UNIVERSITY OF KERALA

SYLLABUS

M.Com PROGRAMME
ANNUAL PATTERN
OFFERED UNDER PRIVATE REGISTRATION MODE

U.O.Ac.AII/1/2016 dated 22/11/2016

(with effect from 2016 Admission onwards)
# Scheme & Syllabus of M.Com for Private registration (2016-2017)

## First Year

<table>
<thead>
<tr>
<th>Code</th>
<th>Paper</th>
<th>Subject</th>
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<tbody>
<tr>
<td>MC311</td>
<td>Paper 1</td>
<td>Contemporary Management Concepts and Thoughts</td>
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<tr>
<td>MC312</td>
<td>Paper 2</td>
<td>Management Information System</td>
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<td>MC313</td>
<td>Paper 3</td>
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<td>MC314</td>
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<td>MC315</td>
<td>Paper 5</td>
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<tr>
<td>MC316</td>
<td>Paper 6</td>
<td>Business Ethics and Corporate Governance</td>
<td>75</td>
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<tr>
<td>MC317</td>
<td>Paper 7</td>
<td>Quantitative Techniques</td>
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<td>MC318</td>
<td>Paper 8</td>
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## Second Year

1. **Elective - Finance**

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<tr>
<td>MC321F</td>
<td>Paper 1</td>
<td>Income tax Planning and Management</td>
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<td>Strategic Financial Management</td>
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<td>Advanced Cost and Management Accounting</td>
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<td>Indirect Tax Laws and practices</td>
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### 2. Elective - Marketing

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ESSAY

Comprehensive Viva

Grand Total 1800
First Year M Com

MC311 - PAPER 1

CONTEMPORARY MANAGEMENT CONCEPTS AND THOUGHTS

Objectives-
1. To create awareness and interest among the students in modern management concepts and thought
2. To enable the students to choose appropriate functional area of management in their future studies.

Module 1: Modern management – concept-significance-response to globalization-diversity and advances in information technology-organisational culture- cross cultural communication- motivation in organisations – meaning and process- theories of motivation: ERG, McClelland’s, learned need, equity, vroom’s expectancy – managerial application of motivational theories.


Module 4: Marketing management- concept-nature, scope and importance–understanding concepts of relationship and integrated marketing- trends in modern marketing- e-marketing, green marketing, tele-marketing, societal marketing- marketing environment- macro micro components and their impact on marketing decisions – marketing research – importance- nature, scope and steps – marketing information system-marketing intelligence.


References:
4. Utilising Human Resources, Prentice Hall, New Delhi
MC312 - PAPER 2
MANAGEMENT INFORMATION SYSTEM

Objectives:
1. To make the students aware of the need for information systems, its application in managerial decision making.
2. To make the students aware of the recent trends in information system.

Module 1: Introduction to MIS- Meaning, concept, Evolution, significance and need, Objectives and features,- subsystems of MIS, MIS and other academic disciplines, operating elements of MIS, structure of MIS based on management activity, based on organisational functions.

Module 2: Information in decision making – Concept of information, historical development, mathematical definition of information, reduction of uncertainty, redundancy, information presentation, quality of information, value of information in decision making, value other than in a decision, Age of information.

Decision making- intelligence and design phase, behavioural models of the decision maker, decision making under psychological stress, methods for deciding among alternatives.

Module 3: System Concepts- Meaning, Characteristics, types of systems, subsystem-decomposition, simplification, decoupling, entropy, system stress- types, consequence, process of adaptation, organisation as open systems. – DSS, TPS, Expert System, Control in systems, negative feedback control, law of requisite variety, the nature of control in organisation.

Module 4: System Analysis and Design- prototyping approach, Conceptual and detailed MIS design, System Development Life Cycle, Implementation of MIS.

Module 5: Data Processing- Data hierarchy, database, DBMS, Database models- relational model, network model, -the database approach, data dictionary, conceptual data modelling. - Data mining and data warehousing. Accounting Information system- Meaning, need, process, role of AIS in the decision making at the functional areas of management-finance, marketing and HRM.

References:
1. Gordon B Davis, & Margrethe H Olson, Management Information System
2. Robert G Merdick, Management Information System.

MC313-PAPER 3
RESEARCH METHODOLOGY

Objectives:
✓ To provide an insight into the fundamentals of social science research
✓ To understand the need, significance and relevance of research and research design
✓ To acquire practical knowledge and required skills in carrying out research


Research Methods and Process: Types of Research; Implicational- Fundamental, Applied, policy, educational; Purpose- Exploratory, Descriptive, Predictive, Analytical, Historical; Methods of Investigation – Library, Case study, survey, field studies, experimental, evaluation, Action, Diagnostic, Ex-post facto research; Quantitative and Qualitative Research - Research Process and Approaches

Module 2: Research Design- Research problem Identification – identifying research gap – setting of objectives and hypotheses – identifying the variables ; dependent, independent and
intervening variables – steps in developing a research design – research design for descriptive, analytical, empirical and experimental research- qualities of good research design

Module 3: Sampling Techniques and Data Collection Methods - Probability and non-probability sampling techniques – determinants of sample size – sampling errors and sources- Collection of data – primary and secondary data – field methods, techniques and tools for data collection- tests, observations, interview, surveys, projective techniques, questionnaire, schedules, rating scales- scaling techniques and construction of scales – Pre-testing and Pilot Study.

Module 4: Testing of Hypothesis- Need and significance of hypotheses- formulation of hypotheses – types of hypothesis – errors in testing hypotheses – Type-I and Type II Errors – One tailed and Two tailed tests – level of significance – decision taking Statistical analysis for doing inferences – Parametric and non parametric tests- types and differences – interpretation of analyzed data


References:
Krishnaswamy R. S., Research Methodology in Social Science
Kothari C. R., Research Methodology: Methods and Techniques
Sharma R. N & Sharma R. K., Research Methods in Social Science
John W. Best and James V. Khan, Research in Education
Singh A. K., Tests, Measurements and Research Methods in Behavioural Sciences

MC314 -PAPER 4
ADVANCED CORPORATE ACCOUNTING

Objectives: 1. Making the students to understand International Financial Reporting Standards and tools & techniques in various accounting situations.
2. Expose the students to advanced accounting issues and practices like Investment, Consolidation of financial statements, Liquidation etc.


References:
1. Financial Reporting Vol.1 by The Institute of Chartered Accountants of India
3. Advanced Accountancy Jain & Narang
Advanced Accountancy  RL Gupta & Radhaswamy
Advanced Accountancy  SN Maheswari

MC315 - PAPER 5
E-BUSINESS & CYBERLAWS

Objectives:
1. To equip the students with the emerging trends in business
2. To equip the students to introduce and explore the use of information technology in all aspects of business.
3. To familiarise with the students cyber world and cyber regulations


Module – 4 : Cyber World- Introduction – cyber space – cybercrimes – types: cyber stalking, forgery and fraud, crime related to IPR (copyright issues in cyber space, trademark issues in cyber space, software patenting issues), cyber terrorism, and computer vandalism.

Module – 5 : Cyber Regulations- Cyber Law (an overview) scope of cyber laws (e-commerce, online contracts, IPRs, e taxation, e-governance and cybercrimes), issues relating to investigation, cyber forensic, relevant provisions under IT Act 2000, IPC and Evidence Act etc.

References:
1. E-business, Dr. Ravi Kalakota, Pearson Education Asia
2. E-Business (R)evolution, Daniel Amor, Pearson Education Asia
3. E-Business-2, Dr. Ravi Kalakota & Macia Robinson, Pearson Education Asia
5. The E-Business book, Dayle M Smith, Viva books, Newdelhi
6. E-Business essentials, Rajat Chatterjee, Global India Publication, Newdelhi
MC316 - PAPER 6
BUSINESS ETHICS AND CORPORATE GOVERNANCE

Objectives:
1. To impart knowledge on Business Ethics and Social responsibility of Business.
2. To provide knowledge of various factors influencing the corporate sector

Module 1: Business Ethics and Values: Sources of Ethics- religion, philosophical system, cultural experience, legal System- Importance of Ethics-Factors influencing Business Ethics-leadership, strategy and Performance, environment, corporate culture, individual Characteristics


Module 3: Organisation Culture: Meaning, characteristics - steps in building and maintaining organization culture-Managing cultural diversity in organisation- Work ethics- Work culture

Module 4: Corporate Governance: History and Development- Global and in India-Basic ingredients-Meaning, definition Importance objectives, Principles, Theories- Code of Corporate Governance-Committees on Corporate Governance-Global and Indian perspectives- Mandatory and non-mandatory regulations-SEBI- Clause 49 of the Listing agreement – Measuring/Evaluation of corporate governance of a Company-Methods- Shareholder value- EOCE, PAT, EPS, TSR, MVA, EVA and HVA, National Award for Corporate governance, Social Audit


References:
1. Laura p Hartman, Perspectives in Business Ethics, Mc Graw Hill International
2. George A Steiner and John F Steiner, Business, Government and Society, Mc Graw Hill International
3. SK Chakraborty, Ethics in Management; Vedantic Perspectives , Oxford University Press
4. MK Gandhi, My Experiments with Truth, navjeevan PublishingHouse, Ahmedabad
MC317 - PAPER 7
QUANTITATIVE TECHNIQUES

Objectives:
1. To impart expert knowledge in the application of quantitative techniques in research.
2. To impart knowledge in the use of SPSS in processing and analysis of data.


Module 2: Statistical Inference - Estimation, qualities of good estimation, criteria for selecting estimation, methods of estimation, point and interval estimate, confidence interval, determination of sample size in estimation.


Module 4: Statistical Quality Control - Introduction to quality control- approaches to quality control – objectives of SQC- types of limits - process control and product control- techniques of SQC- control charts - control charts for variables -x chart – range chart – standard deviation chart - control charts for attributes - c chart - p chart - np chart - benefits of SQC.

Module 5: Processing and Analysis of Data using SPSS- Introduction to SPSS – Features, creating files and data entry, preparation of frequency tables and graphs. Steps in data processing – checking, editing, coding, classification. Analysis of data – statistical tools, univariate, bivariate and multivariate – measures of central tendency, dispersion, correlation, regression, t-test, Chi-square test, factor analysis and ANOVA.

References:
MC318- PAPER 8
STRATEGIC MANAGEMENT

Objectives:
1. To create a conceptual awareness on various strategies
2. To familiarise students with the formulation and implementation of strategies

Module 1: Concept of strategy - Meaning- Definition--Features of strategic management- Levels of strategy- process of strategic management- SBU- Strategic decision making- Approaches to strategic decision making- Strategic Intent- Developing a strategic vision and mission- setting of objectives - Strategic management in International context-strategies of multinational companies with respect to case studies

Module 2: Environment analysis - components of environment - environmental scanning- Environmental Threat and Opportunity Profile (ETOP)- organisational appraisal- SWOT analysis- Industry and Competitive Analysis- Michael Porters’ industry analysis- competitive analysis- Strategic Advantage Profile- Comparative advantage and Core competence- TOWS matrix


Module 4: Formulation of strategies - Approaches to strategy formulation- GAP analysis- BCG matrix- Synergy- Functional strategies- Production, Marketing, Finance and HR Strategies


References:

David Fred R, Strategic Management, Prentice Hall.

Second Year M Com Elective Finance
MC321F PAPER -1
INCOME TAX PLANNING AND MANAGEMENT

Objectives:
1. To expose the students to the latest provisions of Income Tax Act.
2. To identify the Tax Planning and Assessment Procedures for Individuals, Firms and Companies.

Expected Outcome
Students will get working knowledge regarding legitimate way of tax planning under different financial/ managerial decisions after taking into consideration the impact of Direct Tax Laws.
Number of Modules: 6

Module 1: Heads of Income- Income from Salary- Income from House Property- Income from Business or Profession- Capital Gains- Income from Other Sources- Computation of Total Income.

Module 2: Clubbing of Income- Aggregation of Income- Set off and Carry forward of Losses- Deduction from Gross Total Income


Module 5: Assessment of Companies: Definitions- Taxable Income and Tax Liability- How Computed- Minimum Alternative Tax- Tax on distributed profits of domestic companies- tax on income distributed to unit holders- Tax on income received from venture capital companies and venture capital fund- Problems on Computation of Taxable Income of Corporate Assessees. Tax Planning and Management Decisions- Tax Planning with reference to Financing and Investment Decisions – Make or Buy- Own or Lease-Repair or Replace- Employee Remuneration- Setting up of New Business- Location Aspect- Amalgamation or Demerger

Module VI: Double Taxation Relief- Meaning- Double Taxation Relief Applicable to Individuals, Firms and Corporate- Double Taxation Avoidance- GAAR (General Anti Avoidance Rules)

NB: 1. Some Case Studies Involving the Learning
3. Necessary Inputs from B. Com Programme

References:
Books
1. Singhania, V.K: Direct Tax Planning and Management, Taxman, N.Delhi
2. Singhania V. K: Direct Taxes Laws and Practices, Taxman, N. Delhi
4. Mehrotra HC: Direct Tax Planning
5. Kushal Kumar Agrawal: Direct Tax Planning and Management; Atlantic Publishers
6. Bhagavath Prasad: Direct Tax Law and Practice
7. Lakhota RN: Corporate Tax Planning

Journals and Circulars
1. Chartered Accountant Today – Taxman for Current Reading
2. Circulars Issued by CBDT
MC322F - PAPER 2
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objectives:
The course aims at providing the students a comprehensive understanding on the areas of security analysis and portfolio management and acquainting them with various tools and techniques for making prudent investment decisions. It focuses on the principles of security analysis and the development of skills in portfolio management.

This course takes inputs from IFM and Financial services at graduate level.


Module 3:


References
2. Bodie, Kane, Marcus and Mohanty, Investments, TMH
3. Donald E Fischer and Ronald E Jordan, Security Analysis and Portfolio Management, Pearson Education
5. Gorden J Alexander, William F Sharpe and Jeffry V Baily, Fundamentals of Investments, Pearson Education
6. John C Hull, Options, Futures and other Derivatives, Pearson Education.
7. Kevin S, Security Analysis and Portfolio Management, PHI
8. Kumar S S S, Financial Derivatives, PHI
9. Presanna Chandra, Investment Analysis and Portfolio Management, TMH
12. Sidney Cottle, Roger F Murray and Frank E Block, Security Analysis, TMH

MC323F- PAPER 3
STRATEGIC FINANCIAL MANAGEMENT

Objectives:

1. To convey the basic concepts of strategic financial management.
2. To impart knowledge on strategies that support corporate finance.

Module 1: Concepts of strategic financial management- Strategic Business Units- responsibility Accounting- Strategies for wealth maximization- Investment decisions, financing decisions, dividend decisions, and working capital management.- strategic management for sustainable success, 9 s model.

Module 2: Internal Cost- Profit Analysis- Strategic cost analysis, Cost- Profit- Sales analysis using product and project, present performance and result ratio, analysis of post expansion

Module 3: Financial aspects of corporate restructuring- meaning of corporate restructuring, symptoms, financial symptoms, restructuring plan, various aspects of financial restructuring, consolidation of value change , restructuring through Amalgamation and Mergers, restructuring of sick organization.

Module 5: Ethical issues in strategic finance- finance manager as a strategist- assessment of ethical financial performance- accounting disclosure for ethical financial management- transparency in operation

References:
6. David Allen- An Introduction to strategic Financial Management- The key to long term profitability- Kogan Page

MC324F- PAPER 4
ADVANCED COST AND MANAGEMENT ACCOUNTING

Objectives:
(i) To comprehend and familiarize the established techniques, methods and practices in advanced Cost and Management Accounting to the students.
(ii) To introduce the evolving dynamic Cost and Management Techniques developed to support the emerging business models.

Module-1: Marginal Costing Techniques for Decision Making- Meaning of marginal cost Equation and Marginal costing. Role of Marginal costing in decision making-fixation of selling price, Accepting additional orders, Quotations, Make or buy decisions, Key Factor Analysis, Own or Lease, Sell or further process, Closing down or suspending activities.

Module-2: Process Costing Application- Features of Process Costing its applications in different situations- Inter process profits, Work in Progress, Calculation of Equivalent Production and its procedure under different cases namely (a)When there is only closing work in progress, but with no process losses. (b)When there is only closing work in progress, but with process losses (c)When there is opening as well as closing Work in Progress, but with no process loss.


Module 6: Evolving Cost management Practices
(a) Activity Based Costing
Need for emergence of Activity Based Costing (ABC), Concept of ABC, How to develop an ABC system, Allocation of overheads under ABC, Implementation of ABC, Support of ABC system towards corporate strategy, Practical Problems based on basic concepts.
(b) Target Costing
Origin, definition, steps towards target costing, Target costing process, features and Advantages, Practical Problems based on basic concepts.
(c) Life Cycle Costing
(d) Total Quality Management
Quality as a corporate strategy, TQM and role of Management Accountant, Classification of Quality Costs, Practical Problems based on basic concepts.
(e) Economic Value Added
Concept, Need and significance, Return on Capital base, Residual Income, Divisional Performance measurement, merits over traditional performance measures.

Reference Books
Maheswari SN. Cost and Management Accounting, Sultan Chand and Sons, New Delhi.

MC325F- PAPER 5
INDIRECT TAX LAWS AND PRACTICES
Objectives: 1. To gain expert knowledge of the principles and laws relating to the Service Tax, Central Excise Duty, Customs duty and Central Sales Tax
Module 1: Introduction- Definition – Scope – Nature – Difference between direct and indirect tax
Module 2: Service Tax In India - Procedure- Introduction – Exempted Services Vs Services included in the negative list - General exemption from payment of Service Tax - Registration- issue of invoice – bill or challan or consignment note – person liable to pay Service Tax - Payment of Service Tax – Exemptions available for small service providers - returns – Large tax payer - records and access to a registered premises.
Module 3: Demand, Adjudication, Offences and Other Provisions
Assessment - Recovery of service tax – Provisional attachment – Publication of Information in respect of defaulters – Penal consequences – reasonable Cause – Prosecution cause – Power to
search premises – Appeals – Recovery of amount due to Central Government – Power of Central Govt. to grant exemption – Power to Grant Rebate – Power to make Rules – GATT and Tax


**References**
1. Indirect Taxes - Dr. H.C Mehrotra and Prof.V.P. Agarwal, SahityaBhavan Publications, Agra
3. Indirect Taxes – Dr. V. Balachandran, Sultan Chand and Sons, New Delhi

**MC326F- PAPER 6**

**INTERNATIONAL FINANCE**

**Objectives:**
1. To familiarise the students with the international financial markets and instruments.
2. To create awareness on the global financial markets and institutions
3. To convey an understanding on the management of funds by MNCs

**Module 1 : International Finance**- Meaning and Scope of international finance- components of global financial markets -Recent trends in global financial markets-sourcing funds globally.


**Module 3 : International Investment Decision**-Foreign Direct Investment-Current issues in Foreign Direct Investment –FDI in India-Opening up of various sectors-FII and Financial markets.

**Module 4: International Financial Institutions and Instruments**- International Development Banks-World bank-IMF and monetary system-Asian Development bank –Balance of payment-


References:
1. Ian H. Giddy, ‘Global Financial Markets’ AITBS
2. Kirt C. Butler, ‘Multinational Finance’ Thomson south western
5. Reid W. Click and Coval, ‘International Financial Management’ Prentice Hall India
12. Annual Reports of IMF, World Bank, ADB.

Web References
www.internationalfinancemanagement.com
www.onlinelibrary.wiley.com
www.emeraldinsight.com

MC327F -PAPER 7
MANAGEMENT OPTIMIZATION TECHNIQUES

Objectives:
1. To impart knowledge on various facets of project management viz. project preparation, feasibility study as well as project scheduling and monitoring.
2. To convey basic principles of project optimization using various Operational Research tools.


Module 3: Other Optimization Techniques Game Theory - Pure and Mixed Strategy - Pay off matrix - Maximin and Minimax - Saddle point - Solution of pure strategy games - Arithmetic method of solving mixed strategy games - Replacement theory - replacement of capital items and items that fail completely - Individual and group replacement policy

Module 4: Project Scheduling and Monitoring Network Analysis - Network analysis: scheduling and control of projects via identification of the critical path - free independent and total float (slack), PERT - time estimates and probability of completion - cost/time tradeoff analysis - crashing of projects and resource considerations

Module 5: Queuing Theory - Models (Simple problem) - Inventory models - computation

Reference:
1. JK Sharma - operation Research - Theory and Practice - Mac Millan

MC328F PAPER 8
FINANCIAL STATEMENTS- INTERPRETATION AND REPORTING
Objectives:

1. To familiarise the students about the new developments in the reporting of financial statements.
2. To equip the students with the techniques to interpret the financial statements


Module 3: IFRS Coverage - International Financial Reporting Standards 2 – 13(a brief study), Case studies on compliance with IFRS by Indian Companies and MNCs.

Module 4: IFRS for MNC operations
Issues in International Accounting – Consolidation – Foreign Currency Translation – Segmental Reporting – Foreign Exchange risk management.


Recommended Books
1. International Accounting by Timothy S. Doupnik; Hector Perera
2. International Accounting: A User Perspective by Shahrokh M. Saudagaran
3. International Accounting by Frost; Frederick D. S. Choi; Meek

Second Year M Com Elective Marketing

MC321M- PAPER 1
MARKETING RESEARCH

Objectives:
1 To understand the relevance of Marketing research
2 To learn the applications of research in a marketing context

Expected Outcome
The goal of the course is to familiarize students with the fundamentals of Marketing Research. Marketing Research involves developing research questions, collecting data, analyzing it and drawing inferences, with a view to making better business decisions.


Module 2: Method of data collection- Sources and collection of Marketing Data. Secondary data – Advantages & Limitations, Sources – Govt. & Non Govt. Primary Data – Advantages & Limitations, Sources, Methods of Collection Primary Data – Observation, Mail, Personal Interview, Telephonic Interview, Internet Interviewing- survey errors.

Module 4: Data processing and analysis of data - Data Processing and Tabulation- Editing coding, problems in editing, tabulation. Data Analysis- Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis- Multivariate analysis, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).-Market and Sales Analysis-Sales forecasting – objective and subjective methods-Test marketing-positioning research.

Module 5: Emerging trends in Marketing Research- Marketing research in the social media (facebook, myspace, blogs)-Marketing research in the motion picture industry-Marketing research in the TV industry-In-store shopper marketing-Online brand perception research-Online targeted advertising - Applications of Marketing Research -Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.


References Books:
1. Marketing Research by Ramanuj Majumdar
2. Marketing Research by Mishra
3. Marketing Research by MV Kulkarni
5. Research for Marketing Decisions by Paul Green, Donald Tull.
6. Marketing Research-Rajendra Nargundkar(Tata Mc)
7. Business research Methods-Donald R.Cooper.
8. Market research-G.C.Beri
9. Marketing Research -Aaker
10. Marketing Research -Tull & Hawkins

MC322M -PAPER2
INTERNATIONAL MARKETING

Objectives:
- To familiarize the students with the concept and issues of international marketing and enable them to analyze the foreign market environment and develop international marketing strategies for a business firm.

Module 1:Introduction: Introduction to marketing (Basic concepts only), International Marketing- an overview; International marketing management process, International marketing information system. International Market Segmentation, Targeting and Positioning; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting -up of wholly owned subsidiaries abroad.

Module 3: International Product Planning and Pricing decisions: International marketing mix; International product policy; Product positioning in foreign market; Product standardization and Adoption; Brands, Trademarks, Packaging and Labeling; International marketing of services; International product pricing policy; Factors affecting international price determination; methods of pricing for international markets.

Module 4: International Distribution Decisions: Distribution channel- from traditional to modern channel structures; Intermediaries for international markets-their roles and functions; Factors affecting choice of channels; Locating, selecting and motivating channel members; International logistics and supply chain management; Planning and Issues.

Module 5: International promotional policy: Concept; International advertising; Developing International advertising strategy; International sales promotion strategies; Other forms of promotion for global markets.

Module 6: Emerging trends in International Marketing: International Marketing through Internet; Ecological concerns and international marketing ethics.

References:
1. Dr.K. Karunakaran, ‘Marketing Management (Text and cases in Indian Context)’. Himala Publishing House.

MC323M - PAPER 3
LOGISTIC MANAGEMENT

Objective
The objective of this course is to enable students understand the importance and dynamics of a firm’s physical distribution functions and management of its supply chain.

Module 1: Introduction to distribution logistics: Nature, importance and scope of logistic decisions; Systems approach to logistics; integrates logistics; Total cost concept; supply chain management- nature, importance and interface with logistics; Concept of customer service.
Module 2: Transportation and physical Distribution: Importance and modes of transportation Selection of transportation modes; Multi modal transportation; Documentation and carrier liabilities. Inter – state good movement and problems; Transportation management.

Module 3: Inventory control: Economic order quantity under conditions of certainty and uncertainty; Inventory requirements as function of number of stock locations; techniques of inventory control.

Module 4: Warehousing: Role and modern concept of warehousing; private vs public warehousing; Planning warehousing operations; Site selection, warehouse layout. Material handling; Management of receipts and issues; Computers and warehouse management.

Module 5: Order Processing: Importance to customer service; Model of Performance measurement; Packaging and utilization.

References:
Bowersox and others: Physical Distribution Management. Tata McGraw Hill, New Delhi
Dobler, D.W; Purchasing and Supply Management Tata McGraw Hill, New Delhi
Glaskowsky N.A: Business Logistics, Dryden Press, Ohio

MC324M PAPER- 4
ADVERTISING & SALES PROMOTION

This course aims to develop understanding of the concepts and techniques of advertising and sales promotion. Learning the applications of promotional tools as part of Marketing is also envisaged

Module 1 :Marketing Communications- Meaning; Marketing Communications Mix; Factors Affecting Marketing Communications Mix; Marketing Communication Process; Models of Marketing Communications; Marketing Communications Planning and Budgeting Process.

Module 2 :Advertising- Definition, Importance & Scope; Types of Advertising; Integration of Advertising with Other Elements of Marketing Communication Mix; Role of Advertising in Branding; Advertising for Industrial Products; Advertising Planning and Objectives; Budgeting; Creative Strategy- Big Idea, Advertising Appeals, Advertising Execution Styles; Celebrity Endorsement; Creative Tactics & Format; Creative Execution of Print & Television Advertisements

Module 3: Advertising Media Planning & Strategy- Media Types; Media Objectives: Media Selection; Media Budgeting; Media Scheduling; Implementation of Media Plan; The Internet as an Advertising Medium- Online advertising, Search Engine Marketing, Pay Per Click Advertising; Online Banner Advertisements, Pop-ups, Viral Advertising; Media Research

Module 4: Advertising Agency- Role, Functions, Organisational Set-up; Types of Advertising Agencies; Selection & Compensation of Advertising Agencies; Regulatory Framework of Advertising in India- Legislations affecting advertising; Role of ASCI & AAAI in the regulation of advertisements; Ethical and Social Aspects of Advertising- Surrogate Advertising, Subliminal Advertising.
Module 5: Sales Promotion- Definition, Importance & Scope; Need and Objectives of Sales Promotion; Types of Sales Promotion- Consumer, Trade & Sales Force Promotion; Developing and Implementing Sales Promotion Campaign; Sales Promotion Budgeting; Sales Promotion Evaluation; Effect of Sales Promotion on Brand Equity; Recent Trends in Sales Promotions; Legal & Ethical Aspects of Sales Promotion.

Module 6: Integrated Marketing Communications- Definition & Scope, Evolution of IMC; Role of IMC in the Marketing Planning Process; Reasons for the Growth of IMC, Integration Process of Marketing Communications; IMC for Consumer & Industrial Products; Ways for Successful Implementation of IMC; IMC Budgeting; Online Marketing Communications; Legal & Regulatory Aspects of IMC.

References:
2. S H H Kazmi & Satish K Batra, Advertising & Promotions, Excel Books
7. Terence A. Shimp, Advertising & Promotion: An IMC approach, Cengage Learning
8. Aakar, Batra & Myers Advertising Management, Prentice Hall
10. Kenneth Clow & Donald Baack, Integrated Advertisements, Promotion & Marketing communication, Prentice Hall of India
12. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, Marketing Management: A South Asian Perspective, Pearson Education

Journals:
1. Journal of Advertising
2. Journal of Marketing
3. Indian Journal of Marketing
4. Indian Management
5. Journal of Consumer Behaviour

MC325M -PAPER 5
AGRICULTURAL AND RURAL MARKETING

Course Objectives
1. To learn how general marketing concepts apply to agricultural and rural marketing
2. To impart knowledge in enabling the taught to critically analyze the methods of agricultural and rural marketing
Module 1. Agriculture Marketing- Definition, Scope, Concepts and Objectives, Differences in Agricultural and Consumer Marketing, Constraints in Agricultural Marketing.


Module 3. Agribusiness-Emerging Branches-Non Conventional Form of Agribusiness-Export Potential for Farm Products – Supporting Services


Module 5. Rural Marketing- Features, Significance , Scope and Limitations- Segmentation in Rural Marketing-Classification of Products and Services in Rural Marketing- Marketing Mix for Rural Products- Innovative Distribution Channels


Reference Books
Rural Marketing- Challenges and Opportunities H C Purohit
Rural Marketing In India-Strategies and Challenges Ruchika Ramakrishnan
Rural Market and Agricultural Marketing Kiran Sankar Chakraborty
The Rural Marketing Book Pradeep Kashyap& Siddharth Raut
Agricultural Marketing in India S S Acharya and N L Agarwal Oxford & IBH Publishing Co Pvt Ltd, Culcutta
Agribusiness Management In India- Text&Cases- Dr. Subhash Bhave

MC326M- PAPER 6
INDUSTRIAL MARKETING

Course objectives:
1. To learn how general marketing concepts apply to industrial business contexts.
2. To impart knowledge in enabling the taught to critically analyze firm- specific industrial marketing issues.

Module 1. Nature of industrial marketing: Industrial marketing vs. consumer marketing-Relational approach to industrial marketing – The nature of industrial demand & Industrial customer

Module 2. Type of industrial products: Major equipment, Accessory equipment, Raw and processed materials, Components parts and sub- assemblies, Operating supplies, Standardized and non- standardized parts, Industrial services


Book recommended:
2. Daragh O Reilly and Julian J Gibas, Building Buyer Relationships, Macmillian India Ltd.
6. Industrial Marketing – P K Ghosh

MC327M- PAPER 7
SERVICES MARKETING

Learning Objectives
1. To understand the differences between services and physical goods and to understand how these differences translate into marketing.
2. To prepare students to be successful managers in this increasingly service-oriented economy.

Module 1: Marketing Services - Concept of services – importance - Goods & Services marketing - Growth of the service sector - Emergence & Reasons for the growth of service sector in India, - Product to Services, the Challenges - The Service Sector - Meaning and Types of Service - Why Services Marketing? - Classifying Services - Service economy and the nature of services – Service Marketing Implications - Service and Technology - Designing of the service, blueprinting, using technology developing, human resources, building service aspirations.

Module 2: The Services Marketing Mix- 7 P’s of service marketing - Product- Product differentiation, product levels - Pricing of services- pricing concepts, pricing strategies for services - Place-Service distribution, components of service delivery system, potential management, problems associated with services delivery - Promotion- Challenge of Service communication - Service Advertising Strategies - People- Importance of people in service marketing, Role of various people involved - Physical Evidence - concept of Physical Evidence, types of Physical Evidence in various services - Process-concept, types of process.


Module 6: Modern Trends in Services Marketing - Live Project based on marketing of services in Financial Services/Health Services/Hospitality Services including travel and tourism/Professional Services/Public Utility Services - Developing Sustainable Service Models.

References Books:


**Further Readings**


**MC328M-PAPER 8**

**MANAGEMENT OPTIMIZATION TECHNIQUES**

**Objectives:**

1. To impart knowledge on various facets of project management viz. project preparation, feasibility study as well as project scheduling and monitoring.

2. To convey basic principles of project optimization using various Operational Research tools.

**Module 1** Optimization Techniques - Introduction to Management Science/ Operations Research- Definition –Nature and Importance- Steps in intelligent decision making- Modeling Techniques

**Module 2:** Linear Programming – Formulation of LPP – Maximize, Minimize objective function-constraints and non-negativity conditions- Graphical solution –optimal solution-Infeasible and unbounded solutions- degeneracy- Simplex Method – Slack, surplus and artificial variables- Duality – Primal and Dual Problem.


**Module 4:** Other Optimization Techniques Game Theory- Pure and Mixed Strategy- Pay off matrix-Maximin and Minimax – Saddle point- Solution of pure strategy games- Arithmetic method of solving mixed strategy games- Replacement theory- replacement of capital items and items that fail completely- Individual and group replacement policy.

**Module 5:** Project Scheduling and Monitoring Network Analysis - Network analysis: scheduling and control of projects via identification of the critical path- free independent and total float (slack), PERT – time estimates and probability of completion - cost/time tradeoff analysis- crashing of projects and resource considerations

**Module 6:** Queuing Theory- Models (Simple problem),-Inventory models- computation

**References:**
1. JK Sharma- operation Research- Theory and Practice- Mac Millan