



COMPULSORY PAPERS:

Paper No. 201: Business Management:

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation: **30 Marks**

Objectives: This course is to help students understand the framework of business management.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Nature of Management & Organizational Change :Concept of Management, Importance of management, Nature of Organizational change, Factors in Organizational change, Planned change (process), Human response to change, Role of change agents	12	14 + 06 =20
Unit-2	Social and Ethical Issue in Management: Social responsibility of manager, Arguments for and against social responsibility, Approaches for measuring social performance, Operation of Social responsibility in India, Ethical issues in Management-concepts & Need for ethics in management	12	14 + 06 =20
Unit-3	Conflict and Coordination: Concept, Functional and dysfunctional aspect of conflict, Individual level and Interpersonal conflict, Conflict Management, Need for coordination, Techniques of effective coordination	12	14 + 06 =20
Unit-4	Communication: Concept, Elements of communication process, Communication symbols- Oral, Written, Nonverbal, Communication network, Barriers in Communication, Steps for making communication effective	12	14 + 06 =20
Unit-5	Management Information System: Concept, Characteristics of information, Information system, MIS services, Implementing an MIS, Organizational impact of information system, Limitations of Information systems	12	14 + 06 =20

Internal Evaluation:

Assignment 10 Marks

Presentation / Seminar 10 Marks

Test 10 Marks

Total: 30 Marks

Reference / Text- Books/ Additional Reading:

1. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Company
2. Gene Burton & Manab Thakur, Management Today- (Principles and Practice)

M. Com.
SEMESTER – II

COMPULSORY PAPERS:

Paper No. 202: Business Environment

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation: **30 Marks**

Objectives: This course develops ability to understand and scan business environment in order to analyse opportunities and take decisions under uncertainty.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Business and it's Environment: Nature of Business, Scope of Business, Characteristics of Today's Business, Dynamics of modern Business, Goals of Business, Objectives, Goals and Targets. Meaning of Business Environment, Micro and Macro Environment - Competitive structure of industries - Computer analysis and strategic management.	12	14 + 06 =20
Unit-2	Economic Environment - Nature of the economy, Structure of the economy, Economic polices and Economic conditions - State and its functions, Economic roles of the Government of India - Legal Environment.	12	14 + 06 =20
Unit-3	Nature of Environment - Technological environment - Innovation - Technological leadership and follower ship, Technology and competitive advantages, Source of Technological dynamics. Time lags in technology introduction / Absorption impact of Technology on Globalisations, ICT and marketing - Transfer of Technology.	12	14 + 06 =20
Unit-4	Demographic environment and its importance - Population policies - Demographical transition - Falling Births rate and Changes in structure - Demographic dividends, Migration and ethnic aspects.	12	14 + 06 =20
Unit-5	Review of selected macro policies of Indian Business and Government - Planning in India - Review of last two five year plans. The recent industrial policy, monetary policy, fiscal and exim policy.	12	14 + 06 =20

Internal Evaluation:

Assignment 10 Marks

Presentation / Seminar 10 Marks

Test 10 Marks

Total: 30 Marks

Reference / Text- Books/ Additional Reading:

1. Business Environment (Text and cases): By: Francis Cherunilam. Himalaya Publishing House Private Limited. 18th Revised Edition, 2008
2. Essentiale of Business Environment: By. K.Ashwathappa, Himalaya Publishing House Private Limited 10th Edition, 2008.



ELECTIVE GROUP: (A) FINANCE & ACCOUNTS:

Paper No. 203: Finance & Accounts Paper-III (Project Planning & Control)

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation : **30 Marks**

Objective: The objectives of this course is to enable students learn the process and issues relating to preparation, appraisal review, and monitoring of projects.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Identification of Investment Opportunities: Project ideas, screening of ideas; Environment scanning and opportunity analysis; Government regulatory framework.	12	14 + 06 =20
Unit-2	Market and Demand Analysis: Information required for market and demand analysis; Sources of information-primary and secondary; Demand forecasting.	12	14 + 06 =20
Unit-3	Technical Analysis: Materials and inputs; Production technology; Product mix; Plant location and layout; Selection of plant and equipment.	12	14 + 06 =20
Unit-4	Cost of Project and Means of financing: Major cost component; Means of financing; Planning capital structure; Various financing schemes of financial institutions	12	14 + 06 =20
Unit-5	Profitability, Financial Projections and Tax Considerations: Cost of production; Break even analysis; Projected balance sheet, profit and loss account and cash flows statement; Provisions and considerations for computing taxable income.	12	14 + 06 =20

Internal Evaluation:

Assignment 10 Marks

Presentation / Seminar 10 Marks

Test 10 Marks

Total: 30 Marks

Reference / Text- Books/ Additional Reading:

1. Bryce, M.C.: Industrial Development, McGrawHill (Int. Ed), New York.
2. Chandra, Prasanna: Project Preparation, Appraisal and Implementation, Tata McGraw Hill, Delhi
3. I.D.B.I.: Manual of Industrial Project Analysis in Developing Countries.
4. O.E.C.D.: (0 Manual for Preparation of Industrial Feasibility Studies, (u) Guide to Practical Project Appraisal.
5. Pitale, R.L.: Project Appraisal Techniques, Oxford and IBH.
6. Planning Commission: Manual for Preparation of Feasibility Report.
7. Timothy, D.R. and W.R. Sewell: Project Appraisal and Review, Macmillan, India.
8. Chaudhary, S.: Project Management, Tata McGraw Hill, New Delhi.
9. Little I.M.D. and Mirrless JA: Project Appraisal and Planning for Developing Countries, Heinemaim Education Books, London.



ELECTIVE GROUP: (A) FINANCE & ACCOUNTS:

Paper No. 204: Finance & Accounts Paper-IV (Portfolio Management)

Credits: 04

Total Marks:	100 Marks
Semester End Examination:	70 Marks
Internal Evaluation :	30 Marks

Objective: The objectives of this course is to enable students learn various methods of building portfolios, evaluation and revision under various economic environmental constraints.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Portfolio Management: Meaning, importance, objectives and various issues in portfolio construction, revision of portfolio and evaluation. Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; Effects of combining securities; Markowitz risk-return optimisation.	12	14 + 06 =20
Unit-2	Single Index Model: Portfolio total risk, portfolio market risk and unique risk; Sharpe's optimisation solution.	12	14 + 06 =20
Unit-3	Capital Market Theory: Capital market line, security market line; Risk free lending and borrowing; Recent developments.	12	14 + 06 =20
Unit-4	Factor Models: Arbitrage pricing theory, principle of arbitrage, arbitrage portfolios; Two factor and multi factor models. Portfolio Construction: Techniques of portfolio construction.	12	14 + 06 =20
Unit-5	Portfolio Performance Evaluation: Measure of return, risk adjusted measures of performance evaluation, market timing, evaluation criteria and procedures. Market Efficiency: Concept, importance and status of Indian capital market.	12	14 + 06 =20

Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Barua, Raghunathan and Verma: Portfolio Management, Tata McGraw Hill, Delhi.
2. Clark, James Francis: Investment- Analysis and Management, McGraw Hill, International Edition, New York.
3. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition, New York.
4. Fischer, D.E. and Jordan R.J: Security Analysis and Portfolio Management, Prentice Hall, Delhi.
5. Sharpe, William F; Gordon J Alexander and J.V Bailly: Investments, Prentice Hall, Delhi.
6. Strong, Robert: Portfolio Construction: Management and Protection, West Publishing Co.
7. Sharpe, William F: Portfolio Theory and Capital Markets, McGraw Hill, New York.
8. Eiton Edwin J, Gumber Martin J: Modern Portfolio Theory and Investment Analysis; John Wiley, New York



ELECTIVE GROUP: (B) MARKETING:

Paper No. 203 Marketing Paper No.III: (Consumer Behaviour)

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation : **30 Marks**

Objective: This course helps students to develop basic understanding of the concepts and theories of consumer behavior and their its applications in marketing decision making.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Introduction of Consumer Behavior Consumer behavior theory and its application to marketing strategy, consumer buying process. Extensive, limited and routine problem solving behavior.	12	14 + 06 =20
Unit-2	Internal / External Determinants of Consumer Behavior-I Internal determinants of consumer behavior, Needs, motivation and involvement, external determinants of buying behavior, family and household influences, reference groups and social class.	12	14 + 06 =20
Unit-3	Internal / External Determinants of Consumer Behavior-II Consumer perception, learning, attitudes and attitude change, personality, psychographs, value and life style.	12	14 + 06 =20
Unit-4	Decision Process Consumer decision Process, Problem or need recognition, the information search process, evaluation of alternatives, purchasing process.	12	14 + 06 =20
Unit-5	Diffusion of Innovation Diffusion of Innovations, diffusion process the adoption process profile of the consumer innovator.	12	14 + 06 =20

Internal Evaluation:

Assignment 10 Marks

Presentation / Seminar 10 Marks

Test 10 Marks

Total: 30 Marks

Reference / Text- Books/ Additional Reading:

1. Abdel Baset I.M. Hasouneh; 'Consumer Behavior', Sulline publications Jaipur.
2. Schiffan; L.G. and Kanuk, L.L. 'Consumer Behavior', Prentice-Hall of India Private Ltd., New Delhi.
3. Horton, R.L., 'Buyer Behavior', - A decision making approach', Charles E. Merrill publishing Company A bell Howwell Company, Columbus, Ohio.
4. Asscl, H', 'Consumer Behavior and marketing' Southe Western Pullishing Co., Ohio.
5. Bennett, P.D. and H.H. Kassarjion; 'Consumer Behavior', Prentice Hall, New Delhi.



ELECTIVE GROUP: (B) MARKETING:

Paper No. 204 Marketing Paper No.IV: (Marketing Research)

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation: **30 Marks**

Objective: The purpose of this course is to enable students to learn the Process, tools and techniques of marketing research.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Introduction to marketing Research Meaning of Marketing research importance nature of marketing research, marketing research process market Research and marketing research.	12	14 + 06 =20
Unit-2	Problem Identification and Research Design problem identification definition meaning developing a research proposal research design exploratory, descriptive and experimental design.	12	14 + 06 =20
Unit-3	Data Sources and Sampling Data sources primary and secondary data primary data collection techniques schedule, questionnaire and interview. Sample and sampling sampling methods sampling and non-sampling errors.	12	14 + 06 =20
Unit-4	Interpretation and Report Writing : Meaning of interpretation, needs of interpretation precaution interpretation, report writing, types of report writing different steps in writing reports precaution for writing research report.	12	14 + 06 =20
Unit-5	Application of marketing Research Product research advertising research marketing and sells Analysis research.	12	14 + 06 =20

Internal Evaluation:

Assignment **10 Marks**

Presentation / Seminar **10 Marks**

Test **10 Marks**

Total: **30 Marks**

Reference / Text- Books/ Additional Reading:

1. Beri, G.C. Marketing Research, tata McGraw-Hil, New Delhi
2. Sharma D.D. Marketing Research, Principles, Applications and cares, Sultan chand & Sons, New Delhi.
3. Jain, P.C. Marketing Research, Management Aksshdeep Publishing House Delhi.
4. Mishra, M.L. Marketing Research, Print Well Publishers, Jaipur.
5. Nair Suja, Marketing Research, Himalaya Publishing House Mumbai.
6. Sontakki C.N., Marketing Research, Himalaya Publishing House Mumbai.



ELECTIVE GROUP: (C) BANKING & INSURANCE:

Paper No.203: Banking & Insurance Paper no. III (International Banking and Foreign Exchange)

Credits: 04

Total Marks: 100 Marks

Semester End Examination: **70 Marks**

Internal Evaluation: **30 Marks**

Objective: This course is to help students understand the conceptual framework of international banking and foreign exchange.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	International Financial Institutes Objectives, Structures and Functions of I.M.F., I.B.R.D., I.D.A., I.F.C., A.D.B., Role and Functions of these Institutions in Economic Development in Developing Countries. (With special reference to India) An Evaluative Study of these Institutions in reference of Assistance and Economic Development, Euro currency market.	12	14 + 06 =20
Unit-2	Export – Import Bank Financial Organization for Import - Export, Exim Bank, Incentive for Export Promotion, International Movement of resource (capital)	12	14 + 06 =20
Unit-3	Theories of Foreign Exchange Theories of Foreign Exchange, Theories of Purchasing Equality. Foreign exchange Rate and Its Influencing Factors - Devaluation of currency, Problems of Convertibility of currency, Policies of foreign exchange rate.	12	14 + 06 =20
Unit-4	Theories of Balance of Payment Various theories on balance o payment, Changing in exchange rate and balance of payment, Administrative control and balance o payment, Payment Agreement, Problems of International exchange in developing countries, National income and balance of payment, Organization of international currency. [Gold Standard, S.D.R. (Special Drawing Rights), Euro Dollar, Petro Dollar], Developing countries and problems of foreign payment, with reference to India.	12	14 + 06 =20
Unit-5	Foreign Exchange Mechanism and instruments of international payments, Exchange rate mechanism, Decimals, fractions, chain role, Exchange rate quotations, Forward exchange, Foreign exchange accounting system of a bank, Foreign exchange market and quotations, Foreign exchange operations, Exchange arithmetic, Exchange control and foreign exchange regulation in India, Organization of foreign exchange department in a bank.	12	14 + 06 =20

Internal Evaluation:

Assignment **10 Marks**

Presentation / Seminar **10 Marks**

Test **10 Marks**

Total: 30 Marks



Reference / Text- Books/ Additional Reading:

1. International Monetary Institutions - Hailn
2. Balance of Payment - J. S. Meads
3. International Market for Foreign Exchange - Aliger Robert D.
4. Exchange control monitor - R.B.I.
5. Annual Report of RBI, IMF, IBRD.
6. International Economics - Lakdawala & Shah
7. International Economics - A. Johnson
8. International Finance - V.A. Avadhani
9. Finance of Foreign Trade and Foreign Exchange - B.K. Chaudhari
10. Banking & International Trade - T.T. Sethi
11. International Financial Management - Jain
12. RBI manual of exchange control
13. Foreign exchange and financing of Foreign Trade - S.K. Verghese



ELECTIVE GROUP: (C) BANKING & INSURANCE:

Paper No.204: Banking & Insurance Paper no. IV (Bank Leading Policy and Techniques)

Credits: 04

Total Marks:	100 Marks
Semester End Examination:	70 Marks
Internal Evaluation:	30 Marks

Objective: To acquaint students with the policy of bank lending and various techniques used in lending operations.

UNIT	DETAILED	TEACHING HOURS	MARKS / WEIGHT
Unit-1	Bank Leading and Advances Establishing bank lending policies under changing socio-economic and legal environment. Types and forms of bank advances. Financial analysis techniques for bank lending	12	14 + 06 =20
Unit-2	Assessment of Credit needs for terms Assets Assessment of credit needs for term assets. Assessment of credit needs for working capital Credit Disbursement: Terms and conditions; Documentation; Disbursement; Scheduling.	12	14 + 06 =20
Unit-3	Monitoring of Advances Monitoring of advances Renewal and recovery of advances Nursing of problem accounts, including non-performing assets.	12	14 + 06 =20
Unit-4	Credit Policy and Different Schemes Present credit policy and various schemes of bank lending to industry, commerce and trade, and agriculture in India.	12	14 + 06 =20
Unit-5	Refinance and Credit Refinance and credit guarantee facilities for banks in India. Current issues and problems of bank lending in India.	12	14 + 06 =20

Internal Evaluation:

Assignment	10 Marks
Presentation / Seminar	10 Marks
Test	<u>10 Marks</u>
Total:	30 Marks

Reference / Text- Books/ Additional Reading:

1. Jha, S.M.: Bank Marketing, Himalaya Publishing House, Delhi.
2. Mithani and Gordon: Banking Theory and Practice, Himalaya Publishing House, Delhi.
3. Suneja, S.R.: Management of Bank Credit, Himalaya Publishing House, Delhi.
4. Varshney, P.M.: Banking Law and Practice, Sultan Chand & Sons, New Delhi.
5. Parameswaran, R. and Natarajan, S.: Indian Banking, S. Chand & Sons, New Delhi.
6. Seth: Marketing of Banking Services, Macmillan India Ltd., New Delhi.
7. Nanda, K.C.: Credit and Banking, Response Books (A division of Sage Publications), New Delhi.
8. Panda, Jagannath and Khan, M. Altaf: Management of Small Bank Loans, Kanishka Publishers Distributors, New Delhi.