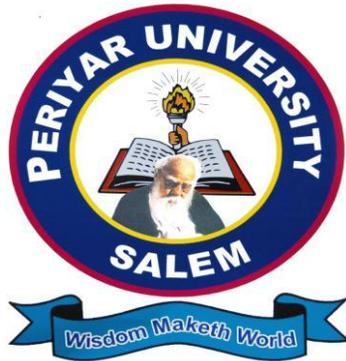


PERIYAR UNIVERSITY
PERIYAR INSTITUTE OF DISTANCE EDUCATION
SALEM – 636 011



DEGREE OF MASTER OF COMMERCE
SYLLABUS FOR M.Com

SEMESTER PATTERN
[Candidates admitted from 2020 onwards]

CURRICULUM DESIGN

S.No.	Paper	Subject Title	University Examination			Credits
			Internal	External	Total	
I SEMESTER						
1	Core I	Global Marketing	25	75	100	3
2	Core II	Advanced Financial Accounting	25	75	100	4
3	Core III	Indian Financial System in Modern Banking	25	75	100	4
4	Core IV	Financial Management	25	75	100	4
5		Elective I (any one of the following)				
	1	Organisational Behaviour	25	75	100	3
	2	Office Management and Business Communication				
II SEMESTER						
6	Core V	Capital Market & Financial Services	25	75	100	3
7	Core VI	Investment Analysis and Portfolio Management	25	75	100	4
8	Core VII	Advanced Cost & Management Accounting	25	75	100	4
9	Core VIII	Export & Import Management	25	75	100	4
10		Elective II (any one of the following)				
	1	E-Commerce	25	75	100	3
	2	Business Finance				
III SEMESTER						
11	Core IX	Corporate Accounting and Legal Framework	25	75	100	4
12	Core X	Strategic Management	25	75	100	3
13	Core XI	Research Methodology and Statistical Applications	25	75	100	4
14	Core XII	Income Tax and Tax Planning	25	75	100	4

15		Elective III (any one of the following)				
	1	Entrepreneurial Development	25	75	100	3
	2	Resource Management Techniques				
IV SEMESTER						
16	Core XIII	Human Resource Management	25	75	100	3
17	Core XIV	Indirect Taxes	25	75	100	3
18	Core XV	Project –Work Project-150 Marks Viva Voce-50 marks	-	-	200	9
19		Elective IV (any one of the following)				
	1	Insurance and Risk Management	25	75	100	3
	2	Advertisement				
Total Credit						72

CONTINUOUS INTERNAL ASSESSMENT

ACTIVITY	Marks
Personal Contact programme (min. 2)	10
Assignment (3)	15
Total	25

QUESTION PAPER PATTERN

Answer all questions (one question from each UNIT with internal choices)

Time: 3 Hours Max. Marks: 75

Part A- 5 x 5 Marks = 25 Marks

Part B -5 x 10 Marks = 50Marks

follow
common
structure

EVALUATION

The evaluation shall be conducted separately for theory and practical to assess the knowledge acquired during the course of study. There shall be two systems of evaluation viz., continuous internal assessment and end semester examinations.

In the case of theory courses the internal evaluation shall be conducted as Continuous Internal Assessment viz. student assignment preparation, seminar, etc. The internal assessment shall

comprise of maximum 25 marks for each subject. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

PASSING MINIMUM

A candidate shall be declared to have passed in each course if he/she secures not less than 50% prescribed for the examination. He/She shall be declared to have passed the whole examination if he/she passes in all the courses as per the scheme of examination.

Category	Max. Marks	Passing Minimum
Continuous Internal Assessment (CIA)	25	12
End Semester Examination (ESE)	75	38
Total	100	50

Core I - GLOBAL MARKETING

Unit – I

Introduction – Definition - Scope – Importance – Types - Global Versus National Marketing – Global Market Environment – Social – Cultural - Political – Legal and Regulatory Environment – Global Economic Environment

Unit – II

International Infrastructure for Global Trade Promotion – GATT / WTO – Export Promotion Councils- Services Institutions – IIFT – NCTI – ECGC - Export Documentation - Processing of Export Procedure - Letter of Credit - Pre-Shipment and Post Shipment Finance – Directorate General of Shipping – Global Pricing – Objectives and Strategies.

Unit – III

Global Customers – Segmentation, Targeting and Positioning – Forfeiting - Buyers Credit - Global Product Positioning – Product Life Cycle in Global Marketing– Marketing Mix Adaptation

Unit – IV

Global Marketing Channels and Physical Distribution – Channel Objectives and Constraints – Channel Strategy – Physical Distribution and Logistics – Global Advertising and Branding – Global Promotion.

Unit – V

Global Marketing Research and Types– Stages in Marketing Research Process – Approaches of Marketing Research – Marketing Research Report – Marketing and Sales Information System.

Note: Question Paper Shall Cover 100% Theory

References

1. Varshney, R.L. and Bhattacharya B: International Marketing Management, Sultan Chand and Sons, New Delhi.
2. Warnen J. Keegan: Global Marketing Management, Prentice Hall of India, New Delhi.
3. Cherian and Jacob: Export Marketing, Himalaya Publishing House, Mumbai.
4. Duby V.K.: Export Marketing, Common Wealth Publishers, New Delhi.
5. Johny K. Johansson, Global Marketing: Foreign Entry, Local Marketing, and Global Management, 5th Edition.

Core II -ADVANCED FINANCIAL ACCOUNTING

Unit-I

Introduction – Definition – Accounting Principles and Convention - Selection of Accounting Principles - General Accepted Accounting Principles - Nature and Classification of Accounting Theory - Different Approaches to Theory Construction; Accounting Environment; Indian Accounting Standards - Government Accounting in India - Role of the Controller and Auditor General of India.

Unit-II

Partnership Accounting –Assignment of life policy-Mergers and Amalgamation - Sale of Business - Dissolution - Insolvency.

Unit-III

Double Accounting System - Inflation Accounting – Human ResourceAccounting.

Unit-IV

Social Responsibility Accounting - Lease Financing- Accounting for Price Level Change

Unit-V

Accounting for Hawkers - PettyShop - Self Help Groups - Hotel and Hospital.

Note:Question Paper Shall Cover 80% Problem and 20% Theory.

References

1. Gupta R.K and Radhaswamy M Advanced Accounts, New Delhi, Sultan Chand.
2. Paul.S.K.R.,Advanced Financial Accounting, Calcutta, New Central Book Agencies Pvt. Ltd.
3. Jain &Narang-Advanced Accountancy, Kalyani Publication
4. Arulanandan&Raman- Advanced Accountancy, Himalaya Publishing House.
5. Maheswari S.N - Advanced Accountancy, Vikas Publication House Pvt.Ltd
6. K.PrabhakarRajkumar, Fundamental Principal And Techniquesof Financial Accounting, AaneBiiksPvt.Ltd.,New

Del

Core III -INDIAN FINANCIAL SYSTEM IN MODERN BANKING

Unit- I

Structure of Financial System – Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Financial Services Sector Problems and Reforms.

Unit- II

Development Banking - Financial Institutions of India – Industrial Finance Corporation of India (IFCI) - State Financial Corporations (SFCs) - Industrial Credit and Investment Corporation of India (ICICI) - Industrial Development Bank of India (IDBI) - Industrial Investment Bank of India (IIBI) - Investment Institutions- Role of DFIs in Development.

Unit- III

Delivery Channels-ATM, EFTPOS, Phone Banking, Internet Banking, SMS Banking, Mobile Banking, Credit/Debit Cards, Smart Cards- E-Commerce-Secure Electronic Transfer(SET), Payment Gateways (Credit Card/Debit Cards), Authentication of Payments.

Unit -IV

RBI and Supervision of Indian Financial System – Functions of RBI – Monetary Policy of RBI – Banking Legislation in India -Constituents of Indian Financial Markets and their Regulation-Evolution of Bank Regulation and Supervision.

Unit – V

Risk Measurement & Control in Banks-Calculation of Risk, Risk Exposure Analysis; Risk Management- Capital Adequacy Norms, Prudential Norms, Exposure Norms, Concept of Mid Office, Forwards, Futures, Options, Strategies and Arbitrage Opportunities, Regulatory Prescriptions of Risk Management.

Note:Question Paper Shall Cover 100% Theory

References

1. Uppal RK, RimpiKaur, Banking Sector Reforms in India, New Century Publications, New Delhi
2. Kaptan SS, Indian Banking in Electronic Era, New Century Publications, New Delhi
3. Uppal RK, Pooja, Transformation in Indian Banks-Search for Better Tomorrow, Sarup Book Publishers Private Ltd., New Delhi
4. Khan, M.Y. Indian Financial System, Tata McgrawHill Publishing Company Ltd., New Delhi
5. Sundaram&Varshney, Banking and Financial System, Sultan Chand &Sons, New Delhi

Core IV- FINANCIAL MANAGEMENT

Unit-I

Financial Management - Concept, Nature, Evolution, Functions and Significance - Risk Return - Trade Off - Maximization and Minimization vs. Optimization.

Unit-II

Long Term Capital Resources: Equity and Debt Sources – Uses – Significance of Convertible issues and Rights issues, Working Capital – Concepts and Types – Determinants – Financial Approaches – Sources of Working Capital.

Unit-III

Capital Structure Planning: Determinants of Capital Structure – Optimum Capital Structure – Capital Structure Theories – Cost of Capitals: Cost of Debt Equity, Preference Share Capital and Retained Earning – Weighted Average Cost.

Unit-IV

Capital Budgeting: Concept, Significance – Methods of Evolution of Capital Investment – Payback, Average Return, NPV, IRR, Decision Tree Simulation, Sensitivity and CAPM Methods.

Unit-V

Dividend Theories: Valuation, Gordon, Walter and M.M.Theory– Assumptions and Limitations. Dividend Policy: Different Policies and Practices – Factors Affecting Dividend Decision.

Note:The Question Paper Should Consist of 60% Theory and 40% Problem.

Reference

1. Pandey.I.M.,Financial Management, New Delhi, Vikas Publications.
2. KhanandJain, Financial Management, McgrawHill Education Publication.
3. Soloman Ezra and Priyle John, AnIntroduction to Financial Management,Goodyear Publishing Company.
4. Prasanna Chandra, Financial Management and Policy,McgrawHill Education Publication.
5. James C Van Horne, Financial Management and Policy, Pearson Publication.

ELECTIVE-1

Paper I- ORGANIZATIONAL BEHAVIOR

Unit-I

Introduction - Concept of Organization – Characteristics – Types - Importance - Organizational Behavior - Definition, Nature and Scope - Evaluation - Organizational Behavior in New Millennium- Foundations of individuals of Behavior.

Unit-II

Personality - Meaning and Nature – Determinants of Personality- Measurement of Personality - Theories of Personality - Factors Influencing Behavior at Work.

Unit-III

Motivation - Concept - Nature - Importance - Tools and Techniques of Motivation Maslow's Need Priority Model - Theories of Motivation - Maslow's Need Hierarchy Theory - X And Y Theory and its Assumptions.

Unit-IV

Concept and definition of Group- Characteristics and types of Group - Reason for Formation of Group- Group Behavior- Group Cohesiveness and factors affecting Group Cohesiveness.

Unit-V

Organization Structure and Design: Organizational Changes and Development, Organizational Outline and Climate, Organizational Climate: Types of Conflict-Management Conflict.

Note: Question Paper Shall Cover 100% Theory

References

1. Stephen Robbins, "Organization Behavior", McGraw Hill, 2002.
2. Fred Luthans, "Organization Behavior", McGraw Hill, Millenium Edn.
3. Hugh J. Arnold Et Al, "Organization Behavior", McGraw Hill, 2002.
4. Hellriegel Don. Et Al, "Organisation Behaviour", Thomson, 2001.
5. JIT S Chandran, "Organisation Behaviour 2nd Edn, Vikas Publishing House, 2002.
6. Uma Sekaran, "Organisation Behaviour", Wiley & Sons, New Delhi.

Paper 2 OFFICE MANAGEMENT AND BUSINESS COMMUNICATION

Unit-I

Office and Office Management – Meaning , Function and importance - Primary and Administrative Functions - Importance of Office -Concept of Paperless Office- Virtual Office - Back and Front Office- Open and Private Office-Definition and Elements of Office Management- Duties of an Office Manager - Meaning of Communication – Objectives – Media – Barriers -Need and Functions of Business Letter – Effective Business Letter – Layout and Kinds of Business Letter.

Unit - II

Filing and Indexing – Meaning and Importance of Filing-Essential of Good Filing System-Centralized and Decentralized Filing System – Meaning- Need and Types of Indexing Used in the Business Organization - Letters of Enquiry – Replies -Offer and Quotations – Orders – Execution – Cancellation.

Unit - III

Office Forms– Meaning and Types of Forms Used in Business Organization – Advantages-Forms Controls – Objectives- Form Designing- Principles of Forms Designing and Specimens of Forms Used in Office -Office Record Management – Meaning- Importance of Record Keeping Management - Principles of Record Management and Types of Records Kept in a Business Organization - Complaints and Adjustments – Circular Letters – Status Enquiries – Collection Letters.

Unit - IV

Office Machines and Equipments – Importance, Objectives of Office Machines- Office Safety and Security – Meaning, Importance of Office Safety- Safety Hazards and Steps to Improve Office Safety-Security Hazards and Steps to Improve Office Security - Bank Correspondence – Insurance Correspondence – Agency Correspondence – Applications for Jobs.

Unit - V

Measurement of Office Work – Importance – Purpose - Difficulty in Measuring Office Work- Different Ways of Measurement - Setting of Work Standards - Benefits of Work Standards-Techniques of Setting Standards- Office Manuals – Meaning- Need, Types of Office Manuals and Steps in Preparing of Office Manuals - Company Correspondence – Correspondence with Shareholders – Agenda – Minutes – Report Writing – Types – Characteristics of Good Report – Report of Individuals.

Note:Question Paper Shall Cover 100% Theory

References

1. Chhabra, T.N., Modern Business Organization, New Delhi, Dhanpatrai&Sons.
2. Duggal, Balraj, Office Management and Commercial Correspondence, Kitabmahal, New Delhi.
3. P.K. Ghosh, “Office Management”, Sultan Chand &Sons. New Delhi
4. R.K. Chopra, Office Management, Himalaya Publishing House.
5. Business Communication – Rajendera Paul and KorlaHalli.

SEMESTER- II
Core V- CAPITAL MARKET & FINANCIAL SERVICES

Unit I

Indian Financial System: Components of Financial System (Financial Markets, Financial Institutions, Financial Instruments and Financial Services) – Financial System and Economic Development – Legal and Regulatory Framework of Financial Services.

Unit II

Capital Market: Primary & Secondary Market – Functions of SEBI - Primary Markets – Introduction – New Issue Market – Instruments in Security Markets – SEBI Guidelines Regarding Primary Markets - Listing of Securities – Meaning – Objectives – Classification – Objectives – Advantages – Disadvantages.

Unit III

Secondary Markets – Introduction – Stock Exchange – Origin – Growth - Characteristics – Functions – Organization – Limitations – Membership in Stock Exchanges – Classifications in India – Methods of Trading – Trading Mechanism of Stock Exchange - Recent Developments in Capital Markets.

Unit IV

Leasing: Types of Leasing – Advantages and Limitations of Leasing - Leasing Agreement – Legal Aspects of Leasing – Tax Benefits under Leasing Agreement in India. Factoring: Process – Types – Benefits. Merchant Banking: Meaning – Role of Merchant Banker in Managing Public Issues. – Drawbacks Portfolio Management - Introduction of Portfolio Management, Theories of Portfolio Management, Techniques of Portfolio Evaluation and Measures of Portfolio Revision.

Unit – V

Consumer Financing: Benefits to Banks and Customers – Different Types of Loans Available to Consumers. Credit Rating: Need - Rating Process – Rating Factors – Credit Rating Agencies in India With Their Rating Symbols - Defects of Credit Rating in India.

Note: Question Paper Shall Cover 100% Theory

Reference

1. Capital Market in India – C.B Bhawe, Sage Publication Ltd.
2. Capital Markets & Financial Services – Dr. S.Guruswamy, Vijay Nichole India (P) Ltd.
3. Merchant Banking – Principles and Practices – H. R. Machuraju, New Age International (P) Limited.
4. Financial Services – B.Santhanam, Margham Publication.
5. Bharathi V. Pathak (2011). Indian Financial System: Markets, Institutions and Services, 3/e; New Delhi: Pearson Education

Core VI - INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Unit-I

Investment – Meaning, Nature and Scope – Objective Speculation – Gambling – Investment Process- Financial Systems in India, Risk and Return, Measurement of Risk and Return - Nature- Scope- Element of Investment-Approaches to Investment Analysis – Securities Types – Features.

Unit -II

Investment Alternatives and Strategies: Financial Investment - Non-Financial Investment – Inbound and Out Bound Investments– Sources of Investment Information – Valuation of Fixed Income Securities and Variables –Income Securities(Excluding Derivatives)

Unit-III

Fundamental Analysis: Economic – Industry and Company Analysis – Source Information for Analysis

Unit -IV

Technical Analysis – Types and Charts – Dow Theory, Elliot Wave Theory, Odd Lot Theory, Breadth of Market, Relative Strength Analysis, Moving Average Analysis, Efficient Marks Hypothesis.

Unit V

Portfolio Analysis: Portfolio Risk and Return, Diversification- Weak, Semi And Strong Market- Markowitz Model- Sharpe Model- Single Index Model- CAPM – Arbitrage Pricing Theory.

Note: Question Paper Shall Cover 100% Theory

Reference

1. Security Analysis and Portfolio Management by Donald E. Fischer, Ronald J. Jordan, Prentice Hall of India Pvt. Ltd., New Delhi-110 001.
2. Investment Analysis and Portfolio Management by R.P. Rustagi, Sultan Chand & Sons Educational Publishers, New Delhi.
3. Investment Analysis and Portfolio Management By M. Ranganathan and R. Madhumathi Published by Pearson Education (Singapore) Pvt. Ltd., India Branch, 482 F.I.E. Patparganj Delhi- 110 092.
4. Security Analysis and Portfolio Management by S. Kevin PHI Learning Private Ltd. New Delhi – 110 001, 2008.
5. Investment Management by V.K. Bhalla & S.K. Tuteja. S. Chand & Company Ltd. Ram Nagar, New Delhi – 110 055.

Core VII -ADVANCED COST&MANAGEMENT ACCOUNTING

Unit-I

Cost Accounting – Concept,definition and Importance,Difficulties Between Financial Accounting and Cost Accounting - Element of Cost - Classification of Cost -Preparation of Cost Sheet - Accounting for Management Decisions – Meaning- Scope and Significance- Tools and Technique of Management Accounting -Relationship Between Cost and Management Accounting.

Unit- II

Material Cost Control – Fixation of Various Stock Level – Economic Order Quantity – Purchase Procedure – Issue of Materials – Pricing of Material Issues – Inventory Control and Verification Labour Cost Control – Wage Payment and Incentive Scheme – Idle Time and Overtime – Labour Turnover – Ratio Analysis – Significance - Classification – UsesandLimitations.

Unit- III

Overheads – Classification – Absorption of Overheads – Machine Hour Rate – Reconciliation of Cost and Financial Profits, Fund Flow Statement and Cash Flow Statement.

Unit- IV

Job Costing – Contract Costing – Process Costing- Budgeting – Meaning and Concept – Essentials of Good Budgeting – Types of Budgets – Sales , Production, Materials ,Flexible Budgets, Cash Budget And Zero Budget.

Unit -V

Material Costing – Meaning and Concept-Advantages and Limitation- Application of Materials Cost Techniques.Standard Costing – Techniques- Different Variances and Their Analysis – Relevance of Variance Analysis to Management Decisions.

Note: Question Paper Shall Cover 20% Theory and 80% Problem.

Reference

1. Cost Accounting – S.P.Iyengar– Sultan Chand & Sons.
2. Cost Accounting Principles and Practices – M.N.Arora– Vikas Publishing Housing Pvt Ltd.
3. Cost Accounting – A.MurthyandS.Gurusamy– Tata McgrawHill.
4. Dr. Maheswari. S.N, Management Accounting, New Delhi Sulthan Chand & Sons.
5. MohamadandGoyal, Principles of Management Accounting, Agra S.N.SahityaBhavan.

Core VIII- EXPORT AND IMPORT MANAGEMENT

Unit-I

Meaning and Definition of Export – Classification-Strategy and Preparation-Export Marketing-Export Marketing Organizations-Registration Formalities – IEC– RCMC-Export Licensing-Selection of Export Product-Identification of Market-Market of Exporting-Pricing Quotations-Payment Terms-Letter of Credit.

Unit-II

Export Import Documentation-Aligned Documentation System-Commercial Invoice-Shipping Bill-Certificate of Origin-Consumer Invoice-Mate's Receipt-Bill of Lading-GR Form-ISO 9000-Procedure for Obtaining ISO 9000-BIS 14000 Certification-Types of Marine Insurance Policies-Import Documents-Transport Documents-Bill to Entry-Certificate of Inspection-Certificate of Measurements-Freight Declaration.

Unit-III

Export Procedure-Export Contract-Forward Cover-Export Finance – Institutional-Framework for Export Finance-Excise Clearance-Pre-Shipment Inspection-Methods of Pre-Shipment Inspection-Marine Insurance-Role of Clearing and Forwarding Agents-Shipping and Customs Formalities-Customs EDI System-Negotiation of Documents-Realization of Exports Proceeds.

Unit-IV

Import Procedure-Pre-Import Procedure-Steps In Import Procedure-Legal Dimensions of Import Procedure-Customs Formalities for Imports-Warehousing of Imported Goods-Exchange Control Provisions for Imports-Retirement of Export Documents.

Unit-V

Foreign Trade Policy – Highlights-Special Focus Initiatives-Duty Drawback-Deemed Exports-Star Exports Houses-EPCG Scheme-Incentive for Exporters-Export Promotion Councils-Commodity Boards-ECGS-EXIM Bank.

Note:Question Paper Shall Cover 100% Theory

Reference

1. Export Marketing-TAS Balagobal,HimalayaPublishing House, Mumbai.
2. Export Management-D.C.Kapoor,Vikas Publishing House, New Delhi.
3. Handbook Of Import-Export Procedure-Ministry of Commerce, Govt.OfIndia
4. Export Documentation and Procedure-Nabhi Publications, New Delhi.
5. A Guide on Export Policy Procedure & Documentation– Mahajan

ELECTIVE-2

Paper 1 E-COMMERCE

Unit-I

e-Commerce - Meaning Concept and need- e-Commerce Vs Traditional Commerce - Features of E-Commerce - Need for E-Commerce - Channels of E-Commerce - Internet - Concept and Technologies - Web Technologies - Global Publishing Concept - Hyper Text Concept - Commercial Uses of Hyper Text - Urls, HTTP, HTML, HTML forms and CGI Gateway Services.

Unit-II

e-Commerce Models - Infrastructure for e-Commerce Models - Supply Chain Management - Remote Servicing - Digitalization of Prospectus and Servicing - Online Advertising and Marketing - e-Commerce - Electronic Cataloguing - Order Generation - Cost Estimation – Pricing – Accounting -Order Selection - Order Prioritization - Order Scheduling - Order Fulfilling - Delivery Order - Receipt Management - Past Sales Services.

Unit-III

Web Site Meaning - Web Site Design Principles - Technologies of Web Site - Various Methods of Customer Communication through Web Site.Electronic Payment Systems - Features -Types of e-Payment - Use of Various e-Cards for Business Payments – Implications - Recent Trends in Electronic Payment and Receipt.

Unit-IV

Business to Business Contract Through E-Commerce – Need – Technologies - Paperless Trading - Concept EDI - Standards - VANS - EDI Service - Internet Based EDI - FTP Based Messaging. Using e-Commerce - Workflow Management - Product Differentiation – Organization -Re-Structuring - Logistics Management - Knowledge Management - Mass Customization.

Unit-V

Features of IT Act 2000 - Security Risks - Risk Management Approaches - Legal Framework of E-Commerce - Multi Media and E-Commerce Multimedia Technologies - Desk Top Video Conferencing - Broad Band Networks - Related Concepts - ATM And Cell Relay - Visa Cards.

Note:Question Paper Shall Cover 100% Theory

References

1. Electronic Commerce and Applications: Bhasker, Mcgraw – Hill Education (India) Ltd.,
2. Business on the Net E-Commerce: What’S and How’S Of: Agarwala, K.N and DeekshaAgarwal,Macmillan, New Delhi.
3. Electronic Commerce; DiwanPragandSunil Sharma, Micro Soft Press, Washington.
4. Electronic Commerce: Schneider, Gray D., Course Technology, Delhi.
5. "E-commerce: business, technology, society," Kenneth C. Laudon and Carol G. Traver, Addison Wesley, 5th Edition, 2009.

Paper – 2 BUSINESS FINANCE

Unit –I

Business Finance: Business Finance – Importance & Nature – Functions – Capital Resources and Working Capital Administration – Capital Structure Planning – Management of Current Assets.

Unit –II

Investment Management: Why Investment – Investment Vs Gambling & Speculation Financial Markets and Money Market Instruments- Equity, Bonds or Debentures – Mutual Fund Schemes.

Unit –III

Securities Market and Portfolio Theory: Primary & Secondary Market – SEBI And Future Challenges – Indian Stock Market Vs Stock Market Abroad – Risk Return Relationship – Diversification & Portfolio Risk – Behavioral Finance: Emotional & Social Influences And Market Inefficiency.

Unit –IV

Banking: Rural Finance & Rural Banking in India – Development Banking & Financial Institutions of India – Relationship between Bank & Customer. Functions and Monetary Policy of RBI. Appraisal Functions Of Public & Private Bank's Performance in India.

Unit – V

Insurance: Concept of Insurance, The Nature of Insurance – How Insurance Operates Today – Management of Risk By Individuals – Role of Insurance In Economic Development & Social Security: Insurance Market and Customers. The Role of Regulators & Importance of Insurance Customers, Customer Behavior at Purchase Point.

Note: Question Paper Shall Cover 100% Theory

References

1. N.P. Awarwal & B.K. Mishra, Business Finance, New Delhi-2009
2. Eddie McInaney, Business Finance Theory and Practice, 8th Edition, Prentice Hall Publication.
3. Roberto G Medina, Business Finance, 7th Edition 2007, Rex Book Store Publication.
4. Ross, Westerfield, Jordan, Essentials of Corporate Finance, 7 ed.
5. McGraw-Hill, Irwin. (RWJ) th (Several copies of 5 and 6 editions are on Reserve at the library.

Core IX- CORPORATE ACCOUNTING AND LEGAL FRAMEWORK

Unit – I

Corporate Accounting – Meaning and Objectives - Preparation of Company Final Account – P&L Account – Statutory Requirements – Provisions and Reserve as per Companies Act – Managerial Remuneration – Balance Sheet – Acquisition – Amalgamation – Absorption – Reconstruction – Internal and External – Goodwill – Capital Reserve – Purchase Consideration.

Unit – II

Liquidation of Companies – Mode of Winding up – Statement of Affairs – Liquidators Final Statement – of Accounts – Liquidators Remuneration – Final Statement – Banking Companies – Legal Requirements – Form of P&L Account – Schedules – Financial Statement – Balance Sheet.

Unit-III

Legal Frame Work - Overview: Companies Act 1956 - Memorandum of Association - Articles of Association – Prospectus – IPO - Limited Partnership - Powers, Rights and Duties of Directors.

Unit-IV

Corporate Governance – Concept – Objectives – Principles – Components – Advantages -Effect of Non - Implementation of Corporate Governance - Legal Frame Work - Composition of The Board - Audit Committee - Role of Audit Committee.

Unit-V

Corporate Social Responsibility: An Overview - Concept of Social Responsibility - Archieve Carroll Model - Definition - Dimension of CSR - Benefits of Implementing CSR - Stages of CSR - CSR In India - Mandatory Provisions.

Note:Question Paper Shall Cover 50% Theory and 50 % Problem.

References

1. Kapoor N.D. Company Law, Sultan Chand & Sons, New Delhi 1999.
2. V.Sithapathy Corporate Governance, Taxmann, New Delhi 2006.
3. R.L Gupta Radhaswamy M. Advanced Accounting, New Delhi.
4. Sukla M.C and Crewl . T. S Advanced Accounts, Chand, New Delhi, 2002.
5. Jain S.P & Narang K.L Advanced Accounting, Kalyani Publisher, 2002.

Core X- STRATEGIC MANAGEMENT

Unit – I

Introduction and Meaning of Strategy and Strategic Management – Mission and Purpose – Objectives – Goals – Stages – Functional Level Strategies – Environment Analysis – Environmental Scanning and Industry Analysis

Unit – II

Strategy Formulation and Choice of Alternatives: Modernization – Diversification – Integration – Merger – Takeover and Joint Venture – Turnaround – Disinvestment and Liquidation Strategies – Process of Strategic Choices – Generic Competitive Strategies – Cost Leadership – Differentiation Focus – Value Chain Analysis – Bench Marketing.

Unit – III

Strategic Decisions – Approach to Strategies Formulation – Strategic Alternatives – External Growth Strategies – Generic Business Strategies – Corporate Strategies – Choice of Strategies.

Unit -IV

Strategy Implementation - Inter Relationship between Strategy Formulation and Implementation – Structural Implementation – Behavioral – Functional Implementation - Strategic Evaluation Control.

Unit – V

Strategic Issues in Global Business – Managing Technology and Innovation – Specified Types of Organization – Organizational Adoption and Change.

Note: Question Paper Shall Cover 100% Theory

References

1. Strategic Management Concepts & Cases – Fred.R.David– Pearson Education.
2. Strategic Management & Business Policy – Thomas.L.Wheelan, J.David Hunger – Pearson Education.
3. Business Policy – AzharKazmi– Tata Mcgraw Hill.
4. Strategic Management – L.M.Prasad– Sultan Chand & Sons.
5. Strategic Management – P.C.Jain– Ramesh Book Depot.

Core XI - RESEARCH METHODOLOGY AND STATISTICAL APPLICATIONS

Unit I

Meaning Of Business Research-Types of Research-Descriptive, Exploratory, Experimental – Historic-Pure and Applied-Research Problem-Research Design-Components of Research Design.

Unit-II

Sampling– Census-Universe/Population – Sample-Sampling Techniques-Random and Non-Random Sampling-Sampling Frame-Size of Sample-Sampling and Non-Sampling Errors.

Unit-III

Collection of Data- Primary and Secondary Data-Tools of Collection of Data – Questionnaire-Personal Interview – Interview – Schedule – Observation-Precautions to be Taken While Applying Tools-Pilot Study and Pre-Testing.

Unit-IV

Analysis and Interpretation of Data – Hypothesis-Formulation and Testing of Hypothesis-Methods of Testing Hypothesis-Parametric and Non-Parametric Tests, Tests of Significance- T-Test, F-Test-Analysis of Variance-Application of Excel Worksheet and SPSS Package.

Unit-V

Research Report- Types of Report-Target Audience-Steps in Drafting a Research Report-Contents of A Research Report-Title Pages-Table Contents-Body of A Report-Appendices – Bibliography-Food Notes.

Note:The Question Paper Should Consist of 60%Theory and 40%Problem.

Reference

1. Research Methodology: Methods and Techniques C.R.Kothari, New Delhi Wiley Eastern Ltd.
2. Methodology of Research in Social Science, O.R.KrishnaswamiandM.Ranganatham, Himalaya Publishing House.
3. Research Methods in Commerce-Ammrchand D Emerald Publishers, Chennai.
4. Thesis and Assignment Writing-Anderson J.Berry H.D &Poole, New Delhi, M.Wiley Eastern Ltd.
5. Kurien C.R. Research Methods in Economic and Social Science, Sangam Publishers

Core XII - INCOME TAX AND TAXPLANNING

Unit-I

Introduction to Income Tax Act-Definitions - Residential Status - Scope of Total Income - Exempted Incomes U/S 10.

Unit-II

Computation of Salary Income - Salary Items - Allowances - Perquisites - Savings Eligible for Deduction - Calculations of House Property Income - Annual Value – Deductions - Exempted House Property Incomes - Tax Planning.

Unit-III

Income From Business - Expenses Allowed - Expenses Disallowed - Computation of Professional Income - Calculation of Capital Gain - Meaning - Types - Exempted Capital Gain - Tax Planning.

Unit-IV

Computation of Income from Other Sources - Incomes Chargeable Under other Source - Deduction from other Source Income - Set Off and Carry Forward of Losses - Tax Planning.

Unit-V

Deductions From Gross Total Income - Clubbing of Income - Income Tax Authorities - Assessment of Individual - Rates of Income Tax.

Note:The Question Paper Should Consist of 20%Theory and 80%Problem.

References

1. Income Tax Law and Practice: V.P.Gaur&D.B.Narang(Kalyani Publishers)
2. Income Tax Law and Practice: Dr.H.C.Mehrotra&S.P.Goyal(SatiyaBhava Publication, Agra)
3. Income Tax Law and Practice 2008-09: Hariharan(Mcgraw-Hill Educations (India) Ltd.
4. Income Tax Law and Practice: T.S.Reddy&Y.S.Hari Prasad Reddy (Margham Publications, Chennai)
5. Income Tax Law and Practice: Dr.VinodK.Sighania(Taxmann Publications, New Delhi)

ELECTIVE-3

Paper -1 ENTREPRENEURIAL DEVELOPMENT

Unit-I

Entrepreneurial – Meaning - Evolution and Concept - Function of Entrepreneur – Types – Characteristics - Differentiate Manager and Entrepreneur – Entrepreneur - Behavioral Patterns of Entrepreneurs.

Unit-II

Entrepreneurship - Meaning – Traits and Types - Importance of Entrepreneurship - Entrepreneurial Process - Theories of Entrepreneurship - Entrepreneurial Culture and Structure - Barriers of Entrepreneurship - Growth of Entrepreneurship in India.

Unit-III

Women Entrepreneurship – Concept - Growth and Role – Functions – Problems - Development of Women Entrepreneurship - Rural Entrepreneurship - Need - Problems and Development of Rural Entrepreneurship - Small Entrepreneurs.

Unit-IV

Project and Business Idea-Classification and Identification-Selection-Project Report Significance and Contents - Project Formulation - Project Life Cycle - Project Appraisal Methods -Project Design and Network Analysis - Sources of Project Finance.

Unit-V

Entrepreneurial Growth - Role of Government and NGO in Promoting Entrepreneurship in India – EDPS - Role of Promotional Institutions in ED - NIESBUD-SSIC-SIDO-SIPCOT-SIDCS-TECOS-ITCOT-DIC-NSIC-TWDC-TIIC-IIC-SFC-Development Bank and Commercial Bank-Future of Entrepreneurs.

Note:Question Paper Shall Cover 100% Theory

References

1. Entrepreneurial Development – S.S.Khanka– S.ChandandCompany Ltd.
2. Entrepreneurship Development in India – C.B.GuptaandN.P.Srinivasan– Sultan Chand and Sons.
3. Entrepreneurship – Bruce R.Barringer, R.Duane Ireland – Pearson Education.
4. Entrepreneurial Development – Jayashree Suresh – Margam Publication.
5. Entrepreneurial Development – RenuAroraand S.K.Sood– Kalyani Publication.

Paper -2 RESOURCE MANAGEMENT TECHNIQUES

Unit- I

Resource Management Techniques-Introduction Nature-Application of RMT in Decision Making – Modeling-Classification of Models-Principles of Modeling.

Unit-II

Linear Programming Problem – Assumptions-Formulation of Linear Programming-Problems and Solutions-Graphic Method-Simplex Method-Big M Method

Unit-III

Transportation Problem-IBFS North West Corner Rule-Least Cost Method-Vogels Approximation Method-Optimum Solution-Modi Method Assignment Problem-Minimization – Balanced-Unbalanced.

Unit-IV

Decision Theory-Decision Theory Under Uncertainty-Maximin Criterion-Maximax Criterion-Maximax Regrets Criterion-Decision Theory Under Risk-Expected Monetary Value-Expected Opportunity Loss-Expected Value Under Perfect, Information-Decision Tree.

Unit-V

Network Analysis-Basic Concepts-Constructions of Network-Critical Path Method(CPM)-Program Evaluation Review Technique(PERT)-Demand Forecasting-Time Series-Secular Trend-Method of Moving Average-Method of Least Squares-Seasonal Indices-Method of Simple Average Method of Link Relatives.

Note:The Question Paper Should Consist of 20%Theory and 80%Problem.

References

1. Resource Management Technique (Or) Prof.V.Sundaresan, K.S.Ganapathy Subramanian, K.Ganesan– A.R.Publications.
2. Quantitative Techniques in Management, Tata Mcgraw Hill Publishing Company Ltd, New Delhi – Vohra N.D.
3. Statistical Methods (Sultan Chand & Sons Publi.) – Gupta S.P. (2007).
4. Quantitative Method – Agarwal D.R. (2003).
5. Statistics for Management – Richard Levi. (2000).

SEMESTER-IV

Core XIII - HUMAN RESOURCE MANAGEMENT

Unit-I

Human Resource Management-Objectives-Scope-Function-Difference between Personnel Management and Human Resource Management- Evolution and Development- Personal Policies and Principles-Environment of HRM- Strategic HRM-Role of HRM in Strategic Management.

Unit-II

HRM Planning-Objectives-Need and Importance-Human Resource Planning Process-Job Analysis-Concepts-Techniques-Recruitment Process-Selection-Induction-Socialization.

Unit-III

Career Planning and Development-Process-Career Management-Employee Training-Need and Importance-Steps in Training-Executive Development-Methods-Evaluation-Organization Development-Promotion-Transfer-Demotion-Separation.

Unit-IV

Job Evaluation-Objectives-Procedures-Methods-Performance Appraisal-Wage and Salary Administration-Motivation-Employee Empowerment-Forms of Empowerment-Empowerment in India- Workers Participation in Management-Employee Discipline-Employee Grievance-Employee Welfare.

Unit-V

Industrial Relations-Concepts-Scope-Objectives and Importance-Industrial Relations in India-Industrial Disputes-Causes-Prevention-Trade Unions-Collective Bargaining-Personnel Research and Audit-Human Resource Accounting-Human Resource Information System.

Note:Question Paper Shall Cover 100% Theory

Reference

1. Khanka.S.S.-Human Resource Management.
2. Aswathappa.K.L-Human Resource Management.
3. Ivancovich- Human Resource Management.
4. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)
5. Human Resource Management – Gary Dessler
6. Personnel Management – C. B. Mamoria

Core XIV- INDIRECT TAXES

Unit- I

Principles of Taxation-Federal Finance System-Indirect Taxes Merits and Demerits-Direct Taxes Advantages and Disadvantages-Difference Between Direct Tax and Indirect Tax.

Unit-II

Central Excise Act – Objectives-Important Definitions-Levy If Excise Duty-Duty Drawback – MODVAT– CENVAT-Distinction between Excise Duty and Sales Tax-Value Added Tax – Objectives-Important Definitions-Merits and Demerits-Registration of Dealers-Exempted Goods Under VAT.

Unit-III

Customs Act – Objectives – Types-Important Definitions – Exemptions-Powers to Prohibit Import and Export of Goods-Prohibited Items of Exports and Imports.

Unit-IV

Central Sales Tax – Objectives-Important Definitions-Interstate Trade of Commerce-Difference between Interstate and Infra State Trade-Procedure for Levy and Collection.

Unit-V

GST– Meaning-Procedure of Preparation-Justification for Introduction of GST– Advantages- Short Comings at The State Level-Applicability-Appportionment of GST Between Central and States.

Note:Question Paper Shall Cover 100% Theory

References

1. Indirect Taxation: Dr.V. Balachandran (Sultan Chands & Sons, New Delhi)
2. Indirect Taxes: T.S. Reddy &Y.S.Hari Prasad Reddy (MarghanPublications, Chennai)
3. Indirect Taxation: S.Sethurajan&K.Singaravelu-Speed Publishers, Coimbatore.
4. AcharyaShuklenra& M.G. GurthaModern Law Publications, 8, Hastings Road (near High Court) Allahabad-211001.
5. Corporate Tax Planning E.A. SrinivasTata MacGraw Hill Publishing Co. (P) Ltd., New Delhi

ELECTIVE-4

Paper 1 INSURANCE AND RISK MANAGEMENT

Unit-I

Introduction of Insurance - Role of Insurance - Characteristics of an Insurable Risk - Principles of Insurance – Reinsurance - Double Insurance - IT in Insurance.

Unit-II

Indian Insurance Industry – Reforms - Private Players of Indian Insurance Market - IRDA Regulations: for Licensing of Insurance Agents - for Protection of Policy Holders Interest. Actuary – Meaning - SOA.

Unit-III

Introduction to Risk Management – Concept of Risk – Types of Risk – Principles of Risk Management – Risk Management Process – Objectives of Risk Management.

Unit-IV

Risk Management Applications – Retirement Planning and Amenities Employees Benefit – Financial and Estate Planning.

Unit-V

Risk Management and Control - Methods of Risk Management - Risk Management by Individuals and Corporations - Tools for Controlling Risk.

Note: Question Paper Shall Cover 100% Theory

References

1. Insurance and Risk Management: Dr.P.Gupta, Himalaya Publishing House, Mumbai.
2. Principles of Insurance and Risk Management: Alka Mittal and S.L.Gupta, S.Chand&Sons Publisher, New Delhi.
3. Insurance – Theory and Practice: NaliniPravaTripathyandPrabirPai, Prentice Hall Pvt Ltd, New Delhi.
4. Introduction to Risk Management and Insurance: Mark S. Dorfman, Prentice Hall Pvt Ltd, New Delhi.
5. Fundamentals of Insurance: P.Periyasamy, Vijay Nicole Publication, Chennai House, Mumbai -2002.

Paper 2- ADVERTISEMENT

Unit-I

Understanding Advertising: Concept – Nature – Definitions - Evolution and History – Role – Objectives - Functions and Significance - Basic Theories and Applications - Types and Classification of Advertising - Factors Determining Advertising Opportunity of A Product – Service – Idea - Types of Appeals and Advertising Messages.

Unit-II

Digital Advertising: Defining Digital Advertising-Evolution and Current Status-Digital Media Landscape-E-Milers and Search and Augmented Reality-Emerging Trends-Digital Advertising Agencies-Structure and Functions-Hybrid Advertising

Unit – III

Agency Structure: Role and Responsibilities Across Levels - Evolution of AddAgencies - Various Stages and Current Status - Account Planning - Account Servicing - Creative - Copy Art - Media Production – Billing – Remuneration – Pitching – Client - Agency Relationship - Revenue And Commission System.

Unit-IV

Account Management: Account Management Scope – Definition – Responsibilities - Implementation Paths - Agency Operation - Role of Advertising Agency - Types of Advertising Agency - Client Agency Relationship - Factors Affecting Agency Relationship – Mechanism - Simulation.

Unit-V

Advertising and Society - Ethical Issues in Advertising - Social Criticism of Advertising - Laws in Advertising - Advertising Statutory Bodies in India - Role Of AAA and ASCI and Study of Various Codes of Conduct.

Note:Question Paper Shall Cover 100% Theory

Reference

1. Abrahams David: Brand Risk-Adding Risk Literacy to Brand Management(Gower,UK,2008)
2. Banerjee, Preeta M-Social Responsibility and Environmental Sustainability In Business (New Delhi: Response Business Books, 2010).
3. Bergd BG: Advertising Principles Choice Challenge Change(NTC Business Book, USA 1999)
4. Bhatia K.TEJ: Advertising And Marketing In Rural India (Macmillan India Ltd.2007)
5. Advertising Management – concepts and cases Mahendra Mohan.

Duration of the Programme

The M.Com programme shall consist of two academic years divided into four semesters. This Programme consists of 18 subjects and 01 project work. Each theory course has 3 - 4 credits and each semester has 18 credits. Project work has 9 credits. The total credits for this programme is 72.

PROCEDURE FOR ADMISSION, CURRICULUM TRANSACTION AND EVALUATION

Procedure for Admission

A candidate who has passed any U.G degree (10 + 2+ 3 system) of Periyar University or any other University accepted by the Syndicate as equivalent thereto shall be eligible to appear and qualify for the M.Com of this University.

Curriculum Transactions

The classroom teaching would be through chalk and talk method, use of OHP, Power Point presentations, web-based lessons, animated videos, etc. Student can participate actively in the face to face contact sessions. Student seminars would be conducted and scientific discussion would be arranged to improve their communicative skill.

The face to face contact sessions will be conducted as per norms.

Evaluation

The evaluation shall be conducted separately for theory, and project work to assess the knowledge acquired during the course of study. There shall be two systems of evaluation viz., internal assessment and end semester examinations.

In the case of theory courses the internal evaluation shall be conducted as Continuous Internal Assessment viz. student assignment preparation, seminar, etc. The internal assessment shall comprise of maximum 25 marks for each subject. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

Question Paper Pattern

Answer all questions (one question from each UNIT with internal choices Time: 3 Hours
Max. Marks: 75

Part A- 10 x 2 Marks = 20 Marks

Part B -5 x 5 Marks = 25 Marks

Part C- 3 x 10 Marks = 30 Marks

Distribution of Marks in Continuous Internal Assessments

The following procedure shall be followed for awarding internal marks for theory courses

Component	Marks
Seminar (1 per course)	5
Assignments(2 per course)	20
Total	25

Passing Minimum

1. Separate passing is prescribed for Internal and External
2. The passing minimum for CIA shall be 50% out of 25 marks (i.e.12 Marks).
3. The passing minimum for university examination shall be 50% out of 75 marks (i.e. 38 marks)

There is no passing minimum for the record notebook. However submission of a record notebook is a must.

Candidate who does not obtain the required minimum marks for a pass in a course shall be required to appear and pass the same at a subsequent appearance.

Format of the title page:

TITLE OF THE PROJECT REPORT

Project report submitted

To

Periyar University in partial fulfilment of the

Requirement for the award of the

Degree of Master of Commerce

Submitted by

[StudentName &Reg. no]

Under the Guidance

[Guide Name &Designation]

College logo

Department Name with College Address

Month – Year

Format of the Certificate:

CERTIFICATE

This is to certify that the project report entitled-----
-----submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Commerce is a record of bonafied project work carried out by -----under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date:

Place:

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voice exam: _____

Internal Examiner

External Examiner

Format of the certificate:

DECLARATION

I hereby declare that the project work entitled-----
-----submitted to the Periyar University in partial fulfilment of the requirements for the
award of the degree of MASTER OF COMMERCE is a record of original research work done by
me, under the supervision and guidance of ----- and it has not formed
the basis for the award of any degree/diploma/associate ship/fellowship or other similar title to
any candidate of any University.

Date:

Signature of the Supervisor

Place: