



PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM-636011

DEGREE OF MASTER OF COMMERCE
GENERAL

SYLLABUS FOR
MASTER OF COMMERCE(M.Com)

[SEMESTER PATTERN]

[For Candidates Admitted In The Colleges
Affiliated To Periyar University From
2023-24 Onwards]

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M.Com., GENERAL

Programme Objectives:

The M.Com. Post Graduate Degree program encompasses advancements in the fields of finance, marketing, management, accounting, law, taxation, entrepreneurship, organisational behaviour, computer applications, research, etc., to equip students with indepth knowledge and skills required to cope with the dynamics of the constantly changing business environment and technological upgradations.

This program provides the framework to enhance the learner's acumen, logical and analytical thinking through mandatory internships and research projects which facilitates industry exposure, ensuring job readiness and confidence to become job providers.

| TANSICHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR POSTGRADUATE EDUCATION | |
|--|--|
| Programme | M.COM GENERAL |
| Programme Code | |
| Duration | PG - Two Years |
| Programme Outcomes (POs) | <p>PO1: Problem Solving Skill Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.</p> <p>PO2: Decision Making Skill Foster analytical and critical thinking abilities for data-based decision-making.</p> <p>PO3: Ethical Value Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.</p> <p>PO4: Communication Skill Ability to develop communication, managerial and interpersonal skills.</p> |

| | |
|--|---|
| | <p>PO5: Individual and Team Leadership Skill</p> <p>Capability to lead themselves and the team to achieve organizational goals.</p> <p>PO6: Employability Skill</p> <p>Inculcate contemporary business practices to enhance employability skills in the competitive environment.</p> <p>PO7: Entrepreneurial Skill</p> <p>Equip with skills and competencies to become an entrepreneur.</p> <p>PO8: Contribution to Society</p> <p>Succeed in career endeavors and contribute significantly to society.</p> <p>PO 9 Multicultural competence</p> <p>Possess knowledge of the values and beliefs of multiple cultures and a global perspective.</p> <p>PO 10: Moral and ethical awareness/reasoning</p> <p>Ability to embrace moral/ethical values in conducting one’s life.</p> |
| <p>Programme Specific Outcomes (PSOs)</p> | <p>PSO1 – Placement</p> <p>To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.</p> <p>PSO 2 - Entrepreneur</p> <p>To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations.</p> |

PSO3 – Research and Development

Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.

PSO4 – Contribution to Business World

To produce employable, ethical and innovative professionals to sustain in the dynamic business world.

PSO 5 – Contribution to the Society

To contribute to the development of the society by collaborating with stakeholders for mutual benefit.

Template for P.G., Programmes

| Semester-I | Credit | Hours | Semester-II | Credit | Hours | Semester-III | Credit | Hours | Semester-IV | Credit | Hours |
|------------------------------------|-----------|-----------|---------------------------------------|-----------|-----------|-------------------------------------|-----------|-----------|--|-----------|-----------|
| 1.1. Core-I | 5 | 7 | 2.1. Core-IV | 5 | 5 | 3.1. Core-VII | 5 | 6 | 4.1. Core-XI | 5 | 6 |
| 1.2 Core-II | 5 | 7 | 2.2 Core-V | 5 | 6 | 3.2 Core-VIII | 5 | 6 | 4.2 Core-XII | 5 | 6 |
| 1.3 Core – III | 4 | 6 | 2.3 Core – VI | 4 | 5 | 3.3 Core – IX | 5 | 6 | 4.3 Project with viva voce | 7 | 10 |
| 1.4 Discipline Centric Elective -I | 3 | 5 | 2.4 Discipline Centric Elective – III | 3 | 4 | 3.4 Core – X | 4 | 6 | 4.4 Elective - VI (Industry / Entrepreneurship) 20% Theory 80% Practical | 3 | 4 |
| 1.5 Generic Elective-II: | 3 | 5 | 2.5 Generic Elective -IV: | 3 | 4 | 3.5 Discipline Centric Elective - V | 3 | 3 | 4.5 Skill Enhancement course / Professional Competency Skill | 2 | 4 |
| | | | 2.6 NME I | 2 | 4 | 3.6 NME II | 2 | 3 | 4.6 Extension Activity | 1 | |
| | | | Human Rights | 1 | 2 | 3.7 Internship/ Industrial Activity | 2 | - | | | |
| | 20 | 30 | | 23 | 30 | | 26 | 30 | | 23 | 30 |
| Total Credit Points -92 | | | | | | | | | | | |

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credits and Hours Distribution System for all Post – Graduate Courses including Lab Hours

First Year – Semester – I

| Part | List of Courses | Credits | No. of Hours |
|-------------|------------------------|----------------|---------------------|
| | Core – I | 5 | 7 |
| | Core – II | 5 | 7 |
| | Core – III | 4 | 6 |
| | Elective – I | 3 | 5 |
| | Elective – II | 3 | 5 |
| | | 20 | 30 |

Semester-II

| Part | List of Courses | Credits | No. of Hours |
|-------------|------------------------|----------------|---------------------|
| | Core – IV | 5 | 6 |
| | Core – V | 5 | 5 |
| | Core – VI | 4 | 5 |
| | Elective – III | 3 | 4 |
| | Elective – IV | 3 | 4 |
| | NME-I | 2 | 4 |
| | Human Rights | 1 | 2 |
| | | 23 | 30 |

Second Year – Semester – III

| Part | List of Courses | Credits | No. of Hours |
|-------------|--|----------------|---------------------|
| | Core – VII | 5 | 6 |
| | Core – VIII | 5 | 6 |
| | Core – IX | 5 | 6 |
| | Core (Industry Module) – X | 4 | 6 |
| | Elective – V | 3 | 3 |
| | NME-II | 2 | 3 |
| | Internship / Industrial Activity [Credits] | 2 | - |
| | | 26 | 30 |

Semester-IV

| Part | List of Courses | Credits | No. of Hours |
|-------------|--|----------------|---------------------|
| | Core – XI | 5 | 6 |
| | Core – XII | 5 | 6 |
| | Project with VIVA VOCE | 7 | 10 |
| | Elective – VI (Industry Entrepreneurship) | 3 | 4 |
| | Skill Enhancement Course – III / Professional Competency Skill | 2 | 4 |
| | Extension Activity | 1 | - |
| | | 23 | 30 |

Total 92 Credits for PG Courses

| METHODS OF EVALUATION | | |
|------------------------------|--|------------------|
| Internal Evaluation | Continuous Internal Assessment Test | 25 Marks |
| | Assignments / Snap Test / Quiz | |
| | Seminars | |
| | Attendance and Class Participation | |
| External Evaluation | End Semester Examination | 75 Marks |
| Total | | 100 Marks |
| METHODS OF ASSESSMENT | | |
| Remembering (K1) | <ul style="list-style-type: none"> • The lowest level of questions require students to recall information from the course content • Knowledge questions usually require students to identify information in the textbook. | |
| Understanding (K2) | <ul style="list-style-type: none"> • Understanding of facts and ideas by comprehending, organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond simple recall and require students to combine data together | |
| Application (K3) | <ul style="list-style-type: none"> • Students have to solve problems by using / applying a concept learned in the classroom. • Students must use their knowledge to determine an exact response. | |
| Analyze (K4) | <ul style="list-style-type: none"> • Analyzing the question is one that asks the students to break down something into its component parts. • Analyzing requires students to identify reasons, causes or motives and reach conclusions or generalizations. | |
| Evaluate (K5) | <ul style="list-style-type: none"> • Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. • Students are engaged in decision-making and problem – solving. • Evaluation questions do not have single right answers. | |
| Create (K6) | <ul style="list-style-type: none"> • The questions of this category challenge students to get engaged in creative and original thinking. • Developing original ideas and problem solving skills | |

**PROGRAMME OUTCOMES (PO) - PROGRAMME SPECIFIC
OUTCOMES (PSO) MAPPING**

| PROGRAMME SPECIFIC OUTCOMES (PSO) | | | | | |
|--|------------|------------|------------|------------|------------|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| PSO1 | 3 | 3 | 3 | 3 | 3 |
| PSO2 | 3 | 3 | 3 | 3 | 3 |
| PSO3 | 3 | 3 | 3 | 3 | 3 |
| PSO4 | 3 | 3 | 3 | 3 | 3 |
| PSO5 | 3 | 3 | 3 | 3 | 3 |

Level of Correlation between PO's and PSO's

(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)

Assign the value

1 – Low

2 – Medium

3 – High

0 – No Correlation

Credit Distribution for PG Programme in Commerce

M.Com. (General)

First Year

Semester I

| | Course | Credit | Hours per Week |
|--------|---|--------|----------------|
| Part I | Core I - Business Finance | 5 | 7 |
| | Core II - Digital Marketing | 5 | 7 |
| | Core III - Banking and Insurance | 4 | 6 |
| | Elective I A - Security Analysis and Portfolio Management (or) I B - Operations Research | 3 | 5 |
| | Elective II A - Labour Laws (or) II B - Strategic Human Resource Management | 3 | 5 |
| | | 20 | 30 |

Semester II

| | Course | Credit | Hours per Week |
|---------|---|--------|----------------|
| Part I | Core IV - Strategic Cost Management | 5 | 5 |
| | Core V - Corporate Accounting | 5 | 6 |
| | Core VI - Setting up of Business Entities | 4 | 5 |
| | Elective III A - Business Ethics and Corporate Sustainability (or) III B - Audit and Due Diligence | 3 | 4 |
| | Elective IV A - Rural and Agricultural Marketing (or) IV B - Logistics and Supply Chain Management | 3 | 4 |
| Part II | NME-I | 2 | 4 |
| | Human Rights | 1 | 2 |
| | | 23 | 30 |

Second Year**Semester III**

| | Course | Credit | Hours per Week |
|---------|--|---------------|-----------------------|
| Part I | Core VII - Taxation | 5 | 6 |
| | Core VIII - Research Methodology | 5 | 6 |
| | Core IX - Computer Applications in Business | 5 | 6 |
| | Core X - International Business | 4 | 6 |
| | Elective V A - Strategic Management (or) V B - International Financial Management | 3 | 3 |
| Part II | NME-II | 2 | 3 |
| | Internship/Industrial Activity (Credits) | 2 | - |
| | | 26 | 30 |

Semester IV

| | Course | Credit | Hours per Week |
|---------|--|---------------|-----------------------|
| Part I | Core X - Corporate and Economic Laws | 5 | 6 |
| | Core XI - Human Resource Analytics | 5 | 6 |
| | Project with Viva | 7 | 10 |
| | Elective VI A- Organisational Behaviour (or) VI B - Insolvency Law and Practice | 3 | 4 |
| Part II | Skill Enhancement | 2 | 4 |
| | Extension Activity | 1 | - |
| | | 23 | 30 |
| | Total (Semester I to IV) credits | 92 | |

M.Com. (General)

First Year Core –I Semester I

BUSINESS FINANCE

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|-------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | BUSINESS FINANCE | | 7 | - | - | - | 5 | 7 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To outline the fundamental concepts in finance |
| 2 | To estimate and evaluate risk in investment proposals |
| 3 | To evaluate leasing as a source of finance and determine the sources of startup financing |
| 4 | To examine cash and inventory management techniques |
| 5 | To appraise capital budgeting techniques for MNCs |

Course Units

| |
|---|
| UNIT I (18 hrs) Introduction to Business Finance and Time vale of money Business Finance: Meaning, Objectives, Scope -Time Value of money: Meaning, Causes – Compounding – Discounting – Sinking Fund Deposit Factor – Capital Recovery Factor – Multiple Compounding– Effective rate of interest – Doubling period (Rule of 69 and Rule of 72) – Practical problems. |
| UNIT II(18 hrs) Risk Management Risk and Uncertainty: Meaning – Sources of Risk – Measures of Risk – Measurement of Return – General pattern of Risk and Return – Criteria for evaluating proposals to minimise Risk (Single Asset and Portfolio) – Methods of Risk Management–Hedging currency risk. |

| | |
|--|-----------------|
| UNIT III | (18 hrs) |
| Startup Financing and Leasing | |
| Startup Financing: Meaning, Sources, Modes (Bootstrapping, Angel investors, Venture capital fund) - Leasing: Meaning – Types of Lease Agreements – Advantages and Disadvantages of Leasing – Financial evaluation from the perspective of Lessor and Lessee. | |
| UNIT IV | (18 hrs) |
| Cash, Receivable and Inventory Management | |
| Cash Management: Meaning, Objectives and Importance – Cash Cycle – Minimum Operating Cash – Safety level of cash – Optimum cash balance - Receivable Management: Meaning – Credit policy – Controlling receivables: Debt collection period, Ageing schedule, Factoring – Evaluating investment in accounts receivable - Inventory Management: Meaning and Objectives – EOQ with price breaks – ABC Analysis. | |
| UNIT V | (18 hrs) |
| Multi National Capital Budgeting | |
| Multi National Capital Budgeting: Meaning, Steps involved, Complexities, Factors to be considered– International sources of finance – Techniques to evaluate multi-national capital expenditure proposals: Discounted Pay Back Period, NPV, Profitability Index, Net Profitability Index and Internal Rate of Return – Capital rationing -Techniques of Risk analysis in Capital Budgeting. | |

Theory 40%; Problems: 60%

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Explain the important finance concepts | K2 |
| CO 2 | Estimate risk and determine its impact on return | K5 |
| CO 3 | Examine leasing and other sources of finance for startups | K4 |
| CO 4 | Summarize cash, receivable and inventory management techniques | K2 |
| CO 5 | Evaluate techniques of long term investment decision incorporating risk factor | K5 |

Books for study:

1. Maheshwari S.N., (2019), “Financial Management Principles and Practices”, 15th Edition, Sultan Chand & Sons, New Delhi.
2. Khan M.Y & Jain P.K, (2011), “Financial Management: Text, Problems and Cases”, 8th Edition, McGraw Hill Education, New Delhi.
3. Prasanna Chandra, (2019), “Financial Management, Theory and Practice”, 10th Edition, McGraw Hill Education, New Delhi.
4. Apte P.G, (2020), “International Financial Management” 8th Edition, Tata McGraw Hill, New Delhi.
5. Srinivasan.T(2023), Financial Management, 1st Edition, Vijay Nicole Imprints Private Limited, Chennai.

Books for reference:

1. Pandey I. M., (2021), “Financial Management”, 12th Edition, Pearson India Education Services Pvt. Ltd, Noida.
2. Kulkarni P. V. & Satyaprasad B. G., (2015), “Financial Management”, 14th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
3. Rustagi R. P., (2022), “Financial Management, Theory, Concept, Problems”, 6th Edition, Taxmann Publications Pvt. Ltd, New Delhi.
4. Arokiamary Geetha Rufus, Ramani N. & Others, (2017), “Financial Management”, 1st Edition, Himalaya Publishing House Pvt Ltd, Mumbai.

Web references:

1. <https://resource.cdn.icai.org/66674bos53808-cp8.pdf>
2. <https://resource.cdn.icai.org/66677bos53808-cp10u2.pdf>
3. <https://resource.cdn.icai.org/66592bos53773-cp4u5.pdf>
4. <https://resource.cdn.icai.org/65599bos52876parta-cp16.pdf>

Note: Latest edition of the books may be used

Mapping of Course Outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO4 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

First Year

Core – II Semester I

DIGITAL MARKETING

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|--------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | DIGITAL MARKETING | | 5 | - | - | - | 5 | 7 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1 | To assess the evolution of digital marketing |
| 2 | To appraise the dimensions of online marketing mix |
| 3 | To infer the techniques of digital marketing |
| 4 | To analyse online consumer behaviour |
| 5 | To interpret data from social media and to evaluate game based marketing |

Course Units

| |
|---|
| UNIT I (18 hrs) Introduction to Digital Marketing Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications, benefits and challenges – Factors for success of digital marketing – Emerging trends and concepts, Big Data and IOT, Segments based digital marketing, Hyperlocal marketing - Opportunities for digital marketing professionals. |
| UNIT II (18 hrs) Online marketing mix Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning – Consumers and online shopping issues – Website characteristics affecting online purchase decisions – Distribution and implication on online marketing mix decisions – Digitization and implication on online marketing mix decisions. |

| | |
|--|-----------------|
| UNIT II | (18 hrs) |
| Digital media channels | |
| Digital media channels – Search engine marketing – ePR – Affiliate marketing – Interactive display advertising – Opt-in-email marketing and mobile text messaging, Social media and viral marketing – Online campaign management using – Facebook, Twitter, Instagram, Snapchat, Pinterest – Metaverse marketing -Advantages and disadvantages of digital media channels – Metaverse marketing. | |
| UNIT IV | (18 hrs) |
| Online consumer behavior | |
| Online consumer behavior – Cultural implications of key website characteristics – Dynamics of online consumer visit – Models of website visits – Web and consumer decision making process – Data base marketing – Electronic consumer relationship management – Goals – Process – Benefits – Role – Next generation CRM. | |
| UNIT V | (18 hrs) |
| Analytics and Gamification | |
| Digital Analytics – Concept – Measurement framework – Demystifying web data - Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, Slide Share, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics - Digital brand analysis – Meaning – Benefits – Components – Brand share dimensions – Brand audience dimensions – Market influence analytics – Consumer generated media and opinion leaders – Peer review – Word of mouth – Influence analytics – Mining consumer generated media – Gamification and game based marketing – Benefits – Consumer motivation for playing online games. | |

Course Outcomes:

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Explain the dynamics of digital marketing | K2 |
| CO 2 | Examine online marketing mix | K4 |
| CO 3 | Compare digital media channels | K4 |
| CO 4 | Explain online consumer behavior | K2 |
| CO 5 | Analyze social media data | K4 |

Books for study:

1. Puneet Singh Bhatia, (2019) “Fundamentals of Digital Marketing”, 2nd Edition, Pearson Education Pvt Ltd, Noida.
2. Dave Chaffey, Fiona Ellis-Chadwick, (2019) “Digital Marketing”, Pearson Education Pvt Ltd, Noida.
3. Chuck Hemann & Ken Burbary, (2019) “Digital Marketing Analytics”, Pearson Education Pvt Ltd, Noida.
4. Seema Gupta, (2022) “Digital Marketing” 3rd Edition, McGraw Hill Publications Noida.
5. Kailash Chandra Upadhyay, (2021) “Digital Marketing: Complete Digital Marketing Tutorial”, Notion Press, Chennai.
6. Michael Branding, (2021) “Digital Marketing”, Empire Publications India Private Ltd, New Delhi.

Books for reference:

1. Vandana Ahuja, (2016) “Digital Marketing”, Oxford University Press. London.
2. Ryan Deiss & Russ Henneberry, (2017) “Digital Marketing”, John Wiley and Sons Inc. Hoboken.
3. Alan Charlesworth, (2014), “Digital Marketing - A Practical Approach”, Routledge, London.
4. Simon Kingsnorth, Digital Marketing Strategy, (2022) “An Integrated approach to Online Marketing”, Kogan Page Ltd. United Kingdom.
5. Maity Moutusy, (2022) “Digital Marketing” 2nd Edition, Oxford University Press, London.

Web references:

1. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
2. <https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/educational-technologies/all/gamification-and-game-based-learning>
3. <https://journals.ala.org/index.php/ltr/article/download/6143/7938>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 2 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**First Year****Core – III Semester I****BANKING AND INSURANCE**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | BANKING AND INSURANCE | | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To understand the evolution of new era banking |
| 2 | To explore the digital banking techniques |
| 3 | To analyse the role of insurance sector |
| 4 | To evaluate the mechanism of customer service in insurance and the relevant regulations |
| 5 | To analyse risk and its impact in banking and insurance industry |

Course Units

| | |
|---|-----------------|
| UNIT I | (18 hrs) |
| Introduction to Banking | |
| Banking: Brief History of Banking - Rapid Transformation in Banking: Customer Shift - Fintech Overview - Fintech Outlook - The Financial Disruptors - Digital Financial Revolution - New Era of Banking. Digital Banking – Electronic Payment Systems– Electronic Fund Transfer System – Electronic Credit and Debit Clearing – NEFT – RTGS –VSAT–SFMS–SWIFT. | |
| UNIT II | (18 hrs) |
| Contemporary Developments in Banking | |
| Distributed Ledger Technology – Blockchain: Meaning - Structure of Block Chain - Types of Block Chain - Differences between DLT and Blockchain - Benefits of Blockchain and DLT - Unlocking the potential of Blockchain –Crypto currencies, Central Bank Digital Currency (CBDC) - Role of DLT in financial services - AI in Banking: Future of AI in Banking - Applications of AI in Banking - Importance of AI in banking - Banking reimaged with AI. Cloud banking - Meaning - Benefits in switching | |

to Cloud Banking.

UNIT III (18 hrs)

Indian Insurance Market

History of Insurance in India – Definition and Functions of Insurance–Insurance Contract – Indian Insurance Market – Reforms in Insurance Sector – Insurance Organization – Insuranceorganisationstructure.InsuranceIntermediaries:InsuranceBroker –Insurance Agent-Surveyors and Loss Assessors-Third Party Administrators(Health Services) – Procedures-Code of Conduct.

UNITIV (18 hrs)

Customer Services in Insurance

Customer Service in Insurance – Quality of Service-Role of Insurance Agents in Customer Service-Agent’s Communication and Customer Service –Ethical Behaviour in Insurance – Grievance Redressal System in Insurance Sector –Integrated Grievance Management System-Insurance Ombudsman - Insurance Regulatory and Development Authority of India Act (IRDA) – Regulations and Guidelines.

UNIT V (18 hrs)

Risk Management

Risk Management and Control in banking and insurance industries – Methods of Risk Management – Risk Management by Individuals and Corporations – Tools for Controlling Risk.

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Relate the transformation in banking from traditional to new age | K2 |
| CO 2 | Apply modern techniques of digital banking | K3 |
| CO 3 | Evaluate the role of insurance sector | K5 |
| CO 4 | Examine the regulatory mechanism | K4 |
| CO 5 | Assess risk mitigation strategies | K5 |

Books for study:

1. Indian Institute of Banking and Finance (2021), “Principles & Practices of Banking”, 5th Edition, Macmillan Education India Pvt. Ltd, Noida, Uttar Pradesh.
2. Mishra M N & Mishra S B, (2016), “Insurance Principles and Practice”, 22nd Edition, S. Chand and Company Ltd, Noida, Uttar Pradesh.
3. Emmett, Vaughan, Therese Vaughan M., (2013), “Fundamentals of Risk and Insurance”, 11th Edition, Wiley & Sons, New Jersey, USA.
4. Theo Lynn , John G. Mooney, Pierangelo Rosati, Mark Cummins (2018), Disrupting Finance: FinTech and Strategy in the 21st Century (Palgrave Studies in Digital Business & Enabling Technologies), Macmillan Publishers, NewYork (US)

Books for reference:

1. SundharamKPM & Varshney P. N., (2020), “Banking Theory, Law and Practice”, 20th Edition, Sultan Chand & Sons, New Delhi.
2. Gordon & Natarajan, (2022), “Banking Theory, Law and Practice”, 9th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
3. Gupta P. K. (2021), “Insurance and Risk Management” 6th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
4. Susanne Chishti., & Janos Barberis(2016), The Fintech book: The financial technology handbook for investors, entrepreneurs and visionaries. John Wiley & Sons.

Web references:

1. <https://corporatefinanceinstitute.com/resources/knowledge/finance/fintech-financial-technology>
2. [https://mrcet.com/downloads/digital_notes/CSE/IV%20Year/CSE%20B.TECH%20IV%20YEAR%20II%20SEM%20BCT%20\(R18A0534\)%20NOTES%20Final%20PDF.pdf](https://mrcet.com/downloads/digital_notes/CSE/IV%20Year/CSE%20B.TECH%20IV%20YEAR%20II%20SEM%20BCT%20(R18A0534)%20NOTES%20Final%20PDF.pdf)
3. https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&flag=1

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 2 | 2 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 2 |
| CO4 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**First Year****Elective –I A****Semester I****SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT | | 5 | - | - | - | 3 | 5 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1. | To become familiar with various Investment avenues and Portfolio Construction |
| 2. | To understand the Equity Shares, Preference Shares and Bonds valuation models |
| 3. | To learn about long-term and short-term investment analysis tools. |
| 4. | To analyse with Portfolio theories. |
| 5. | To gain knowledge in Portfolio performance methods. |

Course Units

| | |
|---|-----------------|
| UNIT I | (12 hrs) |
| Investment and Portfolio Management | |
| Investment – Meaning – Nature and scope of Investment – Investment vs Speculation – Type of Investors – Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active Vs. Passive portfolio management - Strategic Vs. Tactical asset allocation - Factors Affecting Investment Decisions in Portfolio Management. | |
| UNIT II | (12hrs) |
| Valuation of Securities | |
| Bond: Introduction – Reasons for issuing Bonds –Features of Bond – Types of Bonds – Determinants of bond safety –Bond Prices, Yields and Interest Rates –Measuring Price Volatility of Bonds–Macaulay Duration and Modified Duration - Preference Shares: Introduction – Features of Preference Shares – Preference Shares Yield – Holding Period Return – Yield to Call –Concept of Present Value – Equity Share Valuation Models. | |

| | |
|--|-----------------|
| UNIT III | (12 hrs) |
| Fundamental Analysis and Technical Analysis | |
| Fundamental Analysis: Objectives – Economic Analysis, Industry Analysis, Company Analysis – Technical Analysis: Meaning– Assumptions – Pros and cons of technical analysis–Differences between fundamental analysis and technical analysis – Dow Theory – Types of Charts – Chart Patterns – Trend Analysis – Support Line and Resistance Line – Volume Analysis – Indicators and Oscillators – Simple Moving Average – Exponential Moving Average – Relative Strength Index – Bollinger Band – Elliott Wave Theory. | |
| UNIT IV | (12hrs) |
| Efficient Market Hypothesis | |
| Efficient Market Hypothesis – Markowitz Model, Arbitrage Pricing Theory – Sharpe’s Single index portfolio selection method – Capital Asset Pricing Model (CAPM). | |
| UNIT V | (12hrs) |
| Portfolio Performance Evaluation | |
| Portfolio Performance Evaluation – Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe’s Ratio - Treynor’s Ratio - Jensen’s Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans. | |

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Examine investment options and structure a portfolio | K4 |
| CO 2 | Assess the value of Equity Shares, Preference Shares and Bonds | K5 |
| CO 3 | Examine stock performance through fundamental and technical analysis | K4 |
| CO 4 | Examine the various Portfolio Theories. | K4 |
| CO 5 | Evaluate the portfolio performance. | K5 |

Books for study:

1. Prasanna Chandra (2021), “Investment Analysis and Portfolio Management”, 6th Edition, McGraw Hill, Noida, UP
2. Rustagi RP (2022), “Investment Analysis and Portfolio Management”, 5th Edition, Sultan Chand & Sons, New Delhi
3. Bhalla V.K. (2019), “Investment Management”, 19th Edition, S.Chand& Co. Ltd., New Delhi
4. Gurusamy.S(2018), “Security Analysis and Portfolio Management”, 1st Edition, Vijay Nicole Imprints Private Limited, Chennai
5. Natarajan.L (2014), “Investment Management”.2nd Edition, Margham Publications, Chennai.

Books for reference:

1. Donald E. Fischer, Ronald J. Jordan, Ashwini. K. Pradhan (2018), “Security Analysis Portfolio Management”, 7thEdition, PearsonPublication Pvt.Ltd., India, Noida
2. Avadhani V.A. (2016), “Securities Analysis and Portfolio Management”, 12thEdition, Himalaya Publishing House, Mumbai
3. Ranganathan M. and Madhumathi R (2012), “Security Analysis and Portfolio Management”, 2ndEdition., Pearson Education India Pvt Ltd, Noida
4. Punithavathy Pandian (2019), “Securities Analysis and Portfolio Management”, Himalaya Publishing House, Mumbai
5. Subrata Mukherjee (2021), “Security Analysis and Portfolio Management”, S.Chand& Co. Ltd, New Delhi

Web references:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_SAPM_Lecture_Notes.pdf
2. <https://www.studocu.com/in/document/galgotias-university/equity-portfolio-management/portfolio-management-lecture-notes-1-10/17701348>
3. <https://www.educba.com/fundamental-analysis-vs-technical-analysis>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 3 |
| CO2 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| CO4 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

First Year

Elective – I B

Semester I

OPERATIONS RESEARCH

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|----------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | OPERATIONS RESEARCH | | 5 | - | - | - | 3 | 5 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1 | To outline the fundamentals of Operations Research |
| 2 | To use OR models for problem solving |
| 3 | To examine the role of sequencing and game theory |
| 4 | To design and apply network analysis |
| 5 | To apply modelling techniques |

Course Units

| |
|---|
| UNIT I (12 hrs) Introduction and Linear Programming Problem Introduction to Operations Research – Uses and Limitations – Linear Programming Problem: Formulation, Solving LPP: Graphical method, Simplex method, the Big-M Method. |
| UNIT II (12 hrs) Transportation and Assignment Problems Transportation problem: Introduction – Assumptions – Formulation of Transportation models – Basic feasible solution (North-West Corner Method, Least Cost Method, Vogel’s Approximation Method) – Optimal solution (Stepping-Stone Method, Modified |

Distribution Method) – Degeneracy in Transportation problem. Assignment Problem: Introduction – Comparison with the Transportation problem – Formulation of assignment problems - The Hungarian method of solution.

UNIT III (12 hrs)

Sequencing and Game Theory

Sequencing problem: Introduction – Assumptions – Processing of n jobs through one machine – Processing n jobs through two machines – Processing of n jobs through three machines. Game Theory: Introduction – Rules for Games theory – Two person zero sum game without saddle point – Mixed strategies (2xn games, mx2 games) – Graphical method (2xn, mx2 games).

UNIT IV (12 hrs)

Replacement and Network Analysis

Replacement: Introduction – Individual replacement problems – Group replacement problems. Network Analysis: PERT and CPM.

UNIT V (12 hrs)

Decision Tree Analysis and Queuing Theory

Decision Tree analysis – Queuing: Introduction – Applications of queuing models, Waiting time and idle time costs – Single channel Poisson arrivals with Exponential Service, Infinite population model.

Course outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Apply Linear Programming | K3 |
| CO 2 | Identify models for problem solving | K3 |
| CO 3 | Apply sequencing and game theory | K3 |
| CO 4 | Apply network analysis to enhance effectiveness | K3 |
| CO 5 | Examine the models for decision making | K4 |

Books for study:

1. Gupta P.Kand Hira D.S.,(2022) “Operations Research”, 7th Edition, S.Chand, Noida (UP).
2. Kapoor V.K., (2014) “Operations Research”, 9th Edition, Sultan Chand, New Delhi.
3. Natarajan, Balasubramani and Tamilarasi, (2014) “Operations Research”, 2nd Edition, Pearson Education India, Noida.
4. Kothari C.R.,(2022) “An Introduction to Operational Research”, 3rd Edition, S.Chand, Noida (UP)

Books for reference:

1. Tulsian P.C. and Bharat Tulsian, (2022) “Fundamentals of Operations Research(Theory and Practice)”, 3rd Edition, S. Chand, Noida (UP).
2. Sharma J.K.,(2016) “Operations Research”, 6th Edition, Lakshmi Publications, Chennai.
3. Nagarajan N.,(2017) “Text Book of Operations Research: A Self-Learning Approach”, New Age Publications, Chennai.
4. Rina Rani Rath,(2021) “Operations Research”, 2nd Edition, Bhavya Books, New Delhi.
5. Gurusamy.S (2017),”Elements of Operations Research”, 2nd Edition, Vijay Nicole Imprints Private Limited, Chennai.

Web references:

- 1) <https://www.bbau.ac.in/dept/UIET/EMER-601%20Operation%20Research%20Queuing%20theory.pdf>
- 2) [https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_16-06-34_OPERATIONS%20RESEARCH%20TECHNIQUES\(20MAT22C5\).pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_16-06-34_OPERATIONS%20RESEARCH%20TECHNIQUES(20MAT22C5).pdf)
- 3) <https://repository.up.ac.za/bitstream/handle/2263/25427/02chapter3.pdf?sequence=3>
- 4) <https://hbr.org/1964/07/decision-trees-for-decision-making>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO 1 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 |
| CO 2 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 1 | 3 | 3 | 2 | 3 | 3 | 2 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**First Year****Elective –II A****Semester I****LABOUR LAWS**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | LABOUR LAWS | | 5 | - | - | - | 3 | 5 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1. | To Understand the provisions of Trade Unions Act |
| 2. | To gain knowledge on various measures and provisions relating to employees as per the Factories Act and Equal Remuneration Act |
| 3. | To become familiar with compensation payable to workmen under different situations and understand the provisions of the Employees State Insurance Act |
| 4. | To learn different provisions relating to payment of wages and minimum wages to employees |
| 5. | To understand employee welfare measures with respect to provident fund, gratuity and bonus |

Course Units

| | |
|--|-----------------|
| UNIT I | (12 hrs) |
| Introduction and The Trade Unions Act, 1926 | |
| Labour legislations: Origin – Nature – Scope – Need – Objectives – Principles – Labour policy and its special features – Constitution as the basis for labour legislation – The Trade Unions Act, 1926: Definition – Objectives – Deficiencies – Registration of trade union – Cancellation of registration and appeal – Duties and obligations – Rights and privileges – Dissolution. | |
| UNIT II(12 hrs) | |
| The Factories Act, 1948 and Equal Remuneration Act, 1976 | |
| The Factories Act, 1948: Objects – Definition – Licensing and Registration of factories – Inspecting staff – Health, safety and welfare measures – Provisions relating to hazardous processes – Working hours – Holidays – Annual leave - Employment of women and young persons. | |
| Equal Remuneration Act – Payment of remuneration at equal rates to men and women workers – Advisory committee – Offences and penalties. | |

| | |
|---|-----------------|
| UNIT III | (12 hrs) |
| The Workmen's Compensation Act, 1923 and The Employees' State Insurance Act, 1948 | |
| The Workmen's Compensation Act, 1923: Definitions – Objectives – Disablement – Employer's liability for compensation – Amount of compensation – Disbursement of compensation – Notice and claims – Penalties – The Employees' State Insurance Act 1948: Objects – Definitions –Administration of ESI Scheme – ESI Fund – ESI Corporation - Medical benefit council – Benefits under the Act – ESI court. | |
| UNIT IV | (12 hrs) |
| The Payment of Wages Act,1936 and The Minimum Wages Act, 1948 | |
| The Payment of Wages Act, 1936: Object and Scope –Definition – Procedure regarding payment of wages – Deduction from wages – Mode of payment of wages. | |
| The Minimum Wages Act, 1948:Objects - Scope – Definition – Items to be included in the minimum wages – Fixation and revision of minimum wages – Norms to be followed in the payments of minimum wages. | |
| UNIT V | (12 hrs) |
| The Provident Fund and Miscellaneous Provision Act,1952, The Payment of Gratuity Act, 1972 and The Payment of Bonus Act, 1965 | |
| Provident Fund and Miscellaneous Provision Act, 1952: Definitions – Scope – Nature – Objects –Various schemes – The Payment of Gratuity Act, 1972: Definitions – Scope – Conditions and circumstances of payment- Wages for computing gratuity – Maximum gratuity – Nomination – Penalties – The Payment of Bonus Act: Applicability of the Act – Eligibility and rate of Bonus – Allocable surplus and available surplus - Set and set off – Offences and penalties. | |

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Recall the basic labour legislations pertaining to Trade Unions | K1 |
| CO 2 | Explain various provisions of the Factories Act and Equal Remuneration Act | K2 |
| CO 3 | Assess provisions relating to the workmen's compensation and state insurance. | K5 |
| CO 4 | Examine provisions relating to payment of wages and minimum wages. | K4 |
| CO 5 | Explain the provisions of provident fund, gratuity and bonus schemes. | K2 |

Books for study:

1. Mishra S.N. (2018), “Labour & Industrial Laws”, 29thEdition, Central Law Publications, Classic Edition, Allahabad, UP.
2. Srivastava S C (2022), “Industrial Relations and Labour Laws”, 8thEdition., Vikas Publishing, New Delhi
3. Tripathi PC, Gupta CB, Kapoor ND (2020), “Industrial Relations and Labour Laws”, 6thEdition., Sultan Chand & Sons, New Delhi

Books for reference:

1. Sinha P.R.N., Sinha InduBala, Shekhar Seema Priyadarshini (2017), “Industrial Relations, Trade Unions and Labour Legislation”, 3rdEdition., Pearson Education India Pvt. Ltd., Noida
2. Piyali Ghosh, Shefali Nandan (2017), “Industrial Relations and Labour Laws”, 1stEdition, McGraw Hill, Noida
3. Sharma J.P. (2018), “Simplified Approach to Labour Laws”, 5thEdition., Bharat LawHouse Pvt. Ltd.

Web references:

1. https://www.icsi.edu/media/webmodules/Labour_Laws_&_Practice.pdf
2. https://www.icsi.edu/media/webmodules/LabourLaws&Practice_June_2020.pdf

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 1 | 3 | 3 | 2 | 1 | 3 | 1 | 1 | 3 |
| CO2 | 1 | 3 | 3 | 2 | 1 | 3 | 1 | 1 | 3 |
| CO3 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 1 | 3 |
| CO4 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 1 | 3 |
| CO5 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 1 | 3 |

High – 3

Medium – 2

Low – 1

M.Com.(General)

First Year

Elective – II B

Semester I

STRATEGIC HUMAN RESOURCE MANAGEMENT

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|--|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | STRATEGIC HUMAN RESOURCE MANAGEMENT | | 5 | - | - | - | 3 | 5 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1 | To appreciate the importance of HRM as a field of study and as a central management function |
| 2 | To understand the implication of HRM on Government regulations and corporate decisions |
| 3 | To analyse the key elements of the HR functions |
| 4 | To gain knowledge about the elements, key concepts and terminology of HRM |
| 5 | To apply the principles and techniques of HRM to the discussion of major personnel issues in case studies. |

Course Units

| |
|---|
| UNIT I (12 hrs) Introduction to SHRM SHRM- Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM: Top Management, Front-line Management, HR - Changing Role of HR Professionals. |
| UNIT II (12 hrs) Models of SHRM Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model - HR Environment – Environmental trends and HR Challenges -Linking SHRM and Business Performance. |

| | |
|---|-----------------|
| UNIT III | (12 hrs) |
| Strategic Planning and Compensation | |
| Resourcing Strategy: Meaning and Objectives - Strategic HR Planning: Meaning, Advantages, Interaction between Strategic Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection: Meaning and Need - Strategic Human Resource Development: Meaning, Advantages and Process - Strategic Compensation as a Competitive Advantage - Rewards Strategies: Meaning, Importance - Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance. | |
| UNIT IV | (12 hrs) |
| Human Resource Policies | |
| Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome these Barriers. | |
| UNIT V | (12 hrs) |
| Latest trends in Strategic HRM | |
| Mentoring - Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement - Competency based HRM: Meaning, Types of Competencies and Benefits of Competencies for Effective Execution of HRM Functions -Human Capital Management: Meaning and Role - New Approaches to Recruitment – Employer Branding. | |

Course outcomes:

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Recall the fundamentals of strategic Human Resource Management | K1 |
| CO 2 | Examine the conceptual framework of strategic Human Resource Management Models | K4 |
| CO 3 | Apply the knowledge of various strategies in Human Resource Management in the corporate arena | K3 |
| CO 4 | Illustrate drafting of HR policies | K2 |
| CO 5 | Analyze the latest trend in the strategic Human Resource Management. | K4 |

Books for study:

1. Mathur, SP Strategic Human Resource Management 1st Edition 2015, New Age International (P) Ltd Publishers, New Delhi.
2. Catherine Truss, David Mankin & Clare Kelliher (2014), “Strategic Human Resource Management”, Oxford University Press, India.
3. Anuradha Sharma and Aradhana Khandekar (2006), “Strategic Human Resource Management: An Indian Perspective”, Sage Publications Pvt. Ltd, New Delhi.

Books for reference:

1. Jean M Phillips & Stan M Gully, “Strategic staffing”, Pearson International Edition, India.
2. Ananda Das Gupta (2021), “Strategic Human Resource Management - Formulating and Implementing HR Strategies for a Competitive Advantage”, Productivity Press; 1st edition, Routledge

Web references:

1. <https://emeritus.org/in/learn/what-is-strategic-human-resource-management-shrm/>
2. <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/practicingstrategichumanresources.aspx>
3. <https://www.cegid.com/en/blog/5-steps-for-developing-and-implementing-an-effective-hr-strategy-in-2021/>
4. <https://www.managementstudyhq.com/hrm-evaluation-approaches>.

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO 1 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

First Year

Core – IV

Semester II

STRATEGIC COST MANAGEMENT

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|----------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | STRATEGIC COST MANAGEMENT | | 6 | - | - | - | 5 | 5 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1 | To analyse the aspects of strategic and quality control management |
| 2 | To analyse and select cost control techniques |
| 3 | To apply activity based costing for decision making |
| 4 | To utilise transfer pricing methods in cost determination |
| 5 | To apply cost management techniques in various sectors |

Course Units

| | |
|--|-----------------|
| UNIT I | (18 hrs) |
| Introduction to Strategic Cost Management | |
| Introduction to Strategic Cost Management (SCM) – Need for SCM – Differences between SCM and Traditional Cost Management - Value Chain Analysis: Meaning and steps - Quality Cost Management: Meaning of Quality and Quality Management – Cost of Quality –Indian Cost Accounting Standard 21 on Quality Control - Introduction to Lean System – Benefits of Lean System – Just in Time (JIT) – Kaizen Costing. | |
| UNIT II | (18 hrs) |
| Cost Control and Reduction | |
| Cost Management Techniques: Cost Control: Meaning and Prerequisites - Cost Reduction: Meaning and Scope – Differences between Cost control and cost reduction - Pareto Analysis: Meaning, importance and applications - Target Costing: Meaning, steps and Principles – Life Cycle Costing: Meaning, Strategies for each stage of product life cycle, Benefits – Learning Curve: Meaning, Learning curve ratio and applications. | |

| | |
|---|-----------------|
| UNIT III | (18 hrs) |
| Activity Based Cost Management | |
| Activity Based Cost Management: Concept, Purpose, Stages, Benefits, Relevance in Decision making and its Application in Budgeting – Practical problems. | |
| UNIT IV | (18 hrs) |
| Transfer Pricing | |
| Transfer Pricing: Meaning, Benefits, Methods: Pricing based on cost, Market price on transfer price, Negotiated pricing and Pricing based on opportunity costs – Practical Problems. | |
| UNIT V | (18 hrs) |
| Cost Management in Agriculture and IT sector | |
| Agriculture Sector: Features, Cost Structure, Cost Management, Tools to measure the performance, Minimum Support Price and International Perspective –Information Technology Sector: Features, Cost Structure, Cost Management and International Perspective. | |

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| 1 | Explain strategic cost management and QC | K2 |
| 2 | Choose the appropriate technique for cost control | K3 |
| 3 | Make use of activity based costing in practice | K3 |
| 4 | Choose transfer pricing methods to solve problems | K3 |
| 5 | Construct cost structure for Agriculture and IT sector | K3 |

Books for study:

1. Ravi M Kishore (2018), “Strategic Cost Management”, 5thEdition, Taxmann Publications Pvt. Ltd, New Delhi.
2. Bandgar P. K., (2017), “Strategic Cost Management”, 1stEdition, Himalaya Publishing House Pvt Ltd, Mumbai.
3. Sexena V. K., (2020), “Strategic Cost Management and Performance Evaluation”, 1stEdition, Sultan Chand & Sons, New Delhi.

Books for reference:

1. John K Shank and Vijay Govindarajan (2008), Strategic Cost Management, Simon & Schuster; Latest edition, UK
2. Jawahar Lal, (2015), “Strategic Cost Management”, 1st Edition, Himalaya Publishing House Pvt Ltd, Mumbai.)
3. Arora M. N., (2021), “A Text Book of Cost and Management Accounting”, 11th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

Web references:

1. <https://www.accountingtools.com/articles/strategic-cost-management.html#:~:text=Strategic%20cost%20management%20is%20the,it%20or%20have%20no%20impact.>
2. <https://ca-final.in/wp-content/uploads/2018/09/Chapter-4-Cost-Management-Techniques.pdf>
3. <https://resource.cdn.icai.org/66530bos53753-cp5.pdf>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

First Year

Core – V

Semester II

CORPORATE ACCOUNTING

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|-----------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | CORPORATE ACCOUNTING | | 6 | - | - | - | 5 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1 | To understand the accounting treatment for issue of shares |
| 2 | To determine profits for fire and marine insurance |
| 3 | To prepare consolidated financial statements |
| 4 | To account for price level changes |
| 5 | To adopt financial reporting standards |

Course Units

| | |
|--|-----------------|
| UNIT 1 | (18 hrs) |
| Issue of Shares and Final Accounts of Companies | |
| Issue of Shares: ESOPs - ESPS - Sweat Equity Shares - Book Building- Buy-back of Shares - Conversion of debentures into shares - Final accounts of Companies as per Schedule III of the Companies Act, 2013 – Managerial remuneration. | |
| UNIT II | (18 hrs) |
| Insurance Company Accounts | |
| Insurance Company Accounts: Types of Insurance - Final accounts of life assurance Companies- Ascertainment of profit- Valuation Balance Sheet-Final accounts of Fire, Marine and miscellaneous Insurance Companies. | |
| Unit III | (18 hrs) |
| Consolidated financial statements | |
| Consolidated financial statements as per AS 21: Consolidated Profit and Loss Account– Minority interest – Cost of control – Capital reserve – Inter-company holdings –Preparation of consolidated Balance Sheet. | |

UNIT IV (18 hrs)

Contemporary Accounting Methods

Accounting for price level changes – Social responsibility accounting – Human resource accounting - Forensic Accounting.

UNIT V(18 hrs)

Financial reporting

Financial reporting: Meaning, Objectives, Characteristics – Indian Accounting Standards (AS 5, AS 10, AS 19, AS 20) – Corporate Social Responsibility: Meaning, Key provisions of Companies Act, 2013, Accounting for CSR expenditure, Reporting of CSR, Presentation and disclosure in the financial statements.

Theory: 20%; Problems: 80%

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO1 | Determine profit and financial position by preparing financial statements of companies as per schedule III of Companies Act,2013 | K5 |
| CO2 | Apply the provisions of IRDA Regulations in the preparation of final accounts of Life Insurance and General Insurance Companies. | K3 |
| CO3 | Determine the overall profitability and financial position by preparing consolidated financial statements of holding companies in accordance with AS21. | K5 |
| CO4 | Analyse contemporary accounting methods | K4 |
| CO5 | Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility | K4 |

Books for study:

1. Gupta R. L. & Radhaswamy M. (2021), “Corporate Accounting – Volume I & II”, 14th Edition, Sultan Chand & Sons, New Delhi.
2. Maheshwari S. N., Sharad K. Maheshwari & Suneel K. Maheshwari, (2022), “Advanced Accountancy - Volume I & II”, 11th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Jain S. P., Narang K. L., Simmi Agrawal and Monika Sehgal (2019), “Advanced

Accountancy - Corporate Accounting – Volume - II”, 22ndEdition, Kalyani Publishers, New Delhi.

4. Reddy T. S. &Murthy A., (2022), “Corporate Accounting – Volume I &II”, 17th Edition, Margham Publications, Chennai.

Books for reference:

1. Arulanandam M.A &Raman K.S., (2021), “Advanced Accounting (Corporate Accounting – II)”, 8thEdition, Himalaya Publishing House Pvt Ltd, Mumbai.
2. Shukla M C, Grewal T S and Gupta S C, (2022), “Advanced Accounts Volume II”, 19thEdition, Sultan Chand &Sons, New Delhi.
3. Gupta R. L., (2022), “Problems and Solutions in Company Accounts”, 2ndEdition, Sultan Chand &Sons, New Delhi.

Web references:

1. <https://resource.cdn.icai.org/66550bos53754-p1-cp9.pdf>
2. <https://resource.cdn.icai.org/66545bos53754-p1-cp4.pdf>
3. <https://resource.cdn.icai.org/66638bos53803-cp1.pdf>
4. <http://ppup.ac.in/download/econtent/pdf/MBA%201st%20sem%20Lecture%20note%20on%20forensic%20accounting%20by%20Anjali.pdf>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO 1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| CO 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**First Year****Core – VI****Semester II****SETTING UP OF BUSINESS ENTITIES**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|--|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | SETTING UP OF BUSINESS ENTITIES | | 6 | - | - | - | 4 | 5 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To understand the startup landscape and its financing |
| 2 | To analyse the formation and registration of Section 8 company |
| 3 | To outline the concept of LLP and business collaboration |
| 4 | To understand the procedure for obtaining registration and license |
| 5 | To create awareness about the legal compliances governing business entities |

Course Units

| | |
|---|-----------------|
| UNIT I | (18 hrs) |
| Startups in India | |
| Types of business organisations –Factors governing selection of an organisation - Startups – Evolution – Definition of a Startup – Startup landscape in India – Startup India policy – Funding support and incentives – Indian states with Startup policies – Exemptions for start-ups – Life cycle of a Startup – Important points for Startups – Financing options available for Startups – Equity financing – Debt financing – Venture capital financing – IPO – Crowd funding – Incubators - Mudra banks –Successful Startups in India. | |
| UNIT II | (18 hrs) |
| Not-for-Profit Organisations | |
| Formation and registration of NGOs – Section 8 Company – Definition – Features – Exemptions – Requirements of Section 8 Company – Application for incorporation – Trust: Objectives of a trust – Persons who can create a trust – Differences between a public and private trust – Exemptions available to trusts – Formation of a trust - Trust deed –Society – Advantages – Disadvantages – Formation of a society – Tax exemption | |

| | |
|---|-----------------|
| to NGOs. | |
| UNIT III | (18 hrs) |
| Limited Liability Partnership and Joint Venture | |
| Limited Liability Partnership: Definition – Nature and characteristics – Advantages and disadvantages – Procedure for incorporation – LLP agreement – Annual compliances of LLP-Business collaboration: Definition – Types –Joint venture: Advantages and disadvantages – Types – Joint venture agreement - Successful joint ventures in India– Special Purpose Vehicle – Meaning – Benefits – Formation. | |
| UNIT IV | (18 hrs) |
| Registration and Licenses | |
| Registration and Licenses: Introduction – Business entity registration – Mandatory registration – PAN – Significance – Application and registration of PAN – Linking of PAN with Aadhar –TAN – Persons liable to apply for TAN – Relevance of TAN – Procedure to apply for TAN –GST: Procedure for registration – Registration under Shops and Establishment Act –MSME registration – Clearance from Pollution Control Board – FSSAI registration and license – Trade mark, Patent and Design registration. | |
| UNIT V | (18 hrs) |
| Environmental Legislations in India | |
| Geographical Indication of Goods (Registration and Protection) Act, 1999: Objectives, Salient Features - The Environmental Protection Act, 1986: Prevention, control and abatement of environmental pollution - The Water (Prevention And Control of Pollution) Act, 1974: The Central and State Boards for Prevention and Control of Water Pollution - Powers and Functions of Boards - Prevention and Control of Water Pollution - Penalties and Procedure- The Air (Prevention and Control of Pollution) Act, 1981: Central and State Boards for The Prevention and Control of Air Pollution - Powers And Functions - Prevention and Control of Air Pollution - Penalties and Procedure. | |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Compare the various avenues of acquiring finance to setup a business entity | K2 |
| CO 2 | Recall the legal requirements for Section 8 Company | K1 |

| | | |
|------|--|----|
| CO 3 | Examine the provisions for LLP and joint venture | K4 |
| CO 4 | Analyse the registration and licensing procedure | K4 |
| CO 5 | Examine the compliance of regulatory framework regarding environment | K4 |

Books for study:

1. Kailash Thakur, (2007) “Environment Protection Law and Policy in India”, 2nd Edition, Deep & Deep Publication Pvt. Ltd., New Delhi.
2. Avtar Singh, (2015), “Intellectual Property Law”, Eastern Book Company, Bangalore
3. Zad N.S and Divya Bajpai, (2022) “Setting up of Business Entities and Closure” (SUBEC), Taxmann, Chennai
4. Amit Vohra & Rachit Dhingra (2022) “Setting Up Of Business Entities & Closure”, 6th Edition, Bharath Law House, New Delhi

Books for reference:

1. Setting up of Business Entities and Closure (2021), Module 1, Paper 3, The Institute of Company Secretaries of India, MP Printers, Noida
2. The Air (Prevention and Control of Pollution) Act, 1981, Bare Act, 2022 Edition, Universal/LexisNexis, Noida
3. The Water (Prevention and Control of Pollution) Act, 1974, Bare Act, 2022 Edition, Universal/LexisNexis, Noida
4. Cliff Ennico, (2005) “Small Business Survival Guide Starting Protecting and Securing your Business for Long-Term Success”, Adams Media, USA
5. Daniel Sitarz, (2011) “Sole Proprietorship: Small Business Start-up Kit”, 3rd Edition, Nova Publishing, USA

Web references:

1. https://www.icsi.edu/media/webmodules/FINAL_FULL_BOOK_of_EP_SBEC_2018.pdf
2. https://www.mca.gov.in/MinistryV2/incorporation_company.html 3)
3. <https://legislative.gov.in/sites/default/files/The%20Limited%20Liability%20Partnership%20Act,%202008.pdf>
4. <https://legislative.gov.in/sites/default/files/A1999-48.pdf>
5. https://www.indiacode.nic.in/bitstream/123456789/6196/1/the_environment_protection_act%2C1986.pdf

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**First Year****Elective – III A****Semester II****BUSINESS ETHICS AND CORPORATE SUSTAINABILITY**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | BUSINESS ETHICS AND CORPORATE SUSTAINABILITY | | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1. | To understand the concept and importance of business ethics |
| 2. | To enable ethical decision making based on various theories |
| 3. | To gain knowledge on moral issues relating to business, marketing, advertising, finance, HR and environmental protection |
| 4. | To understand the concepts of corporate sustainability |
| 5. | To analyse sustainability information and prepare reports |

Course Units

| | |
|---|-----------------|
| UNIT I | (12 hrs) |
| Introduction to Business Ethics | |
| Business Ethics- Meaning and Definition of Business Ethics - Nature of Business Ethics - Role and importance of Business Ethics and values in Business - Causes of unethical behaviour - Ethical issues. | |
| UNIT II | (12 hrs) |
| Ethical Theories | |
| Ethical Decision Making -Decision Making (Normal Dilemmas and problems) - Application of Ethical Theories in Business - Traditional Ethical Theories - Utilitarianism, - Ethical Egoism - Ethics of Duties - Normative Theories of Business Ethics - Stakeholder Theory - Stockholder Theory - Lawrence Kohlberg's Theory Model | |

| | |
|---|-----------------|
| Development. | |
| Unit III | (12 hrs) |
| Moral Issues in Business | |
| Moral Issues in Business - Importance of moral issues and reasoning - Whistle Blowing- Kinds of Whistle Blowing - Ethical issues in functional areas of business. Marketing and Advertising - Truth in Advertising- Manipulation – Coercion-Trade Secrets- Corporate disclosure-Insider trading. Finance -Fairness’ and efficiency in Financial Market – Greenmail-Golden Parachute. HR: Workers Rights and Duties - Work place Safety - Sexual Harassment-Equal Employment Opportunity- Preferential hiring. Environmental Protection - Safety and acceptable risk- Environmental Harm, Pollution and its Control– Product Safety and Corporate Liability. | |
| UNIT IV | (12 hrs) |
| Corporate Sustainability | |
| Corporate Sustainability - Concepts of sustainability - Social, Environmental and Economic dimensions -Sustainability in a business context. Principles of Sustainable Development: History and emergence of the concept of Sustainable Development - Definitions, Environmental issues and crisis, Resource degradation, Greenhouse gases, Desertification, Social insecurity, Industrialization, Globalization and Environment. | |
| UNIT V | (12 hrs) |
| Sustainability Reporting | |
| Sustainability Reporting - Investors, customers, government and media- Disclosing sustainability information – report and website - Transparency and Accountability - One Report movement – Financial and non-financial together - Triple bottom line concept for Sustainable Business - Sustainability Reporting: Flavour of GRI, BRR, BRSR. | |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Apply the concepts of business ethics in practice | K3 |
| CO 2 | Demonstrate ethical decision making by applying various theories | K2 |

| | | |
|------|--|----|
| CO 3 | Evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection | K5 |
| CO 4 | Explain the concepts of corporate sustainability | K2 |
| CO5 | Construct reports disclosing sustainability information | K3 |

| |
|--|
| <p>Books for study:</p> <ol style="list-style-type: none"> 1. Muraleedharan K P and Satheesh E K (2021), “Fernando’s Business Ethics and Corporate Governance”, 3rdEdition., Pearson India Education Services Pvt. Ltd, Noida 2. John G. Cullen (2022), “Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations”, Sage Publications Pvt. Ltd, New Delhi 3. Khanka S S (2013), “Business Ethics and Corporate Governance (Principles and Practice)”, 1stEdition, S.Chand & Co. Ltd., New Delhi |
| <p>Books for reference:</p> <ol style="list-style-type: none"> 1. ICSI Study Material, “Governance, Risk Management, Compliances and Ethics”, New Delhi 2. David Chandler (2016), “Strategic Corporate Social Responsibility: Sustainable Value Creation”, 4th Edition., Sage Publications Pvt. Ltd, New Delhi 3. Mandal S K (2017), “Ethics in Business and Corporate Governance”, 2ndEdition., McGraw Hill Education, India 4. Sundar.K (2019), “Business Ethics and Values” 1st Edition. Vijay Nicole Imprints Private Limited, Chennai. |
| <p>Web references:</p> <ol style="list-style-type: none"> 1. https://www.icsi.edu/media/website/BUSINESS%20MANAGEMENT%20ETHICS%20&%20ENTREPRENEURSHIP.pdf 2. https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf 3. https://sdgs.un.org/topics/desertification-land-degradation-and-drought 4. https://sdgs.un.org/sites/default/files/documents/1387bp_ccInNSDS.pdf 5. https://wedocs.unep.org/handle/20.500.11822/9435 |

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 1 | 3 |
| CO4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

First Year

Elective – III B Semester II

AUDIT AND DUE DILIGENCE

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|--------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | AUDIT AND DUE DILIGENCE | | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To understand different types of audit |
| 2 | To gain knowledge on secretarial audit |
| 3 | To understand the basics of due diligence |
| 4 | To analyse different types of due diligence |
| 5 | To understand due diligence for take overs and due diligence report |

Course Units

| |
|--|
| UNIT I (12 hrs) Introduction to Audit Audit: Meaning – Types of Audit: Corporate Governance Audit: Meaning and scope; Corporate Social Responsibility Audit: Meaning and objectives; Insider Trading Audit: An introduction – Labour Law audit: Meaning, process and benefits – Environment Audit: Meaning and Need – Social Audit: Meaning and implications – Introduction to Takeover Audit. |
| UNIT II(12 hrs) Secretarial Audit Secretarial Audit: Meaning – Need – Applicability of Secretarial Audit under Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 |

– The process of Secretarial Audit – Scope and Benefits of Secretarial Audit.

UNIT III (12 hrs)

Introduction to Due Diligence

Due diligence: Meaning, Need, Objectives and Scope – Factors to be considered while conducting due diligence – Process of due diligence – Techniques of due diligence.

UNIT IV (12 hrs)

Types of Due Diligence

Types of Due Diligence: Operational, Strategic, Financial, Technical, Legal, Management, Technical, Environmental, Human Resource.

UNIT V (12 hrs)

Due Diligence for Take overs and Due Diligence Report

Due diligence for Mergers and Amalgamation: Introduction and Process, Preparation of scheme of amalgamation - Due diligence for take overs - Guidance on diligence reporting – Format of diligence report.

Course outcomes:

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Compare different types of audit | K2 |
| CO 2 | Assess the provisions relating to secretarial audit | K5 |
| CO 3 | Recall the basics of due diligence | K1 |
| CO 4 | Explain the various types of due diligence | K2 |
| CO 5 | Examine due diligence for take overs and prepare due diligence report | K4 |

Books for study:

1. Anoop JainC. S, (2022), “Secretarial Audit, Compliance Management and Due Diligence”, 19th Edition, A J Publications Chennai, Tamilnadu.
2. William J Gole; Paul J Hilger (2009), “Due Diligence, An MA Value Creation”, John Wiley & Sons, Inc., New Jersey
3. Chatterjee B.D (2020), “A Practical Guide to Financial Due diligence”, Bloomsberry Publications, 1st Edition, New Delhi
4. Anoop JainC S (2022), “Governance, Risk Management, Compliance and Ethics” 15th Edition, A J Publications, Chennai, Tamilnadu.

Books for reference:

1. National Institute of Securities Market (April 2022), “Depository Operations, An educational initiative of SEBI” ,Taxmann Publications, New Delhi
2. Peter Howson (2003), “Commercial Due Diligence”, Gower Publications, England
3. Justin J Camp (2002), “Venture Capital Due Diligence”, Wiley & Sons, Incorporated, John, New Jersey.

Web references:

1. <https://www.icsi.edu/media/portals/70/241120123.pdf>
2. <https://www.icsi.edu/media/webmodules/publications/FULL%20BOOK-PP-DD&CCM-PDF%20FILE.pdf>
3. https://www.sebi.gov.in/legal/regulations/jul-2022/securities-and-exchange-board-of-india-issue-of-capital-and-disclosure-requirements-regulations-2018-last-amended-on-july-25-2022-_61425.html
4. <https://www.icsi.edu/media/webmodules/pes/GUIDANCE%20NOTE%20ON%20DILIGENCE%20REPORT%20FOR%20BANKS.pdf>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**First Year****Elective – IV A****Semester II****RURAL AND AGRICULTURAL MARKETING**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | RURAL AND AGRICULTURAL MARKETING | | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1. | To understand the concepts of Rural marketing and its environments. |
| 2. | To understand the buying behaviour of rural consumers |
| 3. | To gain knowledge on strategies relating to rural product, branding, packaging, etc. |
| 4. | To analyse the functioning of food processing industry including distribution and promotion in the rural market. |
| 5. | To understand the principles and functioning of cooperative marketing |

Course Units

| | |
|--|-----------------|
| UNIT I | (12 hrs) |
| Introduction to Rural marketing | |
| Rural marketing – Meaning – Definition – Concept and nature of rural marketing – Taxonomy of rural markets – Urban vs Rural marketing – Rural marketing environment – Becoming a successful rural marketer. | |
| UNIT II | (12 hrs) |
| Rural buyer behaviour | |
| Rural buyer behaviour – Aspects of rural buyer behaviour – Rural consumer decision making process – Environmental factors affecting rural consumers – Buyer characteristics and innovation adoption – Rural STP approach – Guidelines for effective segmentation and emerging rural market segments. | |

| | |
|--|-----------------|
| UNIT III | (12 hrs) |
| Rural product strategy and pricing | |
| Rural product strategy – Rural product classification and decisions – Product innovation strategies – Customer value strategies – Rural branding and packaging strategies – Role of Agricultural Price Commission in India(APC) - Introduction to APC - Basic objectives of the Commission - Determination of Minimum Support Price (MSP) - Non price measures - Minimum support price of selected commodities - Benefit to the farmers - Rationale of support pricing - Limitations of MSP. | |
| UNIT IV | (12 hrs) |
| Food processing industry infrastructure in India | |
| Food processing industry infrastructure in India - Meaning of processing - Advantages of food processing - Processing of agricultural commodities (Wheat, Paddy, Pulses and Oilseeds) – Importance of cold chains - Rural distribution strategy – Rural distribution and logistics – Direct vs Indirect marketing – Organised rural retailing – Types of retail outlets – Rural malls – e-tailing and training for rural retailers – Rural supply chain management – ITC e-choupal – Rural promotion mix – Marketing communication challenge in rural markets. | |
| UNIT V | (12 hrs) |
| Cooperative marketing | |
| Cooperative marketing: Meaning - Role of cooperatives - Structure of cooperative marketing societies - Types of Co-operative marketing societies – Membership – Functioning – Agri export zones – Small Farmers Agri Business Consortium - eNAM – Tamil Nadu State Agricultural Marketing Board. | |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Recall the concepts of rural marketing | K1 |
| CO 2 | Analyse the buying behaviour of rural consumers | K4 |
| CO 3 | Develop the strategies relating to rural product, branding, packaging, etc. | K3 |

| | | |
|------|---|----|
| CO 4 | Construct distribution and promotional mix in the rural market relating to food processing industry | K3 |
| CO5 | Explain the principles and functioning of cooperative marketing | K2 |

Books for study:

1. Acharya S.S Agarwal N.L., (2019), “Agricultural Marketing in India”, 6th Edition., BS Publishers & Distributors Pvt Ltd, India
2. Ashok M. V (2021), “Emerging Trends in Agricultural Marketing in India”, Brillion Publishing, New Delhi
3. Debarun Chakrabaorty, Soumya Kanti Dhara, Adrinil Santra (2021), “Rural Marketing in India: Texts and Cases”, Atlantic Publishers and Distributors Pvt Ltd, Chennai

Books for reference:

1. Rahman K S (2019), “Rural Marketing in India”, Himalaya Publishing House, Mumbai
2. Dogra Balram and Karminder Ghuman (2007), Rural Marketing: Concepts and Practices, McGraw Hill Education, Noida

Web references:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_RM_NOTES_2.pdf
2. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/12992-cooperative-marketing.html>
3. <https://cacp.dacnet.nic.in/content.aspx?pid=32#content>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 1 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

First Year

Elective – IV B

Semester II

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|--|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | LOGISTICS AND SUPPLY CHAIN MANAGEMENT | | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1. | To identify the primary differences between logistics and supply chain management |
| 2. | To understand the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain. |
| 3. | To evaluate the management components of supply chain management |
| 4. | To analyze the tools and techniques applied in implementing supply chain management. |
| 5. | To create awareness about the professional opportunities in supply chain management. |

Course Units

| | |
|---|-----------------|
| UNIT I | (12 hrs) |
| Supply Chain Management | |
| Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management – Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting - Supply chain intermediaries – Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channels of Distribution at Services Level, Factors for selection of suitable channels. | |
| UNIT II | (12 hrs) |
| Global perspectives | |
| Global perspectives: Measuring and analyzing the value and efficiency of Global Supply Chain Networks, Global market forces, Types of global supply chain -Indian Perspectives: Measuring and Analyzing the value and efficiency of Domestic Supply Chain Networks, Economic effects of supply chains - Customer Perspectives: Customer values, Role of | |

customers and Ways of improving customer services in SCM.

UNIT III (12 hrs)

Framework of Logistics

Logistics: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) - Logistics Management: Concept and Process, Competitive Advantages and Three C’s, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control -Elements of inventory management – Inbound and out bound logistics, Bull- whip effect – distribution and warehousing management - Transport Functions and Participants in Transportation Decisions - Transport Infrastructure- Packaging and Materials Management: Consumer and Industrial Goods Packaging - Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling.

UNIT IV (12 hrs)

SCM-Warehousing

Introduction– Concepts of Warehousing– Types of Warehouse – Functions of Warehousing– Strategic Warehousing, Warehouse Operations, Ownership Arrangements, Warehouse Decisions, Warehouse Management Systems, Packaging Perspectives, Packaging for Material Handling Efficiency, Materials Handling, Supply Chain Logistics Design: Global Strategic Positioning; Global SC Integration, SC Security, International Sourcing, Distribution control and evaluation.

UNIT V (12 hrs)

SCM-Plan

SCM Plan: Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods-Use of Internet in SCM: Role of computer/ IT in supply chain management –E- market places, E-procurement, E-logistics, E-fulfillment -Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modeling of supply chains using Markov chains, Inventory Control- Importance, Pareto’s Law -Emerging Technologies in Logistics and Supply Chain Management: CRM Vs SCM, Benchmarking concept, Features and implementation, Outsourcing: Basic concepts, Value addition in SCM – Concept of demand chain management - Growth of Logistics and Supply Chain Management in national and international scenarios.

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Recall the concepts and features of SCM | K1 |
| CO 2 | Summarize global and Indian perspectives of SCM | K2 |
| CO 3 | Examine changing logistics environment pertaining to materials management, warehousing and distribution | K4 |
| CO 4 | Explain strategic warehousing for SCM | K2 |
| CO5 | Outline the role of internet in SCM | K2 |

Books for study:

1. Christopher Martin, "Logistics and Supply Chain Management" (2016) 5th Edition, FT Publishing International, India
2. Chopra, Sunil, Meindl, Peter and Kalra, D.V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education Pvt. Ltd, Noida

Books for reference:

1. Sahay, B.S., Supply Chain Management, 2nd Edition; Macmillan Publishers India
2. Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
3. Bowersox D.J., Closs D.J, Bixby Cooper. M., Supply Chain Logistics Management, (2002), 9th Edition, McGraw-Hill Higher Education, Noida

Web references:

1. <http://www.wisdomjobs.com/e-universit/production-and-operations-management-tutorial-295/principles-of-material-handling-9576.html>
2. <http://www.marketing91.com/logistics-activitiesw/>
3. <https://www.fcbo.com/services/warehouse-strategies>.
4. <https://cleartax.in/s/just-in-time-jit-inventory-management>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 1 | 2 |
| CO2 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| CO3 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| CO4 | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO5 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

Second Year

Core – VII

Semester III

TAXATION

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | TAXATION | | 6 | - | - | - | 5 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1 | To identify deductions from gross total income and computation of income for different classes of assesseees |
| 2 | To understand the procedure for filing of returns and tax planning |
| 3 | To analyse the structure on international business taxation |
| 4 | To assess Goods and Services Tax and filing GST returns |
| 5 | To compute customs duty as per Customs Act |

Course Units

| |
|--|
| UNIT I (18 hrs) Assessment of persons Tax Exemptions for Agricultural Income-Deductions to be made in computing total income (80G, 80GGB & 80GGC, 80IA, 80IAB, 80IAC, 80IB, 80IBA, 80ID, 80IE, 80JJA, 80JJAA, 80LA, 80M, 80P, 80PA) – Assessment of Firms, AOP, BOI, Company and Co-operative society. |
| UNIT II (18 hrs) Tax Returns and Tax planning Return of income: Statutory obligation, Return Forms, Time for filing of return, Revised return, Modified return–Assessment -Tax Deducted at Source - Advance payment of Tax: Persons liable to pay, Due date, Computation - Payment in pursuance of order of Assessing Officer, Consequences on non-payment. – Tax planning, Tax avoidance and Tax evasion - Tax planning and specific management decisions: Make or buy, Own or lease, Retain or replace, Shut down or continue. |

| | |
|--|-----------------|
| UNIT III | (18 hrs) |
| International business taxation | |
| International business taxation - Taxation of Non-resident - Double taxation relief - Transfer pricing and other anti-avoidance measure - Application and interpretation of tax treaties - (Double taxation avoidance agreement - DTAA) - Equalization levy. | |
| UNIT IV | (18 hrs) |
| Goods and Services Tax | |
| Goods and Services Tax: GST Act, 2017 - Registration – Procedure for registration under Schedule III – Amendment of registration – Rates of Tax of IGST, CGST, SGST/UGTST- Assessment of GST- Self-assessment – Provisional assessment – Scrutiny of returns – Assessment of non-filers of returns – Assessment of unregistered persons – Assessment in certain special cases – Tax Invoice – Credit and Debit Notes – Payment of Tax – Input Tax Credit - Anti profiteering – Filing of Returns- Penalties – Prosecution – Appeal and Revision. | |
| UNIT V | (18 hrs) |
| Customs Act, 1962 | |
| Customs Act, 1962: Important Definitions – Basics – Importance of Customs Duty – Constitutional authority for levy of Customs Duty – Types of Customs Duty – Prohibition of Importation and Exportation of goods – Valuation of goods for Customs Duty – Transaction Value – Assessable Value – Computation of Assessable Value and Customs Duty. | |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Apply the provisions of income tax to determine taxable income | K3 |
| CO 2 | Plan taxes | K3 |
| CO 3 | Illustrate the nuances of international business taxation | K2 |
| CO 4 | Apply the provisions of GST | K3 |
| CO 5 | Summarise the provisions of Customs Act | K2 |

Books for study:

1. Vinod Singhania and Kapil Singhania, Direct Taxes Law & Practice Professional Edition, Taxmann Publications, New Delhi
2. Mehrotra H.C. and Goyal S.P, Income Tax including Tax Planning & Management, Sahitya Bhawan Publications, Agra
3. Sekar G, “Direct Taxes” - A Ready Refresher, Sitaraman C.& Co Pvt. Ltd., Chennai.
4. Balachandran V, (2021) Textbook of GST and Customs Law, Sultan Chand and Sons, New Delhi
5. Vandana Bangar and Yogendra Bangar, “Comprehensive Guide to Taxation”(Vol.I and II), Aadhya Prakashan, Prayagraj(UP).

Books for reference:

1. Sha R.G. and Usha Devi N.,(2022) “Income Tax” (Direct and Indirect Tax), Himalaya Publishing House, Mumbai.
2. Girish Ahuja and Ravi Gupta, “Practical Approach to Direct and Indirect Taxes: Containing Income Tax and GST”, Wolters Kluwer India Private Limited
3. Swetha Jain, GST Law & Practice, Taxmann Publishers Pvt.Ltd, Chennai.
4. Datt V.S., “GST - Input Tax Credit”, Taxmann Publishers, Chennai.
5. Anurag Pandey, “Law & Practices of GST and Service Tax”- Sumedha Publication House, New Delhi.
6. Charlas.L.J., “Essentials of Goods and Services Tax”(2022), Vijay Nicole Imprints Private Limited, Chennai.

Web references:

1. https://www.icsi.edu/media/webmodules/16112021_Advance_Tax_Laws.pdf
2. https://www.icsi.edu/media/webmodules/Final_Direct_Tax_Law_17_12_2020.pdf
3. https://www.icsi.edu/media/webmodules/TL_Final_pdf_25102021.pdf

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**Second Year****Core – VIII****Semester III****RESEARCH METHODOLOGY**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | RESEARCH METHODOLOGY | | 6 | - | - | - | 5 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|----------------------------|--|
| 1 | To understand the fundamentals of research |
| 2 | To construct theoretical design and formulate hypotheses |
| 3 | To evaluate the data collection techniques |
| 4 | To perform parametric and non-parametric tests |
| 5 | To enhance report writing skills and develop ethical conduct in research |

Course Units

| | |
|--|-----------------|
| UNIT I | (18 hrs) |
| Introduction to Research Methodology | |
| Research: Definition – Objectives – Motivations for research – Types of research – Maintaining objectivity in research – Criteria of good research – Applications of research in business – Formulating a research problem – Literature Review – Reasons for review – Reference management tools - Identification of research gap – Framing of objectives. | |
| UNIT II | (18 hrs) |
| Hypothesis Testing and Research Design | |
| Hypothesis – Formulation of hypothesis – Testing of hypothesis – Type I and Type II errors – Research design – Types of research design - Methods of data collection: Census, Sample survey, Case study – Sampling: Steps in sampling design, Methods of sampling – Testing of reliability and validity – Sampling errors. | |
| UNIT III | (18 hrs) |
| Data Collection | |
| Variable: Meaning and types - Techniques of data collection – Primary data: Meaning, | |

Advantages and limitations – Techniques: Interview, Schedule, Questionnaire, Observation
–Secondary Data: Meaning and sources.

UNIT IV (18 hrs)

Data Analysis

Data Analysis – Uni-variate Analysis: Percentile, Mean, Median, Mode, Standard deviation, Range, Minimum, Maximum, Independent sample t-test – Bi-variate analysis: Simple correlation, Simple Regression, Chi-square, Paired samples t-test, ANOVA, Man-Whitney test – Wilcoxon signed rank test – Kruskal Wallis test (Simple problems)

Multi Variate Analysis: Multiple Correlation, Multiple Regression, Factor Analysis, Friedman’s test, Cluster analysis, Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM), Multiple Discriminant Analysis.

UNIT V (18 hrs)

Preparation of Research Report

Report preparation – Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA, Anderson, Harvard) – Mechanics of report writing –Ethics in Research – Avoiding plagiarism – Plagiarism checker tools – Funding agencies for business research.

Theory: 80%; Problems: 20%

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Recall the research concepts and recognise the research problem | K1 |
| CO 2 | Construct research hypothesis and determine the sample size | K3 |
| CO 3 | Select appropriate method for data collection | K3 |
| CO 4 | Interpret the results of statistical tests | K2 |
| CO 5 | Construct research report avoiding plagiarism | K3 |

Books for study:

1. Tripathi, (2014) “Research Methodology in Management and Social Sciences”. Sultan Chand & Sons, New Delhi.
2. Kothari C.R and Gaurav Garg, (2020) “Research Methodology” – Methods and

| |
|--|
| Techniques. New Age International (P) Limited, New Delhi. 3. Krishnaswami and Ranganathan, (2011) “Methodology of Research in Social Sciences”, Himalaya Publishing House, Mumbai. |
| Books for reference: 1. Donald R. Cooper, Pamela S. Schindler and J.K.Sharma, “Business Research Methodology”, 12 th Edition, Tata Mcgraw Hill, Noida (UP). 2. Sashi K.Guptha and ParneetRangi,(2018) “Research Methodology” , Kalyani Publisher, Ludhiana. 3. SharmaR D and Hardeep Chahal, (2004) “Research Methodology In Commerce and Management”, Anmol Publications, New Delhi |
| Web references: 1. https://www.cartercenter.org/resources/pdfs/health/ephti/library/lecture_notes/health_science_students/ln_research_method_final.pdf 2. https://cesuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf 3. https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf 4. https://www.statisticssolutions.com/academic-research-consulting/data-analysis-plan/ |

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

Second Year

Core-IX

Semester III

COMPUTER APPLICATIONS IN BUSINESS

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|--|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | COMPUTER APPLICATIONS IN BUSINESS | | 2 | - | 4 | - | 5 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|----------------------------|---|
| 1 | To understand the fundamentals of SPSS |
| 2 | To compare the values obtained in t-test and ANOVA |
| 3 | To perform regression and non-parametric tests |
| 4 | To create company, groups and ledgers and obtain financial statements using Tally Prime |
| 5 | To understand inventory management and account for goods and services tax |

Course Units

| | |
|--|-----------------|
| UNIT I | (18 hrs) |
| Introduction to SPSS | |
| Opening a data file in SPSS – Variable view – Data view – Entering data into the data editor – Saving the data file– Table creation – Descriptive statistics: Percentile values, Measures of central tendency, Measures of dispersion, Distribution – Cronbach’s Alpha test – Charts and graphs - Editing and copying SPSS output. | |
| UNIT II(18 hrs) | |
| Parametric Tests in SPSS | |
| Compare means: One-sample t-test, Independent Samples t-test, Paired-samples t-test and One-way ANOVA, Two-way ANOVA - Correlation: Bi-variate, Partial and Multiple. Simple linear regression. | |
| UNIT III | (18 hrs) |
| Non-parametric Tests in SPSS | |
| Chi-square test - Mann Whitney’s test for independent samples – Wilcoxon matched | |

| | |
|--|-----------------|
| pairs sample test– Friedman’s test– Wilcoxon signed rank test – Kruskal Wallis test | |
| UNIT IV | (18 hrs) |
| Introduction to Tally Prime | |
| Tally Prime: Introduction – Starting Tally Prime – Creation of a Company - Selecting company - Shutting a company - Altering company– Creating Accounting groups and ledgers – Vouchers – Practical problems for a new and existing business and not-for profit organisation. Accounting reports: Introduction – Displaying Trial balance, Profit and Loss Account, Balance sheet, Day book, Purchase register, Sales register, Cashflow/Funds flow and ratio analysis – Practical problems. | |
| UNIT V | (18 hrs) |
| Inventory and GST in Tally Prime | |
| Inventory: Introduction to Inventory Masters – Creation of stock group – Creation of Godown – Creation of unit of measurement – Creation of stock item – Entering inventory details in Accounting vouchers – Practical problems. GST: Introduction – Enabling GST – Defining tax details – Entries in Accounting vouchers – View invoice report – Practical problems. | |

100% Practical* This paper should be handled by the Commerce Faculty. Question paper setting and Valuation should be done by the Commerce Faculty.

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|-------------|---|-----------------|
| CO 1 | Construct data file in SPSS | K3 |
| CO 2 | Examine Means of samples | K4 |
| CO 3 | Apply non-parametric tests | K3 |
| CO 4 | Construct a company, form groups and get automated financial statements | K3 |
| CO 5 | Plan for automation of inventory | K3 |

Books for study:

1. Sundara Pandian.P, Muthulakshmi. S &Vijayakumar, T (2022), Research Methodology &Applications of SPSS in Social Science Research, Sultan Chand &Sons, New Delhi
2. Morgan George. A, Barrett C Karen, Leech L Nancy and Gloeckner Gene W (2019),IBM SPSS for Introductory Statistics, Routledge, 6thEdition, U.K
3. Official Guide to Financial Accounting using TallyPrime (2021), BPB Publication, Delhi
4. Chheda Rajesh, U (2020), Learn Tally Prime, Ane Books, 4thEdition, New Delhi

Books for reference:

1. Kulas John, Renata Garcia Prieto Palacios Roji, Smith Adams (2021), IBM SPSS Essentials: Managing and Analysing Social Sciences Data, 2nd Edition, John Wiley & Sons Inc., New York
2. Rajathi. A, Chandran. P (2011), SPSS for You, MJP Publishers, Chennai
3. Sangwan Rakesh (2022), Learn Tally Prime in English, Ascend Prime Publication, Pilani
4. Lodha Roshan (2022), Tally Prime with GST Accounting, Law Point Publication, Kolkata

Web references:

1. <https://www.spss-tutorials.com/basics/>
2. <https://www.tallyclub.in/>
3. <https://tallysolutions.com/business-guides/inventory-management-in-tally-erp9/>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO 1 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| CO 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| CO 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 |
| CO 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

Second Year

Core – XII

Semester IV

INTERNATIONAL BUSINESS

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|-------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | INTERNATIONAL BUSINESS | | 6 | - | - | - | 4 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To understand the concepts of International Business and International Business Environment |
| 2 | To analyse the different theories of International Business. |
| 3 | To understand the legal procedures involved in International Business. |
| 4 | To evaluate the different types of economic integrations. |
| 5 | To analyse the operations of MNCs through real case assessment. |

Course Units

| | |
|--|-----------------|
| UNIT I | (18 hrs) |
| Introduction to International business | |
| International Business -Meaning, Nature, Scope and Importance- Stages of internationalization of Business-Methods of entry into foreign markets: Licensing-Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions -Framework for analysing international business environment- Domestic, Foreign and Global Environment-Recent Developments in International Business. | |
| UNIT II (18 hrs) | |
| Theoretical Foundations of International business | |
| Theoretical Foundations of International Business: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler's Theory of Opportunity Cost-Heckscher- Ohlin Theory Market Imperfections Approach-Product Life Cycle Approach - Transaction Cost Approach-Dunning's Eclectic Theory of International Production. | |

| | |
|--|-----------------|
| UNIT III | (18 hrs) |
| Legal framework of International Business | |
| Legal framework of International Business: Nature and complexities: Code and common laws and their implications to Business-International Business contract- Legal provisions, Payment terms. | |
| UNIT IV | (18 hrs) |
| Multi-Lateral Agreements and Institutions | |
| Multi-Lateral Agreements and Institutions: Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries-NAFTA- EU-SAARC, ASEAN-BRICS- OPEC-Promotional role played by IMF-World Bank and its affiliates- IFC, MIGA and ICSID – ADB- Regulatory role played by WTO and UNCTAD. | |
| UNIT V | (18 hrs) |
| Multinational Companies (MNCs) and Host Countries | |
| Multinational Companies (MNCs) and Host Countries: MNCs – Nature and characteristics. Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies-International Business and Developing countries: Motives of MNC operations in Developing Countries (Discuss case studies)-Challenges posed by MNCs. | |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Recall the concepts of International Business and International Business Environment | K1 |
| CO 2 | Analyze different theories of International Business | K4 |
| CO 3 | Explain the legal procedures involved in International business | K2 |
| CO 4 | Explain the different types of economic integrations. | K2 |
| CO 5 | Identify the operations of MNCs through real case assessment | K3 |

Books for study:

1. Charles W.L. Hill, International Business: Competing in the Global Market Place, Mc Graw Hill, New York
2. Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, International Business: An Asian Perspective- Mc Graw Hill, New York
3. Rakesh Mohan Joshi (2009), International Business, Oxford University Press

Books for reference:

1. Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett, International Business: The Challenge of Global Competition, Mc Graw Hill Education, New York
2. Alan M Rugman & Simon Collinson, International Business: Pearson Education, Singapore

Web references:

1. <https://www.icsi.edu/media/webmodules/publications/9.5%20International%20Business.pdf>
2. https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf
3. <https://www.shobhituniversity.ac.in/pdf/econtent/International-Business-Unit-1-Dr-Neha-Yajurvedi.pdf>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 | 1 | 2 |
| CO2 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 1 |
| CO3 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| CO4 | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO5 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

Second Year

Elective – V A

Semester III

STRATEGIC MANAGEMENT

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|-----------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | STRATEGIC MANAGEMENT | | 3 | - | - | - | 3 | 3 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|--|
| 1. | To understand strategic management and its levels and phases |
| 2. | To analyse the dynamics of competitive strategic management techniques |
| 3. | To familiarize with the business and functional level strategies |
| 4. | To gain knowledge on organisational and strategic leadership |
| 5. | To apply latest concepts in strategy implementation and control |

Course Units

| | |
|---|-----------------|
| UNIT I | (12 hrs) |
| Introduction to Strategic Management | |
| Introduction to Strategic Management: Meaning and Nature of Strategic management, Framework of Strategic management, Strategic Levels in Organizations, Phases of strategic management, Benefits and challenges of strategic Management in global economy. | |
| UNIT II | (12 hrs) |
| Techniques for Strategic Management | |
| Dynamics of Competitive Strategy: Corporate governance- Role of Board of directors and top management in corporate governance; Agency and Stewardship theory, Situational Analysis-SWOT analysis, TOWS Matrix, Portfolio Analysis - BCG, GE, and ADL matrix - Strategic Management Process: Strategic Planning, Strategic Intent – Vision, Mission and Objectives, Strategy Formulation - Corporate Level Strategies: Concepts and Nature of Corporate Strategy, Strategic Alternatives at Corporate Level-Growth, Stability, | |

| | |
|--|-----------------|
| Expansion, Business Combinations – Mergers and Acquisitions, Strategic Alliances, Turnaround, Retrenchment and Retreat, Corporate parenting. | |
| UNIT III | (12 hrs) |
| Different Levels of Strategies | |
| Business Level Strategies: Competitive Strategies at Business Level, Michael Porter’s Generic Strategies, Best-Cost Provider Strategy - Functional Level Strategies: Marketing Strategy, Financial Strategy, Operations Strategy, Human Resource Strategy, Research and Development. | |
| UNIT IV | (12 hrs) |
| Organisation and Strategic Leadership | |
| Organisation and Strategic Leadership: Organisation Structure, Strategic Business Unit, Strategic Leadership, Strategy Supportive Culture, Entrepreneurship and Intrapreneurship, Strategic Leadership across organizations. | |
| UNIT V | (12 hrs) |
| Strategy Implementation and Control | |
| Strategy Implementation and Control: Strategy Implementation, Strategic Choice, Strategic Control, Strategy Audit, Business Process Reengineering, Benchmarking, Six Sigma and contemporary practices in strategic management. | |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Summarise strategic management principles at different levels and phases | K2 |
| CO 2 | Explain the dynamics of competitive strategic management techniques | K2 |
| CO 3 | Examine business and functional level strategies | K4 |
| CO 4 | Identify strategic leadership and organisational skills | K3 |
| CO5 | Apply latest concepts in strategy implementation and control | K3 |

Books for study:

1. Prasad L. M., (2018), “Strategic Management”, 7th Edition, Sultan Chand & Sons, New Delhi.
2. Cherunilam, Francis, (2021), “Strategic Management” 8th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
3. John A. Pearce, Richard B. Robinson and Amita Mital, (2018) “Strategic Management” 14th Edition, McGraw Hill Education, New Delhi.
4. Gupta C. B. (2022), “Strategic Management” Latest Edition, S.Chand and Company Ltd, Noida, Uttar Pradesh.

Books for reference:

1. Jeyarathanam M., (2021), “Strategic Management” 7th Edition, Himalaya Publishing House Pvt. Ltd, Mumbai
2. Ghosh P.K. (2014), “Strategic Management”, 14th Edition, Sultan Chand & Sons, New Delhi
3. Chandan J. S. and Nitish Sen Gupta (2022), “Strategic Management”, Vikas Publishing House Pvt. Ltd., New Delhi
4. Fred R. David, (2017), “Strategic Management Concepts and Cases” 13th Edition, Prentice Hall, Pearson Education, London, England

Web references:

1. <https://resource.cdn.icai.org/66691bos53810cp2.pdf>
2. <https://resource.cdn.icai.org/66693bos53810cp4.pdf>
3. <https://resource.cdn.icai.org/66694bos53810cp5.pdf>
4. <https://resource.cdn.icai.org/66695bos53810cp6.pdf>
5. <https://resource.cdn.icai.org/66697bos53810cp8.pdf>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 |
| CO2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO5 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 1 | 2 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**Second Year****Elective–V B****Semester III****INTERNATIONAL FINANCIAL MANAGEMENT**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | INTERNATIONAL FINANCIAL MANAGEMENT | | 3 | - | - | - | 3 | 3 | 25 | 75 | 100 |

| Learning Objectives | |
|----------------------------|---|
| 1 | To understand the importance and nature of international flow of funds |
| 2 | To gain knowledge on the various features and transactions in the foreign exchange market |
| 3 | To analyse the techniques of international investment decisions for building a better portfolio |
| 4 | To understand the flow of funds in the international banks |
| 5 | To become familiar with various international instruments |

Course Units

| |
|---|
| UNIT I (12 hrs) International Financial Management International Financial Management: An overview – Importance – Nature and Scope – International flow of Funds – Balance of Payments – International Monetary System. |
| UNIT II(12 hrs) Foreign Exchange Market Foreign Exchange Market: Features – Spot and Forward Market – Exchange Rate Mechanism – Exchange Rate determination in the Spot and Forward Markets – Factors Influencing Exchange Rate – Salient Features of FEMA – Market for Currency Futures and Currency Options – Hedging with Currency Future and Options. |

| | |
|---|-----------------|
| UNIT III | (12 hrs) |
| International Investment Decision | |
| Foreign Direct Investment – International Capital Budgeting – International Portfolio Investment: Meaning – Benefit of International Portfolio Investment – Problem of International Investment. | |
| UNIT IV | (12 Hrs) |
| International Financial Decisions | |
| Overview of the International Financial Market – Channels for International Flow of Funds – Role and Functions of Multilateral Development Banks – International Banking: Functions – Credit Creation – Control of International Banks. | |
| UNIT V | (12 hrs) |
| International Financial Market Instruments | |
| Short-term and Medium-term Instruments – Management of Short-term Funds – Management of Receivables and Inventory – Factors behind the Debt Crisis. | |

Course outcomes:

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Explain the importance and nature of international flow of funds | K2 |
| CO 2 | Analyse the fluctuations in exchange rate and impact on exchange markets | K4 |
| CO 3 | Analyse the techniques of international investment decisions for building a better portfolio | K4 |
| CO 4 | Explain the flow of funds in the international banks | K2 |
| CO 5 | Examine various international financial market instruments | K4 |

Books for study:

1. Vyuptakesh Sharan, (2010), “International Financial Management” 6th Edition, Prentice Hall India Learning Pvt. Ltd, Delhi
2. Seth A K and Malhotra S K, (2000), “International Financial Management” 2nd Edition, Galgotia Publishing Company, Delhi
3. Agarwal O P, (2021), “International Financial Management” 3rd Edition, Himalaya Publishing House Pvt Ltd, Mumbai
4. Apte P G, (2006), “International Financial Management” 4th Edition, McGraw Hill (India) Pvt. Ltd., Noida, Uttar Pradesh

5. Varshney R L and Bhashyam S (2016), “International Financial Management An Indian Perspective”, Sultan Chand & Sons, New Delhi

Books for reference:

1. Jeevanandam C, (2020), “Foreign Exchange Practice Concepts and Control”, 17th Edition, Sultan Chand & Sons, New Delhi
2. Kevin S, (2022), “Fundamentals of International Financial Management” 2nd Edition, Prentice Hall India Learning Pvt. Ltd, Delhi
3. Amuthan R, (2021), “International Financial Management” 3rd Edition, Himalaya Publishing House Pvt Ltd, Mumbai
4. Bhalla V K (2014), “International Financial Management (Text and Cases)”, Sultan Chand & Sons, New Delhi

Web references:

1. <https://iare.ac.in/sites/default/files/LECTURE%20NOTES-IFM.pdf>
2. <https://www.bauer.uh.edu/rsusmel/4386/ifm%20-%20lecture%20notes.pdf>
3. https://ebooks.lpude.in/management/mba/term_4/DMGT549_INTER_NATIONAL_FINANCIAL_MANAGEMENT.pdf

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO 1 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 2 |
| CO 2 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 2 |
| CO 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO 4 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 2 |
| CO 5 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

Second Year

Core – XI

Semester IV

CORPORATE AND ECONOMIC LAWS

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|------------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | CORPORATE AND ECONOMIC LAWS | | 6 | - | - | - | 5 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To analyse current and capital account transactions and dealings in foreign currency under FEMA |
| 2 | To understand unethical competitive practices and forums for redressal of consumer disputes under Competition Act and Consumer Protection Act |
| 3 | To understand the procedure for obtaining patents and copyright under The Copyright and Patents Act |
| 4 | To evaluate offences and punishment for money laundering under Prevention of Money Laundering Act |
| 5 | To explain the registration and related procedures under Real Estate Act |

Course Units

| | |
|---|-----------------|
| UNIT I | (18 hrs) |
| Introduction to Foreign Exchange Management Act, 1999 | |
| Foreign Exchange Management Act, 1999: Introduction – Definitions – Current Account transactions – Capital Account transactions – Realisation, repatriation and surrender of foreign currency – Remittance of assets – Possession and retention of foreign currency or foreign coins – Authorised person – Adjudication and Appeal. | |
| UNIT II | (18 hrs) |
| Competition Act, 2002 and Consumer Protection Act, 2019 | |
| Competition Act, 2002: Objective – Prohibition of Agreements, Prohibition of Abuse of Dominant Position - Regulation of combinations - Competition Commission of India: Duties, Powers and Functions of Commission - Appellate Tribunal. | |
| The Consumer Protection Act, 2019: Objects; Rights of consumers –Consumer Dispute | |

Redressal Commissions - Consumer protection councils – Procedure for admission to complaints – Appeal against orders.

UNIT III (18 hrs)

Law relating to intellectual property rights

Law relating to intellectual property rights: Introduction - The Copyright Act, 1957: Works in which copyright subsist - Ownership of copyright and the rights of the owner - Assignment of copyright - Disputes with respect to assignment of copyright- Term of copyright - Registration of copyright - Infringement of copyright.

The Patents Act, 1970: Inventions not patentable - Applications for patents - Publication and examination of applications - Grant of patents and rights conferred - Register of patents. Trademarks Act, 1999: Conditions for registration - Procedure for and duration of registration - Effect of registration - Collective marks.

UNIT IV (18 hrs)

Prevention of Money Laundering Act, 2002

Prevention of Money Laundering Act, 2002: Offence of money laundering –Punishment for money laundering –Attachment, adjudication and confiscation - Obligations of Banking Companies, Financial Institutions and Intermediaries –Summons, Search and Seizure– Appellate Tribunal.

UNIT V (18 hrs)

Real Estate (Regulation and Development) Act, 2016

Real Estate (Regulation and Development) Act, 2016: Introduction - Salient features of the Act - Registration of Real Estate Project – Registration of Real Estate agents – Functions and duties of promoter – Rights and duties of Allottees – Offences, penalties and adjudication – Specimen agreement for sale to be executed between the promoter and the allottee.

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|---|-----------------|
| CO 1 | Recall important provisions of FEMA | K1 |
| CO 2 | Examine the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer | K4 |

| | | |
|------|---|----|
| CO 3 | Summarise the process relating to obtaining copyrights and patents. | K2 |
| CO 4 | Examine the provisions of Money Laundering Act | K4 |
| CO 5 | Analyse the provisions relating to regulation of real estate | K4 |

Books for study:

1. Munish Bandari (2022), A Textbook on Corporate and Economic Laws, 33rd Edition, Bestword Publications, New Delhi
2. Amit Vohra and Rachit Dhingra (2022), Economic, Business and Commercial Laws, 18th Edition, Bharat Book House, Siliguri
3. Pankaj Garg (2021), Taxmann's Corporate and Economic Laws, 7th Edition, Taxmann Publications, New Delhi

Books for reference:

1. Sekar G and Saravana Prasath B (2022), Students' Handbook on Corporate and Economic Law, Commercial Law Publishers (India) Pvt.Ltd., New Delhi
2. Taxmann (2021), FEMA & FDI Ready Reckoner, 15th Edition, Taxmann Publications, New Delhi
3. Ahuja V.K. and Archa Vashishtha (2020), Intellectual Property Rights (contemporary Developments), Thomson Reuters, Toronto, (CAN)
4. Balachandran.V., "Economic and Other Legislations" Vijay Nicole Imprints Private Limited, Chennai.

Web references:

1. <https://resource.cdn.icai.org/67333bos54154-m3cp1.pdf>
2. <https://resource.cdn.icai.org/67335bos54154-m3cp3.pdf>
3. <https://resource.cdn.icai.org/68523bos54855-cp1.pdf>
4. <https://resource.cdn.icai.org/68524bos54855-cp2.pdf>

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)**Second Year****Core – XI****Semester IV****HUMAN RESOURCE ANALYTICS**

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | HUMAN RESOURCE ANALYTICS | | 6 | - | - | - | 5 | 6 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1 | To understand the concept and framework of human resource analytics |
| 2 | To evaluate the process of human resource analytics and the relevant research tools |
| 3 | To illustrate the evolution, types and design of HR metrics |
| 4 | To deal with data collection and transformation |
| 5 | To adopt tools and techniques for predictive modelling |

Course Units

| | |
|--|-----------------|
| UNIT I | (18 hrs) |
| Introduction to Human Resource Analytics | |
| Human Resource Analytics: Introduction –Concept – Evolution - Importance – Benefits – Challenges - Types of HR Analytics – HR Analytics Framework and Models. | |
| UNIT II | (18 hrs) |
| Business Process and HR Analytics | |
| Business Process and HR Analytics: Introduction – Data Driven Decision Making in HR - Data Issues – Data Validity – Data Reliability - HR Research tools and techniques – Statistics and Statistics Modelling for HR Research. | |

UNIT III (18 hrs)**Introduction to HR Metrics**

HR Metrics: Introduction - Historical Evolution of HR metrics- Importance – Types of HR Metrics – Types of data - HR Metrics Design Principles — HR Scorecard – HR Dashboards.

UNIT IV (18 hrs)**HR Analytics and Data**

HR Analytics and Data: Introduction – HR Data Collection – Data quality – Big data for Human Resources – Process of data collection for HR Analytics – Transforming data into HR information – HR Reporting – Data Visualization – Root cause analysis.

UNIT V**(18 hrs)****HR Analytics and Predictive Modelling**

HR Analytics and Predictive Modelling: Introduction – HR Predictive Modelling – Different phases – Predictive analytic tools and techniques – Information for Predictive analysis - Software solutions - Predictive Analytic Models for Quantitative Data - Steps involved in predictive analytics.

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|-------------|---|-----------------|
| CO 1 | Examine the concept of human resource analytics | K4 |
| CO 2 | Apply the HR tools and techniques in decision making | K3 |
| CO 3 | Examine the different types of HR metrics and their relative merits | K4 |
| CO 4 | Make use of HR data in report preparation | K3 |
| CO 5 | Build models for predictive analysis | K3 |

Books for study:

1. Nishant Uppal (2020), Human Resource Analytics Strategic Decision Making, 1st Edition, Pearson Education Pvt. Ltd., Chennai
2. Sarojkumar and Vikrant Verma (2022), HR analytics, Thakur Publication Pvt. Ltd, Lucknow.

| |
|--|
| 3. Dipak Kumar Bhattacharyya (2017), HR analytics: understanding theories and applications, 1 st Edition, Sage Publications India Private Limited, New Delhi |
| Books for reference: 1. Ramesh Soundararajan and Kuldeep Singh (2019), Winning on HR analytics, Sage publishing, New Delhi 2. Anshul Saxena (2021), HR analytics: quantifying the intangible, 1st Edition, Blue Rose publishers, New Delhi 3. Michael J. Walsh (2021), “HR analytics essentials you always wanted to know”, 7 th Edition, Vibrant publishers, Mumbai. |
| Web references: 1. https://hbr.org/webinar/2017/06/leveraging-hr-analytics-in-strategic-decisions 2. https://www.mbaknol.com/human-resource-management/human-resource-metrics/ 3. https://www.managementstudyguide.com/hr-metrics-and-workforce-analysis.htm |

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

4.3 Project with viva voce

Credit = 7

Hours = 10

M.Com. (General)

Second Year

Elective – VI A

Semester IV

ORGANISATIONAL BEHAVIOUR

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|---------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | ORGANISATIONAL BEHAVIOUR | | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|---------------------|---|
| 1. | To understand the various aspects of human behaviour at work. |
| 2. | To understand the role of motivation and job satisfaction in organisational commitment |
| 3. | To analyse different forms of organisational structure and contemporary communication tools. |
| 4. | To analyse the importance of transactional analysis in facilitating negotiations and conflict management. |
| 5. | To gain knowledge on recent trends in organisational change and development. |

Course Units

| | |
|---|-----------------|
| UNIT I | (12 hrs) |
| Introduction to Organizational Behaviour and Learning | |
| Introduction to Organizational Behaviour – OB Models - Challenges facing management – Personality – Perception- Attitudes – Values. Organizational Learning: Meaning, Theories(Chris Argyris and Donald Schon: Espoused theory, Theory-in-use, Three levels of learning) Introduction to learning organization. | |
| UNITII | (12 hrs) |
| Motivation and Job Satisfaction | |
| Motivation Theories – Content theories (Maslow, Herzberg, ERG), Process Theories (Vroom, Porter and Lawler)– Job Satisfaction-Organizational commitment. | |
| UNITIII | (12 hrs) |
| Organisational structure and Communication | |
| Organizational structure- Factors, Forms. Importance of virtual organizations - | |

| |
|---|
| Organizational communication- Importance, Forms, Functions. Organizational climate and culture. Business communication: Harnessing Business Emails and Corporate Communication tools. |
| UNITIV (12 hrs) Transactional Analysis and Organizational Conflicts Transactional analysis: Meaning, Benefits, Levels of self-awareness, Analysis of transactions. Organizational Conflicts – Process, Levels, Conflict management. Negotiation – Types and Process -Introduction to Work place Spirituality. |
| UNITV (12 hrs) Contemporary practices in Organisational Change and Development International Organisational Behaviour Practices - Organizational Change and ChangeManagement.OrganisationalDevelopment–Meaning,ModelsandInterventions. |

Course Outcomes

Students will be able to:

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Identify the effect of OB models and organizational learning on human behaviour | K3 |
| CO 2 | Assess theories of motivation and their impact on job satisfaction. | K5 |
| CO 3 | Examine effective communication tools for better organizational climate. | K4 |
| CO 4 | Analyse interpersonal transactions at workplace. | K4 |
| CO5 | Analyse the various OB models for change management and development in the organization. | K4 |

Books for study:

1. Aswathappa, (2021) “Organizational Behaviour (Text, Cases and Games)”, 7th Edition, Hmalaya Publication, Mumbai.
2. Subba Rao, (2021) “Organizational Behaviour”, 6th Edition, Himalaya Publication, Mumbai.
3. S.S.Khanka, (2021) “Organizational Behaviour(Text and Cases)”, 4th Edition, S. Chand, Noida (UP).
4. L.M.Prasad, (2016) “Organizational Behaviour”, 6th Edition, Sultan Chand, New

| |
|--|
| Delhi. 5. Sundar.K and Srinivasan.J., “Elements of Organisational Behaviour”,1 st Edition, Vijay Nicole Imprints Private Limited, Chennai. |
| Books for reference: 1. Kavitha Singh, (2022) “Organizational Behaviour(Text and Cases)”, 3 rd Edition, Sulthan.Chand, New Delhi. 2. Fred Luthans, (2017) “Organizational Behaviour”, 12 th Edition, McGraw HillInternational Edition, New York (USA). 3. Stephen P. Robbins, Timothy A. Judge, Eharika Vohra, (2018) “Organizational Behavior”, 18 th Edition, Pearson Education, London. 4. Mishra M. N. (2001), “Organizational Behaviour”, 1 st Edition, S. Chand, Noida (UP). |
| Web references: 1. http://www.nwlink.com/~donclark/leader/leadob.html 2. https://www.tankonyvtar.hu/hu/tartalom/tamop412A/20110023_Psychology/030300.scorl 3. https://www.workvivo.com/blog/corporate-communication/ 4. https://www.mbaknol.com/management-concepts/concept-of-workplacespirituality/ 5. http://www.essentialtoolseries.com/SpringboardWebApp/userfiles/estools/file/Chapter%202.pdf |

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|------------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| CO5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |

High – 3

Medium – 2

Low – 1

M.Com. (General)

Second Year

Elective – VI B

Semester IV

INSOLVENCY LAW AND PRACTICE

| Course Code | Title of the Course | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|-------------|------------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| | INSOLVENCY LAW AND PRACTICE | | 4 | - | - | - | 3 | 4 | 25 | 75 | 100 |

| Learning Objectives | |
|----------------------------|---|
| 1 | To gain knowledge on Insolvency and Bankruptcy Code |
| 2 | To gain knowledge of the recent developments in the arena of Insolvency Law and Bankruptcy code |
| 3 | To understand the legal, procedural and practical aspects of Insolvency and its resolution |
| 4 | To analyse cross border insolvency laws and insolvency resolution |
| 5 | To evaluate code of conduct laid down for Insolvency practitioners |

Course Units

| |
|---|
| <p>UNIT I (12 hrs)</p> <p>Introduction to Insolvency and Bankruptcy Code</p> <p>Introduction to Insolvency and Bankruptcy Code: Concepts, Need for the Insolvency and Bankruptcy Code 2016 - Important Definitions.</p> |
| <p>UNIT II (12 hrs)</p> <p>Corporate Insolvency Resolution Process</p> <p>Corporate Insolvency Resolution Process: Legal Provisions; Committee of Creditors; Procedure; Documentation; Appearance; Approval. Insolvency Resolution of Corporate Persons: Contents of resolution plan; Submission of resolution plan; Approval of resolution plan -Resolution Strategies: Restructuring of Equity and Debt – Compromise and Arrangement; Acquisition; Takeover and Change of Management; Sale of Assets.</p> |
| <p>UNIT III (12 hrs)</p> <p>Liquidation and Adjudication of Corporate Persons</p> <p>Liquidation of Corporate Person: Initiation of Liquidation; Powers and duties of Liquidator; Liquidation Estate; Distribution of assets; Dissolution of corporate debtor - Voluntary</p> |

Liquidation of Companies: Procedure for Voluntary Liquidation; Initiation of Liquidation; Effect of liquidation; Appointment; Remuneration; Powers and duties of Liquidator; Completion of Liquidation - Adjudication and Appeals for Corporate Persons: Adjudicating Authority in relation to insolvency resolution and liquidation for corporate persons; Jurisdiction of NCLT; Grounds for appeal against order of liquidation; Appeal to Supreme Court on question of law; Penalty of carrying on business fraudulently to defraud traders.

UNIT IV (12 hrs)

Cross Border Insolvency

Cross Border Insolvency: Introduction; Global developments; UNCITRAL Legislative Guide on Insolvency Laws; UNCITRAL Model Law on Cross Border Insolvency; World Bank Principles for Effective Insolvency and Creditor Rights; ADB principles of Corporate Rescue and Rehabilitation; Enabling provisions for cross border transactions under IBC, Agreements with foreign countries.

UNIT V (12 hrs)

Professional and Ethical Practices for Insolvency Practitioners

Professional and Ethical Practices for Insolvency Practitioners: Responsibility and accountability of Insolvency Practitioners; Code of conduct; Case laws; Case Studies; and Practical aspects.

Course Outcomes

Students will be able to

| CO No. | CO Statement | Knowledge level |
|--------|--|-----------------|
| CO 1 | Recall the concepts, need for the insolvency and BankruptcyCode2016. | K1 |
| CO 2 | Analyze the provisions relating to Corporate Insolvency Resolution Process, Insolvency resolution of corporate persons and Resolution strategies | K4 |
| CO 3 | Analyze the legal provisions of Liquidation of Corporate Person, Companies and Adjudication and Appeals for Corporate Persons | K4 |
| CO 4 | Summarize the provisions relating to Cross Border Insolvency | K2 |
| CO 5 | Examine the Professional and Ethical Practices for Insolvency Practitioners | K4 |

Books for study:

1. Prasad Vijay Bhat, Divya Bajpai (2022), “Corporate Restructuring Insolvency Liquidation & Winding-Up”, 4th Edition, Taxmann, New Delhi
2. Ayush J Rajani, Khushboo Rajani and Alka Adatia (2022), “Comprehensive Guide to Insolvency and Bankruptcy Code, 2016 – Law & Practice”, 3rd Edition, Bloomsbury Publishing India Pvt. Ltd., New Delhi.
3. Sumant Batra (2017), “Corporate Insolvency Law and Practice”, 1st Edition, Eastern Book Company, Bangalore.

Books for reference:

1. Vats R.P., Apoorv Sarvaria, Yashika Sarvaria (2022), “Law & Practice of Insolvency & Bankruptcy”, Taxmann, New Delhi
2. Taxmann’s - Insolvency and Bankruptcy Law Manual Taxmann publications, New Delhi
3. ICSI Study Material on Insolvency - Law and Practice, New Delhi

Web references:

1. <https://www.mca.gov.in/Ministry/pdf/TheInsolvencyandBankruptcyofIndia.pdf>
2. <https://ibbi.gov.in/en/legal-framework/act>
3. https://www.indiacode.nic.in/handle/123456789/2154?sam_handle=123456789/1362

Note: Latest edition of the books may be used

Mapping of course outcomes with POs and PSOs

| | POs | | | | | | PSOs | | |
|-----|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |

High – 3

Medium – 2

Low – 1

Question Paper Pattern

Time: 3 Hours

Max.Marks:75

Part-A (20x1=20 Marks)

Answer ALL the questions. All questions carry equal marks.

Four questions from each unit.

Part-B (3x5=15 Marks)

Answer ANY THREE questions.

One question from each unit.

Part-C (5x8=40 Marks)

Answer ALL the questions. All questions carry equal marks.

One question from each unit with internal choice. 'Either' 'Or' Pattern.

NON-MAJOR ELECTIVE - I: BUSINESS ENVIRONMENT

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|----------------------------|---|---|---|---|---------|-------------|-------|-----------|--------------|
| | | | | | | | CIA | External | Total |
| | 4 | | | | 2 | 4 | 25 | 75 | 100 |
| Learning Objectives | | | | | | | | | |
| LO1 | To understand the nexus between environment and business. | | | | | | | | |
| LO2 | To know the Political Environment in which the businesses operate. | | | | | | | | |
| LO3 | To gain an insight into Social Environment. | | | | | | | | |
| LO4 | To familiarize the concepts of an Economic Environment. | | | | | | | | |
| LO5 | To learn the trends in Global Environment. | | | | | | | | |
| Unit | Contents | | | | | | | | No. of Hours |
| I | An Introduction The Concept of Business Environment - Its Nature and Significance – Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions. | | | | | | | | 12 |
| II | Political Environment Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business. | | | | | | | | 12 |
| III | Social and Cultural Environment Social and Cultural Environment – Impact of Foreign Culture – Castes and Communities – Linguistic and Religious Groups – Types of Social Organization – Social Responsibilities of Business. | | | | | | | | 12 |
| IV | Economic Environment Economic Environment – Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions. | | | | | | | | 12 |
| V | Technological Environment Technological Environment – Meaning- Features OF Technology- Sources of Technology Dynamics-Transfer of Technology- Impact of Technology on Globalization- Status of Technology in India- Determinants of Technology Environment. | | | | | | | | 12 |
| TOTAL | | | | | | | | 60 | |
| Course Outcomes | | | | | | | | | |
| CO1 | Remember the nexus between environment and business. | | | | | | | | |
| CO2 | Apply the knowledge of Political Environment in which the businesses operate. | | | | | | | | |
| CO3 | Analyse the various aspects of Social Environment. | | | | | | | | |
| CO4 | Evaluate the parameters in Economic Environment. | | | | | | | | |
| CO5 | Create a conducive environment for business to operate globally. | | | | | | | | |
| Textbooks | | | | | | | | | |
| 1 | C. B. Gupta, Business Environment, Sulthan Chand & Sons, New Delhi | | | | | | | | |

| | |
|--|--|
| 2 | Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai |
| 3. | Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP. |
| 4. | Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai |
| 5. | Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi |
| Reference Books | |
| 1. | Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi |
| 2. | Shaikhsaleem, Business Environment, Pearson, New Delhi |
| 3. | S. Sankaran, Business Environment, Margham Publications, Chennai |
| 4. | Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai |
| 5. | Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, F T Prentice Hall, New Jersey |
| NOTE: Latest Edition of Textbooks May be Used | |
| Web Resources | |
| 1 | www.mbaofficial.com |
| 2 | www.yourarticlelibrary.com |
| 3 | www.businesscasestudies.co.uk |

NON-MAJOR ELECTIVE -II: BUSINESS COMMUNICATION

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|----------------------------|---|---|---|---|---------|-------------|-------|----------|--------------|
| | | | | | | | CIA | External | Total |
| | 4 | | | | 2 | 3 | 25 | 75 | 100 |
| Learning Objectives | | | | | | | | | |
| LO1 | To enable the students to know about the principles, objectives and importance of communication in commerce and trade. | | | | | | | | |
| LO2 | To develop the students to understand about trade enquiries | | | | | | | | |
| LO3 | To make the students aware about various types of business correspondence. | | | | | | | | |
| LO4 | To develop the students to write business reports. | | | | | | | | |
| LO5 | To enable the learners to update with various types of interviews | | | | | | | | |
| Unit | Contents | | | | | | | | No. of Hours |
| I | Introduction to Business Communication Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout | | | | | | | | 12 |
| II | Trade Enquiries Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circular Letters | | | | | | | | 12 |
| III | Banking Correspondence Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence | | | | | | | | 12 |
| IV | Secretarial Correspondence Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing | | | | | | | | 12 |
| V | Application Letters Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Public Speech – Characteristics of a Good Speech | | | | | | | | 12 |
| | TOTAL | | | | | | | | 60 |

| Course Outcomes | |
|--|---|
| CO1 | Acquire the basic concept of business communication. |
| CO2 | Exposed to effective business letter |
| CO3 | Paraphrase the concept of various correspondences. |
| CO4 | Prepare Secretarial Correspondence like agenda, minutes and various business reports. |
| CO5 | Acquire the skill of preparing an effective resume |
| Textbooks | |
| 1 | Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication-Sultan Chand & Sons- New Delhi. |
| 2 | Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi. |
| 3 | K.P. Singha, Business Communication, Taxmann, New Delhi. |
| 4 | R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi. |
| 5 | M. S. Ramesh and R. Pattanshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi. |
| 6 | Sundar.K and Kumararaj.A, Business Communication, Vijay Nicole Imprints Private Limited, Chennai |
| Reference Books | |
| 1 | V.K. Jain and Om Prakash, Business communication, S.Chand, New Delhi. |
| 2 | Rithika Motwani, Business communication, Taxmann, New Delhi. |
| 3 | Shirley Taylor, Communication for Business-Pearson Publications - New Delhi. |
| 4 | Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- New Delhi. |
| 5 | Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore. |
| NOTE: Latest Edition of Textbooks May be Used | |
| Web Resources | |
| 1 | https://accountingseekho.com/ |
| 2 | https://www.testpreptraining.com/business-communications-practice-exam-questions |
| 3 | https://bachelors.online.nmims.edu/degree-programs |

NON-MAJOR ELECTIVE - III : ENTREPRENEURIAL DEVELOPMENT

| Subject Code | L | T | P | S | Credits | Inst. Hours | Marks | | |
|----------------------------|--|---|---|---|---------|-------------|-------|----------|--------------|
| | | | | | | | CIA | External | Total |
| | 4 | | | | 2 | 4 | 25 | 75 | 100 |
| Learning Objectives | | | | | | | | | |
| LO1 | To know the meaning and characteristics of entrepreneurship | | | | | | | | |
| LO2 | To identify the various business opportunities | | | | | | | | |
| LO3 | To understand the Process of setting up an enterprise | | | | | | | | |
| LO4 | To gain knowledge in the aspects of legal Compliance of setting up of an enterprise | | | | | | | | |
| LO5 | To develop an understanding of the role of MSME in economic growth | | | | | | | | |
| | | | | | | | | | |
| Unit | Contents | | | | | | | | No. of Hours |
| I | Introduction to Entrepreneur Meaning of Entrepreneurship – Characteristics of Entrepreneurship – Types of Entrepreneurship – Self Employment – Difference between Entrepreneurship and Employment – Meaning of Entrepreneur – Traits – Classification – Functions – Entrepreneurial Scenario in India. | | | | | | | | 12 |
| II | Design Thinking Idea Generation – Identification of Business Opportunities – Design Thinking Process – Creativity – Invention – Innovation – Differences – Value Addition – Concept and Types – Tools and Techniques of Generating an Idea – Turning Idea into Business Opportunity. | | | | | | | | 12 |
| III | Setting Up an Enterprise Process of Setting Up an Enterprise – Forms of an Enterprise – Sole Proprietorship – Partnership – Limited Liability Partnership Firm – Joint Stock Company – One Man partnership – Choice of Form of an Enterprise – Feasibility Study – Marketing, Technical, Financial, Commercial and Economical. | | | | | | | | 12 |
| IV | Business Model Canvas and Formulation of Project Report Introduction – Contents of Project Report – Project Description – Market Survey – Fund Requirement – Legal Compliance of Setting Up of an Enterprise – Registration – Source of Funds – Modern Sources of Funds. | | | | | | | | 12 |
| V | MSME's and Support Institutions Government Schemes and Women Entrepreneurship – Importance of MSME for Economic Growth – MSME – Definition – Role of Government Organizations in Entrepreneurship Development – MSME DI – DIC – Khadi and Village Industries Commission – NSIC – NABARD, SICVI, SFC, SDC, EDII, EPCCB. Industrial Estates – Government Schemes – Prime Minister Employment Generation Programme – Women Entrepreneurship in India. | | | | | | | | 12 |
| TOTAL | | | | | | | | | 60 |

| Course Outcomes | |
|--|---|
| CO 1 | Identify the various traits of an entrepreneur |
| CO 2 | Turn ideas into business opportunities |
| CO 3 | Do feasibility study before starting a project |
| CO 4 | Identify the sources of funds for funding a project |
| CO 5 | Develop an understanding about the Government schemes available for women entrepreneurs |
| Textbooks | |
| 1 | Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications. Chennai. |
| 2 | Dr. C.B. Gupta & Dr. S.S. Khanka (Reprint 2014).Entrepreneurship And Small Business Management, Sultan Chand & Sons, New Delhi. |
| 3 | Charantimath Poornima, (Reprint 2014.), Entrepreneurship development-Small, Pearson Education, India. |
| 4 | RajShankar,(Reprint2016),EntrepreneurshipTheoryandPractice,VijayNicoleandImprints Pvt. Ltd, Chennai. |
| 5 | Vasant Desai, (Reprint 2017).Dynamics of Entrepreneurial Development & Management Twenty Fourth Edition. Himalaya Publishing House. Mumbai. |
| Reference Books | |
| 1 | Anil kumar, Poornima, Principles of Entrepreneurial development, New age publication, Chennai. |
| 2 | Dr.A.K.Singh, Entrepreneurial development and management, Laxmi publications, Chennai. |
| 3 | Dr. R.K. Singal, Entrepreneurial development and management, S.K.Kataria publishers, New Delhi. |
| 4 | Dr. M.C. Garg, Entrepreneurial Development, New Delhi. |
| 5 | E.Gordon, K.Natrajan, Entrepreneurial development, Himalaya publishing, Mumbai. |
| 6 | Sundar.K. Entrepreneurial Development, Vijay Nicole Imprints Private Limited, Chennai |
| NOTE: Latest Edition of Textbooks May be Used | |

| Web Resources | |
|----------------------|---|
| 1 | https://www.interaction-design.org/literature/topics/design-thinking |
| 2 | https://www.bms.co.in/steps-involved-in-setting-up-of-an-enterprise/ |
| 3 | http://www.msme.gov.in/ |