

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE (AUTONOMOUS)

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with “A” Grade by NAAC, Bangalore

Uthamapalayam - 625 533



POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE

MASTER OF COMMERCE - SYLLABUS

Effective from the Academic Year 2017 – 2018

PROGRAMME SPECIFIC OUTCOMES

- PSO1:** Gain profound knowledge on environment that governs businesses and strategise ways to manage them effectively.
- PSO2:** Prepare the financial statements in accordance with the generally accepted accounting principles and thereby calculate the net result in terms of Profits/ Losses.
- PSO3:** Ability to orient on the subjects such as Economics, Law, Statistics, Mathematics pertaining to managing the commercial enterprises.
- PSO4:** Provide guidelines in managing the affairs of companies/ undertakings in accordance with the laws that govern them.
- PSO5:** Acquaint with skills required to formulate projects that enable one to start and manage the business on their own.

**HAJEE KARUTHA ROWTHER HOWDIA COLLEGE
(AUTONOMOUS)
UTHAMAPALAYAM**

DEPARTMENT OF COMMERCE

Choice Base Credit System

M.Com., (Semester)

Programme Scheme & Scheme of Examinations

(Effective from the academic year 2017 – 2018 onwards)

ELIGIBILITY:

Passed in B.Com, or any other Examination accepted by the Syndicate as equivalent.

DURATION OF THE COURSE: The students who are joining the degree shall undergo a study period of two academic years- Four Semesters

SUBJECTS OF STUDY:

- i. Core Subjects
- ii. Elective Subjects
- iii. Non- major Subjects

INTERNAL 25 MARKS WILL BE AS FOLLOWS:

15 marks for Test (Two Test`s – Average to be taken)

5 marks for Assignment (average of Two assignments) and

5 marks for Seminar.

EXTERNAL 75 MARKS WILL BE AS FOLLOWS:

Section – $10 \times 1 = 10$ (Objective type – Multiple choice - Two questions from each Unit)

Section B – $5 \times 7 = 35$ (Either A (or) B, from all five units.)

Section C – $3 \times 10 = 30$ (Three out of five questions – one from each unit)

THERE IS NO INTERNAL PASSING MINIMUM:

Course	Passing Minimum	Passing Minimum over all
PG	34 marks	50 marks

DEPARTMENT OF COMMERCE PG – 2017-18

SEMESTER I

Course Code	Title of the Course	Hrs P.W	Credit	Internal Marks	External Marks	Total Marks	
17PCRC11	Business Environment	6	4	25	75	100	
17PCRC12	Human Resource Management	6	4	25	75	100	
17PCRC13	Advanced Financial Accounting	6	5	25	75	100	
17PCRC14	Advanced Cost Accounting	6	5	25	75	100	
17PCRE11	Applied Operation Research	6	5	25	75	100	
17PCRE12	Strategic Management						

SEMESTER II

17PCRC21	Financial Markets and Institutions	6	4	25	75	100	
17PCRC22	Advanced Management Accounting	6	5	25	75	100	
17PCRC23	Retail Management	6	4	25	75	100	
17PCRC24	Investment Management	6	5	25	75	100	
17PCRE21	Research Methodology	6	5	25	75	100	
17PCRE22	International Marketing						

SEMESTER III							
17PCRC31	Enterprise Resource Planning	6	4	25	75	100	
17PCRC32	Data Analysis for Researchers	6	4	25	75	100	
17PCRC33	Advanced Corporate Accounting	6	5	25	75	100	
17PCRE31	Direct Taxes	6	5	25	75	100	
17PCRE32	Auditing and Assurance						
17PCRN31	Human Resource Developmental Practices (NME)	6	4	25	75	100	
SEMESTER IV							
17PCRC41	Indirect Taxes Law and Practice	6	4	25	75	100	
17PCRC42	Financial Management	6	5	25	75	100	
17PCRC43	Customer Relationship Management	6	4	25	75	100	
17PCRE41	Entrepreneurship Development	6	4	25	75	100	
17PCRE42	Organisational Behaviour						
17PCRP41	Project	6	5	40	60	100	
	Total Hours and Credits	120	90	515	1485	2000	

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC11
Semester : I	No. of Hrs. allotted : 6
Course Category : Core Subject I	No. of Credits : 4

Business Environment

Course Outcome:

CO1: Enable the learners to know the general business environment, Impart the knowledge on economic systems and policies affecting business and provide the learners the knowledge of major laws relating to business.

UNIT 1

Meaning and Importance of the study of Business Environment – External factors affecting business- Economic, Political, Legal, Social, Competitive, Ecological and Technological factors, SWOT Analysis.

UNIT II

Industrial Policies and Regulations - Industrial Policy up to 1991 - New Industrial Policy - Public, Private, Joint and Co-operative Sectors - Privatization and Disinvestment - Ways of Privatization - Benefits and Arguments against Privatization - Privatization in India.

UNIT III

Economic Systems – Meaning – Characteristics -Types of economic systems- Capitalism- Socialism-Mixed economy - Economic planning - Nature, Scope and Significance of Economic Planning in India - Achievements and Failures of Economic Planning.

UNIT IV

Consumer Protection Act, 1986 – Competition Act 2002, Information Technological Act, 2000, Right to Information Act, 2005 (Objectives and Main provisions)

Social responsibility of business – Dimensions of social responsibilities – Argument for and against social responsibility of business – Social Audit

UNIT V

Globalisation - Meaning and Dimensions - Features of Current Globalisation – Essential Conditions for Globalisation - Globalisation of Indian business - Foreign Direct Investment - Concept, Advantages, Disadvantages and Determinants- India's policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNCs- MNCs in India.

BOOKS RECOMMENDED

1. Francis Cherunilam –Business Environment
2. C.B.Gupta –Business Environment
3. Gupta.N.S – Multinational Corporations
4. Keith Davis and Robert L.Blomstorm –Business society and Environment
5. Francis E.Merrill –Society and Culture
6. V.A.Avadhani –Investment and Securities markets in Ind

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC12
Semester : I	No. of Hrs. allotted : 6
Course Category : Core Subject II	No. of Credits : 4

Human Resource Management

Course Outcome:

CO1: Focuses on the personnel management, considering human as a basic source of the industrial and business undertaking.

CO2: Impart the learners the knowledge of recruitment, selection, training and development of Human Resource and enable the learners understand the latest developments in field of HRM

UNIT I

Nature of HRM – HRM and Personnel Management – Human Resource Planning – Meaning and Objectives – Process of HRP – Job Analysis and Design – Techniques and Problems of Job Analysis.

UNIT II

Recruitment and Selection – Sources – Constraints and Challenges of Recruitment – Meaning and process of Selection – Placement and Induction–Meaning, Objectives and Problems – Promotion and Transfer – Purposes and Types.

UNIT III

Training and Development – Need, Importance and Methods – Evaluation of Training Programme – Principles of Executive Development – Career Planning – Benefits and Limitations. Job Evaluation – Principles -- Methods – Limitations – Performance Appraisal – Methods – Essentials of and effective appraisal system – Ethical issues in Performance Appraisal.

UNIT IV

Management of Grievances – causes – steps in grievance handling – Grievance Redressal Mechanism – Meaning and Nature of Stress and consequences of stress – stress bursting techniques – working environment – quality of work life – principles and techniques of improving QWL.

UNIT V

Recent Development in HRM – HR in BPO industry – Globalisation and HRM – Changing demographics of work force – challenges and tasks of HR Manager. Ethical issues in HRM.

BOOKS RECOMMENDED

1. K.K. Ahuja – Personnel Management- Kalyani Publishers- New Delhi- 1998
2. Dressler – Human Resource Management- 8th Ed. Pearson Education- 2002
3. De Cenzo & Robbins- Personnel/ Human Resource Management- Prentice Hall of India 1998
4. Aswathappa–Human Resource & Personnel Management- Tata McGraw Hill- New Delhi- 2002
5. L. M. Prasad - Human Resource Management- Sultan Chand & Sons- New Delhi 2005

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC13
Semester : I	No. of Hrs. allotted : 6
Course Category: Core III	No. of Credits : 5

Advanced Financial Accounting

Course Outcome:

CO1: Comprehend preparation of accounts of trading and non-trading concerns, give the learners a exposure in Accounting Standards, and familiarise the students about the principle and practice of partnership accounts.

UNIT I

Accounting – Financial Information System – **Accounting principles** –Concepts and Convention- Accounting Standards – Indian and International - Critical Review of Accounting principles and concepts – Final Accounts of Sole Trading Concerns with adjustments.

UNIT II

Accounting Problems Relating to **Non-trading concerns**- Preparation of accounts from incomplete records or **Single Entry System**.

UNIT III

Branch and Departmental Accounts Dependent and Independent Branch -(including foreign branches).

UNIT IV

Hire Purchase Accounting – Default and Repossession - **Instalment System**
Insolvency Accounting (Individual and Firms) – **Insurance Claims** – Average clause policy – Loss of profit policy. **Royalty Accounts** – **Investment Accounts**

UNIT V

Partnership Accounts - Accounting problems related to Admission, Retirement and Death of a partner- Amalgamation of firms – sale to a company –Dissolution – Firm Dissolution – Single Partner Insolvent, All partners Insolvents – Gradual Realisation of Assets and Peace-meal Distribution of Cash.

BOOKS RECOMMENDED

1. Shukla & Grewal – Advanced Accounts, 2010. S.Chand, New Delhi.
2. R.L. Gupta & Radhaswamy - Advanced Accounting, Volume 1, 2010, Sultan Chand, New Delhi
3. Jain & Narang – Advanced Accounting, 2010, Kalyani Publishers, Ludhiyana
4. Basu & Das, Advanced Accounting, 2008,

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC14
Semester : I	No. of Hrs. allotted : 6
Course Category : Core IV	No. of Credits : 5

Advanced Cost Accounting

Course Outcome:

**CO1: Impart the learners the knowledge of cost control and cost reduction ,
Enable the learners to understand the various methods of costing and
facilitate the learners to be familiar with the ascertainment of cost relating
to service industries.**

UNIT I

Methods of costing - Job Costing – features - Batch Costing – Economic Batch Quantity - Contract Costing - features – Escalation Clause – Cost plus contract - Profit on incomplete contracts – work-in progress

UNIT II

Unit or Output Costing – features – collection of costs - Cost Sheet – production account – Tenders or Quotations – Scrap - Defective

UNIT III

Service Costing – Meaning – Transport Costing – Boiler House Costing – Power House Costing – Canteen Costing – Hospital Costing

UNIT IV

Process Costing – Process Costing Vs Job Costing – Features – Costing Procedure – Losses and Gains in Process – Normal Loss – Abnormal Loss – Abnormal Gain – By-Product – Joint Product – Equivalent Production

UNIT V

Cost Control and Cost Reduction - Value analysis – Value Engineering - Areas of Cost Reduction – Techniques of Cost Reduction – Activity Based Costing – Activity Based Costing Vs Traditional Costing

BOOKS RECOMMENDED

1. .S.N.Pillai & V.Bagavathi - Cost Accounting, S. Chand & Company Ltd., New Delhi.
2. S.P. Jain & K.L. Narang - Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi.
3. S. N. Maheswari - Cost Accounting — Sultan Chand & Sons, New Delhi.
4. S. P. Iyengar - Cost Accounting – Sultan Chand & Sons, New Delhi

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRE11
Semester : I	No. of Hrs. allotted : 6
Course Category : Elective I	No. of Credits : 5

Applied Operation Research

Course Outcome:

CO1: Focuses on the optimum utilization of the available resources in undertakings for profit maximization or cost minimization, understand various Resource Management Techniques and to impart the learners on the decision-making models.

UNIT I

Operations Research – meaning, characteristics, scope, modelling, limitations. Linear Programming – Mathematical formulation-Graphical method-standard form only- Simplex methods (excluding degeneracy) - Big M method – Optimal Solutions- Limitations of Linear Programming Technique.

UNIT II

Transportation-Assignment – Unbalanced- Degeneracy- Maximization of profits- Transportation Vs Assignment

UNIT III

Network Analysis - PERT/CPM - Objectives- Advantages, Limitations similarities and dissimilarities. Time estimation, excluding crash-cost method

UNIT IV

Queuing Theory- Meaning- Elements- Single Channel model- M/M1- FCFS/ Infinite model only. Replacement models.

UNIT V

Game Theory, Characteristics of Games, two-persons zero sum game, Maximin and Minimax criteria, rule of dominance, graphical solution.

BOOKS RECOMMENDED

1. V.K. Kapoor – Operations Research
2. P.R.Vittal and V.Malini – Operations Research
3. Kanti Swarup, Gupta and Manmohan – Operations Research
4. P.K. Gupta and D.S. Hira – Operations Research
5. Natarajan – Operations Research
6. H.M.Wagner – Operations Research
7. J.K. Sharma— Operations Research

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Course : M.Com	Subject Code : 17PCRE12
Semester : I	No. of Hrs. allotted : 6
Paper : Elective – II	No. of Credits : 4

STRATEGIC MANAGEMENT

Course Outcome

To introduce the subject of Strategic Management to the students and make them understand its process, and levels. To help students identify and link Strategy formulation and implementation with environmental analysis.

To provide information pertaining to business, corporate and global reforms taking place globally and familiarizing the students to new formats of the market.

UNIT I

Strategy- Meaning and Definition- Level of strategies – Types of strategies - Strategy Implementation – Structure – Functional Strategies: Production, Marketing, Finance and Human Resource Strategies.

UNIT II

Strategic Management – Meaning, Definition and Scope – Benefits and Limitations of Strategic Management – Strategic Management Process.

UNIT III

Situation Analysis – Environmental Scanning and Industry Analysis – Internal Scanning – Analysis of strategies and choice of strategy.

UNIT IV

Corporate and Global Strategies - Practices and Issues Introduction to corporate Restructuring, Need for corporate restructuring and forms of corporate restructuring. - Evaluation of Strategic Alternatives, Types of Strategic Alternatives like Portfolio Analysis and its techniques, SWOT Analysis, Profit Impact of Market Strategy (PIMS).

UNIT V

Strategic Control and Evaluation – Establishing control – Types – Implementation– Strategy Effectiveness. New Emerging Strategies in Information Communication Technology (ICT)

Text book Recommended:

Azkar Kashmi - Strategic Management, Tata – McGraw Hill 2002

Books for References:

1. V.S. Ramaswamy and Nanakumari - Strategic Planning and Corporate Success
2. John H. Barnett and William - Strategic Management
3. Gregory Goers and Alex Miller - Strategic Management
4. David Hunger and Thomas L. Wheel or - Strategic Management
5. Francis Cherunilam - Business Policy, Himalaya Publishing House, 2002

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC21
Semester : II	No. of Hrs. allotted : 6
Course Category : Core Subject V	No. of Credits : 4

Financial Markets and Institutions

Course Outcome:

CO1: Understand the financial system and capital market in India, enable the learners to know the system of procuring capital and teach the learners about merchant banking system and its functions.

UNIT I

Financial system – Meaning, structure, components and services – its importance in the development of economy. An overview of financial market - capital market, money market, government securities market, foreign exchange market - derivatives market - International financial markets.

UNIT II

Financial institutions in India: Objectives and functions of institutions – IDBI (Industrial Development Bank of India), IRBI (Industrial Reconstruction Bank of India), EXIM bank, SIDBI (Small scale Industries Development Bank of India), NABARD, UTI, STCI (Securities Trading Corporation of India), LIC, GIC, SCICI (Shipping Credit and Investment Company of India), HUDCO (Housing and Urban Development Corporation of India), NHB (National Housing Bank).

UNIT III

Mutual funds - SEBI guidelines – management structure - schemes - performance evaluation - growth and trends - depositories - depository participation – investor services.

UNIT IV

Venture capital funds - characteristics criteria for assistance- schemes and guidelines – infrastructure financing - legal aspects - risk assessment - credit rating agencies - services - evaluation of performance.

UNIT V

Merchant banking - public issue management - underwriting - portfolio management services – corporate advisory services - SEBI guidelines on merchant bankers - pricing of public issues - raising capital in foreign markets - raising inter corporate loans and fixed deposits – evaluation of services of merchant bankers. Factoring - types - features of factoring agreement - services of factor - factoring Vs bill discounting- consumer finance - credit card services - appraisal.

BOOKS RECOMMENDED

1. M.Y. Khan, “Financial Services”, Tata McGraw Hill, 2001.
2. Machiraji, “Indian Financial System”, Vikas Publishers, 1998.
3. Mark Grinblatt, Sheridan Titman, “Financial markets and corporate strategy”, kets,
4. S. Gurusamy, “Financial Services and Systems”, Vijay Nicole Imprint, Pvt. Ltd. 2004.
5. L.M. Bhole, Financial Institutions and Markets, Tata McGraw Hill, 2002.
6. Sahadevan and Thiripalraju, Mutual Funds : Data interpretation & Analysis, Prentice Hall, New Delhi, 1997.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC22
Semester : II	No. of Hrs. allotted : 6
Course Category : Core VI	No. of Credits : 5

Advanced Management Accounting

Course Outcome:

CO1: Gain traction with methods various methods of management accounting in order to aid the management in the process of effective decision making.

UNIT I

Management Accounting – Meaning - Definition – Objectives – Relationship between Cost, Financial and Management Accounting

UNIT II

Financial Statement Analysis and Interpretation: Accounting Ratio, their significance, utility and limitations, Analysis of Liquidity – Profitability and Solvency

UNIT III

Fund Flow and Cash Flow Analysis – Forecasting of funds requirements (As per Accounting Standard 3)

UNIT IV

Marginal Costing – Meaning – Objectives – Advantages and Limitations – Break-Even Point. Decision involving Alternative Choices – concepts of Decision making – Steps in Decision making – Sales Mix – Exploring new markets – Discontinuance of a product line – Make or Buy decision – Equipment replacement – Change Vs Status Quo – Expand or Contract – Shut Down or Continue

UNIT V

Standard Costing and Variance Analysis - Management Information Systems and Reporting – Various elements – types and installation – method of reporting – kinds of report – levels of management and reporting

BOOKS RECOMMENDED

1. S.N.Maheswari – Management Accounting , Sulthan Chand & Company.
2. Hingomi & Ramanathan –Management Accountancy, S.Chand & Sons.
3. Khan & Jain – Theory and problems of management Accounting-TMH.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC23
Semester : II	No. of Hrs. allotted : 6
Course Category : Core VII	No. of Credits : 4

Retail Management

Course Outcome:

CO1: Enable to orient on the functioning of retail business enterprises and synthesis the process of managing a modern retail business outlets.

UNIT I

Role and relevance of Retailing – Introduction – Retail Industry in India – Characteristics – Functions – Categories of Retailers – Retailing Channels Abroad and in India – Store and Non-store Retailing – Franchising – Multi level marketing – The changing face of retailing – Super Market – Hyper Market – Online Marketing.

UNIT II

Retail Customer – consumer behaviour – factors affecting consumer decision making – Stages of consumer decision- influence of situational variables on shopping behaviour – Indian shoppers.

UNIT III

Retail market segmentation – meaning – benefits – segmenting – targeting and positioning – criteria for effective market segmentation – classification of consumer goods – bases for segmentation – customer profile – market segmentation in India.

UNIT IV

Retail location strategy – importance of location decision- location determining factors – types of retail location – site selection analysis – estimate of store sales – retail location theories – location assessment procedures.

UNIT V

Product and merchandise management – product management – brand management – merchandise management – model stock plan – constraining factors – types of suppliers – criteria for selection of suppliers.

BOOKS RECOMMENDED

1. Barry Bermann and Joel R. Evans, 1979, Retail Management – A Strategic Approach, Mecomillan Publishing Co. Inc. New York.
2. Chetan Bajaj, Rajnish Tulli, Nidhj. V. Srivastava, 2005, Retail Management, Oxford University Press, New Delhi.
3. Jain J.N. and Singh P.P., 2007, Modern Retail Management, Principles and Techniques, Regal Publications, New Delhi.
4. Meenal Dhotre, 2005, Channel Management and Retail Marketing, Himalaya Publishing House, New Delhi.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC24
Semester : II	No. of Hrs. allotted : 6
Course Category : Core Subject VIII	No. of Credits : 5

Investment Management

Course Outcome:

CO1: Understand the organisational structure of securities market in India, impart the students the art of security valuation and enable the learners to understand the aspects of Portfolio management.

UNIT I

Nature and Scope of Investment Management – Organisation and structure of the security market in India – Primary Market – Secondary Market – Derivatives market – Security and Exchange Board of India – Investors protection in the primary and secondary market.

UNIT II

Security Valuation – Returns – Risk – The Investment Alternatives – Alternative Avenues of Investment.

UNIT III

Approaches of Technical Analysis - Fundamental Analysis – Technical Analysis – Efficient Market Theory.

UNIT IV

Portfolio management – Portfolio risk and return – Portfolio construction models – Markowitz model – The Sharp Index Model, Capital Assets Pricing Theory and Arbitrage Pricing Theory.

UNIT V

Portfolio Evaluation – Need and the process of evaluation – Portfolio Revision – Formula Plans – Constant–Rupee-Value Plan – Constant Ratio Plan – Variable Ratio Plan – Rupee Cost Averaging.

NOTE: The questions may be asked in the ratio of 25% for problem and 75% for theory
BOOKS RECOMMENDED

1. Preeti Singh – Investment Management – Himalaya Publishing House.
2. Punithavathi Pandiyan— Security Analysis and Portfolio Management
3. Avadani - Investment Management
4. Prasanna Chandra - Investment Management, Tata McGraw Hill, New Delhi
5. Elton, Edwin J and Gmber Martin J. – Modern Portfolio Theory & Investment Analysis, Wiley & Sons, 1999
6. Sidney Cottle, Graham & Dadd – Security Analysis, Tata McGraw Hill, 1989 New Delhi
7. Dc Fisher & R J Jordan – Security Analysis & Portfolio Management Practice Hall of India 1999

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRE21
Semester : II	No. of Hrs. allotted : 6
Course Category: Elective III	No. of Credits : 5

RESEARCH METHODOLOGY

Course Outcome:

CO1: Develop acquaintance about the research methods used, inculcate the skills to formulate tools and techniques in research, help prepare a research report.

UNIT I

Research – Definition – Objectives – Types – Methods: Case Study, Survey – Research Problem – Research Design – Meaning and steps.

UNIT II

Sampling – Meaning and importance – Methods – Sampling error – Hypothesis – Concepts, steps, sources.

UNIT III

Data Collection – Primary – Techniques – Observation – Interview – Questionnaire & Schedule – Scaling technique – Pre-testing – Pilot study.

UNIT IV

Data Processing: Meaning – interpretation – Analysis of data – Tools of analysis – Correlation-regression, Multivariate analysis (Theory Only)

UNIT V

Report writing – Meaning, Target groups – Format – Qualities of Good Research Reports - Steps in Writing – Introduction to Areas of Research.

Text Book :

Research Methodology: C.R.Kothari, Sulthan Chand & Sons, New Delhi.

Reference Books:

Methods of Social Survey and Research : S.R Bajpai, Kitab Ghar, Kanpur.

Research in Social Sciences : Pattenshetti, Sultan Chand & Sons, New Delhi.

Thesis and Assignment writing : Anderson J.Berry & Poole.M

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Course : M.Com	Subject Code : 17PCRE22
Semester : II	No. of Hrs. allotted : 6
Paper : Elective – IV	No. of Credits : 4

INTERNATIONAL MARKETING

Course Outcome:

1. Enhance free trade at global level and attempt to bring all the countries together for the purpose of trading
2. Promote social and cultural exchange among the promoters

Unit I

Introduction –The concept of global marketing –Importance, Growth and Benefits- Scope and challenge of international marketing –The dynamic environment of international marketing.

Unit II

Developing Global Marketing strategies –Global marketing management-Planning and Organisation-International Marketing Information System and Research –Understanding Global Consumers – cultural Dynamics in assessing Global markets

Unit III

International product policy-Product positioning in foreign market-Product standardization and Adoption –Brands, Trademarks, Packaging and Labeling-International marketing of services –International product pricing policy –Export pricing-Pricing for international markets.

Unit IV

International promotional policy –International advertising –Developing International advertising strategy –International sales force and their management- Other forms of promotion for global markets.

Unit V

Overseas marketing channel policy –Managing international distribution channels-Multinational retailers and Wholesalers-Global Logistics –Contemporary issues in International marketing –Future prospects in International marketing/International products & services customization.

REFERENCES

1. Dana-Nicoleta, Laseu, 'International Marketing', Biztantra 2003.
2. P.K.Vasudeva, 'International Marketing' Excel books, 2004.
3. R.Srinivasan, 'International Marketing' Prentice Hall India.
4. Warren J.Keagan, Mark Green , 'Global Marketing 3/e, Prentice Hall.
5. Philip R. Cateora, John Graham, 'International Marketing', Irvine-Sage Publications, 2004.
6. Michal R. Czinkota, Illkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college Publishers, 2001.
7. Vern Terpstra, Ravi sarathy, ' International Marketing', Harcourt college publishers, 2001.
8. Rathor, Jain Rathor, 'International Marketing', Himalaya publishing House.
9. John Fayer Weather, 'International Marketing,' Prentice Hall.

DEPARTMENT OF COMMERCE (2017-2018 Onwards)	
Year : II	Sub Code : 17PCRC31
Semester: III	Hours: 6
Subject: Elective IV	Credits: 4

ENTERPRISES RESOURCES PLANNING

Course Outcome:

The course aims to provide students a basic understanding in the planning and implementation of enterprise-wide information systems and practical knowledge in accounting packages.

UNIT I

Introduction to ERP Meaning and Definition of ERP - History and Evolution of ERP – Components of ERP - Need - Functions - Role of ERP – Characteristics – Importance – Features Benefits of ERP#.

UNIT II

ERP systems and software Meaning -Benefits of ERP software - ERP software selection criteria – Players in the ERP market – Procurement process for ERP package.

UNIT III

Business process Re- engineering Introduction to BPR - Objectives - Elements – Challenges –Success and failure factors in BPR#.

UNIT IV

Supply chain Management Meaning - Objectives - Process – Challenges – Benefits – Difference between ERP and SCM#.

UNIT V

ERP Implementation Life Cycle & Functional Modules Introduction – objectives – Different phases of ERP Implementation - Functional Modules of ERP Software.

Text Book :

Dr.P. Rizwan Ahamed – Margham Publications, 2016.

Reference Books :

1. Alexis Leon, ERP Demystified, Tata McGraw Hill, New Delhi, 2006.
2. Vinod Kumar Garg and Venkata Krishnan N.K, Enterprise Resource Planning – Concepts and Practice by PHI, New Delhi, 2003.
3. Mary Sumner, Enterprise Resource Planning , Pearson education, New Delhi, 2006.
4. Jagan Nathan Vaman, ERP in Practice, Tata McGraw Hill, New Delhi, 2007.
5. Tally.ERP 9 – Fire Wall Publications, New Delhi, 2012.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC32
Semester : III	No. of Hrs. allotted : 6
Course Category : Core Subject X	No. of Credits : 5

Data Analysis for Researcher

Course Outcome:

CO1: Comprehend the basic concepts in Statistics, develop skills required in data collection, sampling and analysis of data and acquaint with the theories of probability, hypothesis testing.

UNIT I

Correlation - simple and multiple. Regression analysis - simple and multiple.

UNIT II

Analysis of Time Series – estimating the linear trend- Cyclical variations- Seasonal variations – trend analysis – application of time series analysis in forecasting.

UNIT III

Theory of probability – Discrete probability distribution-Binomial and Poisson-Continuous Probability distribution – Normal distribution.

UNIT IV

Hypotheses - Testing of hypotheses regarding proportions and difference between two proportions - testing of means of large samples and small samples - one tailed and two tailed tests - errors in hypothesis testing - 't' Test.

UNIT V

Chi-Square Test as a hypothesis testing procedure - tests of independence and tests of goodness of fit - test of association - F Test and analysis of variance (ANOVA)

BOOKS RECOMMENDED

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, 6th Edn., 1995.
2. S.P. Gupta, Statistical Methods, Sultan Chand, 1990.
3. Sanchetti and Kapoor, Statistics, Sultan Chand, New Delhi, 1992.
4. Joseph F Hair, Rolph E. Anderson, Ronald L. Tathern & William C Black, Multivariate Data Analysis, Pearson Education, New Delhi, 2003.
5. Richard A. Johnson and Dean W. Wichern, Applied Multivariate Statistical Analysis, Prentice Hall of India, 2001.
6. Kanthi Swaroop and P.K. Gupta, Operations Research, S. Chand & Co, New Delhi, 2001.
7. Agarwal N.P., Operations Research, Ramesh Book Dept., 2004.
8. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya Pub., New Delhi, 2002.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC33
Semester : III	No. of Hrs. allotted : 6
Course Category : Core Subject XI	No. of Credit : 5

Advanced Corporate Accounting

Course Outcome:

CO1: Acquaint with the necessary skills required to float and manage financial instrument, prepare mandatory financial statements of various corporate and statutory companies as per the companies' act 2013.

UNIT – I

Preparation of Final Accounts of Companies – Balance Sheet and Profit and Loss account of a company – Issue of shares – Accounting for issue of shares relating to subscription- pro-rata allotment, calls in arrears, calls in advance, forfeiture and re-issue of forfeited shares- redemption of preference shares – accounting issue and redemption of debentures – profit and loss prior to incorporation – allocation, method and treatment of pre-incorporation profits.

UNIT – II

Amalgamation, Absorption; Reconstruction of Companies, alteration of Capital, Liquidation of companies. Valuation of Goodwill and shares.

UNIT – III

Banking and Insurance Companies – Final accounts and schedules. Electricity companies including double accounts.

UNIT - IV

Accounts of Holding companies – Legal provisions – preparation of consolidated profit and loss account and balance sheet.

UNIT – V

Accounting for price level changes with special reference to General purchase power and current cost accounting. Accounting for leases and human resources – Financial and operating leases principles and practices of Human Resource Accounting – Some case studies in India.

BOOKS RECOMMENDED

1. Agarwal, A.N – Higher Science of Accountancy, 2003 (Allahabad, Kitab Mahal)
2. Arulanandam & Raman–Advanced Accountancy,2006(Himalaya Publishing House).
3. Shukla and Grewal – Advanced Accounts, 2005, (S.Chand, Delhi).
4. Jain & Narang – Advanced Accountancy, 2005 (Kalyani Publishers, Ludiana).
5. R.L.Gupta – Advanced Accounting, 2006 (Sultan Chand).
6. Anthony, R.N – Management Accounting – Text & Cases.
7. M.L.Josin – Leasing in India.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRE31
Semester : III	No. of Hrs. allotted : 6
Course Category : Elective Subject III	No. of Credit : 5

Direct Taxes

Course Outcome:

CO1: Familiarise with the various terminologies of Income Tax Act, helps develop the skills of the learners in the computation of taxable income from Salary, House property, Profits from Business or Profession and train the learners in the computation of taxable income of individuals, HUF, Partnership firm and Company

UNIT I

Income Tax Act, 1961 – Definition- Basic of charge- Residential status – Capital and Revenue Receipts – Exempted Income under section 10.

UNIT II

Computation of Taxable Income under various heads - Salaries, Income from House property – profits and gains from Business and Profession – capital gains – income from other sources.

UNIT III

Clubbing of income – set off and carry forward of losses – deduction from Gross Total Income.

UNIT IV

Assessment of Individuals, HUF, Partnership Firm and Company. Procedure for assessment – Authorities of Income Tax – Penalty and Revision

UNIT V

Wealth Tax Act, 1957 – Definitions – Scope – Net Worth – Assets – Deemed Assets – Valuation of Assets – Exempted Assets – Computation of Net Wealth.

BOOKS RECOMMENDED

1. Singhanian, V. and Singhania, M., Students' guide to Income Tax, Taxmann
2. Lal & Vashist, Income Tax and Central Sales Tax, Pearson
3. Ahuja & Gupta, Systematic Approach to Income Tax, Bharat
4. Bagavathi Prasad, Income Tax,
5. Dr. H.C. Mehrotra, Income Tax Law & Accounts, Sahitya Bhawan Publications, Agra.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Course : M.Com	Subject Code : 17PCRE32
Semester : III	No. of Hrs. allotted : 6
Paper : Elective – 2	No. of Credits : 4

AUDITING AND ASSURANCE

Course Outcomes:

- To impart the learners knowledge on basics in auditing
- To enable the learners understand the concept such as audit programme, internal check
- To enhance the knowledge of learners about vouching of transactions and verification of assets and liabilities

UNIT I

Audit – definition - objectives – types – Advantages – Auditing Vs Investigation – Auditing Vs Accountancy - qualification - appointment – rights and duties and removal of company auditor.

UNIT II

Audit Report - Audit programme – audit notes – audit files – working papers – procedure for audit.

UNIT III

Internal Control – internal check – auditor’s duty as regards internal check. Vouching - meaning – definition – importance - vouching of cash transactions and trading transactions.

UNIT IV

Verification and valuation of assets and liabilities – Auditor’s duty

UNIT V

Liabilities of auditor – liabilities for negligence – liabilities for misfeasance criminal liability – liability to third party. Legal positions – auditor’s duty as to dividend.

BOOKS RECOMMENDED

1. Auditing – S. N. Tandon
2. Practical Auditing – Sharma
3. Auditing – Dinker Pagare

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRN31
Semester : III	No. of Hrs. allotted : 6
Course Category : Non Major Elective	No. of Credit : 4

Human Resource Development and Practices

Course Outcome:

CO1: Impart the learners the knowledge of recruitment, selection, training and development of Human Resource and understand the latest developments in field of HRM. Focuses on the personnel management, considering human as a basic source of the industrial and business undertaking.

UNIT I

Introduction to HRM – Meaning – Objectives – Significance – Functions – Evolution and Development of HRM – Human Resource Planning – HRP at Different levels – Process of Human Resource Planning.

UNIT II

Recruitment – Sources and Techniques of Recruitment – Selection Procedure – Tests – Interviews – Placement – Induction – Employee Training , Importance, methods of Training.

UNIT III

Performance Appraisal –Managerial Appraisal – Essentials of effective appraisal system.

UNIT IV

Career Planning - Succession Planning – Concept – Career Planning Process - Job Evaluation Objectives, procedure, Advantages, Methods of Job Evaluation – Essentials of Job Evaluation Programme.

UNIT V

Reward System – Wage and Salary administration – Bonus – Objectives of Fringe Benefits–Types of Fringe Benefits– Non Monetary Rewards – Job Satisfaction.

BOOKS RECOMMENDED

6. S.S. Khankha – S. Chand Publication.
7. K.K. Ahuja – Personnel Management- Kalyani Publishers- New Delhi- 1998
8. Dressler – Human Resource Management- 8th Ed. Pearson Education- 2002
9. De Cenzo & Robbins- Personnel/ Human Resource Management- Prentice Hall of India 1998
10. Aswathappa–Human Resource & Personnel Management- Tata McGraw Hill- New Delhi- 2002
11. L. M. Prasad - Human Resource Management- Sultan Chand & Sons- New Delhi 2005

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC41
Semester : IV	No. of Hrs. allotted : 6
Course Category: Elective	No. of Credit : 4

INDIRECT TAXES

Course Outcome:

CO1:Familiarise with the various terminologies used in Indirect Taxes, Enable the laws regarding Central Excise and GST and enable the learners to estimate the indirect taxes.

UNIT I

Overview of Indirect Tax Law – Meaning, Concept, Features – Direct Taxes Vs Indirect Taxes – Advantages – Disadvantages – Constitutional Validity – Administration and relevant Procedures.

UNIT II

Central Excise Laws – Meaning – Background – Definitions – Concepts – Excise Duty Vs Custom Duty – Excise Duty Vs Sales Tax – Goods – Meaning - Concept – Manufacture – Manufacturer – Classification – Valuation – Levy and Collection of Excise Duty – Registration and Excise Control Code- Procedures in Central Excise Code – Procedures in Central Excise – Assessments – Demands – Refunds – Exemptions – Powers of Officers – Adjudication – Appeal – Settlement – Commission – Penalties.

UNIT III

GST – Meaning – Historical Background – Definition – Concepts- Meaning and Scope of Supply – Administration – Classes of Officers under Central and State Goods and Services Act – Powers – Levy – Exemption – Time and Taxable Value of Supply – Input Tax Credit – Registration – Tax Invoice – Credit and Debit Notes – Returns – Furnishing details Outward and Inward Supply- Return – First Return – Annual Return- Final Return.

UNIT IV

Payment of Tax – Payment of Tax, Interest, Penalty – Interest on Delayed Payment of Tax – Transfer of Input Tax Credit – Refunds – Refunds of Tax – Consumer Welfare Fund – Utilisation of the Fund – Special Procedure for removal of goods for certain Purposes

UNIT V

Assessment – Self and Provisional Assessment – Scrutiny of Accounts – Assessment of Non-filers of Returns – Assessment of Unregistered Persons – Demands and Recovery of Tax- Inspection, Search, Seizure – Offences – Penalties, Prosecution – Appeals.

BOOKS FOR REFERENCE AND STUDY

1. Dr. Sanjeev Kumar – Systematic Approach to Indirect Taxes, Bharat Law House Pvt, Ltd, New Delhi
2. V.S Datey – Indirect Taxes Law and Practice, Taxmann Publications Pvt. Ltd, New Delhi
3. Dr. V. Balachandran – Indirect Taxation, Sultan Chand & Sons, New Delhi

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC42
Semester : IV	No. of Hrs. allotted : 6
Course Category : Core Subject XIII	No. of Credit : 5

Financial Management

Course Outcome:

CO1: Cognise the various sources of procurement and management of finance and also the methods of payout to the stake holder of the companies. Help optimise the usage of the available financial resource of companies.

UNIT I

Financial Management: Meaning, Definition and Functions Scope – Objectives – Key activities of Financial Management – Organisation of Finance Section – An Outline of financial Systems in India.

UNIT II

Capital Budgeting – Principles and Techniques – Pay back method – Discounted Cash Flows Method (DCF) – Time Adjusted (TA) – Techniques – Present Value (PV) - Net Present Value (NPV) Method – Internal Rate of Return (IRR) Method – Average Rate of Return – Technical Value Method.

Analysis of Risk and Uncertainty – Definition of Risk – Sensitivity Analysis – risk evaluation approaches – Risk Adjusted Discount Approach – Probability distribution approach – Decision Tree Analysis.

UNIT III

Working capital, cash and receivables management – working capital management – meaning, Concept, classification of working capital – factors determining working capital requirements - Computation of working capital under operating cycle method

Cash Management – cash inflows and out flows – Tools of Cash Management- Planning of Cash under cash Budget method – Receivables management – Various aspects of receivable management – Credit policy – Credit terms – Credit standards and collection policy.

UNIT IV

Cost of capital – Definition – Importance – Assumptions – Explicit and Implicit costs – Measurement of specific cost – cost of equity – cost of debt – cost of retained earnings – cost of preference shares – computation of overall cost of capital – Capital Structure – Factors influencing financial decisions – Methods of financing – Theories of capital structure – capital gearing – Financial Leverage and Operating Leverage.

UNIT V

Dividend and Dividend Policy – Meaning, classification and sources of dividend – Factors influencing dividend policies – Theories of dividend decisions – Irrelevance and relevance theory – Generally accepted dividend policies.

BOOKS RECOMMENDED

1. Van Horne – Financial Management and Policy, 2005, Pearson Education, Delhi.
2. Khan & Jain - Financial Management, 2006, Tata Mc Graw Hill.
3. Pandey, I.M., - Financial Management, 2005, Vikas Publishers.
4. Prasanna Chandra - Financial Management, 2005, Tata Mc Graw Hill.
5. Prasanna Chandra - Financial Management, 2005, Tata Mc Graw Hill.
6. Ravi M. Kishore - Financial Management, 2006, Taxmann Publishing Ltd.
7. Keown - Financial Management; Principles and Applications, 10th edition, 2008, Pearson Education, New Delhi.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRC43
Semester : IV	No. of Hrs. allotted : 6
Course Category : Core Subject XIV	No. of Credit : 4

Customer Relationship Management

Course Outcome:

CO1: Impart principles and techniques followed in the field of CRM, understand the importance of building a lasting relationship with the customers and expose the modern electronic devices used in the field of CRM.

UNIT I – Introduction to CRM

Meaning- Need – Nature – Importance of CRM – Reasons for loss of customers – Strategies to prevent defection and recover lapsed customers – CRM process – CRM and Marketing organisation.

UNIT II –Implementation of Customer Relationship Management

Strategies for Building relationship – CRM and Competitors, Cost Supply Chain, Employees, Partnership with customers – organising customer clubs – Complaints monitoring cell – Implementing CRM – Customer Acquisition – Inputs – Requisites for effective acquisition – Attention on adoption process.

UNIT III –Customer Interaction Management

Routes to CIM – Factors influencing CIM – Electronic Data Interchange (EDI) – Specific skills for CIM – Customer Retention – Need – Approaches – Stages of Retention in the customer life cycle.

UNIT IV – e-CRM

Evolving e-CRM – CRM vs. e-CRM - Need to move to online CRM – Basic Requirements of e-CRM – e-CRM features – Future of e-CRM.

UNIT V – Enterprise Resource Planning (ERP)

Meaning – Characteristics – Benefits – Disadvantages – ERP and modern enterprise – CRM - ERP Integration – Impact of ERP on vendors, companies and customers.

BOOKS RECOMMENDED

1. Peeru Mohamad. H& Sagadevam. A., 2002, CRM. Vikas Publishing House Pvt. Ltd., Chennai.
2. Seth Jagdish.N, Parvatiyar, Atul, Shanesh.G, 2003, Customer Relationship Management Emerging Concepts, Tata McGraw Hill Publications Pvt Ltd, New Delhi.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRE41
Semester : IV	No. of Hrs. allotted : 6
Course Category : Elective Subject IV	No. of Credits : 4

Entrepreneurship Development

Course Outcome:

CO1: Highlight the significance of becoming self-employed job providers.

CO2: Inculcate the traits required for an aspiring entrepreneur and also the knowledge and skills that are essential for promoting a business.

UNIT – I

Entrepreneurship: Meaning, definition and importance – Role of Entrepreneurship in the process of economic development – Entrepreneur Vs Manager. Factors affecting entrepreneurship growth: Economic, social, cultural, personality, psychological and sociological factors. Motivational factors of Entrepreneurship – Women Entrepreneurship.

UNIT – II

Entrepreneurship Competencies: Competence – Meaning, components: Knowledge, Skill, traits and motives – Qualities of entrepreneurs – Types of Entrepreneurs – Functions of entrepreneurs – Entrepreneurship culture.

UNIT – III

Enterprise Building: (Starting of a new enterprise) Agencies that help beginners in enterprise building – Steps in enterprise building: Finding out new business idea – Identifying a suitable business opportunity – preliminary evaluation – project formulation – preparation of project report – project appraisal – financial analysis – profitability analysis – social cost benefit analysis.

UNIT – IV

Entrepreneurship development institutions in India: EDII, NAYE, ITCOT, SIPCOT, TIDCO, SISI, NPC, DIC – Financial assistance to entrepreneurs by IFC, IDBI, ICICI, TIIC and Commercial Banks – Government assistance and subsidies.

UNIT – V

Social Entrepreneurship – meaning and definition – social entrepreneurship initiatives in India- socially relevant and sustainable business models – social enterprise in India.

TEXT BOOK

1. Dr.K.Sundar – Entrepreneurship Development Vijay Nicole Imprints Private Ltd Chennai.2019.

BOOKS RECOMMENDED

- 1.Vasanth Desai – Entrepreneurship Development, 2005, Himalaya Publication, New Delhi.
2. Desh Pande, M.U – Entrepreneurship of small scale industries concept, growth management, Deep and Deep publications.
3. Jose Paul N. Ajith Kumar – Entrepreneurship Development,2003, Himalaya Pub., New Delhi
4. Guidelines for the preparation of feasibility – Govt., of India Planning Commission , New Delhi.
5. Nandan – Fundamentals of Entrepreneurship – PHI Learning, New Delhi.

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Course : M.Com	Subject Code : 17PCRE42
Semester : IV	No. of Hrs. allotted : 6
Paper : Elective – 2	No. of Credits : 4

ORGANISATIONAL BEHAVIOUR

Course Outcome:

To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organization.

UNIT I

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – Relationship with other Social Sciences – Approaches to OB – Hawthorne Experiments.

UNIT II

Perception: Process – Factors influencing perceptual selection and Distortion in Perception – Learning: Theories of Learning – OB Modification - Attitude: Factors influencing formation of Attitude.

UNIT III

Personality: Theories of Personality – Determinants – Types - Group Dynamics: Formal and Informal Groups – Group Cohesiveness – Group Decision-making

UNIT IV

Leadership: Theories and styles – Motivation – Theories of Motivation – Communication – Conflict Management: Role Conflict – Goal Conflict and inter personal conflict.

UNIT V

Organisational change – Resistance to change and Overcoming resistance to change – Organisational Development – OD Process and Techniques – Organisation Culture – Factors influencing organisation culture – Organisational Effectiveness – Process and factors influencing organizational effectiveness.

Books Recommended

1. Keith Davis - Organisational Behaviour and Human Behaviour at work
2. S.S. Khanka – Organisational Behaviour, Sultan Chand.

Books for Reference

1. Fred Luthans - Organisational Behaviour
2. Keith Davis – Human Behaviour at work
3. L.M. Prasad – Organisational Behaviour – Sultan Chand & Sons
4. K. Aswathappa – Essentials of Organisational Behaviour

DEPARTMENT OF COMMERCE (2017-18 Batch Onwards)	
Programme : M.Com	Course Code : 17PCRP41
Semester : IV	No. of Hrs. allotted : 6
Course Category :	No. of Credits : 5

Project

Course Outcome:

CO1: Envisage the basic ideas in research and seek viable solution for the research problems through scientific research.

Project titles will be allotted by the Research guides (the teachers in the department) in areas related to the courses taught in the previous semesters.

Internal Evaluation	Viva-voice	40 Marks
External Evaluation	--	60 Marks
	Total	100 Marks