

Master of Commerce

Syllabus - First Semester

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Course Code: COM4102

Credit Units: 03

Course Objective:

The objective of the course is to acquaint the students with the use of quantitative models in decision making.

Course Contents:

Module-I : Introduction

Introduction: Quantitative approach to management decision making. Linear Programming: Mathematical formulation of linear programming problems and their solution using graphic approach and simplex algorithm. Duality Sensitivity analysis. Big M Method

Module-II : Transportation

Transportation: Solving the problem, testing optimality MODI method. Cases of unbalanced problems, degeneracy, maximization objective, multiple solutions and prohibited routes.

Module-III

Assignment: Solving the problem. Cases of unbalanced problems, multiple optimum solutions, maximization objective and unacceptable assignments. Integer Programming: problem Formulation and solution.

Module-IV

Game Theory: Games of pure strategy. Games of mixed strategy. Dominance. Queuing Theory: Elements of a queuing system. Models with Poisson arrival and services rates, single server and infinite and finite population.

Module-V: Sequencing

Sequencing: n-jobs to be processed on two machines in the same order of machines. N-jobs to be processed on m machines in the same order of machines – by converting it into a two – n machine case. Two jobs to be processed on machines in the different orders of machines.

(The emphasis should be on concepts and application of concepts)

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Levin, R.I., D.S. Rubin and J.P. Stinson, “*Quantitative Approaches to Management*”, 1986, McGraw - Hill.
- Vohra N.D., “*Quantitative Techniques in Management*”, 3rd Edition, The McGraw Hill companies, 2006.
- Bierman H. Jr, C.P. Bonini and W.H. Hausman, “*Quantitative Analysis for Business Decisions*”, 7th Edition, Homewood, Ill., Irwin 1983
- Taha, Hamdy A., “*Operations Research: An Introduction*”, 8 th Edition, Prentice – Hall of India.

AUDITING

Course Code: COM4105

Credit Units: 03

Course Objective:

To provide knowledge of auditing principles, procedures and techniques in accordance with the professional standards and requirements.

Course Contents:

Module-I: Introduction

Introduction to auditing Introduction – meaning- definition – difference between accountancy and auditing – types of audit—advantages of auditing – preparation before commencement of new audit

Module-II: Internal Check & Control

Internal check - Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages. Duties and Responsibilities of an auditor.

Module-III: Valuation & Verification of Assets & Liabilities

Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets - goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities –

Module-IV

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975

Module-V

Visit an audit firm, write about the procedure followed by them in Auditing the books of accounts of a firm.Record the verification procedure with respect to any one fixed asset.

Prepare a qualified or clean audit report for a given situation.

Audit Program, Draft an audit program.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Text & References:

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- DinakarPagare, Practice of Auditing.
- Kamal Gupta, Practical Auditing.
- P N Reddy &Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.

- Jagadeesh Prakash, Auditing

COMPUTER APPLICATIONS IN BUSINESS

Course Code: COM4106

Credit Units: 03

Course Objective:

The purpose of this course is to equip the students with fundamental aspects of computers and communication and their application in Commerce.

Course Contents:

Module-I: Introduction

Introduction to Data Information, and knowledge and IT. Changing decision making scenario; Quality of information role of IT in information generation and value addition.

Module-II: Computer Hardware & Software

Computer Hardware and Software: Types of computer systems – micro, mini, mainframe, super. Personal Database Management System: Concept of Database Management System, database Design - Physical and Logical. Data computers –its main component and configuration. Operating system, Application Software. Programming Language.

Module-III : Introduction to Internet

Internet and World Wide Web: History and future of Internet. Web client and Web-Server. Web page and Website. Domain Name System. WWW as a marketplace. Client side programming and server - side programming.

Module-IV

Desktop Application: Important features of Word processing, Presentation, Graphics and Spreadsheet Application Software. Statistical Packages: for Analysis of Variance Multi-variate analysis, Factor, Cluster Discriminant and Regression Analysis.

Module-V : Database Management system

Databases Management System: Concept of Database Management System. Database Design – Physical and Logical. Data bases and tables Forms, Queries and Reports. SQL. Client server Architecture, Distributed Databases.

Module-VI : Networking

Fundamentals of Networking and Communication: LAN, MAN, WAN, Networking Topologies Data communication. Broad Band Communication, Wireless Mobile Communication.

Module-VII: Management Information System

Management information system: Transaction processing system (TPS) Traditional v/s contemporary TPS. Decision support system (DSS). Expert system. Recent developments in Computer Application.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

1. Comer, Douglas E. (2007), the Internet Book, New Delhi : PHI Learning Private Limited).
2. Morley, Deborah and Charles S. parker (2007) Fundamentals of Computers (New Delhi : Learning India Pvt. Ltd.)
3. Leon a. and Leon M., (2002) Fundamental of Information Technology, Vikas Software Manuals.

4. Laudon, Kenneth C. and Jane P. Laudon, (2003), Management Information Systems (New Delhi: Prentice Hall of India).

Syllabus - Second Semester

MANAGERIAL ACCOUNTING

Course Code: COM4201

Credit Units: 03

Course Objective:

The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.

Course Contents:

Module-I: Introduction

Management Accounting – Nature and Functions; Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant, Cost Concepts and Classifications.

Module-II: Cost-Volume-Profit Analysis

Cost-Volume-Profit (CVP) Analysis – Contribution Margin; Break – Even Analysis; Profit Volume (P/V) Analysis; Multiple -Product Analysis; Optimal use of Limited Resources, Relevant Information and Short -Run Managerial Decisions – Managerial Decision Making; Decision Making Process; Differential Analysis; Types of Managerial Decisions – Make/Buy, Add/Drop, Sell/ Process Further, Operate/Shutdown, Special Order, Product-Mix, Pricing Decisions.

Module-III: Budgeting

Budgeting – Nature and functions; Preparation of Different Types of Budgets, Fixed Versus Flexible Budgeting.

Module-IV: Marginal and Standard Costing

Variable and Absorption Costing – Concept, Comparison, Applications of Variable Costing, Preparation of Income Statements. Standard Costing – Concept, Advantages; Types of Standards; Variance Analysis; Materials, Labour, Overhead; Managerial Uses of Variances.

Module-V: Responsibility Accounting

Responsibility Accounting and Divisional Performance Measurement – Advantages and Disadvantages of Divisionalisation; Concept of Responsibility Accounting; Responsibility Centres – Cost Centre, Revenue Centre, Profit Centre, Investment Centre, Responsibility Performance Reporting, Divisional Performance Measurement – Measures of Performance; Return on Investment (ROI) Versus Residual Income (RI); Non- Financial Performance Measures; Transfer Pricing Methods.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. Mark Young, *Management Accounting*, Prentice Hall, 2001.
- Horngreen Charles T., and Gary L. Sundem and William O. Stratton, *Introduction to Management Accounting*, Prentice Hall of India, 2006.
- Drury Colin, *Management and Cost Accounting*, Thomson Learning, 2001. 4. Garison R.H. and E.W. Noreeb, *Managerial Accounting*, McGraw Hill, 2000.
- Ronald W. Hilton, *Managerial Accounting*, McGraw Hill Education, 2006.
- Jawahar Lal, *Advanced Management Accounting, Text, Problems and Cases*, S. Chand & Co., New Delhi, 2009

CORPORATE ACCOUNTING

Course Code: COM4203

Credit Units: 03

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course Contents:

Module-I: Accounting for Shares and Debentures

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue, with advanced problems. Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares, different methods for redemption of debentures.

Module-II: Final Accounts of Company

Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

Module-III

Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction, Advanced Problems.

Module-IV: Holding & Subsidiary Company

Holding and subsidiary companies - accounting treatment and disclosures; consolidation of accounts.

Module-V: Valuation of Goodwill & Shares

Valuation of Goodwill and Shares

Goodwill - Meaning – Definition – Elements of goodwill – Types of Goodwill – Purchased Goodwill – Nonpurchased or inherent Goodwill – Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – annuity method Shares - Meaning – need for valuation – factors affecting valuation – methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method – Dividend Yield –Fair Value method – value of right shares – valuation of preference shares.

Module-VI: Liquidation Accounts

Voluntary Liquidation – Preparation of Liquidator's Statement of affairs – order of payment - Calculation of commission on Assets Realized – payment to unsecured creditors – payment to Unsecured creditors other than preferential creditors – calculation of pro rata- treatment of uncalled Capital – liability of contributors.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; **P**-Project/Seminar/Quiz/Viva/Home Assignment; **C**-Case Discussion **CT**-Class Test;
EE-End Semester Examination

Text & References:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

MARKETING MANAGEMENT

Course Code: COM4204

Credit Units: 03

Course Objective:

The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Course Contents:

Module-I: Introduction

Introduction : Traditional view of marketing; Evolution of marketing concept; Modern concept of marketing; Marketing functions and role; Marketing management process- a strategic perspective.

Module-II: Marketing Environment

Marketing Environment: Significance of scanning marketing environment; Economic, demographic, socio-cultural, technical, political and legal environment of marketing in India. Buyer's behaviour- Consumer vs. business buying behaviour; Consumer buying decision process and influences; Industrial buying process.

Module-III: Market Segmentation

Market Segmentation, Targeting and Positioning: Bases and procedure for segmenting a consumer market; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process.

Module-IV: Product Decision

Product Decision: Product concept and classification; Major product decisions; New product development; Consumer adoption and innovation diffusion, Product life cycle – concept and appropriate strategies to be adopted at different stages. Pricing Decisions:- Objectives of pricing; Factors affecting price of a product; Procedure for setting price; Pricing policies and strategies.

Module-V: Distribution Decision

Distribution Decisions: Channels of distribution – concept and importance; Different types of distributions, middlemen and their functions; Channel management, Selection, motivation and performance appraisal of distribution middlemen; Retailing and wholesaling – Developments and Indian perspective; Distribution logistics – concept, importance and major logistics decisions.

Module-VI: Promotion Decision

Promotion Decisions: Meaning and importance of promotion; Communication process; Promotion tools- their effectiveness; determining optimal promotion mix; Developing and implementing a promotional campaign; Promoting through internet; Promotion scene in India.

Module-VII: Marketing Planning

Marketing Planning, Organizing and Control: Marketing planning process; Different ways of organizing the marketing department; Sales, cost and profit analysis.

Module-VIII:

Social, Ethical and Legal Aspects of Marketing; Consumer Protection in India; Services marketing, rural marketing, direct marketing, internet marketing and other marketing developments – Issues, salient features and their applications in India.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; **P**-Project/Seminar/Quiz/Viva/Home Assignment; **C**-Case Discussion **CT**-Class Test; **EE**-End Semester Examination

Suggested Readings:

- Kotler Philip and Kevin Keller *Marketing Management*, 13th ed., Pearson Prentice – 2008.
- Kotler, Philip, and Gary Armstrong, *Principles of Marketing*, 12th ed., Pearson Prentice-Hall 2008.
- Etzel, Michael J., Bruce J.Walker and William J. Stanton, *Fundamentals of Marketing*, 11th ed., McGraw Hill, 2008.
- McCarthy, E. Jerome, Joseph P. Cannon and William D. Perrault, Jr., *Basic Marketing: A Managerial Approach*, 9th ed., McGraw Hills, 2008.
- Keller, Philip, Keller Kevin lane, Koshy Abraham, JhaMithileshwar, *Marketing Management : A South Asian Perspective*, 13 th Edition, 2008

E-COMMERCE

Course Code: COM4205

Credit Units: 03

Course Objective:

The purpose of this course is to develop understanding of Web - based Commerce and equip them to assess e-commerce requirements of a business and develop e -business plans and to interact with various IT professionals who may be developing e-commerce applications.

Course Contents:

Module-I: Introduction

Introduction to Electronic Commerce: Meaning, nature and scope; Business application of e-commerce; Global trading environment and adopting of e -commerce, evolution of World Wide Web, future of Web.

Module-II

Web-site Design: Web sites as market place; Role of web site in B2C e -commerce; Web site strategies; Web site design principles; push and pull approaches; Alternative methods of customer communication such as e -mail, BBA; E-mail etiquette and e-mail security.

Module-III

Business Models of E-Commerce; B2B, B2C, B2G and other models of e - commerce; Applications of e-commerce to supply chain management; Product and service digitisation; Remote servicing, procurement and online marketing and advertising; Applications to Customer Relationship Management. Business to Consumer E-Commerce Applications: Cataloging, Order planning and order generation; Cost estimation and pricing; Order receipt and accounting; Order selection and prioritization; Order scheduling , fulfilling and delivery, Order billing, Post sales services.

Module-IV

Business to Business E-Commerce: Need and alternative models of B2B e - commerce; Using public and private computer networks for B2B trading; EDI and paperless trading; characteristic features of EDI service arrangement; Internet based EDI; EDI architecture and standards; Vans; Costs of EDI infrastructure; Reasons for slow acceptability of EDI for trading; E -marketing-Traditional web promotion; Web counters; Web advertisements. XML, XML -EDI and its application.

Module-V: E-Payment System

Electronic Payment System: Types of payment systems –e-cash and currency servers, e-cheques, credit cards, smart cards; electronic purses and debit cards; Operational, credit and legal risk of e - payment, Risk management options for epayment systems, Set standards.

Module-VI

Security Issues in E-Commerce: Risks of e-commerce –Types and sources of threats, Protecting electronic commerce assets and intellectual property; Firewalls; Client server network security; Data and message security; Security tools; Digital identity and electronic signature; Encryption and concepts of public and private key infrastructure; Risk management approach to e -commerce security.

Module-VII : Environment of E-commerce

Environment of E-Commerce: Issues regarding language, culture and infrastructure, Legal environment-borders and jurisdiction, contracting and contract enforcement;58 International cyber laws – cyber laws – Aims and salient Provisions; Cyber laws in India and their limitations; Taxation and e-commerce, Ethical Issues in e - commerce.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Laudon, Kenneth C. and Carol Guercio Traver (2002) E -commerce: business,technology, society. (New Delhi : Pearson Educatin).
- Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (NewDelhi : Pearson Education).
- Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success(New Delhi : Pearson Education).
- Smith, P.R. and Dave Chaffey (2005), eMarketingeXcellence; The Heart ofeBusiness (UK : Elsevier Ltd.)

CORPORATE LAW

Course Code: COM4301

Credit Units: 03

Course Objectives:

The objective of the course is to familiarize the students with the nature of legal regulatory environment of corporate enterprises in India.

Course Contents:

Module-I

Provisions of the Companies Act, 2013 and case law relating to Managerial remuneration, Accounts and audit. The Companies Amendment Act, 2015 (Their Main Provisions).

Module-II

Prevention & Money Laundry Act, 2002 – Definition, Punishment for the offence of Money Laundry, Obligation of Banking Companies, Appellate Tribunal, Special Court, Fines & Penalties.

Module-III

SEBI Act, 1992 – Functions of SEBI. Powers of SEBI in relation to securities markets. Guidelines for Securities issues.

Module-IV

Consumer Protection Act, 1986 – Objectives. Rights of consumers. Mechanism of Redressal of Consumer grievances.

Module-V

Environment Protection Act, 1986 – Objectives. Powers of the Central Government, Major Provisions.

Module-VI

Foreign Exchange Management Act (FEMA). Emerging issues in Corporate Laws and Governance. Introduction, Definition, Regulation & Management of Foreign Exchange, Contravention & Penalties, Miscellaneous Provision in Brief.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Mayson, French & Ryan, *Company Law*, 25th edn, 2009, Oxford University Press.
- Brenda Hannigan, *Company Law*, 2009 edn, LexisNexis, UK.
- Ramaiya A, Guide to *Company Law*, 2009 edn, Wadhwa Nagpur.
- The Institute of Company Secretaries of India, *Company Law, Course Study Material*, 2009
- Puliani Ravi & Mahesh Puliani, *Manual of Companies Act & Corporate Laws including SEBI Rules, Regulations, Etc*, Vol 1 & 2, 2009 edn, Bharat Law House Pvt.Ltd, New Delhi.
- Jain D. K, *Company Law Ready Reckoner*, 2009 edn, Bharat Law House Pvt. Ltd, New Delhi.
- Bindal C. M, Mittal P. K, *Frequently Asked Questions on Company Law (Problems & Solutions)*, 2006 edn, Bharat Law House Pvt. Ltd, New Delhi.

COST ACCOUNTING

Course Code: COM4302

Credit Units: 03

Course Objective:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

Course Contents:

Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

Module II: Labour Costing

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor’s and Merrick’s differential piece rate systems – Problems.

Module III: Overhead Costing

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH’s – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

Module IV: Costing Methods

Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing. Unit, Output and Operating Costing,

Module V:

Reconciliation of Cost and Financial Accounts - Need for reconciliation – Reasons for difference in profits – Problems on preparation of Reconciliation statements including Memorandum Reconciliation account,

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Text & References:

- N.K. Prasad : Cost Accounting
- Nigam & Sharma : Cost Accounting
- Khanna Pandey & Ahuja : Practical Costing
- M.L. Agarwal : Cost Accounting
- Jain & Narang : Cost Accounting
- S.P. Iyengar : Cost Accounting
- S.N. Maheshwari : Cost Accounting
- Horngren : Cost Accounting : A Managerial Emphasis
- M. N. Arora : Cost Accounting
- Dutta : Cost Accounting
- Khan & Jain : Cost Accounting

ADVANCE BUSINESS STATISTICS AND RESEARCH METHODOLOGY

Course Code:COM4303

Credit Units: 03

Course Objective:

The objective of the course is to acquaint students with some of the important statistical techniques for managerial decision making. The emphasis will be on their applications to business and economic situations.

Course Contents:

Module-I: Probability and Expectation

Probability and Expectation: Approaches to probability. Addition, multiplication and Bayes Theorem, Mathematical Expectation. Probability Distribution: Binomial, Poisson, Exponential, Beta and Normal Distributions.

Module-II: Statistical Decision Theory

Statistical Decision Theory: Risk and uncertainty, Expected value approach, Marginal analysis, Decision tree.

Module-III: Sampling and Sampling Distributions

Sampling and Sampling Distributions: Methods of sampling, Sampling distribution of a statistic and its standard error. Point Estimation and interval estimation, Properties of an estimator.

Module-IV: Hypothesis Testing

Hypothesis Testing; Power of a test, Large sample tests for proportions, means and standard deviations. Small sample tests –t and F tests. Design of Experiments and analysis of variance. Non-Parametric Tests: Chi-square test, Sign test, Median test and Rank correlation test.

Module-V: Inventory Control

Inventory Control: Techniques of selective control, Economic order quantity (EOQ) models- classical, gradual replenishment without shortages, price breaks and planned stock outs, Deciding optimum safety stock and reorder level. PERT/CPM: Networking with one estimate of time. Networks with three estimates of time. Time-cost trade-off. PERT/cost. Resource allocation and resource leveling.

Module-VI: Regression Analysis

Regression Analysis: Simple and linear regression analysis up to three variables. Statistical Quality Control: Control charts for variables and attributes, Acceptance sampling.

Case Studies: Application of statistics to some cases of business enterprise are required to be discussed.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Levin, R.I. and D.S. Rubin, *Statistics for Management*, Prentice-Hall of India.
- Spiegel, M.R. *Theory and Problems of Statistics*, Schaum Publishing Company.
- Aczel, Amir D., *Complete Business Statistics*, McGraw Hill, 1999.
- Kazmeir Leonard J., Norval F. Pohl, *Basic Statistics for Business and Economics*, McGraw Hill International (2nd ed.)

INCOME TAX LAW AND PRACTICE

Course Code: COM4304

Credit Units: 03

Course Objective:

To prepare the students with the concepts and theory of income tax accounting and to give a practical exposure to them

Course Contents:

Module I:

- (a) Conceptual Frame-work: Definitions: Residential status and incidence of tax.
- (b) Exemptions and exclusions: Exempted income and incomes not included in total income

Module II:

Heads of Income (1): (i) Salaries (ii) Income from House Property

Module III:

Head of Income (2): Profits and gains of Business or Profession; depreciation allowance, capital gains and income from other sources

Module IV:

Deductions from GTI: Rebates and reliefs, Clubbing provisions; set off and carry forward of losses. Assessment of an Individual

Module V:

Assessment of H.U.F./Firm/A.O.P.

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	15	70

A-Attendance; P -Project/Seminar/Quiz/Viva; HA-Home Assignment; CT-Class Test; EE-End Semester Examination

Texts & References:

Texts:

- Income Tax, Kanga & Palkiwala, N.M. Tripathi & Sons Ltd., Bombay
- India Income Tax Law, Sampat Ayenger

References:

- Income Tax Law and Accounts, R.R. Gupta Agra Book Store
- Income Tax Law and Accounts for M.Com., H.C. Mehrotra, Sahitya Bhawan, Agra
- Income Tax Manual, Government of India publication
- Student's Guide to Income Tax, Singhania, Vinod K. & Monika, Taxma

TAX PLANNING & TAX MANAGEMENT

Course Code: COM4305

Credit Units: 03

Course Objectives:

To Provide an in depth knowledge of tax-laws and their impact on management decisions. The course will help the students to understand the intricacies of tax planning and management.

Course Contents:

Module-I: Recognised Methods of Tax Planning, Problems of Tax Planning and Tax Management

Module-II: Tax Planning for Individuals and H.U.F.

Module-III: Tax Planning For Non-corporate entities: Partnership firms and Association of person

Module-IV: Corporate Tax Planning

Tax Planning for Corporate entities, Public and Private Companies, Tax incentives, Tax incentives for Industrial growth, tax holidays and other reliefs and rebates

Module-V: Assessment of Charitable Trust, Assessment of Non-Resident, Special procedure for assessment of search cases, Application of Computer technique in Tax Management

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; **P**-Project/Seminar/Quiz/Viva/Home Assignment; **C**-Case Discussion **CT**-Class Test; **EE**-End Semester Examination

Suggested Readings

- Singhanian, V.K. : Direct Taxes Law and Practice, Taxman Publications (Pvt.) Ltd., Delhi
- Sukumar Bhattacharya : Indian Income Tax Law and Practice, Wadhwa & Co., Agra Nagpur
- Srinivas, E.A.: Corporate Tax Planning, Tata Mcgraw Hill Publishing Co. Ltd.
- Palkiwala, N.A. and Palkiwala, B.A.: Law and Practice of Income Tax, N M. Tripathi Bombay
- Iyengar Sampat, A.C.: Law of Income Tax, Bharat Publishing House Allied Publishers
- Shah, D.D. : A Treatise on Tax Planning N.M. Tripathi , Bombay
- Lakhota, R.U. : How to Save Income Tax by Tax Planning , Asia Pub. House, Calcutta
- Raina, H.P. : Corporate Taxation A Hand Book , Orient Law House , New Delhi/ Allahabad
- Lakhota , R.N. : Tax Management , A Pitmans Publication, Calcutta
- Study Material of the Institute of Company Secretaries of India

ADVERTISING AND SALES MANAGEMENT

Course Code: COM4310

Credit Units:03

Course Objective:

The course aims at enabling the students to develop an in -depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management which constitute a fast -growing area of marketing.

Course Contents:

1. Section A

Advertising:

Module-I: Introduction to Communication

Communication Basics: Role of communication; Communication process and flows; Planning the promotion mix; Advertising: Nature and importance; Advertising and the economy; Advertising and publicity; Advertising management process – an overview; Determining target audience; Advertising objectives and positioning decisions; Advertising budget decisions.

Module-II: Message Decision

Message Decision: Determining advertising message; Developing advertising copy – Headline main copy, logo, illustration, appeal, layout, creativity in advertising. Media Planning: Types of media and their merits and limitations; Advertising through the internet; Media selection; Media scheduling.

Module-III: Organization of Advertising Operations

Organization of Advertising Operations : In -house vs. advertising agency arrangements; Managing advertising agency relations ; Evaluation of advertisement and campaign effectiveness – Before - and – after advertising tests and techniques.

Module-IV: Advertising in India

Advertising in India; Social and regulatory aspects of advertising. Recent developments and issues in advertising.

2. Section B

Sales Management:

Module-V: Fundamentals of Personal Selling

Fundamentals of Personal Selling: Nature and importance of selling; Types of selling; Personal selling, salesmanship and sales management; Process of effective selling; Strategic Sales management.

Module-VI: Sales Planning

Sales Planning: Setting personal selling objective; Market analysis and sales forecasting; Sales budget; Sales territory; Sales quota. Sales Organization: Organization structure; relationship of sales department with other departments; Distribution networks relationship.

Module-VII: Sales Force Management

Sales Force Management: Recruitment and selection; training and development; motivating, supervising and compensating sales personnel; Controlling the sales effort; Evaluation of sales personnel; Sales and cost analysis. Ethical and legal aspects of selling.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Aaker, David A., Rajeev Batra and John G. Mayers, *Advertising Management*, Prentice Hall of India, New Delhi.
- Belch. George and Michael Belch, *Advertising and Promotion : An Integrated Marketing Communications Perspective 6 th Ed.*, McGraw Hill, 2004.
- Mandell, Maurice, *Advertising* , Prentice- Hall of India, New Delhi.
- Still, Richard R. Edward W. Cundiff and Norman A.P.Govoni, *Sales Management:Decisions, Strategies and cases*, Prentice Hall of India, New Delhi.
- Anderson B. Robert, *Professional Selling*, Prentice-Hall Inc.
- Spiro, Rosann, William J. Stanton and Greg Richo, *Management of a Sales Force*, McGraw Hill/Irwin, 2007.
- Pederson Carlton A/, Miburn D. Wright, Barton A, Weitz, *Selling Principles and Methods*, Richard D. Irwin, Illinois.

SUMMER INTERNSHIP EVALUATION

Course Code:COM4335

CreditUnits:06

GUIDELINES FOR INTERNSHIP FILE

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The layout guidelines for the Internship File

- A4 size Paper
 - font: Arial (10 points) or Times New Roman (12 points)
 - line spacing: 1.5
 - top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include *five sections* in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. The Title Page--Title - An Internship Experience Report for (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. Table of Content--an outline of the contents by topics and subtopics with the page number and location of each section.
3. Introduction--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. Main Body--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. Appendices--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The Main Body will have three sections and will include the following items which will be evaluated for the final assessment:-

An analysis of the company/organization in which the student is working

A personal review of the student's management skills and how they have been developed through the programme.

The research report that the student has prepared on the project assigned to him by the organization.

(Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity /substance
of Contents covered and Comprehensiveness

20%

b. Research Report

30%

Industry Feedback (continuous)

20%

Presentation & Viva (At the end)

30%

Total

100%

Syllabus - Fourth Semester

CORPORATE TAX PLANNING

Course Code: COM4402

Credit Units:03

Course Objective:

The aim of this course is to familiarize the student with major latest provisions of the Indian tax laws and related judicial pronouncements pertaining to corporate enterprises having implications for various aspects of Corporate planning with a view to derive maximum possible tax benefits admissible under the law.

Course Contents:

Module-I: Introduction

Meaning of tax planning and management, tax evasion and tax avoidance; Nature and scope of tax planning and management in the corporate sector; Justification of corporate tax planning and management.

Module-II: Computation of corporate tax

Computation of corporate tax: Carry forward and set off of losses in the case of certain companies under Sec. 79 of Income -tax Act, 1961; Computation of taxable income of companies; Computation of the amount of corporate tax liability; Minimum Alternate Tax; Tax on distributed profits of domestic companies; Tax on income distributed to unit holders.

Module-III

Implications of Tax concessions and incentives for corporate decisions in respect of setting up a new business, location of business and nature of business.

Module-IV: Tax Planning

Tax planning with reference to financial management decisions: Capital structure decisions; Dividend Policy; Bonus Share; Investments and Capital Gains. Tax planning with reference to managerial decisions: Owning or leasing of an asset; purchasing of assets by installment system or Hire System; Purchasing of an asset out of own funds or out of borrowed capital; manufacturing or buying; Repairing, replacing, renewing or renovating an asset; Sale of assets used for scientific research; Shutting down or continuing operations.

Module-V

Foreign collaborations and incidence of taxation on domestic companies ; provisions for relief in respect of double taxation; important Double Taxation Avoidance Agreements with different countries like USA, UK, Germany, France, etc.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- E.A. Srinivas, *Corporate Tax Planning*, Tata McGraw Hill.
- Vinod K. Singhania, *Taxmann's Direct Taxes Planning and Management*.
- V.S. Sundaram, *Commentaries on the Law of Income- Tax in India*, Law Publishers,
- Allahabad.
- A.C. SampathIyengar, *Law of Income Tax*, Bharat Publishing House, Allahabad.

- Taxman, *The Tax and Corporate Law Weekly*.
- Bhagmati Prasad, *Direct Taxes Laws Practice*, WishwaPrakashan.

INDUSTRIAL LAW

Course Code: COM4404

Credit Units:03

Course Objective:

The course is designed to provide an understanding of certain industrial legislations in the context of the Indian Socio – economic conditions.

Course Contents:

Module-I: The factories Act, 1948

The factories Act, 1948 : Objects, provisions relating to hazardous process, health, safety, welfare, working hours, leave etc. of workers, approval, licensing and registration of factories , manager and occupier – their obligations, power of the authorities under the Act, penal provisions.

Module-II: The payment of Bonus Act, 1965

The payment of Bonus Act, 1965: Object, Scope and Application, Definitions, Calculation of amount payable as Bonus, Eligibility for Bonus, Disqualification for Bonus; Minimum & maximum Bonus, Set on & Set off of Allocable Surplus, Application of Act in Establishment in Public Sector, Bonus linked with Production or Productivity.

Module-III: The Employees State Insurance Act, 1948

The Employees State Insurance Act, 1948: Objects, Definitions, Application, Employees State Insurance Scheme, Employees' State Insurance corporation, Constitution-Powers and Duties of the Corporation, Wings of the Corporation, Employees' State Insurance Fund, Contribution, Benefits.

Module-IV: The Industrial Disputes Act, 1947

The Industrial Disputes Act, 1947: Objects, authorities for settlement of industrial disputes, reference of industrial disputes, procedure, powers and duties of authorities, settlements and awards, strikes , lock-outs, lay-off, retrenchment, transfer and closure, unfair labour practices, miscellaneous provision.

Module-V: The Trade Unions Act, 1926

The Trade Unions Act, 1926: Objects, registration of trade unions, rights and liabilities of registered trade unions -procedure, penalties. The Workmen's compensation Act, 1923: Objects, Employer's liability for compensation, amount of compensation, distribution of compensation, notice and claims, remedies of employers against stranger, commissioners for workmen's compensation.

Module-VI: The Employees' Provident Funds & Miscellaneous provision Act, 1952

The Employees' Provident Funds & Miscellaneous provision Act, 1952: Objects, Schemes under the Act. Employees' Provident Fund Scheme, Employees' pension Scheme, 1995, Employees' Deposit linked Insurance Scheme, Determination and Recovery of Money due from and by employers, protection against attachment.

Module-VII: Wage Act, 1936

The payment of Wage Act, 1936: Objects, Application, responsibility for payment of wages, wage periods, time-limits, Deduction from wages , remedy available to worker for delay or unauthorized education.

Module-VIII: Payment of Gratuity Act, 1972

The Payment of Gratuity Act, 1972: Object, continuous service, controlling authority, payment of Gratuity, Compulsory insurance, Nomination, Recovery of Gratuity, Protection of Gratuity.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Malik P. L, *Labour and Industrial Law, 9th edn, 2009, Eastern Book Company, Lucknow.*
- Sharma J. P, *Simplified Approach to Labour Laws 3rd edn, 2009, Bharat Law House Pvt. Ltd, New Delhi.*
- Kumar H. L, *Digest of Labour Cases-1990 –2009, Universal Law Publishing Co Pvt Ltd, Delhi.*
- Singh Avtar, *Introduction to Labour & Industrial Law, 2009 edn, Wadhwa and Company, Nagpur.*
- Sharma J. P, *Employees' Provident Funds and Miscellaneous Provisions Act, 1952 with frequently Raised Queries including Schemes & Rules, 2nd edn, 2009, Bharat Law House Pvt. Ltd, New Delhi*
- Sharma J. P, *Employees' State Insurance Act, 1948 with Frequently Raised Queries, 2nd edn, 2009, Bharat Law House Pvt. Ltd, New Delhi*
- Sharma J. P, *Factories Act, 1948 with Frequently Raised Queries , 2nd edn, 2009, Bharat Law House Pvt. Ltd, New Delhi*

INTERNATIONAL ACCOUNTING

Course Code:COM4405

Credit Units:03

Course Objective:

The objective of this course is to develop some conceptual knowledge and understanding of international accounting issues among students. In addition, this course makes students capable of tackling issues in prevailing regulatory environments.

Course Contents:

Module-I: Introduction

International Dimensions of accounting and control: Multinational enterprise, Inter-nationalisation of capital markets, Internationalization of accounting profession. Operational and conceptual issue.

Module-II

Foreign currency translations, methods and practices, & their applications. Specific Reporting Issues: Regulatory Disclosure Requirements; Foreign Operations Disclosure; Social Responsibility Disclosures.

Module-III: Managerial Accounting Issues

Managerial Accounting Issues: Strategic Planning; Management Control Systems; Performance Evaluation of foreign operations.

Module-IV: International Standards and Organization

International Standards and Organization: Advantages, supporting and deterring forces; International and Regional Efforts in Standard Setting; International Standards setting process, Harmonisation; International Accounting Standards Board; Accounting and Auditing Standards.

Module-V: Financial Statement Analysis of companies

Financial Statement Analysis of companies and countries differences in accounting principles, foreign currency statements and Ratio Analysis.

Module-VI: Transfer Pricing

Transfer pricing, methods, objectives, strategies. Emerging issues in International Accounting.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Radebaugh L. H. and S.J. Gray, *International Accounting*, and *Multinational Enterprises*, John Wiley & Sons, 2002 .
- Sandagaran S.M., *International Accounting*, South Western, 2001.
- Gray, S.J., *International Accounting and Transnational Decisions* , Butterworth, London, U.K.,
- Holzer H. Peter, *International Accounting*, Horper and Row Publishers, New York.
- Frederick D.S. Choi and Gary K. Meek, *International Accounting*, Pearson Education, 2005
- Shirin Rathore, *International Accounting* Prentice Hall of India, 2008.

PRINCIPLES & PRACTICE OF TAXATION & INDIAN TAX SYSTEM

Course Code: COM4406

Credit Units: 03

Course Objective:

The purpose of this course is to familiarize and update the students with the basic principles of taxation and the actual operation of income tax in the Indian economy.

Course Contents:

Module I

International comparison of taxes; Tax-GDP ratios; Direct and indirect taxes –inflation adjustment schemes in selected countries. The problems of international double taxation – The assignment rules: source versus residence – methods to alleviate international tax duplication: Tax credit relief; Double tax treaties: OECD Models; United Nations Model – International tax avoidance and evasion; transfer pricing; Tax havens – Anti-avoidance measures.

Module II

Tax bases and tax policy – Determinants of tax yield – Classification of taxes: Direct and indirect taxes; OECD classification; Progressive, proportional and regressive taxes; Ad-valorem and specific taxes. Taxes and inflation; Taxes and savings; Taxes and Labour supply – Tax equity : Benefit principle of Taxation; Ability-to-pay principle of taxation.

Module III

Incidence of Taxation: Factors determining extent of tax shifting – Taxation and efficiency: Excess burden of taxation; Administrative costs; Compliance costs – Tax incentives: Various forms; Rationale; Problems created by tax incentives. Tax avoidance and tax evasion – Tax ratio, taxable capacity and tax effort. Trends in tax- GDP ratio – relative roles of direct and indirect taxes;

Module IV

Distribution of tax burden – Buoyancy and elasticity of tax revenue – Tax evasion. Distribution of taxation powers between the Center and the States in the constitution of India; Restrictions on the taxation powers of the States; sharing of Central taxes; Rationale for constitutional arrangements.

Module V

Residential status and income tax liability – incomes exempt from tax – tax holiday schemes. Set off and carry forward of losses – Rebates – tax incentives for savings. Tax treatment of capital gains – Main features of company taxation – Taxation of partnership firms – Taxation of small traders (presumptive tax) – Tax amnesties.

Case Studies : Some case studies involving the learning from the course.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Richard Musgrave and Peggy Musgrave, Public Finance in Theory and Practice (New York: McGraw Hill Book Company, 5th Edition, 1989).38
- Richard Goode, Government Finance in Developing Countries (New Delhi. TataMcGraw Hill Publishing Company Ltd., 1986)
- Government of India, Ministry of Finance, Report of the Indirect Taxation Enquiry Committee (Chairman, L.K.Jha), Part I (November 1977) and Part II (January 1978).
- Government of India , Ministry of Finance, Speeches of Union Finance Ministers, 1947-48 to 1984-85 (New Delhi, 1984).
- Vinod K. Singhania, Direct Taxes: Law and Practice (Delhi :Taxmann Publications (P) Ltd.,) Latest edition.

INTERNATIONAL FINANCIAL MANAGEMENT

Course Code:COM4408

Credit Units:03

Course Objective:

The objective of the course is to acquaint the students with financial management problems of multinational corporations and prepare them to tackle these problems.

Course Contents:

Module I

International Monetary System: Developments in the international monetary system, gold standard, Bretton Woods system of exchange rate, exchange rate regime since mid-1970s. IMF and international Liquidity. System of exchanging currencies. Exchange rate quotation and determination: direct and indirect quotes, bid and ask quote, spot and forward quote, cross rates. Determination of exchange rate in spot and forward market. PPP theory, IRP theory, Monetary theories of exchange rate determination, Overshooting models.

Module II

Foreign exchange market – spot and forward. Participants in foreign exchange market – arbitraging, hedging and speculation, covered interest rate arbitrage. Borrowing and investing markets. Tax consideration and investment. Exchange rate risk: translation, transaction and real operating exposure – their measurement and management. Investment decisions of multinational corporations (MNCs): International capital budgeting – estimation of cash flows, the cost of capital. Portfolio consideration of a multinational corporation.

Module III

International Financial markets: Multilateral development banks, Euro-currency markets, Euro-banking, Market for international securities – international bonds, Euro notes and Euro-notes and Euro-commercial papers, Medium-term Euro-notes. Market for derivatives, currency futures, options and synthetics, currency risk management, financial swaps and interest – rate risk management. Assessment and management of political risk.

Module IV

International working capital management: Cash management. Management of receivables and inventory. Financing of foreign trade: Foreign trade documents, modes of payment, Preshipment, post-shipment and medium-term credit, Forfaiting. International accounting: Consolidation and harmonisation of accounts. Transfer pricing.

Module V

Case Studies: Some case studies involving the conceptual learning from the course are required to be discussed.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings:

- Levi, Maurice, International Finance, New York, McGraw Hill Inc., 1996.
- Eiteman, David K., Arthur Stonehill and Michael H. Moffett, Multinational Business Finance, Reading mass., Addison – Wesley Publishing company, 1998.
- Shapiro, Allen C., Multinational Financial Management, New Delhi, Prentice Hall India Pvt. Ltd., 1995.
- Apte P.G., Multinational Financial Management, New Delhi, Tata McGraw Hill, 1998
- 5.Seth A.K., International Financial Management, New Delhi, Galgotia Publishing

MARKETING RESEARCH

Course Code: COM4409

Credit Units:03

Course Objective:

The course aims at exposing the students to the concept, tools and techniques of marketing research and developing their skills to be able to apply research techniques to aid marketing decision making.

Course Contents:

Module I

Introduction : Meaning, nature and importance of marketing research; Marketing research and scientific method; Research reliability and validity; Problems in conducting marketing research; Marketing information system (MIS); Ways of conducting marketing research; Syndicated research.

Module II

Marketing Research Process : Steps involved in conducting marketing research; Problem identification; Determining information needs; Developing marketing research proposal.

Module III

Research Design : Meaning and importance; Types of research designs – explorative, descriptive and conclusive researches; Secondary data – sources, uses and limitations; Primary data collection methods – questioning techniques and observation methods; Online data sources and research; Questionnaire preparation.

Module IV

Sample Design and Field Work : Defining universe and sampling unit; Determining sampling frame; Probability and non-probability sampling methods; Sample size determination; Field work and data collection – sampling and non-sampling errors.

Data Analysis and Report Preparation: Data editing, coding tabulation and graphical presentation; Univariate and multivariate data analyses techniques and their applications in marketing research; Report preparation, presentation and follow-up.

Module V

Marketing Research Applications : Consumer research – behaviour and motivation research, attitude measurement and scaling techniques; Product research; Advertising research; Marketing and sales forecasting; Sales analysis. Marketing Research in India : Status, organization and developments; Ethical issues in marketing research.

Examination Scheme:

Components	A	P	C	CT	EE
Weightage (%)	5	10	5	10	70

A-Attendance; P-Project/Seminar/Quiz/Viva/Home Assignment; C-Case Discussion CT-Class Test; EE-End Semester Examination

Suggested Readings :

- Harper W. Boyd, Ralph Westfall and Stanley F. Stasch, Marketing research: Text and Cases, 2005.
- Malhotra, Naresh K., Marketing Research, 5th Ed., Prentice Hall of India.
- Cooper, Donald R. and Pamela S. Schindler, Marketing Research, Tata McGraw Hill, 2005.
- Paul E. Green, et.al., Research for Marketing Decisions, Prentice-Hall of India Pvt. Ltd, New Delhi.
- Donald S. Tull and Del I. Hawkins, Marketing Research: Measurement and Methods, Prentice-Hall of India Pvt. Ltd. New Delhi, 1998

DISSERTATION

Course Code:COM4437

Credit Units:06

The Aims of the Dissertation

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree

The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

The Dissertation Topic

It is usual to give you some discretion in the choice of topic for the dissertation and the approach to be adopted. You will need to ensure that your dissertation is related to your field of specialisation.

Deciding this is often the most difficult part of the dissertation process, and perhaps, you have been thinking of a topic for some time.

It is important to distinguish here between ‘dissertation topic’ and ‘dissertation title’. The topic is the specific area that you wish to investigate. The title may not be decided until the dissertation has been written so as to reflect its content properly.

Few restrictions are placed on the choice of the topic. Normally we would expect it to be:

- relevant to business, defined broadly;
- related to one or more of the subjects or areas of study within the core program and specialisation stream;
- clearly focused so as to facilitate an in-depth approach, subject to the availability of adequate sources of information and to your own knowledge;
- of value and interest to you and your personal and professional development.

Planning your dissertation

This will entail following:

- Selecting a topic for investigation.
- Establishing the precise focus of your study by deciding on the aims and objectives of the dissertation, or formulating questions to be investigated. Consider very carefully what is worth investigating and its feasibility.
- Drawing up initial dissertation outlines considering the aims and objectives of the dissertation. Workout various stages of dissertation
- Devising a timetable to ensure that all stages of dissertation are completed in time. The timetable should include writing of the dissertation and regular meetings with your dissertation guide.

The dissertation plan or outline

It is recommended that you should have a dissertation plan to guide you right from the outset. Essentially, the dissertation plan is an outline of what you intend to do, chapter wise and therefore should reflect the aims and objectives of your dissertation.

There are several reasons for having a dissertation plan

- It provides a focus to your thoughts.
- It provides your faculty-guide with an opportunity, at an early stage of your work, to make constructive comments and help guide the direction of your research.

- The writing of a plan is the first formal stage of the writing process, and therefore helps build up your confidence.
- In many ways, the plan encourages you to come to terms with the reading, thinking and writing in a systematic and integrated way, with plenty of time left for changes.
- Finally, the dissertation plan generally provides a revision point in the development of your dissertation report in order to allow appropriate changes in the scope and even direction of your work as it progresses.

Keeping records

This includes the following:

- Making a note of everything you read; including those discarded.
- Ensuring that when recording sources, author's name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- Make clear what is a direct quotation and what is your paraphrase.

Dissertation format

All students must follow the following rules in submitting their dissertation.

- Front page should provide title, author, Name of degree/diploma and the date of submission.
- Second page should be the table of contents giving page references for each chapter and section.
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be a synopsis or abstract of the dissertation (approximately 500 words) titled: **Executive Summary**
- Next is the 'acknowledgements'.
- Chapter I should be a general introduction, giving the background to the dissertation, the objectives of the dissertation, the rationale for the dissertation, the plan, methodological issues and problems. The limitations of the dissertation should also be hinted in this chapter.
- Other chapters will constitute the body of the dissertation. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g.
Draper P and Pandyal K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.
For books, the following details are required:
Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996
- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.

Guidelines for the assessment of the dissertation

While evaluating the dissertation, faculty guide will consider the following aspects:

1. Has the student made a clear statement of the objective or objective(s).
2. If there is more than one objective, do these constitute parts of a whole?
3. Has the student developed an appropriate analytical framework for addressing the problem at hand.
4. Is this based on up-to-date developments in the topic area?
5. Has the student collected information / data suitable to the frameworks?
6. Are the techniques employed by the student to analyse the data / information appropriate and relevant?
7. Has the student succeeded in drawing conclusion form the analysis?
8. Do the conclusions relate well to the objectives of the project?

9. Has the student been regular in his work?
10. Layout of the written report.

Examination Scheme:

Dissertation:	75
Viva Voce:	25
Total:	100