

MASTER OF COMMERCE PROGRAMME (M.COM.)
ORDINANCES

1. The Department of Commerce under the Faculty of Commerce and Management studies, Mahatama Gandhi Kashi Vidyapith, Varanasi shall run a Postgraduate Programme in Commerce leading to the award of the Degree of Master of Commerce (M.Com.).
2. The duration of this Programme shall be of two years.
3. **Admission-**
 - (i) **Number of seats-**
80 (Eighty)
 - (ii) 25% of available seats shall be reserved for girls student on vertical basis.
 - (iii) Colleges under the Jurisdiction of the university are permitted to admit students on the basis of sanctioned strength of the college from time to time.

Rules of reservation in admission for Scheduled castes/ Scheduled tribes and other backward classes shall be applicable as per rules of the U.P. Government and University.

(iv) Eligibility-

The minimum qualification for admission shall be B.Com./B.Com. (Hons.) degree from a recognized University or Institute in India or abroad. Those appearing in the final year of the degree examination shall also be eligible to apply for admission subject to the stipulation that such candidates will have to submit their final year mark sheet at the time of counseling in support of the fact that they have passed of the aforesaid degree examination.

(v) Admission Procedure-

The admission shall be made through written test or on Merit basis as decided by the University from time to time.

4. Restrictions Against Joining other Courses of Study or Jobs-

Since the M.Com. programme shall be a full time course, any student joining this course will not be permitted to pursue any other course of study or take up an employment during the tenure of this programme. However this restriction shall not apply to students who wish to join a foreign language certificate course or Diploma in Computer course.

5. Scheme of Examination-

(a) The evaluation of the students shall be done on the basis of Annual Examination.

For the degree of M.Com. the student has to clear six papers in M.Com. previous (all compulsory) and six papers in M.Com. final year (four compulsory and two optional paper) and Viva-Voce examination.

Duration of written examination carrying 100 marks in each paper shall be of 3 hours.

(b) Pass Marks-

In order to pass previous and final year examination every student shall have to secure 36% marks in aggregate and not less than 36% marks in each paper including viva-voce examination separately.

(c) Division shall be awarded at the end of the two year on the basis of aggregate marks obtained by a candidate in previous and final year. A candidate having secured 60% marks or above will be awarded first division and candidates securing 48% or more but less than 60% marks in aggregate will be placed in third division/pass division.

(d) Students shall be eligible for the facility of improvement/ back paper in one paper in each year as per university rules.

6. Viva-Voce Examination-

In M.Com. Final there will be viva-voce examination of 50 marks which will be conducted at the end final year in order to judge the understanding as well as application of the knowledge gained by the students.

M.Com. Ist Year

Course Code	Subject	Total
MC 101	Organisational Behaviour	100
MC 102	Business Environment	100
MC 103	Accounting for Managerial Decisions	100
MC 104	Financial Management	100
MC 105	Marketing Management	100
MC 106	Human Resource Management	100
	Total	600

Code: MC 101

ORGANISATIONAL BEHAVIOUR

Objective: To impart the students an understanding of behaviour component in the process of management and to develop an understanding of organizational and individual variants that affect organizations.

Units-I

Concept of Organisation- Nature and Types, Organisational behaviour- Nature, Significance, Contributing Disciplines and Emerging Trends; OB Knowledge and Management Practice, OB Models, Organisational Theory- Concept, Classical and Modern theories, System Approach.

Units-II

Individual Behaviour in Organisation: Perception, Impression Management, Attribution-Theories and Application; Attitude-Nature, Types, Job Satisfaction; Learning- Theories, Behaviour Modification, OB (Mod) and other Applications, Motivation-Nature, Contemporary Theories of Motivation. Stress-Nature and Stress Management Values-Nature, Types, Culture and Values Personality-Nature, Determinants, attributes Related with OB.

Units-III

Group Process in Organisation: Nature, Definition and Types of Group; Group Formation; Group Structure- Characteristics; Group Process; Group decision-making. Work team-Concept, Types, development f Effective Work Team management. Leadership- Nature, Significance and determinants, Theories Conflict-Nature and Approaches to Management of Conflict.

Units-IV

Organisation Culture: Organisational Effectiveness- Concept and Approaches, Managerial Effectiveness- Determinants. Organisational Change- Nature, Planned Change, Resistance and its Management Organisational Development – Concept, Processes, OD techniques.

REFERENCES:

- | | |
|----------------------------------|---|
| 1. Arnold, H.J. & Fieldman, D.C. | :Organisational Behaviour |
| 2. Davis, K. | :Human Behaviour at Work: OrganisationDevelopment |
| 3. Dwivedi, R.S. | :Human Relations and Organisational Behaviour |
| 4. Dayal, Ishwar | :Organisational Development |
| 5. French, W.L. & Bell, CH | :Organisational Development |
| 6. Luthans, F. | :Organisational Behaviour |
| 7. Prasad, L.M. | :Organisational Theory & Behaviour |
| 8. Robins, S.P. | :Organisational Behaviour |
| 9. Rao, V.S.P. & Narayan, P.S. | :Organisational Theory & Behaviour |
| 10. Shekharan, Uma | :Organisational Behaviour: Text and Practice |

Code:MC 102

BUSINESS ENVIRONMENT

Objective: This course develops ability to understand and scan business environment analysis opportunities and take decisions under uncertainty.

Unit-I

Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment, Element of environment- Internal and External; Changing dimensions of Business Environment; Techniques of environment scanning and monitoring.

Unit-II

Economic Environment of Business: Significance and Elements of Economic Environment, Economic Systems and Business Environment; Economic planning in India; Government Policies- Industrial Policy, Fiscal Policy, Monetary Policy, EXIM Policies; Public sector and economic development; Development Banks and their relevance to Indian business; Economic Reforms, Liberalization and structural adjustment programmes.

Unit-III

Political and Legal Environment of Business: Critical Elements of Political Environment; Government and Business; Changing dimensions of Legal environment in India; MRTP Act, FEMA and Licensing Policy, Consumer Protection Act.

Socio- Cultural Environment: Critical elements of socio-cultural Environment; social Institutions and systems; Social Values and Attitude; Social groups, Middle class, Dualism in Indian Society and problems of Uneven Income Distribution; Emerging rural sector in India; Indian Business System; Social Responsibility of business; Consumerism in India.

Unit-IV

International and Technological Environment: Multinational Corporations; Foreign Collaborations and Indian Business, Non-resident Indians and Corporate Sector; International Economic Institutions; WTO, World Bank, IMF and their importance to India; Foreign Trade Policies; Impact of Rupee devaluation, Technological Environment in India; Policy on Research and Development, Patent Laws; Technology Transfer.

REFERENCES:

- | | |
|---------------------------------------|--|
| 1. Aswathappa, K. | :Legal Environment of Business. |
| 2. Adhikary, M. | :Economic Environment of Business. |
| 3. Ahluwalia, I.J. | :Industrial Growth in India. |
| 4. Agrawal, Raj & Diwan, Parag | :Business Environment. |
| 5. Cherunilam Francis | :Business Environment. |
| 6. Cherunilam Francis | :Business and Government. |
| 7. Ghosh, B. | :Economic Environment of Business. |
| 8. Prakash, J., Rao, N. & Shukla M.B. | :Administration of Public Enterprises. |
| 9. Ray, R.K. | :Industrialisation in India. |

Code: MC 103

ACCOUNTING FOR MANAGERIAL DECISIONS

Objective: The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

Unit I

Introduction to Accounting Management Accounting as an area of Accounting Objectives, Nature and Scope of Management Accounting and managerial decisions, Management Account's Position, Role and Cash Flow Analysis.
Statement Analysing: Financial Statement-Horizontal, Vertical; Comparative and Trend Analysis and Ratio Analysis, Funds Flow and Cash Flow Analysis.

Unit II

Marginal Costing and Break-Even Analysis; Concept of Marginal Cost; Marginal costing and Adsorption Costing; Marginal Costing Versus Direct Costing; Cost-Volume-Profit analysis; Break-even analysis; Assumptions and practical applications of break-even analysis; Marginal Costing for Decisions, Managerial Decisions. Accounting Plan and Responsibility Centres: Meaning and Significance of Responsibility Accounting; Responsibility Centres-Cost Centre, Profit Centre and Investment Center; Problems in Transfer Pricing; Objectives and Determinates of Responsibility Centers.

Unit III

Budgeting: Nature, Scope, Principles of Budgeting. Classification of Budget- Budgetary Control; Zero-base Budgeting; Capital Budgeting: Nature, Scope and Criteria.

Unit IV

Reporting to Management: Objectives and Principle of Reporting, Standard Costing and Variance Analysis, Reporting needs at different managerial levels; Types of Reports; Modes of Reporting, Reporting at different levels of management.

REFERENCES:

- | | |
|--|--|
| 1. Anthony, Robert | :Management Accounting |
| 2. Bilrman, Haral Jr. Dyckman, Thoas, R. | :Management Cost Accounting |
| 3. Khan, M.Y. | :Management Accounting |
| 4. Khan & Jain | :Management Accounting |
| 5. Kulshreshtha | :Management Accounting Concepts j& Cases |
| 6. Lall, B.M. & Jain,I.C. | :Management Accounting Principles and Practice |
| 7. Maheshwari, S,N. | :Management Accounting |
| 8. Pandey, I.M. | :Management Accounting |
| 9. Sharma, R.K. | :Management Accounting |
| 10. Shukla, M.B. | :Prabandhakiya Lekhankan(Hindi) |

Code: MC-104

FINANCIAL MANAGEMENT

Objective- The objective of the course is to help students to understand the conceptual framework of financial Management and it's applications under various environmental constraints.

Unit-I

Financial Management: Meaning, Nature and Scope of Financial Management, Financial Goal-Profit Vs. Wealth Maximization; Finance Functions-Investment, Financing and Dividend decisions. Function of Finance Manager in Modern age, Time value of money, Risk and return analysis, valuation of securities.

Unit-II

Investment Decisions- Nature of Investment decisions, investment evaluation criteria-Net Present value, Internal rate of Return, Profitability Index, Payable Period, Accounting Rate of Return, N.V.P. and I.R.R. comparison, Capital Rationing, Risk and Uncertainty in capital budgeting.

Leverage Analysis-Financing operating and combined Leverage and its implications, EBIT-EPS analysis.

Unit-III

Financing Decision-Sources of short term financing, concept of working capital, factors affecting working capital requirement, Management of working capital, Management of cash, Inventory Receivables

Long Term Sources of Finance- Potentiality of Equity shares, Preference shares, Debentures Bonds as sources of Long Term Finance.

Concept and approaches of Capital structure decision-NI, NOI, Traditional and Modigliani Miller approach.

Unit-IV

Cost of Capital- Significance of cost of capital, calculation of cost of Debt, Preference Capital Equity capital and Retained Earnings, Combined cost of Capital (Weighted), Cost of Equity and CAPM.

Dividend Decision- Concept of Retained earning and plough back of profits, Relevancy and irrelevancy theory of dividend decision. Walter's model, Gordon's model and Modigliani Miller Model. Factors affecting dividend decision.

REFERENCES:

- | | |
|--------------------------------|---------------------------|
| 1. Chandra, Prasanna | : Financial Management |
| 2. Khan, M.Y.& Jain, P.K. | : Financial Management |
| 3. Kuchhal, S.C. | : Financial Management |
| 4. Pandey, I.M. | : Financial Management |
| 5. Shukla,M.B. | : Financial Mdanagement |
| 6. Sjkhukla, M.B. | : Business finance |
| 7. Sharma, R.K.&Shashi K.Gupta | : Mamanagement Accounting |
| 8. Srivastava, R.M. | : Financial Management |

Code: MC 105

MARKETING MANAGEMENT

Objective: The Objective of this course is to facilitate understanding of the conceptual framework of marketing and environmental constraints.

Unit-I

Introduction Concept, Nature, Scope, Importance and Evolution of Marketing, function, Marketing Mix, Strategic Marketing, Planning: an overview.

Market Analysis and Selection: Marketing Environment Macro and Micro Components and their impact on marketing decisions; Market Segmentation and positioning; Buyers Behaviour, Consumers vs. Organizational buyers, Consumers decision-making process.

Unit-II

Product Decisions: Concept of Product; Classification of Products; Major Product Decisions; Product Line and Product Mix Branding, packaging and Labeling Product Life-Cycle-Strategic implication; New Product Development and Consumer Adoption Process.
Pricing Decisions; Factors affecting Price Determination; Pricing Policies and Strategies, Discounts and Rebates.

Unit III

Distribution Channels and Physical Distribution Decisions: Nature, Functions and Types of Distribution Channels; Distribution Channel Intermediaries: Channel Management decision; Retailing and Wholesaling.

Promotion Decisions: Communication Process, Promotion Mix-Advertising, Personal Selling, Sales Promoting, Publicity and Public Relations; Determining Advertising Budget; Copy designing and its testing; Media Selection; Advertising Effectiveness; Sales Promotion-Tools and Techniques.

Unit IV

Marketing Research: Meaning and scope of marketing research; Marketing research Process; Marketing Organization and Control; Organising and Controlling marketing Operations.
Issues and Development in Marketing; Social, Ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber Marketing; Relationship Marketing and other developments in marketing.

References:

1. Kotler, Philip & Armstrong, G. :Principles of Mmarketing
2. Mishra, M.N. :Modern Markedting Management
3. Neelinegham,s :Marketing on India: Cases and readings
4. Prem K. Srivastava :Vipanan Prabandha. (Hindi)
5. Sherlekar, S.A. :Marketing Management
6. Sonakki, C.M. :Marketing Management
7. Saxena, Rajan :Marketing Management

Code:MC 106

HUMAN RESOURCE MANAGEMENT

Objective: To sensitize students to the various facets of managing people and to create an understanding of the various policies & practices of personnel management.

Unit I

Meaning, Scope, Objectives and Functions of HRM. Manpower Planning, Selection technique, Learning, Training and Behavior Modification, Employment Health and Safety, Promotion and Transfer Management, Training and Development, Career Planning, Performance Appraisal and Job Evaluation.

Unit II

Wages and Salary Administration, Employee Benefit Programmes, Groups and Individual Incentives and Fringe Benefits, Motivation, Welfare and Working Conditions.

Unit III

Communication: Introducing Change and its Managerial problems; Discipline; The Manager and the Group. Morale in Work Group, Group Dynamics, Leadership. Human relation, Organisational Conflicts, Fatigue and Boredom, Personnel Research and Audit.

Unit IV

Concept and Significance of Individual Relations; Industrial Disputes and Employee Grievances-Causes, Prevention and Settlement of Industrial Disputes. Trade Unions. Collective Bargaining Industrial Democracy, Workers participation in management. Workers Education.

REFERENCES:

- | | |
|------------------------------------|--|
| 1. Agarwal, R.D. | :Dynamics of Personnel Management |
| 2. Ahuja, R.K. | :Personal Management |
| 3. Flippo, E.D. | :Principles of Personal Management |
| 4. Mamoria, C.B. | :Personal Management |
| 5. Monappa,A.& Saiyyadain M.S. | :Personal Management |
| 6. Rao, Silveita | :HRD in the New Economic Environment |
| 7.Stone, Lioyed & Leslie, W.Rue | :Human Resource and Personnel Management |
| 8. Strauss, G.& Sayles, L.R. | :Personal- The Human Problems and Management |
| 9. Yoder, Dale | :Personal Management and Industrial Relations |
| 10. Mamoria. C.B. | :Sevi Vargiya Prabandha |
| 11. Verma, Pramod | :Sevi Vargiya Prabandha |
| 12.Kulshreshta | :Sevi Vargiya Prabandha |
| 13.Singh, D.P.N. | :Sevi Vargiya Prabandha |
| 14Youder, Dale | :Sevi Vargiya Prabandha Avan Audyogik Sambandh |
| 15.Goyal, C.P. & Pandey, Baleshwer | :Sevi Vargiya Prabandha Avan Audyogik Sambandh |

M.Com. IInd Year

Course Code	Subject	Total
MC 201	Research Methodology	100
MC 202	Advance Statistics	100
MC 203	International Marketing	100
MC 204	Industrial Relation	100
Select Any Two [Among 205,206,207 & 208]		
MC 205	Financial Services	100
MC 206	Management Information System	100
MC 207	Corporate Management	100
MC 208	Security Analysis & Portfolio Management	100
MC 209	Viva-Voce	25
	Total	625

Research Methodology

Objective: To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of Management decision making.

Units-I

Introduction: Concept of research and its application in the various functions of management; Types of research. Types of business problems encountered by the researcher: Problem and precautions to the researcher in India. Process of research: Steps involved in research process; various methods of research design.

Units-II

Data Collection: Sampling procedure: Sample size; Determination and selection of sample member; Types of data and various methods of collecting data; Preparation of questionnaire and schedule; Precautions in preparation of questionnaire and collection of data.

Units-III

Analysis of data: Coding, edition and tabulation of data; various kinds of charts and diagrams used in data analysis; Application of statistical techniques for analyzing the data, Application of Analysis of Variance (ANOVA), uses of Data Analysis Tools like SPSS and Excel.

Units-IV

Report Preparation: Types and layout of research report; Precaution in preparing the research report; Bibliography and Annexure in Report; Drawing conclusions; Giving suggestions and recommendations to the concerned persons.

REFERENCES:

1. Collis J and Hussey R : Business Research (Palgrave, 2003)
2. Cooper : Business Research (Tata McGraw-Hill)
3. Saunders : Research Methods for Business Students (Pearson Education, 3rd edition)
4. Beri :Marketing Research (Tata McGraw-Hill),1993,2nd ed.
5. David J. Luck and Roland S.Ruden : Marketing Research (Prentice Hall of India) 1987, 7th ed.

Objectives: The objective of this course is to give advance knowledge of the subject to make the students learn the application of statistical tools and techniques for decision making.

Unit-I

Role of Statistics, An overview of various measures of Central Tendency. Measures of Dispersion and Skewness; Association of attributes. Probability theory- Importance, different approaches to definition- Classical or Priori Probability, Statistical or Emperical or Relative, Axiomatic or Modern approach to probability.
Permutation and Combination- Use of Permutation and combination in probability, Theories of Probability- Additions and Multiplications, Conditional Probability, Baye's Theorem, Bernoullie's Theorem, Mathematical expectations.

Unit-II

Probability Distribution – Binomial, Poision and Normal distribution, Their characteristics and application. Theory of Sampling – Importance, Parameter and Statistics, Law of Sampling, The law of Statistical Regularity, Law of large number. Sampling and Non Sampling errors, Standard error Central limit Theorem. Sampling distribution and their characteristics – Point estimation and Interval estimation.

Unit-III

Large Sampling Test – (Assumptions testing or statistical testing)
Test of significance, Procedure of testing of Hypothesis (a) Test of significance in attributes, - Assumptions, Mean, Proportion and S.D. in sampling of attributes, Standard error, significance of difference.
(b) Test of Significance in Variables:- Significance of difference between two sample means, Null Hypothesis, Difference between standard deviations of samples, Difference between variance of two samples.

Unit-IV

Small Sampling Test – Assumption, Need, Z-test, t- test, and F- test.
Non- Parametric test (Assumptions free testing) Meaning, assumptions, Chi- squire test, Analysis of variance (ANOVA)
Statistical Quality Control – Causes of variation in Quality characteristics, Quality Control Charts – Purpose and logic, construction a control chart. Computing the Control limits (Mean and Range charts) Procedure, Under control and out of control, Warning limits.

REFERENCES:

1. Beri – Statistics for Management (Tata McGraw – Hill).
2. Chandran JS – Statistics for Business and Economics (Vikash), 1998
3. Render and Stair Jr – Quantitative Analysis for Management (Prentice – Hall, 7th edition)
4. Sharma JK – Business Statistics (Pearson Education)
5. Gupta C B – An Introduction to Statistical Methods (Vikash), 1995, 9th ed.
6. Earshot L – Essential Quantitative Methods for Business Management and Finance (Palgrave, 2001)
7. Levin Rubin – Statistics for Management (Pearson) 2000, New Delhi.
8. Jaiswal K.S.- Advanced Statistics(Vaibhav Laxmi Prakashan) 2010 Varanasi.

Code:MC 203

INTERNATIONAL MARKETING

Objective: To enable students acquire expertise in developing marketing strategies for global market and provide understanding to deal with international marketing situations.

Unit I

Nature, Scope and Importance of International Marketing. Distinction between International Trade Marketing and Business International Marketing Environment. Export-Import policy. Trends in India's foreign trade.

Unit II

Institutional set up for Export Production, Government Agencies in International Marketing. Export Houses, Export Documentation and procedures. International Marketing. Intelligence and Marketing Research, Organizational Structure in Foreign Market. Managing International Marketing, Communication and its sales force.

Unit III

Planning for overseas Market – Product strategy, International Product Life Cycle. Pricing Decisions, Distribution Channel Decisions and Promoting Products for Exports including Fairs and Exhibitions.

Unit IV

Export Finance; Methods of payment, Letter of Credit, Credit Risk, Insurance with reference to ECGC. Brief Study of International Economic Institutions – World Bank. GATT, UNCTAD, IMF, WTO.

REFERENCES:

- | | |
|----------------------------|---|
| 1. Cateora, Philip R. | : International Marketing |
| 2. Jain, Subhash C | : International Marketing Management |
| 3. Johari, Lalit M. | : International Marketing: Strategies for Success |
| 4. Keegan, Warren J | : International Marketing |
| 5. Miracle & Albaum | : International Marketing Management |
| 6. Pathak, A.V. | : Managing International Corporations |
| 7. Rathore & Rathore | : International Marketing |
| 8. Rathore, B.S. | : Export Marketing |
| 9. Varshney & Bhattacharya | : International Marketing |
| 10. Walter I. & Murray T. | : Handbook of International Business |

INDUSTRIAL RELATION

Objective: To appreciate the conceptual and practical aspects of Industrial Relations at the Macro and Micro levels.

Unit I

Industrial Relation, :_ concept & scope of Industrial Relation, , Industrial Relation and The State. International Labour organization(ILO).

Unit II

Trade Unionism-concepts & nature, objectives of trade union, functions of trade unions, employee organization in India, Trade union Act 1926, problems of trade union movement, measures for strengthening of trade union

Unit III

Industrial conflict: - nature of conflict , industrial disputes causes of industrial disputes, impact of industrial disputes, steps to promote industrial peace, the concept & nature of discipline, principle and code of discipline.

Unit IV

Profit sharing-concept, rationale, profit sharing in India , Bonus, Co-Partnership, Industrial Rationale and Technological Change.

REFERENCES:

1. Kochran, T.A. & Katz Henary : Collective Bargaining and Industrial Relations
2. Mamkoottam, K. : Trade Unionism: Myth and Reality
3. Bhagoliwal, T.N. : Industrial Relations in India
4. Mehrotra, S.N. : Labour Problems in India
5. Niland, J.R. : The Future of Industrial Relations
6. Owen, W.V. & Finstone, H.V. : Industrial Relations
7. Papala, T.S. & Rodgers, G. : Labour Institutions and Economic Development in India
8. Ramaswamy, E. A. : The Reyon Spinners. The Strategic Management of Industrial Relations
9. Mani, B.R. : Participative Management Vs. Collective Bargaining
10. Relevant Labour Acts
11. Chhabra T.N. & Suri : Industrial Relations Concepts & Issues

FINANCIAL SERVICES

Objective: To familiarize the prospective managers with the various financial services and institutions and their role in the overall financial system.

Unit I

Financial systems; Concept, Nature, Role of Financial System; financial systems and economic development, Indian financial system ,an overview ,Financial market :money &capital market money market meaning component and instruments of money market capital market:- :Primary and Secondary market ,Role of SEBI and Recent developments Financial Services :-Meaning Characteristics ,Kinds of Financial services Financial Intermediaries rendering financial Services

Unit II

Merchant Banking: Origin, Meaning and Evolution of merchant banking Functions of merchant bank Role and Qualities of merchant banker ,SEBI guidelines and code of Conduct for merchant banker , Underwriting:- Concept, Nature, Features, Importance, Functions and Evolution of Underwriting business, SEBI Guidelines with regard to Underwriting, E banking in India

Unit III

Credit Rating; Concept ,need ,importance nature Objectives And Types of credit rating and methodologies for credit rating SEBI guide lines for rating , Advantages &disadvantages of credit rating Credit Rating Agencies in India,. Factoring and fortaining concept functions and Types Of Factoring Factoring VS fortaining Depositories System & Dematerlisation . of Shares.

Unit IV

Lease Financing, Hire Purchase: meaning Elements ,features Types of lease Financing ,Venture Capital: meaning ,Features ,types and stages of venture Capital Financing,; Mutual Funds meaning ,Types performance & problems of mutual funds in India ,SEBI guidelines Growth trends &Advantages of mutual funds. , Consumer and Housing Finance;- meaning , modes of consumer finance Housing finance in India

REFERENCES:

1. 1. Avadhani, V.A. : Investment and securities Markets in India
2. 2. Bholal M. : Financial Market and Institutions
3. 3. Bhalla, V.K. : Financial Market and Services
4. 5. James,C.Van Horne : Functions and Analysis of Capital Market
5. 6. James,C.Van Horne : Financial Market Rates and Flows
6. 7. Khan M. Y. : Indian Financial System
7. 8. Macchiraju, H.R. : Merchant Banking
8. 9. Metha, R.D. : Capital Market in India
9. 10. Srivastava, R.M. : Indian Financial System – The Changing Scenario
10. 11. Srivastava, R.M. : Management of Indian Financial Institution

MANAGEMENT INFORMATION SYSTEM

Objective: To acquaint the students with the basics of Information technology and related aspects.

Unit-I

Management Information System(M.I.S): Meaning, elements, characteristics, objectives and role of M.I.S., Principles of good MIS, Installation of MIS, Need of MIS Limitations of MIS, Implementation of MIS, Problems in Installation of MIS, Guidelines for making MIS effective.

Unit-II

MIS Development: Process, Development of system analysis, system Definition, system Analysis, tools for making system analysis, system design, Testing, system evaluation, Types of information system, comparison of human and computer system (Alternative framework)

Unit III

Information System for Decision Making: meaning, Types of decisions, Decision making process, Techniques of MIS, Basic Information system related to production, Finance, Human resource and marketing.

Unit IV

Data communication and networking: Meaning, Basic elements of communication, Data transmission modes, Transmission channels, Transmission media, Types of Database system, Network topologies, LAN and WAN. Base of MIS: Reporting-meaning, Principles of reporting, methods of reporting, Classification of reports. Objects & Functions of reports, Limitations of reports and procedure for drafting reports.

References:

- | | |
|-------------------------------|---|
| 1. Bentley, Travol | :MIS and Data Process |
| 2. Banerrjee, UK and Suchdeva | :MIS-A new framework |
| 3. Gordon & Davis | :MIS, Conceptual foundation structure & Development |
| 4.Gupta A.K. | :MIS |
| 5. Jawedlkar, W.S. | :MIS |
| 6.Jindal Aman | :MIS |
| 7.Kanter Jerome | :Management Oriented MIS |
| 8.Kelker, S.A. | : MIS-A concise study. |
| 9.Murdic & Ross | : Information system for modern Management |
| 10.Murthy C.S.V. | : MIS |
| 11.Prasad LM & usha | :MIS |
| 12.Bagchi Nirmalya | :MIS |

Code: MC-207

CORPORATE MANAGEMENT

Objective- To equip the students with the skills for decision making at top level of management.

Unit-I

Professional Management; Nature, Scope and Importance. Role of Professional Management in Corporate sector. Company Management and Control. Management Remuneration. Role of Financial Institutions in Corporate Management, Their Share Holding and Management Control.

Unit-II

Mergers and Acquisition- Nature, Scope and Importance, Present Status of Mergers and Acquisitions in India. Nature, Scope and Importance of Governing Board, Chief Executive and Corporate Governance.

Unit-III

Nature, Scope and Importance of Corporate Restructuring Programme of Indian Corporate Sector. Turn around management, Nature, Scope and Importance of Multinational Corporation in India.

Unit-IV

Relevance of Values in Management, Need for Values in Global- Change- Indian perspectives. Secular Vs. Spiritual Values in Management.

REFERENCES:

1. Prakash, Jagdish & Shukla, M..B. : Administration of Public Enterprises

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: To impart knowledge to students regarding the theory and practice of Security Analysis and Portfolio Management.

Unit I

Concept, Nature and Scope of Security Analysis, Investment Vs. Speculation, Effective Investment Programme, Sources of Investment Information. Risk and Return Analysis. Primary Market, Secondary Market, Operations of Indian Capital Market.

Unit II

Valuation of Securities: Bond, Debenture, Preference Shares, Equity Shares.

Unit III

Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis, Efficient Market Hypothesis and its Testing.

Unit IV

Portfolio Management, Portfolio Selection and its Models. Markovitz Portfolio Theory. Efficient Frontier, Capital Market Theory: CAPM Single Index Model; Portfolio Total Risk. Portfolio Market Risk and Unique Risk, Simple Sharpe's Optimization Solution. Arbitrage pricing Theory, Capital Market line and Security Market Lines, portfolio Performance Evaluation: Measures of Return, Risk adjusted Measures of Return, Market Timing, Evaluation Criteria and Procedures.

REFERENCES:

1. Avadhani, V.A. : Investment Management
2. Alexander, Gordon J. & Sharpe, William, F. : Fundamentals of Investment
3. Bhalla, V.K. : Investment Management
4. Chandra, Prasanna : The Investment Game
5. Fisher & Jordon : Security Analysis and Portfolio Management
6. Francis, Jack Clark : Investment Analysis and Management
7. Frederick, Anling : Investments
8. Markowitz, Harry, M. : Mean Variance Analysis in portfolio Choice and Capital Market
9. Sharpe, William : Capital Market in India
10. Srivastava, R.M. : Investment Management
11. Singh, Preeti : Investment Management