: PRICE MANAGEMENT:

Pricing – Objectives of Pricing – Role of Price in Marketing Mix – Factors Influencing Price – Pricing under different competitive conditions – New Product Pricing - Skimming and Penetration Pricing – Pricing Methods – Cost based – Demand based – Competition based- Product line Pricing – Pricing strategies.

### UNIT-III: PROMOTION MANAGEMENT:

Promotion – Significance – Promotion Mix – Advertising – Objectives – Media – Media selection – Budget -- Types of Advertising – Advertising Effectiveness, Personal Selling – Nature – Steps in Personal Selling. Sales Promotion – Objectives – Tools, Public Relations – Direct Marketing – Forms of Direct Marketing.

### UNIT-IV: CHANNEL MANAGEMENT & RETAILING:

Marketing Channels: Nature – Channel Levels - Channel Structure & Participants – Functions of Marketing Intermediaries - Channel Design Decisions - Channel Conflict and Resolution - Online Marketing - Online Marketing Channels – objectives – Merits – demerits –Retailing: Meaning – Significance – Emerging trends – forms of retailing – formats of retail stores.

### UNIT-V: DIGITAL MARKETING, MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH:

**Digital Marketing:** The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world – latest practices.– Understanding the relationship between content and branding and its impact on sales, search marketing, mobile marketing, video marketing, and social-media marketing. Online campaign management; overview of search engine optimization (SEO)

Concept of MKIS - Components of a Marketing Information System - Internal Records System-Marketing Intelligence System-Marketing Research System-Marketing Decision Support System - Marketing Research Process - Marketing Research Vs MKIS - Marketing Research in India.

### SUGGESTED READINGS:

1. Marketing Management - Philip Kotler - Pearson Education/PHI
2. Marketing Management - Rajan Saxena - Tata McGraw Hill
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - sage
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education
5. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill
6. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.
7. Case Studies in Marketing - R.Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi
9. Marketing Management – S.Jayachandran - TMH
10. Rajan Saxena: Marketing Management
11. Stanton WJ: Fundamental of Marketing,
12. Assael: Consumer Behaviour, Thomson

**HUMAN RESOURCE MANAGEMENT**

**Objective:** to understand various facets of human resource management & comprehend emerging developments in HRM.

**UNIT-I: INTRODUCTION:**

**Human Resources Management (HRM):** Concepts – Significance – Objectives – Scope – Functions - Changing role of Human Resource Manager  
 HRM Policies - Impact of Environment on HRM- Concepts of Talent Management- Concept of Human Capital-Social Capital.  
**Human Resource Development (HRD):** Concept - Scope - Objectives- Brief introduction of Techniques of HRD

**UNIT-II: ACQUISITION OF HUMAN RESOURCE:**

**Job Design** - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth - Job Analysis: Objectives - Components (Job Description and Job Specification) - Methods of Job Analysis

**Human Resource Planning:** Concept - Objectives - Factors affecting HR planning - Process of HR Planning - Problems in HR Planning

**Recruitment:** Objectives - Sources of recruitment – Selection: Selection - Procedure – Tests and Interview - Placement - Induction - Promotion - Transfer

**UNIT-III: DEVELOPING AND MOTIVATING HUMAN RESOURCE:**

**Training** - Assessing training needs - Methods and Evaluation of Training.

**Development:** Techniques of Management Development – Evaluating Effectiveness.

**Performance Management:** Concept - Performance Appraisal - Concept - Traditional and Modern Methods of Appraisal – Concepts of Potential Appraisal, Assessment Centers - Career Planning and Development

**Concept of Empowerment** – Participative Management: Objectives – Types – Quality Circles – Brief Introduction to forms of Workers Participation in Management in India – Work committee – Joint management council – Worker Shareholder – Worker Director

**UNIT-IV: MAINTENANCE OF HUMAN RESOURCE:**

**Compensation Management:** Objectives – Job Evaluation:– Methods - Essentials of Sound Wage Structure – of Minimum Wage, Living Wage and Fair Wage – Wage Differentials.

**Employee Relations:** Concept of Employee Engagement – Discipline: Objectives – Grievance: Causes – Procedure;

**Industrial Relations Systems-** Concept of Industrial Conflict- Causes- Trade Unions: Objectives - Role of Trade Union in New economy - Collective Bargaining: Types – Essential conditions for the success of Collective Bargaining.

**UNIT-V: RECENT TRENDS IN HUMAN RESOURCES MANAGEMENT:**

**Knowledge Management:** KM Architecture - Knowledge Conversion - Knowledge Management Process.

**Virtual Organizations:** Features -Types - HR Issues. **Learning Organization:** Characteristics – Role of Leader in Learning Organizations.

**Managing Diversity** – Benefits- Strategies. **Worklife Balance**-Significance-Steps.

**SUGGESTED READINGS:**

1. Bohlander: Human Resource Management, Thomson
2. David A.De Cenzo and Stephen P.Robins: Personnel/ Human Resource Management, PHI
3. Biswajeet Pattanayak: Human Resource Management, PHI
4. Srinivas K. R: Human Resource Management in Practice, PHI.
5. Sharma: Human Resource Management sage
5. Mathis: Human Resource Management, 10e Thomson
6. Sadri, Jayasree, Ajsaonkar: Geometry of HR, Himalaya
7. Subba Rao P: Personnel and Human Resource Management, Himalaya.
8. VSP Rao:, Human Resource Management, Vikas
9. Mello: Strategic Human Resource Management, 2e Thomson
10. Gupta CB, Human Resource Management, Sultan Chand & Sons.

**INVESTMENT MANAGEMENT**

**Objective:** To familiarize the student with the principles and practice of Investment Management and acquaint the students with the functioning of the Indian Capital Market.

**UNIT-I: INTRODUCTION TO INVESTMENT MANAGEMENT:**

**Investment:** Meaning – Characteristics – Importance – Objectives – Factors of Sound Investment – Investment Environment – Investment Media – Principles of Investment – Speculation – Gambling – Investment Process (Theory).

**Financial Assets:** Meaning – Classification – Shares – Debentures – Bonds – Innovative Financial Assets- Properties of Financial Assets (Theory).

**UNIT-II: INDIAN CAPITAL MARKETS - AN OVERVIEW:**

**Primary Market:** Meaning – Growth and Development – Role of NIM – Methods of Issues – Parties Involved – Allotment Process – Investor Protection – Recent Trends (Theory).

**Secondary Market:** Meaning – History – Functions – Regulatory Framework – Listing and Delisting of Securities – Trading Procedure – Stock Exchanges in India – Growth of Stock Exchanges in India – SEBI – Its Functions and Role (Theory).

**Security Market Index:** Meaning – Different Averages and Indices – The Construction of Indices – Maintenance Problems with Security Market Indices – Stock Market Index Revision (Including Problems)

**UNIT-III: RISK AND RETURN ANALYSIS:**

**Return:** Meaning – Holding Period Return – Equivalent Annual Return – Expected Value of Return – Measuring Returns from Historical Data – Measuring Average Returns over Multiple Period – Arithmetic Average – Geometric Average – Rupee Weighted Average Return (Including Problems).

**Risk:** Meaning – Sources of Risk – Market Risk – Interest Risk – Interest Rate Risk – Purchasing Power Risk – Business Risk – Financial Risk – Types of Risk – Systematic Risk – Unsystematic Risk – Risk Aversion and Risk Premium – Measurement of Risk – Range as a Measure of Risk – Standard Deviation as a Measure of Risk –  $\beta$  as a Measure of Risk (Including Problems).

**UNIT-IV: PORTFOLIO ANALYSIS:**

**Portfolio Analysis:** Meaning – Traditional Vs Modern Portfolio Analysis – Return on Portfolio – Risk on Portfolio – Diversification of Investments – Reduction of Portfolio Risk through Diversification – Security Returns Perfectly Positively Correlated – Security Returns Perfectly Negatively Correlated – Security Returns Uncorrelated (Including Problems)

**Markowitz Model:** Assumptions – Parameters – Effect of Combining Two Securities – Interactive Risk Through Covariance – Coefficient of Correlation – Change in Portfolio Proportions – Concept of Dominance – Limitations of Markowitz Model (Including Problems).

**UNIT-V: PORTFOLIO SELECTION:**

**Portfolio Selection:** Meaning – Feasible Set of Portfolios – Efficient Set of Portfolios Selection of Optimal Portfolios (Including problems).

**Sharpe Single Index Model:** Measuring Security Return and Risk – Measuring Portfolio Return and Risk – Multi Index Model (Including Problems).

**SUGGESTED READINGS:**

1.Agarwal: A Guide to Indian Capital Market, New Delhi ., 2.Avadhani, V.A: Indian Capital Markets, Himalaya  
3.Mayo: Investments, 7e Thomson., 4.Bhalla, V.K: Investment Management. S. Chand & Co., 5.Reilly: Investment Analysis and Portfolio Management, Thomson.,6.Kevin, S: Security Analysis Portfolio Management, PHI  
7.Fabozzi, Frank J: Investment Management, Prentice Hall., 8.Fischer, Donald, E. and Ronald, J.Jordan: Security Analysis & Portfolio Management, PHI., 9.Strong: Portfolio Construction and Management, PHI., 10.Sharpe etal: Investments, PHI., 11.Machi Raju, H.R: Working of Stock Exchanges in India: Wiley Eastern Ltd 12.Preeti Singh: Investment Management, Himalaya., 13.Sulochana, M: Depository System - Problems & Prospects, Kalyani., 14.Sulochana, M: Investment Management, Kalyani., 15.Shashi K. Gupta and Rosy Joshi: Security Analysis and Portfolio Management, Kalyani.,

**ADVANCED MANAGERIAL ACCOUNTING**

*Objectives: To familiarize and acquaint the student with application of advanced managerial accounting techniques.*

**UNIT-I: ANALYSIS OF FINANCIAL STATEMENTS:**

Financial Statements – Meaning – Objectives – Types – Uses – Limitations -Techniques of analysis of financial statements: Ratio Analysis: Meaning – Types of Ratios- DuPont Analysis. **(Including problems)**

Funds Flow Analysis – Meaning – Preparation of Funds Flow Statement – Cash Flow Analysis – Meaning - Preparation of Cash Flow Statement as per Ind AS-7. **(Including problems)**

**UNIT-II: HUMAN RESOURCES ACCOUNTING AND RESPONSIBILITY ACCOUNTING:**

Human Resources Accounting – Concept – Objectives – Approaches- Limitations (Theory only)

Responsibility Accounting – Concept – Steps – Responsibility Centre – Types of Responsibility Centres: Cost Centre, Revenue Centre, Profit Centre and Investment Centre – Preparation of Responsibility accounting reports (including problems)

**UNIT-III: INFLATION ACCOUNTING AND INCOME MEASUREMENT:**

Inflation Accounting - Concept – Limitations of historical based-cost financial statements – Methods of Inflation Accounting: Current Purchasing Power Method – Current Cost Accounting Method **(Including problems)**

Income Concepts for financial reporting – Measurement and Reporting of Revenues, Expenses, Gains and Losses (Theory only) – Analysis of Changes in Gross Profit. **(Including problems)**

**UNIT-IV: FINANCIAL MEASURES OF PERFORMANCE:**

Introduction – Return On Investment (ROI) – Concept – Uses and Limitations – Economic Value Added (EVA) – Concept – Significance of EVA – Measurement of EVA (Theory only)

Balanced Score Card (BSC) – Concept – Objectives – Perspectives of BSC - Multiple Scorecard measures into a single strategy. **(Theory Only)**

**UNIT-V: CONTEMPORARY ISSUES IN MANAGEMENT ACCOUNTING:**

**i) Management Control Systems** – Characteristics (Technical Considerations & Behavioural Considerations) – Problems in implementing an effective Management Control System – Anticipating and avoiding the problems – Indirect costs of MCS – Design and Evaluation of MCS- Organizational Ethical code of conduct and Management Accounting and Control System Design. **(Theory only)**

**ii) Mergers and Acquisitions:** Introduction – Forms of Combinations – Reasons for Mergers – Legal and Procedural aspects of merger – Valuation of firms – Forms of financing a merger – Capital structure after merger and consolidation – Financial problems of merger and consolidation – Accounting for Amalgamations – SEBI Regulations. **(Including problems)**

**SUGGESTED READINGS:**

- 1.Sharma RK & Shashi K. Gupta: “Management Accounting- Principles & Practice” Kalyani Publishers, Jawaharlal “Accounting Theory & Practice” Himalya Publishing Company, New Delhi.
- 2.Gupta S.P. “Management Accounting” Sahitya Bhavan Publications, Agra.
- 3.Jain S.P. & Narang K.L. “Accounting Theory & Management Accounting” Kalyani Publishers,
- 4.Robert S. Kaplan & Anthony A. Atkinson “Advanced Management Accounting” PHI.
- 5.Rustagi R.P. “Management Accounting”, Galgotia Publishing Company, New Delhi.
- 6.Ronald W. Hilton, “Managerial Accounting”, Tata McGraw-Hill Publishing Company, New Delhi.
- 7.Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young and G. Arun Kumar, “Management Accounting – Information for Decision Making and Strategy Execution”, Pearson Education, New Delhi.
8. Ambrish Gupta “Financial Accounting for Management An Analytical Perspective”, Pearson Education (Singapore) Pte. Ltd./Dorling Kindersley (India) Pvt. Ltd., 3<sup>rd</sup> Edition.
- 9.Belverd E.Needles, Jr.“Financial Accounting”, Houghton Mifflin Company, USA.

**JOURNALS & NEWS PAPERS:**

- 1) Chartered Accountant, Journal, ICAI, 2) Management Accountant, Journal, ICWAI
- 3) Economic Times, News Paper, Times of India, 4) Business Line, News Paper, The Hindu

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M.Com. (CBCS)

FACULTY OF COMMERCE, OU

## SEMESTER-III

### RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

PAPER CODE: COM 11: Core-I

Total Marks: 80+15+05=100

THPW: 5; Credits: 5

ESED: 3 HRS

**OBJECTIVE:** *Objective of this course is to develop research orientation among the students and develop analytical skills.*

#### UNIT-I: INTRODUCTION:

**Quantitative Techniques:** Meaning, Need and Importance - Classification: Statistical Techniques - Operations Research techniques - Role of Quantitative Techniques in Business and Industry - Quantitative Techniques in Decision making - Limitations.

**Research:** Meaning, Purpose, Characteristics and Types - Process of Research: Formulation of objectives - Formulation of Hypotheses: Types of Hypotheses - Methods of testing Hypotheses - Research plan and its components - Methods of Research: Survey, Observation, Case study, experimental, historical and comparative methods - Difficulties in Business research.

#### UNIT-II: COLLECTION, PRESENTATION & ANALYSIS OF DATA:

**Sources of Data:** Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioral and Entrepreneurship (Practically students should be able to design questionnaires for given problem/cases in these areas). Census vs. Sampling - Methods of Sampling Random and Non-Random Sampling methods - Measurement and scaling techniques.

**Processing and Presentation of Data:** Editing, coding, classification, and tabulation - Graphic and diagrammatic presentation (Theory only). Statistical analysis of Data: Types of analysis (Descriptive analysis and inferential analysis) – Tools: Measures of Central Tendency, Measures of Variation, Skewness, Time series, Index numbers, Correlation and Regression (theory only).

#### UNIT-III: INTERPRETATION AND REPORT WRITING:

**Interpretation:** Introduction - Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies: bias, inconsistency in definitions, inappropriate comparisons, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data. (including small cases). **Report Writing:** Meaning and types of reports - Stages in preparation of Report - Characteristics of a good report - Structure of the report'-Documentation: Footnotes and Bibliography - Checklist for the report.

#### UNIT-IV: STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:

**Concepts:** Population, sample and sampling distribution - Parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits - Estimation of population parameters - Properties of a good estimator - Point and interval estimation - Hypothesis Formulation and testing procedure - Type I and Type II errors - One tail and two tail tests (Theory only).

**Sampling of Attributes:** Estimation and testing of Number and Proportions of Success - Difference between two proportions (including problems).

#### UNIT-V: SAMPLING OF VARIABLE:

**Large Samples:** Difference between large and small samples - Estimating population mean - Testing: Significance of Mean - Significance of the difference between means of two samples - Significance of the difference between the standard deviations of two samples. (including problems)

**Small Samples:** 't' test - Fixing fiducial limits to population mean – Testing: Significance of the mean - Significance of the difference between two independent means – Significance of the difference between two dependent means (including problems).

#### SUGGESTED READINGS:

1. Levin et al: Statistics for Management., 2. Kothari: Research Methodology., 3. Zikmund: Business Research Methods., 4. Krishna Swamy: Methodology of Research in Social Sciences., 5. SC. Gupta: Fundamentals of Statistics., 6. SP. Gupta: Statistical Methods., 6. 7. Keller: Statistics for Management & Economics., 8. Sanchetty & Kapoor: Business Statistics., 9. Anderson: Statistics for Business and Economics, Achalapathi KV: Reading in Research Methodology in Commerce & Business Management.

**SEMESTER-III**

**E- COMMERCE**

PAPER CODE: COM 12: Core-II  
THPW: 5 (4T+2P) ; Credits: 4

Total Marks: 50EE+15IA+35 LPE=100  
ESED: 3 HRS

**OBJECTIVE:** *to know and learn about Information Technology through its applications; and to give an overview of E-Commerce fundamentals with an objective of exposing them to the functional areas of E-Commerce.*

**UNIT-I: INTRODUCTION:**

E-Commerce - E-Business - Potential Benefits of E-commerce – Driving Forces of E-Commerce – Business Process Re-Engineering –E-Commerce Applications –Regulatory Environment for E-Commerce – Competitive intelligence on the Internet – Future of E-Commerce.

**UNIT-II: ELECTRONIC DATA INTERCHANGE (EDI), E-COMMERCE & INTERNET:**

Introduction - Traditional EDI systems - Benefits and Drawbacks - Data transfer and standards. Financial EDI-EDI systems and the Internet - Legal security and private concerns - Authentication Methods – Firewalls – Factors considered in securing the firewalls - Internet trading relationships: Business to Consumers (B2C), Business (B2B), Consumer to Business (C2B), Government to Consumer (G2C), Features and benefits-Portal Vs Website - Supply Chain Management.

**UNIT-III: ELECTRONIC PAYMENT MECHANISMS AND WEB PAGE DESIGNING:**

Introduction - SET protocol - SET Vs SSL - Payment gateway - Certificate issuance - Trust chain - Cryptography methods - Encryption technology – Digital signatures - Dual signatures - SET Logo Compliance testing - Status of Software Magnetic strip cards - Smart cards - Electronic cheques -Electronic cash - Third party processors and Credit Cards - Risk and electronic system - Designing electronic payment systems.

Introduction to HTML – Basic syntax – Basic Text Formatting – Images – Lists – Tables – Hypertext links.

**UNIT- IV: COMPUTERIZED ACCOUNTING:**

Computerized Accounting: Meaning, Features, Advantages and disadvantages – Computerized vs Manual Accounting – Creation of Company – Grouping of accounts – Creation of Accounts: Cash Book, Bank Book, Sales Register, Purchase Register, Journal Register, Debit Note Register, Credit Note Register, Opening and Closing Stock – Creation of Inventory – Creation of Stock Groups, Stock Categories, Godowns, Stock Items and Units of Measure – Detailed Stock Valuation.

Entering Transactions: Voucher Entry – Sales Vouchers – Purchase Vouchers – Receipt Vouchers – Payment Vouches – Contra Vouchers – Journal Vouchers – Debit Note Vouchers – Credit Note Vouchers – Editing and Deleting Vouchers – Voucher Numbering – Customization of Vouchers – Discount Allowed – Discount Received – Petty Cash Book – Depreciation – Automatic Interest Calculation – Interest Receivable – Interest Payable.

**UNIT-V: COMPUTERISED STATEMENTS:**

Day Books – Financial Statements: Trial Balance, Trading & Profit and Loss Account, Balance Sheet – Ratio Analysis - Cash Flow statement – Funds Flow Statement - Inventory Report of a Sole Trader and a Company – Outstandings: Receivables and Payables – Editing and Deleting Ledgers and Groups – Budget Control – Creating, Editing and Deleting Budgets – GST Assessment.

**SUGGESTED READINGS:**

1. Implementing Tally: Nadhani & Nadhani, BPB
2. Business Data processing System: P. Mohan, Himalaya
3. Business Data Processing And Accounting System: V. Srinivas, Kalyani
4. Manuals Supplied along with respective packages.

**SEMESTER-III**

**COST ACCOUNTING AND CONTROL**

PAPER CODE: COM 13: Core-III  
THPW: 5 ; Credits: 4

Total Marks: 80+15+05=100  
ESED: 3 HRS

OBJECTIVE: *to impart conceptual knowledge of cost accounting and to equip with skills of ascertainment and control of costs.*

**UNIT-I: INTRODUCTION:**

Cost Accounting: Nature and Scope, Need, Objectives - Cost Concepts - Installation of Costing System - Cost Accounting its relationship with Financial Accounting and Management Accounting - Cost Accounting Standards - Cost Classification - Cost Sheet - Books of Accounts – Integral and Non Integral Accounting - Reconciliation of Cost and Financial Accounts (Including Problems).

**UNIT-II: PROCESS COSTING:**

Process Costing: Meaning, Features, Applicability, Pros and Cons – Unit Costing Vs. Process Costing – Job Costing Vs. Process Costing – Normal Loss and Abnormal Loss - Process Accounts with Stocks – Inter-Process Profit – Equivalent Production – First In-First out Method (FIFO) and Average Method – Joint Products and By-products (Including problems).

**UNIT-III: MARGINAL, ABSORPTION AND DIFFERENTIAL COSTING:**

Marginal Cost: Meaning, Features - Absorption Cost: Meaning, Pros and cons – Marginal Costing Vs Absorption Costing - Preparation of Income Statement under Marginal Costing and Absorption Costing - Differential Costing: Meaning of Differential Cost, Marginal Cost Vs. Differential Cost, Characteristics of Differential Costing, Managerial Applications of Marginal & Differential Cost Analysis (including problems).

**UNIT- IV: BUDGETARY CONTROL:**

Budget: Meaning, Essentials – Budgeting - Budgetary Control: Essentials, Advantages, Limitations – Classification of Budgets: Functional Budget: Sales Budget, Production Budget, Direct Material Budget, Direct Labor Budget, Manufacturing Overheads Budget - Capital Expenditure Budget - Cash Budget – Master Budget – Flexible Budget – Performance Budget – Traditional System of Budgeting – Zero Based Budgeting (Including Problems).

**UNIT-V: STANDARD COSTING:**

Standards: Meaning, Types, Establishment - Standard Costing: Need, Pre-requisites, Pros and Cons - Standard Costing and Budgetary Control – Variance Analysis - Revision of Standards - Control and Efficiency Ratios (Including Problems).

**SUGGESTED READINGS:**

1. Prashanta Athma, —Cost and Management Accounting□ Himalya;
2. Jain S.P & Narang K.L., —Advanced Cost Accounting□ Kalyani Publishers, New Delhi;
3. Iyengar S.P., —Cost Accounting – principles & Practice□ Sultan Chand & Sons;
4. Khan M.Y & Jain P.K., -Theory and Problems in Cost Accounting□ TMH;
5. Ravi M. Kishore, —Cost Management□, Taxmann;
6. Lall nigam & Jain, —Cost Accounting – Principles and Practice□ Prentice-hall;
7. Manish Dutta, — Cost Accounting – Principles & Practice□, Pearson;
8. Saxena VK & Vashist CD, —Advanced Cost & Management Accounting□ Sultan Chand & Sons;
9. Colin Drury, -Management & Cost Accounting□ Thomson Asia Pvt. Ltd,
10. Asish K. Bhattacharyya – Principles and Practice of Cost Accounting□. Prentice Hall,
11. Arora M.N. —Cost Accounting –Principles & Practice□ Vikas Publishing House.
12. Ravi M. Kishore —Cost & Management Accounting□ Taxman’s Publications Pvt. Ltd., New Delhi.

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M.Com. (CBCS)

FACULTY OF COMMERCE, OU

**SEMESTER III: SPECIALISATION**  
FINANCE/INTERNATIONAL BUSINESS  
**INTERNATIONAL FINANCIAL MANAGEMENT**

**PAPER CODE: COM 14; F/IB Elective- I**  
**THPW: 5; Credits 5**

**Total Marks: 80+15+05=100**  
**ESED: 3 HRS**

**Objective: To gain the conceptual knowledge and application of international financial management.**

**UNIT-I: INTRODUCTION TO INTERNATIONAL FINANCIAL MANAGEMENT**

**An Overview of International Financial Management:** Meaning – Features of International Finance – Scope of International Finance – International Financial Management and Domestic Financial Management – Factors influencing Growth of International Finance – International Monetary System (Theory only)

**Balance of Payments Accounting:** BoP Accounting Principles – Debit and Credit Entries – Balance of Payments Statement (Including Problems)

**UNIT-II: FOREIGN EXCHANGE MARKETS & EXCHANGE RATE MECHANISM**

**Foreign Exchange Market:** Features – Major Participants – Spot Market: Features, arbitrage, speculation – Forward Market: Features, arbitrage, hedging, Speculation, Swapping (Including Problems)

**Exchange Rate Mechanism:** Exchange Rate Quotations – Nominal, Real & Effective Exchange Rates – Exchange Rate Determination in Spot Market – Exchange Rate Determination in Forward Market (Including Problems)

**UNIT-III: FOREIGN EXCHANGE EXPOSURE**

**Measurement of Foreign Exchange Exposure:** Meaning & Relevance of Foreign Exchange Exposure – Classification of Foreign Exchange Exposure: Transaction Exposure, Operating Exposure & Accounting Exposure (Including Problems)

**Management of Foreign Exchange Exposure:** Need – Hedging of Transaction Exposure – Hedging of Real Operating Exposure – Management of Accounting Exposure (Including Problems)

**UNIT-IV: INTERNATIONAL INVESTMENT DECISION**

**Foreign Direct Investment:** Theories of FDI – Costs and Benefits of FDI – Strategy for FDI – Control of MNCs. (Theory Only)

**International Capital Budgeting:** Evaluation Criteria: Non-discounting Methods and Discounting Methods – Computation of Cash Flow – Cost of Capital: Average Cost of Capital – Cost of Debt – Cost of Equity Shares – Cost of Retained Earnings (Including Problems)

**UNIT-V: INTERNATIONAL FINANCING DECISIONS**

**International Financial Markets:** Channels for International Flow of Funds – Changing Structure of the International Financial Market – Selection of Sources and Forms of Funds (Theory Only)

**International Financial Instruments:** Euro Credits: Revolving Credit, Term Credit – Euro Bonds: Straight Bonds, Convertible Bonds, Currency Optional Bonds, FRNs – Euro Currency Deposits: Call Deposits, Term Deposits, Certificates of Deposits – Euro Notes: Commercial paper, NIF, Medium Term notes – Euro Issues: FCCB, GDR, ADR (Theory only)

**SUGGESTED READINGS**

1. Sharan: International Financial Management, PHI; 2. Avadhani: International Finance, Himalaya; 3. Bharati V Pathak: Indian Financial Management, Pearson; 4. Clark: International Finance, 2e Thomson; 5. Jeevenandam: Foreign Trade Finance and Risk Management, Sultan Chand; 6. Joseph Anbarasu: Global Financial Management, Ane Books Pvt. Ltd.; Kevin S: Fundamentals of International Financial Management, PHI; 8. Madhu Vij: International Financial Management, Excel Books; 9. Jeff Madura: International Financial Management, Cengage; 10. Shapiro: Multinational Financial Management PHI.

*(Applicable to the batch of students admitted in the academic year 2019-20 and onwards)*

M.Com. (CBCS)

FACULTY OF COMMERCE, OU

## SEMESTER III : SPECIALISATION : FINANCE

### SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

**PAPER CODE: COM 15: F**

**THPW: 5 ; Credits: 5**

**Total Marks: 80+15+05=100**

**ESED: 3 HRS**

**Objective:** To familiarize with analysis of securities market, valuation of different securities for the purpose of building optimal portfolio and the students with latest concepts and trends in the securities market.

#### UNIT-I: SECURITY ANALYSIS

**Fundamental Analysis:** Meaning – Economy Analysis – Economic Forecasting – Forecasting Techniques – Industry Analysis – Concept of Industry – Industry Life Cycle – Industry Characteristics – Company Analysis – Financial Statements – Analysis of Financial Statements (Theory Only)

**Technical Analysis:** Meaning – Dow Theory – Basic Principles of Technical Analysis – Trends and Trend Reversal – Elliot Wave Theory – Mathematical Indicators – Market Indicators (Theory Only)

**Efficient Market Theory:** Random Walk Theory – The Efficient Market Hypothesis – Forms of Market Efficiency – Tests of Efficient Market Hypothesis (Theory Only)

#### UNIT -II: VALUATION OF SECURITIES

**Share Valuation:** Concept of Present Value – Share Valuation Model – One Year Holding Period – Multiple Year Holding Period – Constant Growth Model – Multiple Growth Model – Multiplier Approach to Share Valuation (Including Problems)

**Bond Valuation:** Bond Returns – Coupon Rate – Current Yield – Spot Interest Rate – Yield to Maturity – Yield to Call – Bond Prices – Bond Risks – Bond Duration (Including Problems)

#### UNIT -III: CAPITAL MARKET THEORY

**Capital Market Theory:** Assumptions- Capital Asset Pricing Model – Efficient Frontier with Riskless Lending and Borrowing – Capital Market Line – Security Market Line – SML Vs. CML – Pricing of Securities with CAPM – Limitation of CAPM (Including Problems)

**Arbitrage Pricing Theory:** The Law of One Price – Assumptions – Arbitrage Pricing for one Risk Factor – Two Factor Arbitrage Pricing – Multiple Arbitrage Pricing – Limitations of APT (Including Problems)

#### UNIT-IV: PORTFOLIO PERFORMANCE EVALUATION

**Portfolio Performance Evaluation:** Need for Evaluation – Evaluation Perspective – Meaning of Portfolio Evaluation – Measuring Portfolio Return – Risk Adjusted Returns – Sharpe Ratio – Treynor Ratio – Differential Return (Including Problems)

#### UNIT-V: PORTFOLIO REVISION

**Portfolio Revision:** Need for Revision – Meaning of Portfolio Revision – Constraints in Portfolio Revision – Portfolio Revision Strategies – Formula Plan – Constant Rupee Value Plan – Constant Ratio Plan – Dollar Cost Averaging (Theory Only)

**International Investing:** Benefits and Risk of Global Investing – Factors Influencing International Investing – Foreign Exchange Risk (Theory Only)

#### SUGGESTED READINGS:

1. Avadhani, V.A: Investment & Security Management in India, Himalaya; 2. Bhall, V. K.: Investment Management, S. Chand & Co.; 3. Fisher Donald E & Ronald J Jordan: Securities Analysis & Portfolio Management, PHI; 4. Francaia Jack Clark & Richard W Taylor: Theory & Problems of Investment, McGraw; 5. Gangadhar V: Investment Management, Anmole; 6. Kevin S: Security Analysis and Portfolio Management, Prentice Hall; 7. Mayo: Investments, Thomson; 8. Punithavathi Pundyan: Securities Analysis & Portfolio Management, Vikas; 9. Reilly: Investment Analysis and Portfolio Management, Thomson; 10. Strong: Practical Investment Management, Thomson; 11. Sharp Etal.: Investments, Prentice Hall; 12. Sulochana M: Investment Management, Kalyani.

## SEMESTER-IV

### QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

PAPER CODE: COM 16: Core-I  
THPW: 5 ; Credits: 4

Total Marks: 80+15+05=100  
ESED: 3 HRS

**OBJECTIVE:** to impart inferential skills to the student by using Quantitative Techniques for Business Decisions.

#### UNIT-I: ANALYSIS OF VARIANCE AND STATISTICAL QUALITY CONTROL:

**F-test:** Meaning and Applications - ANOVA: Assumptions - Procedure - One way and two-way analysis of variance (including Problems).

**Statistical Quality Control:** Introduction - Chance and Assignable Causes of variation Uses of SQC - Process Control and Product Control - Control Charts for Variables: X - chart - Range chart - Standard deviation chart - Control charts for attributes: C chart – p Chart – np chart.

#### UNIT-II: ASSOCIATION OF ATTRIBUTES & CHI SQUARE TEST:

**Association of Attributes:** Meaning - Distinction between correlation and association Methods of studying Association - interpretation of results.

**Chi Square Test:** Definition - Conditions for applying Chi square test, Yates's correction – Uses and limitations of Chi square test – Chi square test for testing the independence of Attribute – Chi square test for goodness of fit (including problems).

#### UNIT-III: OTHER NON-PARAMETRIC TESTS:

Non- Parametric test, Meaning - Sign Test - Paired Sample Sign Test Mann -Whitney test (UTEST); One Sample Run test Kruskal-Wallis test (H-test); Rank correlation test - Merits and limitations of Non - Parametric test.

#### UNIT-IV: STATISTICAL DECISION THEORY AND GAME THEORY:

**Statistical Decision Theory:** Nature of Decision - State of Nature – Pay off Tables - Expected Pay off - Expected Opportunity Loss – Value of Perfect Information – Types of Decision Situation – Choice of Decision Criteria – Decision Tree Analysis – Decision Making under Uncertainty (including simple problems).; **Game Theory:** Characteristics of Game Theory – Two Persons Zero Sum Game - Maximum and Minimax Strategies – Saddle Point – Dominating Strategy – Mixed Strategy - Limitations of Game Theory (including simple problems with Analytical Formulae and Graphical Methods).

**UNIT-V: LINEAR PROGRAMMING (LP): Linear Programming:** Meaning - Requirements for application - Assumptions - Advantages - Application of LP - Formulation of LP problems (including simple problems). **Graphical Solutions** of LP problems with two variables only (including simple problems).

#### SUGGESTED READINGS:

1. Levin&Rubin: Quantitative Approaches in Management, Pearson
2. SC.Gupta: Fundamentals of Statistics, Himalaya Publications
3. SP.Gupta: Statistical Methods.
4. Anderson: Quantitative Methods for Business Decision, 8e Thomson
5. Barry Render et al: Quantitative Analysis for Management, PHI
6. Anderson: Introduction to Management Science: Quantitative Techniques for Decision Making, Thomson
- 6.G.Gopikuttan: Quantitative Methods and Operational Research, Himalaya
- 7.D.C.Sancheti & VK.Kapoor: Statistics, Sultan Chand & Sons
8. Anand Sharma: Quantitative Techniques for Decision Making Himalaya Publications
9. Shenoy GV: Quantitative Techniques for Managerial Decisions, New Age

*(Applicable to the batch of students admitted in the academic year 2019-20 and onwards)*

M.Com. (CBCS)

FACULTY OF COMMERCE, OU

## SEMESTER-IV

### BUSINESS AND CORPORATE TAXATION

PAPER CODE: COM 19; T  
THPW: 5; Credits : 4

**Total Marks: 80+15+05=100**  
ESED: 3 HRS

*OBJECTIVE: to acquaint the student with the Theoretical and Practical aspects of Assessing Partnership Firms, Companies, Co-operatives and Trusts. To make the student aware of basics of GST and Customs Act.*

#### **UNIT-I: ASSESSMENT OF PARTNERSHIP FIRMS & AOP:**

Meaning of Partnership Firm - Conditions for Assessment as a firm U/S 184 and 185 - Treatment of interest and remuneration paid to partners U/S 40(b) - Computation of Total Income - Assessment of Partners of Firm - Change in constitution of Firm Succession of one firm by another firm - Assessment of dissolved or discontinued firm - Partnership Firm Assessed as Association of Persons (AFAOP) - Computation of Total Income - Treatment of share of income received by partners of PFAOP (Theory and Problems).

#### **UNIT-II: ASSESSMENT OF COMPANIES-I:**

Meaning of Company - Types of Companies - Computation Procedure - Taxable income - Deductions - Tax Liability - MAT - Carry Forward and set off of losses - Tax on Distributed Profits - Tax on income distributed to Unit holders - Tax on income receipt from venture capital companies and funds (Theory and Problems).

#### **UNIT-III: ASSESSMENT OF COMPANIES – II & OTHER TAXES:**

Companies: Computation of total income of companies - Determination of Tax Liability (Problems).  
Other Taxes: Security Transaction Tax - Tonnage Tax (Theory and Problems).

#### **UNIT-IV: ASSESSMENT OF CO-OPERATIVES AND TRUSTS:**

Cooperative Societies: Meaning - Deduction u/s 80(p) - Other deductions - Computation of Tax (Theory and problems). Trusts: Definition – Creation - Registration - Types of Trusts - Tax Exemptions - Accumulation of income - Income not exempted - Assessment of Trust (Theory and problems).

#### **UNIT – V: FUNDAMENTALS OF GST & CUSTOMS ACT:**

GST Introduction - Registration – Inter & Intra State Acts under GST - Distinction between goods and services - Levy and collection of GST - Exemptions from GST - Place, Time and value of supply input tax credit - Payment of GST. (Theory only)

Customs Act: Meaning- Classification – Types of Customs duty – Exemptions.

#### **SUGGESTED READINGS:**

1. Vinod K. Singhania: Taxman's Direct Tax Laws.
2. V.P. Gaur and D.B. Narang Income Tax Law and Practice- Kalyani Publications
3. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning.
4. CA (Dr.) KM Bansal Taxmann's Fundamentals of GST & Customs Law
5. GST and Customs : K. Bansal, Taxmann Publications
6. VS Date Indirect Taxes: Taxmann's publications

**SEMESTER-IV**

**STRATEGIC MANAGEMENT**

**PAPER CODE: COM 18; CORE - III**  
**THPW: 5 ; Credits : 4**

**Total Marks: 80+15+05=100**  
**ESED: 3 HRS**

**UNIT I: OVERVIEW OF STRATEGIC MANAGEMENT:**

Strategy – Concept –Mintzberg Models of strategy- Levels of Strategy -Strategic Management: Process-Benefits –Guidelines for effective Strategic Management. Strategy, Ethics and Social Responsibility – Need for good corporate Governance – Corporate Citizenship

**UNIT II: ENVIRONMENTAL ANALYSIS:**

**Internal Analysis:** Competitive Advantage – Competencies -SWOT Analysis –Resources, Capabilities and Core Competence- Resource Base View of a firm – Key Success Factors – Value Chain Analysis Bench Marking.

**External Analysis:** Components of External Analysis – Segments of General Environment - Industry's dominant factors- Porter's Five Forces Model –PEST Analysis – Industry Driving forces –Strategic group mapping.

**UNIT III: CRAFTING STRATEGY:**

Vision and Mission – Significance- Characteristics- Objectives – Types – Setting of Objectives - Factors affecting Strategy – Generic Strategies ( Overall Low Cost Provider, focused low cost, Broad Differentiation, focused differentiation, Best-Cost Provider) Other Strategy Choices – Strategic Alliances – Mergers and Acquisitions – Vertical Integration – Outsourcing –Offensive Strategies – first mover advantages and disadvantages-diversification –modernization – turnaround.

**UNIT IV: EXECUTING STRATEGY (IMPLEMENTATION OF STRATEGY):**

Nature – Organizational Issues (Annual Objectives, Policies, Resource Allocation. Structure, Restructuring, Reengineering, e-reengineering, performance pay, change, conflict, culture, hr issues leadership). Marketing, Finance and Accounting Issues: Segmentation, Targeting, Positioning, Marketing Mix. Finance and Accounting: financing, investment ,dividend, budgets. Performance Evaluating (ROI, EVA, and MVA)- Balanced Score Card

**UNIT V: EVALUATION OF STRATEGY:**

Strategic Evaluation – Significance – Criteria – Barriers and overcoming barriers. Strategic Control and Operation Control-Types of Strategic Controls –Process of operation Control- Evaluation techniques for strategic and operational control

**REFERENCE:**

1. Thompson and Strickland :Crafting and Executing Strategy, Tata Mcgraw Hill
2. Fred r. David: Strategic Management, PHI
3. Hitt, Ireland and Hoskisson: Strategic Management, Southwestern
4. Vipin Gupta and Others: Business Policy and Strategic Management, PHI

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M.Com. (CBCS)

FACULTY OF COMMERCE, OU

## SEMESTER IV : SPECIALISATION : FINANCE

### FINANCIAL SERVICES

PAPER CODE: COM 19; F

**Total Marks: 80+15+05=100**

**THPW: 5; Credits :5**

**ESED: 3 HRS**

**Objective:** To acquaint the student with Innovative financial services offered to meet the varied requirement of both the corporate and individual customers.

#### UNIT-I: INTRODUCTION TO FINANCIAL SERVICES

**Financial Services:** Meaning and Classification (Theory)

**Fund Based Services:** Leasing – Hire Purchase – Factoring – Forfeiting – Bill Discounting – Housing Finance – Insurance Services – Venture Capital – Banking Services – Mutual Fund Services (Theory)

**Fee Based Services:** Corporate Advisory Services – Stock Broking – Custodial Services – Credit Rating – New Financial Products and Services: Merchant Banking – Loan Syndication – Securitization (Theory)  
(Only Conceptual Clarity)

#### UNIT-II: LEASE, HIRE PURCHASE AND HOUSING FINANCE

**Leasing:** Financial Lease and Operating Lease - Lease Vs. Hire Purchase - Types of Financial Leasing - Advantages of Leasing - Consideration under Lease Vs. Buy Decision - Leasing in India - Problems of Leasing Companies - RBI Guidelines on leasing and finance companies (Theory)

**Hire Purchase:** Terms of the Agreement under Hire Purchase - Types of Hire Purchase – Advantages (Theory)

**Housing Finance:** Housing Finance Policy and Role of National Housing Bank (NHB) - Housing and Urban Development Corporation (HUDCO) - Role of Housing Finance Corporations and the Housing Schemes - Recent Developments (Theory)

#### UNIT-III: MUTUAL FUNDS

**Mutual Funds:** Fund Unit Vs. Equity Share - Importance of Mutual Funds - Types of Mutual Funds: Close Ended Funds - Open Ended Funds, Income Funds, Growth Funds - Risks involved - Organization of Firm - Facilities Available to Investors - Guidelines from the Government of India - Recent Reforms in Mutual Funds - Banks Providing Mutual Fund Services - Factors to be considered in Selection of Fund - Reasons for Commercial Banks to offer mutual funds - Scenario of Mutual funds in India - Problems in future prospects (Theory)

#### UNIT-IV: DISCOUNTING, FACTORING AND FORFEITING

**Discounting and Factoring:** Meaning of Discounting - Factoring: Meaning, Modus Operandi of factoring scheme, Terms and conditions in factoring agreement - Function of factoring services - Types of factoring - Role of Banks in providing discounting, factoring and forfeiting services, Cost of factoring and pricing of factoring services, Benefit to the clients, Export factoring (Theory)

**Forfeiting:** Factoring Vs. Forfeiting - Advantages and limitations of forfeiting - Forfeiting in India (Theory)

#### UNIT-V: SECURITISATION OF DEBT

**Securitization of Debt:** Meaning and Concept of Securitization - Structured Securities Vs. Conventional Securities - Securitization Vs. Factoring - Operational Mechanism of Securitization - Types of Securitized Assets - Securitization and Role of Banks - Advantages and Limitation of Securitization - Future Prospects of Securitization (Theory)

#### SUGGESTED READINGS

1. M.Y. Khan: Financial Services, Mc Graw Hill; 2. Gordon: Financial Markets and Services, Himalaya; 3. Gurusamy: Financial Services & Markets, Thomson; 4. Avadhani: Marketing of Financial Services, Himalaya; 5. Madura: Financial Institution & Markets, Thomson; 6. Pathak: Financial Markets and Services, Pearson; 7. Akbar Ali Khan & Sudershan: International Trade & Finance, Himalaya.

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M.Com. (CBCS)

FACULTY OF COMMERCE, OU

## SEMESTER IV : SPECIALISATION : FINANCE

### FINANCIAL DERIVATIVES

PAPER CODE: COM 20; F  
THPW: 5; Credits: 5

**Total Marks: 80+15+05=100**  
ESED: 3 HRS

**Objective:** To make student efficient in the area of derivatives, giving them the knowledge of basics in Derivatives such as Forwards, Futures, Options and Swaps etc.

#### UNIT-I: INTRODUCTION TO FINANCIAL DERIVATIVES

**Financial Derivatives:** Definition - Features - Types - Uses - Critiques - History of Derivatives Markets - Financial Derivatives Indian Scenario - Evolution of Derivatives in India - Benefits of Derivatives - Equity Derivatives - Derivatives Trading at NSE and BSE - Emerging Structure of Derivatives Markets in India (Theory)

#### UNIT- II: FORWARDS AND FUTURES

**Forwards and Futures:** Meaning - Distinction between Forwards and Futures Contracts - Future Terminology and Types of Financial Future Contracts - Future Payoffs - Operation of Traders in Futures Market - Growth of Futures Market in India - Futures Market Trading Mechanism - Forward Market Trading Mechanism - Forward Prices Vs. Future Prices - Determination of Future Prices of Specific Assets - Futures on Commodities - Theory of Futures Prices - Recommendations of L.C Gupta Committee (Theory)

#### UNIT- III: OPTIONS

**Options:** Concept of Option - Futures Vs. Options - Determinants of Option Prices - Black Scholes Option Pricing Model - Binomial Pricing Model (Including Problems)

#### UNIT- IV: SWAPS

**Swaps:** Concept and Nature - Evolution of Swaps Market - Features of Swaps - Types of Financial Swaps: Currency Swap, Interest Rate Swap, Equity Index Swap, Commodity Swap - Using Swap to Manage Risk - Pricing and Valuing Swaps (Including Problems)

#### UNIT- V: STOCK INDEX FUTURES

**Stock Index Futures:** Concept of Stock Index - Stock Index Futures - Stock Index Futures as a Portfolio Management Tool – Speculation and Stock Index Futures - Stock Index - Futures Trading in Indian Stock Market (Including Problems)

#### SUGGESTED READINGS:

1. S. L. Gupta: Financial Derivatives: Theory, Concept and Problems, PHI; 2. David A. Dubofsky, Thoamas W Multer, TR: Derivatives Valuation and Risk Management, Oxford; 3. Don M. Chance, Robert Brooks: Derivatives and Risk Management Basics, Cengage; 4. Rjiv Srivastava: Derivatives and Risk Management, Oxford Higher Education; 5. John C Hull: Options, Futures and Other Derivatives, Pearson; 6. Jayanth Rama Varma: Derivatives and Risk Management, TMH; 7. Mishra Financial Derivatives, Excel; 8. Prafulla Kumar Swain: Fundamentals of Financial Derivatives, HPH; 9. R. Amuthan: Financial Derivatives, HPH; 10. Sundaram Janakiraman: Derivatives and Risk Management, Pearson.