DR. HARISINGH GOUR VISHWAVIDYALAYA, SAGAR (M.P.)

(A CENTRAL UNIVERSITY)

DEPARTMENT OF COMMERCE

Syllabus

of

MASTER OF COMMERCE(M.Com.)

As per NEP-2020

(Date of Board of Studies Meeting: 21-09-2022)

w.e.f.

Academic Year 2022-23

Board of Studies

(Date of Board of Studies Meeting: 21-09-2022)

Department of Commerce

S. No.	Name	Designation	Signature
1.	Prof. J. K. Jain	Head & Chairman	
2.	Prof. D. K. Nema	In-charge Head & Profeesor	
3.	Prof. G. L. Puntambekar	Professor	
4.	Prof G. Soral	External Member	
5.	Prof. S. K. Gupta	External Member	
6.	Dr. G M Dubey Department of Economics	Representative from other School	
7.	Dr. Utsav Anand	Representative from other School	
8.	Dr. Anita Kumari	Assistant Professor from Department	

School Board

(Date of School Board Meeting: 21-09-2022)

School of Commerce and Management

S. No.	Name	Designation	Signature
1.	Prof. Y. S. Thakur	Dean & Chairman	
2.	Prof. J. K. Jain	Professor from School	
3.	Prof. G. L. Puntambekar	Professor from School	
	Prof. D. K. Nema	Professor from School	
4.	Prof. Neeti Agrawal School of Management Studies, IGNOU	External Member	
5.	Dr. Avineesh Kumar Mishra Retd. Principal, SS College, Shahjahanpur	External Member	
7.	Dr. G M Dubey Department of Economics	Representative from other School	
8.	Prof. Diwakar Shukla	Representative from other School	
9.	Dr. Shree Bhagwat	Associate Professor from the School	
10.	Dr. Sunit Walia Department of Business Management	Representative from School	
11.	Dr. Anita Kumari	Assistant Professor from the School	

DEPARTMENT OF COMMERCE
M.Com. Postgraduate Course
(w.e.f. Academic Session- 2022-23)

1. PREAMBLE:

The Department of Commerce under School of Commerce and Management is one of the oldest and major departments of this University. Department of Commerce was established on 18th July 1948. The Department is engaged in Under-graduate and Post-graduate teaching and in guiding of research work. In the present time, the Department has total intake of 1125 Students at the undergraduate and Post graduate level. By now, more than 250 research scholars have been awarded Ph.D. degree on their research work and at present 23 candidates are exclusively engaged in Department research centre at the Ph.D. level. The Department has now Three Professors, and Eight Assistant Professors.

Master of Commerce (M.Com) is the most exalted two year full time post-graduate programme in commerce. The course provides an extreme and rigorous base for teaching, research and administration. The course serves the needs of academics and prepares students for business and industry sector. The Alumni of this course are well placed in business, academics and administration in the country. In the year 2009, after being upgraded as Central University, CBCS System has been adopted by the University and this course is being changed second time after adopting CBCS System. The UGC has asked for introduction CBCS System in all the Central and State Universities and also proposed a model syllabus of CBCS System in undergraduate programme and it is being introduced in academic year 2016-17. In the current year the entire structure and syllabus of course is revised as per national education policy-2020.

Programme Outcomes: After the completion of the degree course the students will acquire:

- Domain knowledge of commerce stream
- Will get required knowledge about research filed
- Will acquired job skill related commerce stream.

II. Programme Structure

Department of Commerce

Course Structure   Based on NEP-2020

MASTER OF COMMERCE (M.Com)
(2 Year Programme)

SEMESTER-I

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-121	Advance Statistics	Disciplinary Specific Major	5	1	0	6
COM- DSM-122	Management Accounting	Disciplinary Specific Major	5	1	0	6
COM-MDM-121	Advance Banking & Insurance	Multi-Disciplinary Major	5	1	0	6
COM-SEC-121	Public Finance	Skill Enhancement Course	3	1	0	4
	Total Credit					**22**

SEMESTER-II

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-221	Financial Management	Disciplinary Specific Major	5	1	0	6
COM-DSM-222	Managerial Economics	Disciplinary Specific Major	5	1	0	6
COM-MDM-221	Business Environment and International Business	Multi-Disciplinary Major	5	1	0	6
COM-SEC-221	Marketing Management	Skill Enhancement Course	3	1	0	4
	Total Credit					**22**

1. M.Com. Programme Structure:

The M.Com. Programme is divided into two parts and each part will consist two semesters.

		Odd Semester	Even Semester
Part - I	First Year	Semester -I	Semester- II

* There will be 5 lecture and 01 tutorial hours of teaching per week for Core Papers.

*Duration of final examination of each paper shall be 3 hours.

*Each paper will be of 100 marks out of which 60 marks shall be allocated for End SemesterExamination and 40 marks for internal assessment.

*** 75 % attendance is mandatory for appearing in term end semester examination.**

Explanation of Course Character Code:

- First three alphabets stand for Name of the Department of Commerce.
- Middle alphabetical Code stands for Nature of Course.
- First Digit Stands for Concern Semester.
- Second Digit Stands for Level of Course.
- Third Digit Stands for Course Number.

Where,
Nature of Course Type:

DSM : Disciplinary Major
MDM : Multidisciplinary Major
AEC : Ability Enhancement Courses
SEC : Skill Enhancement Course
VED : Value Enhancement Course

* **Note: The students of others departments can opt MDM, AEC, SEC courses but the total intake of department will remain the same.**

* **The students of the department who opt MDM, AEC, SEC courses from other department will be exempted from similar course of the department.**

1. Scheme of Examination

Note: To appear in End Semester Examination, a student must appear in Mid Semester Examination and Internal Assessment.

Examination	**Syllabus Content**	**Maximum Marks**	**Mode of Examination**
First Mid Semester Exam	50% of Syllabus	20 Marks	Written Exam
Second Mid Semester Exam	75% of Syllabus	20 Marks	Assignment + Presentation*
End Semester Exam	Entire Syllabus	60 Marks	Written Exam

*The marks for attendance shall be awarded as follows:

(i) 75% and Below : 00 Mark

(ii) >75% and up to 80% :01 Mark

(iii) >85% and up to 85% :02 Marks

(iv) >85% and up to 90% :03 Marks

(v) >90% and up to 95% :04 Marks

(vi) >95% :05 Marks

The question paper for the End Semester Examination shall be of 3 (Three) hour's duration and shallbe set such as to comprise the following Sections:

1. **Section A:** Shall have 10 (Ten) Objective Type Questions of 1 (One) Marks each. All Questions inthis section shall be compulsory; **(Total 10 Marks).**
2. **Section B:** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of whichthe examinee shall be required to attempt any 4 (Four) questions; **(Total 20 Marks).**
3. **Section C:** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 (Ten) Marks each. Out ofwhich the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 Marks).**

Department of Commerce

Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-I

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-121	Advance Statistics	Disciplinary Specific Major	5	1	0	6

Course Objectives:

Co1: To impart knowledge of data and procedures involved in processing of data.
Co2: To provide in depth understanding of correlation, regression and time analysis.
Co3: To introduce concepts of probability.
Co4: To introduce concepts of sampling theory, survey and testing of significance of results.
Co5: To introduce analysis of variance and non-parametric tests

Course Contents:

UNIT – I

Correlation and Regression Analysis: Simple, multiple and partial correlation analysis. Rank correlation. Simple and Multiple linear regression analysis (involving up to three variables). Multiple regression analysis.

UNIT-II

Theory of Probability: Approaches to calculation of probability. Marginal, joint and conditional probabilities. Probability rules. Bayes' theorem.

Probability Distributions: Expected value and standard deviation of a probability distribution. Standard probability distributions -Binomial, Poisson.

Statistical Decision Theory: Decision-making process. Payoff and Regret tables. Decision rules under riskand uncertainty.

UNIT-III

Sampling Distributions and Estimation: Sampling concepts. Sampling methods. Concept of sampling distribution, its expected value and standard error. Sampling distribution of means and Central Limit Theorem. Sampling distribution of proportions.

Point and interval estimation; Properties of a good estimator. Confidence intervals for means (a) when σ is known, and (b) when σ is not known. Sample size determination for a mean. Confidence intervals for proportions.

Hypothesis Testing: One and Two-sample Tests: General methodology of hypothesis testing. One and two- tailed tests. Type I and type II Errors. Power of a test. Calculation and use of p-value.

UNIT – IV

One Sample Tests: Hypothesis testing of means when the population standard deviation is known and whenit is not known. Hypothesis tests concerning proportions.

Two-sample Tests: Tests for difference between means when population standard deviations are known, and when they are not known. Inferences about difference between two means for matched samples. Testing of difference between two proportions.

UNIT-V

Analysis of Variance and Non-parametric Tests: F-test of equality of variances. One-factor ANOVA (Completely Randomised Model) and Two-factor ANOVA without replication (Randomised Block Model). Chi square test for Independence and for Goodness-of-fit. Sign test, One-sample runs test and Rank correlation test.

Learning Outcomes:

On the successful completion of the course, learners should be able to demonstrate:

LO1: Awareness of the data and procedures involved in processing of data.
LO2: Ability to understanding of Correlation, Regression and Time Analysis.
LO3: Ability to awareness about concepts of Probability.
LO4: Ability to Sampling Theory, Survey and Testing of Significance of Results.
LO5: Ability to understand the analysis of variance and non-parametric tests.

Suggested Readings:

1. Aczel, Amir D., and Sounderpandian, J., Complete Business Statistics, Tata McGraw Hill Publishing.
2. Anderson, Sweeny and Williams, Statistics for Business and Economics, CENGAGE Learning, NewDelhi
3. Ashish J.Dave Statistics for Management Indica Publishers & Distributers Pvt ltd New Delhi
4. Business Mathematics, Ramesh Mangal, Satish Printers and publishers.
5. Business Mathematics, S.P.Gupta, S.M.Shukla, Sahitya Bhawan Publications.
6. Freund, J. E. And F. J. Williams, Elementary Business Statistics – The Modern Approach, PrenticeHall of India Private Ltd., New Delhi.
7. Gupta & Gupta Business Statistics Himalaya Publishing House Pvt ltd New Delhi
8. Gupta .S.C.Fundamentals of Statistics Himalaya Publishing House Pvt ltd New Delhi
9. J. K. Sharma, *Business Statistics,* Pearson Education.
10. Kazmeir Leonard J: Business Statistics, Tata McGraw Hill Publishing Company, New Delhi
11. Levin, R.I. and D.S. Rubin, Statistics for Management, Prentice-Hall of India.
12. S.C. Gupta, *Fundamentals of Statistics,* Himalaya Publishing House.
13. S.P. Gupta and Archana Gupta, *Elementary Statistics,* Sultan Chand and Sons, New Delhi.
14. Sejal Desai Statistical Methods in Business Management Indica Publishers & Distributers Pvt ltdNew Delhi
15. Vohra, N. D., Business Statistics, Tata McGraw Hill Publishing Company, New Delhi

Department of Commerce
Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-I

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-122	Management Accounting	Disciplinary Specific Major	5	1	0	6

Course Objectives:

CO_1: To impart knowledge of various methods of accounting useful for management.
CO_2: To provide in depth understanding of decision making process on financial aspects
CO_3: To introduce concepts of Standard Costing and decisions related to costs
CO_4: To introduce concepts of analysis of cost and responsibility accounting
CO_5: Develop analytical approach on various financial aspects and decision making

Course Contents:

UNIT – I

Management Accounting: Nature and Functions, Scope of Management Accounting, Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant, Tool and Techniques used in Management Accounting, Limitation of Management Accounting.

Budgeting and Budgetary Control: Meaning, Objectives, Advantages and Limitations, Essentials of Effective Budgeting, Classification of Budgets; Cash Budget, Fixed and Flexible Budget, Master Budget, Zero Base Budgeting, Performance Budgeting.

UNIT-II

Standard Costing and Variance Analysis: Limitations of Historical Costing, Meaning of Standard Costing, Standard Costing v/s Estimated Costing, Variance Analysis: Material Variance, Labour Variance and Overhead Variance.

Unit- III

Variable and Absorption Costing: Concept, Comparison, Applications of Variable Costing, Preparation ofIncome Statements.

Marginal Costing: Meaning of Marginal Costing, Characteristics of Marginal Costing, Income determinationunder Marginal Costing and Absorption Costing, Income Determination under Marginal Costing.

Cost-Volume-Profit (CVP) Analysis: Contribution Margin; Break Even Analysis; Profit Volume (P/V)Analysis; Multiple-Product Analysis;

UNIT – IV

Decision Process: 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.

UNIT-V

Concept of Responsibility Accounting; Responsibility Centers, Cost Centre, Revenue Centre, Profit Centre, Investment Centre, Responsibility Performance Reporting, Cost Reduction and Cost Control.

Learning Outcomes:

On the successful completion of the course, learners should be able to demonstrate

LO1: Awareness of the application of Management Accounting
LO2: Ability to apply various accounting techniques in managerial decisions
LO3: Ability to analyze cost –profit relationship
LO4: Demonstrate cost reduction and cost control ability and related decision making
LO5: Ability to analyze various financial aspects and decision making

Suggested Readings:

1. Arora, M.N.: Cost and Management Accounting, Vikas Publication, New Delhi
2. Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. Mark Young, Management Accounting, Prentice Hall.
3. Chintaman. S. A. Management Accounting Indica Publishers & Distributers Pvt ltd New Delhi
4. Drury Colin, Management and Cost Accounting, Thomson Learning.
5. Garison R. H. and E.W. Noreen, Managerial Accounting, McGraw Hill.
6. Horngreen Charles T., and Gary L. Sundem and William O. Stratton, Introduction to Management Accounting, Prentice Hall of India.
7. Jawahar Lal, Advanced Management Accounting, Text, Problems and Cases, S. Chand & Co., New Delhi.
8. Khedkar & Bharti Accounting for Business Decisions Himalaya Publishing House, New Delhi
9. Mukhi, Bhavya Accounting for Management Decisions Indica Publishers & Distributers Pvt ltd New Delhi
10. Ronald W. Hilton, Managerial Accounting, McGraw Hill Education.
11. Vasudeva S. Accounting for Business Managers Himalaya Publishing House, New Delhi
12. डॉ. के. एल गुप्ता : प्रबंधकीय लेखांकन, साहित्य भवन पब्लिकेशन

Department of Commerce

Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-I

Course Code	Course Title	Course Type	L	T	P	Credit
COM-MDM-121	Advance Banking & Insurance	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

To acquire knowledge and develop understanding of the Banking and Insurance.

CO1: To impart knowledge of Commercial Banking in India
CO2: To provide in depth understanding of Corporate Governance in Commercial Banks
CO3: To introduce concepts of Management of Non- Performing Assets in Commercial Banks
CO4: To introduce concepts of diffident types of Insurances
CO5: To familiarize the students with the IRDA

Course Contents:

UNIT – I

Commercial Banking in India-Introduction, scheduled and non- Scheduled banks, evolution and growth of banking system of India , RBI' s policy, present structure of Indian Banking.

Competitive strategy to meet challenges to Commercial Banks in India- Challenges before Indian Commercial Banks, Opportunities for Indian Commercial Banks, Strengths of Indian Commercial Banks,Strategy to cope with the challenges.

UNIT-II

Corporate Governance in Commercial Banks- Emergence of Corporate Governance, Corporate Governance and Commercial Banks, Concept, Objectives, Fundamentals, Prescribing code of effective corporate governance for commercial banks, Corporate Governance in commercial banks in India.

Management of Loans in Commercial Banks- Characteristics, principle, Loan policy, supervision of loan.

UNIT – III

Management of Non- Performing Assets (NPAs) in Commercial Banks- Conceptual Exposition, NPAs in Indian Commercial Banks, NPAs in priority sector advances, Steps taken by the government and the RBI to control NPA's, impact of the efforts for managing NPA's, Future Challenges.

Retail Banking-Concept, features, utility, Retail banking in Foreign Countries, Retail banking in India, Futureof Retail Banking and Government Policy for Retail Banking.

UNIT – IV

Insurance: Introduction, definition, nature, role and importance, insurance contract.
Life Insurance: Nature, classification of policies, annuities, selection of risk.
Marine Insurance: Nature, contract, policies, policies conditions.
Fire Insurance: Nature, uses, contract, kinds of policies, Policies conditions, rate fixation in fire Insurance,payment of claim, Progress of fire Insurance.

UNIT-V

Miscellaneous Insurance: Social Insurance, health, transport, motor, rural, agriculture, urban, traditional, andnon-urban traditional Insurance, progress of general and misc. insurance.
Insurance Legislation in India, IRDA, Reformatory measures taken by the Government in Insurance Sector,Impact of Reforms, Future Opportunities and Challenges.

Learning Outcomes:

On the successful completion of the course, learners should be able to demonstrate

LO1: Awareness of the application of present structure of Indian Banking.
LO2: Ability to apply various concept of Corporate Governance in commercial banks in India.
LO3: Ability to analyze NPAs in Indian Commercial Banks
LO4: Ability to analyze various life insurance.
LO5: Awareness regarding the reformatory measures taken by the Government in Insurance Sector.

Suggested Readings:

1. Arumugam Vijayakumar: Indian Insurance Sector in 21st century: An Outlook, Gyan PublishingHouse.
2. Bhole L. M: Financial institutions and Market, Tata Mc. Graw Hill.
3. Desai Vatan: The Indian Financial System, Himalaya Publishing House.
4. Gordon E., Natrajan K.: Financial Markets and institutions, Himalaya Publications.
5. Mishra M.N., Mishra S.B.: Insurance Principles and Practice, S. Chand Publications.
6. Sadhak H., Life Insurance in India: Opportunities, Challenges and strategic Perspective. SagePublications

Department of Commerce

Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-I

Course Code	Course Title	Course Type	L	T	P	Credit
COM-SEC-121	Public Finance	Skill Enhancement Course	3	1	0	4

Course Objectives:

CO1: To make learner aware with basics of public finance.
CO2: To provide knowledge regarding public expenditure.
CO3: To impart knowledge regarding public revenue and its sources.
CO4: To make learner understand about public debt and related terms.
CO5: To impart knowledge regarding Indian public finance.

Course Contents:

UNIT I

Public Finance: Meaning and Scope of Public Finance Public goods vs. Private goods, Principle of Maximum Social Advantage, Public Budget, Techniques of Budgeting(ZBB PBB), Deficit Financing.

UNIT II

Public Expenditure: Meaning & Nature, Wagner's views on increasing state activities Wiseman-peacock hypothesis, Canons and classification of public expenditure effects on production, distribution and economic stability.

UNIT III

Public Revenue: Main source of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional & Regressive Taxes, Value added tax, The Division of tax burden, Incidence of a tax, effects on production and distribution.

UNIT IV

Public Debts: Role and Classification of public Debts and methods of their redemption, deficit management of Central & State Government.

UNIT V

Indian Public Finance: Financial Federalism under constitutions, Financial Adjustments in India, Finance Commission, review of Indian Tax System, Budgetary Procedure and Financial Control of India.

Learning Outcomes:

Upon the completion of this course the student should be able to:

LO_1 : Understand basics of public finance.
LO_2 : Understand terms related to public expenditure.
LO_3 : Understand about public revenue and its sources.
LO_4 : Understand about public debts and methods of their redemption.
LO_5 : Understand about Indian Public Finance.

Suggested Readings:

* Bhatia H.L., (2012), Public Finance, Vikas Publications.
* Harvey Rosen, (2005), Public Finance, Seventh Edition, McGrew Hill Publications.
* J. Hindricks, G. Myles, (2006), Intermediate Public Economics, MIT Press.
* Kaushik Basu and Maertens (ed.), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
* Report of the Fourteenth Finance Commission, Government of India.
* Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.

Department of Commerce
Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)
SEMESTER-II

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-221	Financial Management	Disciplinary Specific Major	5	1	0	6

Course Objectives:

CO_1: To provide an overview of Financial Management
CO_2: To impart knowledge about various techniques of managing finance
CO_3: To assist learners in understanding various theories of financial decisions
CO_4: To help learners in understanding about the procedures of taking long &short-term investing decisions.
CO_5: To make learners able to understand dividend decision strategy.

Course Contents:

UNIT – I

Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions Finance as a strategic function. Role of finance manager.
Capital Budgeting: Nature, significance and kinds of capital budgeting decisions. Capital budgeting techniques- ARR, Payback period, discounted payback period, NPV, IRR.

UNIT-II
Cost of Capital: An overview of cost of capital- Equity share capital, Preference share capital, debenture and retained earnings and WACC.
Theories of capital structure- NI, NOI, MM Hypothesis without and with corporate taxes, Modigliani miller argument with corporate and personal taxes, Point of Indifference, Optimal capital structure. Determinants of Capital structure in practice.

UNIT – III
Operating and Financial leverage and evaluation of financial plans (EBIT-EPS analysis).
Dividend Policy: Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation, Dividend policy in Practice, Issues in dividend policy, Determinants of dividend policy.

UNIT-IV
Working Capital Planning and Management: Concept and types of working capital. Operating and cash cycle, Estimation of working capital requirement. Working capital financing, Determinants of working capital.

UNIT- V

Management of Cash and Marketable Securities: Objectives of Cash Management, Factors determining Cash Needs, Basic strategies of Cash Management, Cash Management Techniques.
Receivable Management: Objectives, Credit Policies, Credit Terms and Collection Policies.
Inventory Management: Objectives and Techniques of Inventory Management.

Learning Outcomes

After completing the course, the learners will be able to:

LO_1: To develop a conceptual framework of finance function and to understand the nature, scope, structure of Financial Management related areas and to impart knowledge regarding source of finance for a business.

LO_2: To understand the choice of optimal capital structure.

LO_3: To assess the profitability of carious projects before committing the funds using the capital budgeting techniques.

LO_4: To select and apply techniques in managing working capital.

LO_5: To bring out the optimal dividend policy by evaluating the dividend theories, which affect the shareholder's wealth and the value of the firm.

Suggested Readings:

1. Arthur J. Kewon, John H. Martin, J. William Petty & David F. Scott, Financial Management: Principles & Application, Pearson.
2. Banerjee, Bhabatosh. Financial Policy and Management Accounting. PHI (2019)
3. Brealey R.A. and S.C. Myers, Principles of Corporate Finance, McGraw Hill.
4. Brealey, Richard A. Stewat, C. Myers and Mohanthy. Principles of Corporate Finance. Tata Mc Graw Hill.
5. Chandra, P. Financial Management, Tata McGraw Hill.
6. Damodaran, A., Corporate Finance: Theory and Practice, John Wiley & Sons.
7. Ehrhardt, M. C. & Brigham E. F, Corporate Finance, Indian Edition, Cengage Learning
8. Gordon, E. & Natarajan, K. Financial Markets and Services. Himalaya Publishing House.
9. Gupta S.P. Financial Management, Sahitya Bhavan Publications, Agra.
10. Gupta, Shashi K. & Sharma, R. K. Financial Management – Theory and Practice. Kalyani Publishers
11. Khan, M. Y. & Jain, P. K. Financial Management – Text, Problems & Cases. Mc Graw Hill Publications
12. Khan, M. Y. Indian Financial System. Tata McGraw Hill
13. Khan, M.Y & Jain, P.K Financial Management: Text, Problems and Cases, Tata McGraw Hill.
14. Krishnamurthy and Viswanathan. Advanced Corporate Finance. PHI Learning
15. Meyer. et.al, Contemporary Financial Management, Cengage Learning.
16. Pandey, I. M. Financial Management. Vikas Publications Pvt Ltd.
17. Srivastava, Rajiv and Misra. Anil, Financial Management, Oxford University Press.

Department of Commerce

Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-II

Course Code	Course Title	Course Type	L	T	P	Credit
COM-DSM-222	Managerial Economics	Disciplinary Specific Major	5	1	0	6

Course Objectives:

CO_1: To impart knowledge about various economic decisions that impacts managerial decision making
CO_2: To develop understanding of various micro and macro factors impacting a firm's overall functioning.
CO_3: To develop the ability to initiate reform proposals
CO_4: To develop understanding of market behavior.
CO_5: To develop the ability to analyze the trade cycle.

Course Contents

UNIT – I

Firm and Market: Demand and The Firm: Consumer Behavior, Cardinal and ordinal approaches to the derivation of the demand function. Revealed preference approach, Theory of attributes — Demand for consumer durables. Firm Theory: Objectives of the firm
Production and Cost: Production: Law of variable proportion. Returns to scale. Production functionCost function: Classification of costs, Short run cost functions, Long run cost functions.

UNIT-II

Market structures Perfect and Imperfect: Market forms: AR-MR. Price taker; Monopoly power, Oligopolistic behavior

UNIT – III

Macroeconomic environment: Meaning, Scope, Importance, factors.

ISLM: Derivation of IS function. Demand for real cash balances: Tobin's Portfolio theory. Derivation of real LM function, Real IS-LM framework.

UNIT-IV

Aggregate Demand and Aggregate Supply: Modern aggregate demand function, Demand Management. Philips Curve, Aggregate supply and the price level.

UNIT-V

Trade Cycles and the Open Economy: Real Business Cycles. Exchange rate, trade balance, net saving. National Income: Concept and components, Methods of measuring National Income ,Problem of Measurement, Importance of National Income Analysis, Per- capita Income, Physical Quality of Life Index.

Learning Outcomes:

Upon successful completion of this course the student should be able to demonstrate

LO1: The learners will develop analytical abilities with respect to managerial decision making
LO2: The learners will have understanding about functioning of economy and its impact on decision making.
LO3: The learners will develop analytical abilities of market operation and decision making.
LO4: The learners will have understanding about the demand analysis and its use in business forecasting.
LO5: The learners will get ability to use of economic theories in managerial practices.

Suggested Readings:

1. Ankit Khanna Economics for Managerial Decisions Indica Publishers & Distributers Pvt ltd New Delhi
2. Appannaiah,Shanti ,Ramanath Managerial Economics Himalaya Publishing House, New Delhi
3. Branson William H., Macro Economics Theory and Policy, First East – West Press.
4. D.M. Mithani-Himalay Publication House – Managerial Economic
5. Dornbusch, R. and S. Fischer Macro Economics, Publisher Tata McGraw Hill.
6. Koutsyiannis, A., Modern Microeconomics, Macmillan Press Ltd.
7. Mankiw, N. Gregory, Macro Economics, Macmillan.
8. Mithani, D.M. Economics for Managers Himalaya Publishing House, New Delhi
9. Oliver Blanchard Macro Economics, Pearson Education, LPE.
10. Pindyck Robert S., Daniel L. Rubinfeld and Prem L. Mehta, Micro Economics, Pearson Education Asia, New Delhi.
11. Sarkar M.K. Management Economics Indica Publishers & Distributers Pvt ltd New Delhi
12. Varian, Micro-Economic Analysis , Norton.

Department of Commerce

Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-II

Course Code	Course Title	Course Type	L	T	P	Credit
COM-MDM-221	**Business Environment and International Business**	Multi-Disciplinary Major	5	1	0	6

Course Objectives:

CO1: To impart knowledge about business environments.
CO2: To develop understanding of concepts and features of Public sectors
CO3: To develop understanding of globalization for India.
CO4: To develop understanding of Foreign direct investment
CO5: To develop the understanding Foreign Trade Policy

Course Contents

UNIT – I

Business Environment: Concepts and elements of business environment, micro-environment, macro environment; economic environment, economic systems, economic policies (monetary and fiscal policies), political & legal environment, role of government in business, International business environment.

UNIT – II

Public Sector: Concepts and features of Public sectors, changing role of public sector, relevance of public sector public Sector reforms.

Privatization: concepts, nature, objectives. Industrial sickness, Industrial policy, Industrial licensing,

UNIT – III

Liberalization: Economic reforms, liberalization and economy

Globalization: meaning, stages, factors facilitating and impeding globalization in India, consequences of globalization for India.

UNIT – IV

Foreign Capital: Foreign direct investment, trends, problems & consequences, multinational corporations and collaborations.

UNIT – V

Foreign Trade Policy and WTO: World Trade Organization (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS, IMF, World Bank, UNCTAD.

Learning Outcomes:

Upon successful completion of this course the student should be able to demonstrate

LO1: The learners will develop analytical abilities with business environment.
LO2: The learners will have understanding about public sector
LO3: The learners will develop analytical abilities with liberalization and globalization
LO4: The learners will have understanding about foreign direct investment.
LO5: The learners will have understanding foreign trade policy and WTO

Suggested Readings:

1. Aswathappa: Business Environment - Himalaya Publication; New Delhi
2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya Publication; New Delhi
3. Francis Cherunilam: Global Economy and Business Environment – Himalaya Publication; New Delhi
4. Prof. Laxmi Narain: Globalization – Liberalization and Privatization of Public Enterprises: S. Chand & Co.
5. S. K. Misra & V. K. Puri: Economic Environment of Business - Himalaya Publication; New Delhi

Department of Commerce
Course Structure Based on NEP-2020

MASTER OF COMMERCE (2 Year Programme)

SEMESTER-II

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM-SEC-221	Marketing Management	Skill Enhancement Course	3	1	0	4

Course Objectives:

CO1: To impart knowledge about various economic environments.
CO2: To develop familiarize the students with the basic concepts and principles of marketing
CO3: To develop conceptual and analytical skills in marketing.
CO4: To understand marketing operations of a business firm.
CO5: To develop the understanding promotion in marketing.

Course Contents

UNIT – I

Introduction: Nature and Scope of Marketing; Core Marketing Concepts; Evolution of modern marketing concept; Modern marketing concepts; Marketing Mix; Marketing management process-a strategic perspective; Customer quality, value and satisfaction; Planning and control.

Marketing Environment, Significance of scanning marketing environment, Analyzing macro environment of marketing-economic, demographic, socio-cultural, technological, political and legal segments; Impact of micro and macro environment on marketing decisions.

UNIT-II

Buyer behavior: Need for studying buyer behavior; Consumer vs. business buying behavior; Consumer buying decision process and influences; Industrial buying process.

Market Segmentation, Targeting and Positioning: Bases for segmenting a consumer market; Levels of market segmentation; Factors influencing selection of market segments; Criteria for effective market segmentation; Target market selection and strategies; Positioning — concept, bases and process.

Unit – III

Product and Pricing Decisions: Product - concept and classification; Major product decisions; New product development; Packaging and labeling; Product support services; Branding decisions; Product life cycle — concept and appropriate strategies adopted at different stages.

Pricing- Objectives, Factors affecting price of a product, Pricing policies and strategies, Ethical issues in product and pricing decisions.

UNIT – IV

Distribution Decisions: Channels of distribution – concept and importance; Different types of distribution middlemen and their functions; Channel management, selection, motivation and performance appraisal of distribution middlemen; Distribution logistics — concept, importance and major logistics decisions; Channel integration and systems. Ethical issues in distribution decisions,

Retailing and Wholesaling: Types of retail formats; Retail theories; Retailing strategies; Non-Store retailing; Wholesaling-nature and importance, types of wholesalers; Developments in retailing and wholesalingin Indian perspective.

UNIT- V

Promotion Decisions: Role of promotion in marketing; Promotion methods; Integrated Marketing Communication — Concept; Communication process and promotion; determining promotion mix; Factors influencing promotion mix; developing advertising campaigns. Ethical issues in promotion decisions.

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

Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural marketing, and other emerging trends.

Learning Outcomes:

After successful completion of this course the learner will be able to:

LO1: Understand the basic concepts of marketing and factors of marketing environment.

LO2: Understand the concept of buyer behaviour and process of market segmentation,targeting and positioning.

LO3: Understand product concept and issues involved in pricing

decisions.LO4: Make decisions regarding distribution strategies.

LO5: Have an overview of trends in marketing and steps involved in marketing planning anddevelop skills to make promotion decisions.

Suggested Readings:

1. Bose.B.S. Marketing Management Himalaya Publishing House, New Delhi
2. Czinkota, Miachel, Marketing Management, Cengage Learning.
3. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts andCases, Tata McGraw Hill (Special Indian Edition).
4. Karunakaran.K.Marketing Management Himalaya Publishing House, New Delhi
5. Kazmi, SHH, Marketing Management Text and Cases, Excel Books.
6. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: ASouth Asian Perspective, Pearson.
7. Kumar, Arun and N. Meenakshi, Marketing Management, Vikas Publishing House.
8. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Mktg, Cengage Learning.

9. Sarkar. M.K. Marketing Management Indica Publishers & Distributers Pvt ltd New Delhi
10. Zikmund, William G. and Michael D'Amico, Marketing: Creating and Keeping Customers in an - Commerce World, South-Western College Publication