

Programme Project Report (PPR) for M.Com.

Programme's Mission & Objectives :

1. To provide educational opportunities for higher education through distance mode for a large segment of the population, including those in employment, women (including housewives) and adults who wish to upgrade their education or acquire knowledge in various fields of study.
2. To spread the light of education till the smallest & darkest corner.
3. To provide access to higher education to all segments of the society;
4. To offer high-quality, innovative and need-based programmes at different levels, to all those who require them;
5. To reach out to the disadvantaged by offering programmes in all parts of the country at affordable costs with our motto “देश हित में शिक्षा का प्रसार, देश के कौने कौने में”
6. To promote, coordinate and regulate the standards of education offered through open and distance learning in the country.
7. To spread more literacy in the society.

Relevance of the program with HEI's Mission and Goals :

The University understands the need of literacy in India & firmly believes that education has to be spread to the general masses. The University has acquired a commendable record of service in the field of education, health care, and social welfare. To reach with the above motive of service to the remotest corner of India, the Distance Education Programme of Swami Vivekanand Subharti University was conceived in 2009.

Nature of prospective target group of learners :

A large segment of the population living in villages, weaker sections of the society including those who are already in employment, girls belonging to the remote areas, women with social commitments (including home-makers) and anyone who wishes to upgrade their education or acquire knowledge in various fields of study.

Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

Through various programmes, distance education can be able to spread more literacy in the society and encourage the large segment of population to upgrade their education skill/s.

Course Structure :

1. Instructional Design :

The Instructional System of the University comprises six components, viz, Self Learning Material, Continuous Internal Assessment (IA) & Assignment work (AW), Theory Training

Classes, Practical Exposure Classes, Professional Project Work, Internship & Industry Integrated Learning.

1. Self Learning Material (SLM) –

The success and effectiveness of distance education systems largely depends on the study materials. Self-learning materials depend on exploiting the various means and ways of communication to suit it to the needs of learners. These have been so designed as to substitute effectively the absence of interaction with teachers in class room teaching mode. Their style is ideal for easy and better understanding in self-study mode.

2. Continuous Internal Assessment (CIA)

The progress of a learner is continuously monitored through Personal Contact Programmes, Viva & Group Discussions, Personality Development Programmes and Assignment Work. All these are compulsory and marks shall be awarded for attendance and performance of a learner in all these activities, as may be prescribed in the syllabus.

- a. **Personality Contact Programme (PCP)** – PCP sessions guide the learners as the programme proceeds. The date and venue for the PCP will be communicated to the learners through our website. During PCP, the learner gets guidance for better understanding of the subject. The learners can get their doubts cleared with the help of subject experts so as to improve their self-learning capability. The total duration of PCP sessions for a subject of four credits shall be 12-16 hours. Learners are required to attend PCP sessions for all their respective subjects.
 - b. **Viva & Group Discussion (VGD)** – VGDs are designed to help the learners improve their professional communication and presentation abilities. Special emphasis is laid on learners speaking extempore, an ability necessary for building leadership skill as well as for enhancing the capability of understanding and exchanging views. The total duration of VGD sessions for a subject of four credits shall be 3-4 hrs.
 - c. **Personal Development Programme (PDP)** – The PDPs are designed to improve the overall personality of the learner, and aim, especially, at the improvement of body language and strengthening of the power of expression. The purpose is to inculcate leadership, communication and presentation skills and brush up the knowledge of the learner by organizing a mix of management games, debates, quizzes and role play. The duration of PDP sessions for a subject of four credits shall be 3-4 hrs.
 - d. **Assignment Work (AW)** – Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.
- 3. Practical Exposure Class (PEC)** – Not Applicable
- 4. Professional Project/Dissertation Work (PPW)** – The PPW enables a learner to experience the rigours of an environment with the real life situations. The learners shall also be required to prepare a project report, which shall be evaluated by the University. Learners shall be subjected to a comprehensive viva for proper evaluation of the Project Report. For project work, wherever mentioned in the syllabus, DDE shall provide

complete guidance to the learners. Normally, one credit of PPW shall require 30 hrs or input by the learner.

5. Internship & Industry Integrated Learning (IIL) – Not Applicable

6. Examinations –

(a) The examination shall be held semester wise in June & December for the Calendar Batch and in December & June for Academic batch respectively.

(b) Admit Cards/Roll No. Slips and date sheet for appearing in the examination shall be provisional subject to fulfilling the eligibility, etc. Admit Cards/Roll Nos. and date-sheet will be issued to the candidates concerned, by e-mail or by hand, 10-12 days before the commencement of examination concerned, if the students have fulfilled all the requirements and paid their all kinds of fees/dues and submitted the requisite documents. If any candidate does not receive his/her Admit Card/Roll No. slip in time, he/she should contact the Directorate of Distance Education.

(c) An Examination Centre for theory & practical will be decided by the DDE and will be located in a government college or a school, where all the requisite facilities can be made available.

2. Curriculum design

3.5: Table of MCOM programme Structure under CBCS from the academic year 2020-21

SEMESTER I

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks				Total Marks	Total Teaching Hours
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)			End-Semester Examination (ESE)		
								Tests	GD/P/CT	ATT			
M.COM-101	Organization Theory and Behavior	Core Course	4	-	-	4	4	15	5	10	70	100	40
M.COM-102	Statistical Analysis	Core Course	4	-	-	4	4	15	5	10	70	100	40
M.COM-103	Economic Analysis	Core Course	4	-	-	4	4	15	5	10	70	100	40
M.COM-104	Accounting Theory and Practice	Core Course	4	-	-	4	4	15	5	10	70	100	40
Total						16	16	120			280	400	160

SEMESTER II

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks				Total Marks	Total Teaching Hours
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)			End-Semester Examination (ESE)		
								Tests	GD/P/CT	ATT			
M.COM-201	Financial Management	Core Course	4	-	-	4	4	15	5	10	70	100	40
	And Policy												
M.COM-202	Business Environment	Core Course	4	-	-	4	4	15	5	10	70	100	40
M.COM-203	Quantitative Techniques & Business Decision Making	Core Course	4	-	-	4	4	15	5	10	70	100	40
M.COM-204	Marketing Management	Core Course	4	-	-	4	4	15	5	10	70	100	40
Total						16	16	120			280	400	160

SEMESTER III

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks				Total Marks	Total Teaching Hours
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)		End-Semester Examination (ESE)			
								Tests	GD/P/CT		ATT		
M.COM-301	Strategic Management	Core Course	4	-	-	4	4	15	5	10	70	100	40
M.COM-302	Research Methodology	Core Course	4		-	4	4	15	5	10	70	100	40
M.COM-GrpA or GrpB or GrpC	Elective I (Discipline 1)	Discipline Elective	4	-	-	4	4	15	5	10	70	100	40
	Elective II (Discipline 1)	Discipline Elective	4	-	-	4	4	15	5	10	70	100	40
Total						16	16	120			280	400	160

SEMESTER IV

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks				Total Marks	Total Teaching Hours
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)		End-Semester Examination (ESE)			
								Tests	GD/P/CT		ATT		
M.COM-401	International Business	Core Course	4	1	-	4	4	15	5	10	70	100	40
M.COM-402	Human Resource Management	Core Course	4	1	-	4	4	15	5	10	70	100	40
M.COM-403	Research Project	Practical Work	-	-	-	-	4	-	-	-	100	100	40
M.COM-GrpA or GrpB or GrpC	Elective I (Discipline 2)	Discipline Elective	4	1	-	4	4	15	5	10	70	100	40
	Elective II (Discipline 2)	Discipline Elective	4	1	-	4	4	15	5	10	70	100	40
Total						16	20	120			380	500	200

3.6 List of all Courses under different categories for MCOM Programme

Course Type	Course Code	Course Name	
Core Course	M.COM-101	Organization Theory and Behavior	
	M.COM-102	Statistical Analysis	
	M.COM-103	Economic Analysis	
	M.COM-104	Accounting Theory and Practice	
	M.COM-201	Financial Management And Policy	
	M.COM-202	Business Environment	
	M.COM-203	Quantitative Techniques & Business Decision Making	
	M.COM-204	Marketing Management	
	M.COM-301	Strategic Management	
	M.COM-302	Research Methodology	
	M.COM-401	International Business	
	M.COM-402	Human Resource Management	
Other Discipline Specific Elective (Any one group in III and IV Semester) Group taken once in III Semester cannot be repeated in IV semester.	GROUP A (Any Two)	M.Com Grp A1	Management of financial institutions and services
		M.Com Grp A2	Security Analysis and Portfolio Management
		M.Com Grp A3	Working Capital Management
	GROUP B (Any Two)	M.Com Grp B1	Corporate Laws
		M.Com Grp B2	Banking Products and Services
		M.Com Grp B3	Tax Planning and Management
	GROUP C (Any Two)	M.Com Grp C1	Risk and Insurance Management
		M.Com Grp C2	Rural Banking, Micro Finance and Small Groups Management
		M.Com Grp C3	Project Management
Dissertation	M.Com 403	Research Project	

3. Detailed Syllabus

(M.Com.) Syllabus

1. This ordinance may be called the "Ordinance Relating to Master in Commerce (M.Com.) Syllabus".
2. It shall come into force with session 2015-16.
3. This supersedes the previous Ordinance relating to "Master in Commerce (M.Com.) Syllabus" [V-(61B)].
4. The syllabus of Master in Commerce (M.Com.) Course shall be as detailed hereinafter.

Syllabus of Master`s in Commerce

Paper - Organizational Theory and Behavior

Objective:

The objective of the course is to develop a theoretical understanding among students about the structure and behavior of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

Course Outline:

1. Organizational theories and Behavior: Classical, Neo-classical and Contemporary. Authority, Power, status, formal and informal structure. Flat and Tall structures. Bureaucratization of organizations. Organizational behavior-concepts, determinants, models, challenges and opportunities of OB. Transaction cost and organizational individual behavior, values, attitudes, personality and emotions. Theory X and Theory Y, Chris Argyris behavior patterns, Perceptual process.
2. Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making, Nominal group technique, versus group decision making Nominal group technique and Delphi technique, models of communication, communication effectiveness in organization. Feedback, TA, Johari Window.
3. Motivation: Need hierarchy, Maslow`s Need Hierarchy, Two factor Theory, Contemporary theories of Motivation (ERG, Cognitive evaluation, goal setting, equity) expectancy model. Behavior modification, Motivation and organizational effectiveness.
4. Leadership, Power and Conflict: Concept and theories, behavioural approach, Situational approach, Leadership effectiveness, Contemporary issues in leadership Power and conflict. Bases of Power, Power tactics, sources of conflict patterns, levels and conflict resolution strategies.
5. Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, Organizational Development: concept and intervention techniques. Individual and organizational factors to stress, consequences of stress on individual and organization, management of stress.
6. Case Studies: Some cases of real business world are required to be discussed.

PAPER - STATISTICAL ANALYSIS

Objective:

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

Course Outline:

1. Probability and Expectation: Approaches to probability. Addition, multiplication and Bayes Theorem, Mathematical Expectation.
2. Probability Distribution: Binomial, Poisson, Exponential, Beta and normal Distributions.
3. Statistical Decision Theory: Risk and uncertainty, Expected value approach, Marginal analysis, Decision tree.
4. Sampling and Sampling Distributions: Methods of sampling, Sampling distribution of a statistic and its standard error. Point Estimation and interval estimation, Properties of an estimator.
5. Hypothesis Testing; Power of a test, Large sample tests for proportions, means and standard deviations. Small sample test- t and F tests. Design of Experiments and analysis of variance.
6. Non-Parametric Tests: Chi-Square test, Sign test, Median test and Rank correlation test.
7. Regression Analysis: Simple and multiple linear regression analysis up to three variables.
8. Statistical Quality Control: Control charts for variables and attributes, Acceptance sampling.
9. Case Studies: Application of statistics to some cases of business enterprise are required to be discussed.

Suggested Reading:

1. Levin, R.I. and D.S. Rubin, Statistics for management, Prentice- Hall of India.
2. Spiegel, M.R. Theory and problems of Statistics, Schaum Publishing company.
3. Aczel, Amir D, Complete Business Statistics, McGraw Hill, 1999.
4. Kazmeir Leonard J, Norval F. Pohl, Basic Statistics for Business and Economics, McGraw Hill International (2nd)

PAPER - ECONOMIC ANALYSIS

Objective:

The objective of the course is to acquaint students with the concepts of micro- economics theory and their use in business decision making. The effort is to make them capable of using various concepts to deal with business problems in a globalised economic environment.

Course outline:

1. Firm and its objectives: Theories of the firm, managerial theories, behavioural approaches, growth theories, satisficing theory etc. Relevance of profit maximization in the modern context.
2. Consumer Behaviour: Determination of demand. The types of goods and the demand function. Indifference curve analysis, Indifference preference, Slutsky's analysis of demand, Revealed preference, theory of attributes, snob appeal, band wagon effect and the demand function. Inter-temporal demand function. Demand for durable goods.
3. Production and Cost: Production function, Concept of productivity, isoquants ridge lines, isoclines, isocost lines, Expansion path and Multiproduct firm Empirical production function: Cobb-Douglas, CES, VES and Translog, Estimation of production function.
4. Cost function: Classification of costs, short run and long run cost functions. Law of variable proportion, return to scale, scale economies, scope economies, Estimation of cost function, problem of estimating cost and production functions. Duality between production and cost function. Efficiency and the firm.
5. Price and output relationship under different market structures: perfect Competition, Monopoly, Discriminating monopoly. Monopolistic competition, oligopoly, Game theory and oligopolistic behaviors, duopoly, Bilateral monopoly. Relating the structure with market situations. Competition and markets, Social cost of Monopoly, regulatory aspects of monopoly.
6. Pricing practices: Economics of advertisement costs, Barrier to entry. Basis of pricing, Transfer pricing, Dumping and other practices. Pricing and wages. Minimum wage and price structure.
7. Factor pricing: Elements of factor pricing, labour pricing, Demand and supply of factors of production. Profit theory and profit management.
8. Economics of information: Symmetric and Asymmetric Information, Risk and uncertainty and the Decision making; Concept of Risk, Risk return evaluation, Risk preference, Risk aversion, Adjusting business decision for risk.
9. Technological change and the global market economy: impact of technological change on productivity, labour and market structure. Industrial innovation and technology and technological environmental forecasting.
10. Cases: Some cases involving the use of concepts of the micro economics are required to be discussed.

Suggested Reading:

1. Koutsiyannis, A, Modern Microeconomics, Macmillan Press Ltd(1998 Reprint).
2. Varian, Micro-Economics Analysis(ed. 3), Norton,1992.
3. Pindyck Roberts S. and Daniel. Rubinfeld, Micro Economics, Third Edition, Prentice Hall of India, New Delhi, 1996
4. Madala G.S. and Ellen Miller, Micro Economics, Theory and Application, McGraw Hill, Book Company, New York.
5. Gould, John p., Edward P. Lazear, Micro- Economics Theory, Richard D. Irwin,Inc., Homewood Illinois.
6. Sen Anindya, Micro- Economics: Theory and Applications, Oxford University Press, New Delhi, 1999.
7. Tirole J., The Theory of Industrial Organization, Cambridge MIT Press, 1988

Paper - Accounting Theory and Practice

Objective:

The course aims at acquainting the students with a coherent set of logical principles and a general frame of reference for evaluation and development of sound accounting practices.

Course Outline: -

1. Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting principles and standards; Matching of Indian Accounting Standards with International Accounting Standards.
2. Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet,
3. Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.
4. Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.
5. Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis.
6. Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

Suggested Readings:

1. Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases, McGraw Hill, 1999
2. Richard G. Schroeder, Myrtle W. Clark and Jack M. Cathey, Financial Accounting Theory and Analysis, Text Readings and Cases, John Wiley and Sons, 2005.
3. Advance Accounting SN & SK Maheshwari
4. Advance Accounting SM Shukla
5. Advance Accounting R.L. Gupta & M. Radhaswami

Paper - Financial Management

Objective:

The objective of the course is to acquaint the students with the basic analytical techniques and methods of financial management of business firms. The course also provides students the exposure to certain sophisticated and analytical techniques that are used for taking financial policy decisions.

Course Outline:

1. Financial Management: Nature, Objectives and scope: financial decision-making and types of financial decisions; role of a finance manager in a firm and Agency problem. Risk-Return framework for financial decision-making.
2. Capital Budgeting Decisions: Nature and Kinds of Capital Budgeting Decisions; techniques of evaluating capital budgeting decisions, capital budgeting decisions under constraints and with multiple objectives using Mathematical Programming Models; Capital budgeting decisions under inflation; Capital budgeting decisions under uncertainty and their evaluation using Statistical Decision Theory. Analysis of Real life capital budgeting decisions-some case studies.
3. Capital Structure: Concept; financial leverage and its impact on the valuation of firm; theories of capital structure, optimal capital structure; determinants of capital structure.
4. Dividend Policy: Dividend and its form; case dividend, right and bonus shares, and buy-back of shares; theories of dividend policy and their impact on the value of a firm; types of dividend policy-constant pay-out ratio and constant dividend amount policies; determinants of dividend policy and some case studies.
5. Working Capital Planning and Management: Basics of working capital planning and management; estimation of working capital requirement; working capital policy and its management of cash, accounts receivables and inventories; Mathematical and Simulation Models for Working Capital Decisions; financing working capital.

6. Corporate re-structuring; Mergers and Acquisitions-types; sources of takeover gains; valuation and financing of acquisitions; Analysis of some case studies.

7. The empirical evidences on theories and the case studies relevant for above topics are required be discussed.

Suggested Reading:

1. Van Horne, James C., Financial Management and policy, Prentice Hall of India 12th Ed, 2008.
2. Pandey I.M., Financial Management , 9th Ed. Vikash Publishing.
3. Ross S.A., R.W. Westerfield and J. Jaffe, Corporate Finance, 7th Ed. McGraw Hill.
4. Brealey R.A. and S.C. Myers, Principles of Corporate Finance, McGraw Hill, 6th Ed.
5. Damodaran, A, "Corporate Finance: Theory and Practice". John Wiley & Sons, 2nd Ed., 2001.

BUSINESS ENVIRONMENT

Course Code: M. Com 202

LTP

400

Objective:

The objective of the course is to acquaint students with the concepts of macro- economic and the macro environment in which a business organization operates. The course would also make the student capable of analyzing from time to time and assess their impact on business.

Course Credit: 4

Contact Hours: 40

UNIT- I

(8 Hours)

Business Environment- internal, external, micro and macro environment

Micro Environment- , Short and long run aggregate supply. Aggregate demand, aggregate supply and the determination of real income. Shifts in aggregate demand, demand management policies, Exchange rate regimes, foreign exchange markets, Asset choices in an open economy and capital flow. Trade flows, External balances,

UNIT- II

(8 Hours)

Expectations and Economics Behaviour, Inflation and unemployment: Theories of unemployment, types, causes and cost of unemployment. Inflation and unemployment, Real Business Cycles.

UNIT-III

(8 Hours)

Basic Economic System- Capitalism, Socialism And Mixed Economy. Recent Economic Trends

Macro Environment: Macro Economic Indicators, Essentials of the 3Ds – Democracy, Demography and Demand in global arena. WTO.

UNIT-IV

(8 Hours)

Political Environment: Planning in India- NITI Aayog & Its functions. Industrial Policy: 1991 onwards, Industrial Licensing in India,

Economic Environment: Indian Financial System - Monetary And Fiscal Policy, Stock Exchange Of India, Role of regulatory institutions in Indian financial system – RBI and SEBI,

Foreign Trade and Balance of Payment: FDI policy- Indian industries and sectors

UNIT-V

(8 Hours)

Legal & Technological: Consumer Protection Act, Goods and Services Tax, Competition law and policy, FEMA, Policy for Small Scale Industries- Government Loan Schemes for Small Business In India, SEZ, Corporate social responsibility

Make in India – New Initiatives, E- banking- Types and tools. Recent advancements in E-banking, Technological Leadership & Followership,

Recommended Books

1. Branson William H., Macro Economic Theory and Policy, First East – West Press, 3rd Edition 2005.
2. Dornbusch, R. and S. Fischer Macro Economic 6th Edition Publisher Tata McGraw Hill.
3. Oliver Blanchard Macro Economic 4th Edition Pearson Education, LPE.
4. Mankiw, N. Gregory, Macro Economic 4th Edition Macmillan.
5. Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
6. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House)

Paper - Quantitative Techniques for Business Decisions

Objective:

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

Course Outline:

1. Introduction: Quantitative approach to management decision making.
2. Linear Programming: Mathematical formulation of linear programming problems and their solution using graphic approach and simplex algorithm. Duality Sensitivity analysis.
3. Transportation: Solving the problem, testing optimality MODI method. Cases of Unbalanced problems, degeneracy, maximization objective, multiple solutions and prohibited routes.
4. Assignment: Solving the problem, Cases of unbalanced problems, multiple optimum solutions, maximization objective and unacceptable assignments.
5. Inter Programming: Problem Formulation and Solution.
6. Inventory Control: Techniques of selective control, Economic order quantity (EOQ) models-classic gradual replenishment without shortage, price breaks and planned stock outs, Deciding optimum safety stock and reorder level PERT/CPM: Networking with one estimate of time. Networks with three estimates of time. Time-cost trade-off, PERT/cost. Resource allocation and resource levelling.
7. Markov Analysis: Brand- Switching analysis, Equilibrium conditions.
8. Game Theory: Game of pure strategy, Game of mixed strategy Dominance.
9. Queuing Theory: Elements of queuing system. Models with Poisson arrival and services rares, single server and infinite and finite population.
10. Sequencing: n-jobs to be processed on two machines in the same order of machines. N-jobs to be processed on m -machines in the same order of machines by converting it into a two-n machine case. Two jobs to be processed on m –machines in the different orders of machines.
11. Replacement Analysis: Replacement of capital assets- discrete cases when time value of money is not considered and when time value of money is considered. Replacement of items that fail suddenly.
12. Simulation.

Suggested Readings:

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

Paper - Marketing Management

Objective:

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

Course Outline:

1. Introduction: Traditional view of marketing; Evolution of marketing concept; modern concept of marketing; marketing functions and role; Marketing management process-a strategic perspective.
2. Marketing Environment: Significance of scanning marketing environment; Economic, demographic, socio-culture, technical, political and legal environment of marketing in India.
3. Buyer behaviour- Consumer vs. business buying behaviour, Consumer buying decision process and influences; Industrial buying process.
4. Market Segmentation, Targeting and Positioning : bases and procedure for segmenting a consumer market; Criteria for effective market segmentation; Target market selection and strategies; Positioning- concept, bases and process.
5. Product Decision: Product concept and classification; Major product decisions; New product development; Consumer adoption and innovation diffusion, Product life cycle- concept and appropriate strategies to be adopted at different stages.
6. Pricing Decisions: Objective of pricing; Factors affecting price of a product; Procedure for setting price; Pricing policies and strategies.
7. Distribution Decisions: Channels of distribution- concept and importance; Different type or distributions, middlemen and their functions; Channel management, Selection, motivation and performance appraisal of distribution middlemen; Retailing and wholesaling- Developments and Indian Perspective; Distribution logistics- concept, importance and major logistics decisions.

8. Promotion Decisions: Meaning and importance of promotion; Communication process; promotion tools-their effectiveness; determining optimal promotion mix; Developing and implementing a promotional campaign; promoting through internet; Promotion scene in India.
9. Marketing Planning, Organizing and Control: Marketing planning process; Different ways of organizing the marketing department; Sales, Cost and Profit analysis.
10. Social, Ethical and Legal Aspects of Marketing; Consumer Protection in India; Services marketing, rural marketing, direct marketing, internet marketing and other marketing developments- Issue, salient features and their applications in India.

Suggested Reading:

1. Kotler Philip and Kevin Keller Marketing Management, 13th ed., Pearson Prentice-2008.
2. Kotler, Philip and Gary Armstrong, Principles of Marketing, 12th ed., Pearson Prentice-Hall 2008.
3. Etzel, Michael j., Bruce J.Walker and William J. Stanton, fundamentals of marketing, 11th ed., McGraw Hill, 2008.
4. McCarthy, E. Jerome, Joseph P. Cannon and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, 9th ed., McGraw Hills, 2008
5. Keller, Philip, Keller Kevin lane, Koshy Abraham, Jha Mithileshwar, Marketing Management: A south Asian Perspective, 13th Edition, 2008.

Paper - Strategic Management

Objective:

The objective of the course is to help the students develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also familiarize them with the issues and practices involved.

Course Outline:

1. Introduction: Concept and Role of Corporate Strategy, Level of Strategy, Basic Model of Strategic management. Approaches to Strategic Decision Making Strategic Role of Board of Directors and Top management, Strategic implications of social and ethical issues.
2. Strategic Analysis: Analysis of Board Environment- Environment Profile; Constructing Scenarios. Analysis of Operating Environment- Michael Porters Model of Industry Analysis. Analysis of Strategic Advantage- Resource Audit; Value Chain Analysis; Core Competences; SWOT Analysis, Analysis of Stakeholder Expectations- Corporate Mission, Vision, Objective and Goals.
3. Strategic Choice: Generating Strategic Alternatives, Strategic Options at Corporate level- Stability, Growth and Defensive Strategies, External Growth Strategies- Merger, Acquisition, Joint Venture and Strategic Alliance, Evaluation of Strategic Alternatives- Product Portfolio Models, Selection of a suitable Corporate Strategy- Concept of Strategic Fit. Strategic options at SBU Level- Michael Porters Competitive Strategies; Operationalising Competitive Strategies.
4. Strategic Implementation: Strategic implementation issues, Planning and allocating resources. Organization Structure and Design, Functional Strategies- Production, Human Resources, Finance, Marketing and R. & D. managing Strategic Change Strategic Control.
5. Strategic Review: Evaluating Strategic Performance- Criteria and Problems, Concept of Corporate Restructuring.

Suggested Reading:

1. Arthura A. Thompson et-al, Crafting and Executing Strategy: Text and Readings, 15th ed., McGraw Hill, 2007.
2. Grant, Robert M., Contemporary Strategy Analysis, 5th ed., 2005 Blackwell publishers, Massachusetts, U.S.A
3. Hitt M.A. et. Al., Strategic Management, South Western, 2009.
4. Ansoff, H. Igor, R.P. Declorch and R.I. Hayes, From Strategic Planning to Management, Wiley, 1976.

Paper - Management Accounting

Course Outline:

1. Accounting Theory: Nature and Scope. Accounting methodology. Different approaches to theory construction.
2. Conceptual framework of financial accounting and reporting.
3. Issues in accounting standard setting. Accounting standards in India. Income concepts for financial reporting.
4. Measurement and reporting of revenues, expenses, gains and losses.
5. Depreciation policy. Valuation of asset and liabilities. Revaluation of fixed assets and income measurement.
6. Adjustments for changing prices and financial reporting.
7. Analysis and interpretation of statements of changes in financial position -cash, working capital and total resource bases.
8. Nature of ownership equities.
9. Corporate Reporting: Objectives, disclosure requirements, periodic and segment reporting. Harmonization of corporate reports.
10. Recent developments in financial accounting and reporting.

Suggested Readings:

1. Anthony R.N., D.F. Hawkins and K.A. Merchant, Accounting: Text and Cases, McGraw Hill, 1999
2. Richard G. Schroeder, Myrtle W. Clark and Jack M. Cathey, Financial Accounting Theory and Analysis, Text Readings and Cases, John Wiley and Sons, 2005 .
3. Ahmed Riahi Belkaoui, Accounting Theory, Quorm Books, 2000.
4. Jawahar Lal, Accounting Theory and Practice, Himalaya Publishing House, 2008.
5. L.S. Porwal, Accounting Theory, TMH, 2000.

(Elective Papers)

Group – A (Paper-1)

Management of Financial Institutions And Services

UNIT I

Introduction : Financial System and Markets- Constituents and Functioning; RBI- Role and Functions. Regulation of money and credit, Monetary and Fiscal policies. Financial Sector Reforms in India.

UNIT II

Management of Commercial Banks: Banking Industry in India, Constituents, Banking Sector Reforms, And Determination of commercial interest rates: Fixed and Floating. Management of Non-Performing Assets, Strategies for making commercial banks viable.

UNIT III

Management of Non –Banking Financial Institutions : Their status, types, working and strategies. Development of Financial Institutions in India(DFI's) – IDBI, ICICI, IFCI, NABARD, RRB's, State Level Institutions : Their role and functioning.

UNIT IV

Management of Financial Services: Meaning, Scope and Importance. Leasing and Hire Purchase: Parties involved, Evaluation of Lease transaction, Types of Lease and their implications, Hire Purchase v/s Leasing. Other Financial Services: Factoring, Forfeiting, Discounting and Re Discounting of Bills.

References:

1. Bhole, L.M.: Financial Markets and Institutions, Tata McGraw Hill, Delhi.
2. Khan, M.Y.: Indian Financial System, Tata McGraw Hill, Delhi.
3. Varshney, P.N.: Indian Financial System, Sultan Chand & Sons, New Delhi.
4. Ghosh, D.: Banking Policy in India, Allied publications, Delhi.

Group – A (Paper-2)

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT I

Definition of Security & its types; Introduction to Security Market, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Regulatory Mechanism: SEBI and its guidelines; Investor Protection.

UNIT II

Risk & Return: Concept of Risk, systematic and unsystematic risk components. Measures of risk and return, **EMH (Efficient Market Hypothesis)** and its implications for investment decision.

Valuation of Equity: Equity Valuation Models-Approaches to Equity Valuation: Technical Approach- Tools; Fundamental Approach – economy, industry and company analysis

Valuation of Debentures/Bonds: Nature of Bonds, Valuation & Bond theorems

Valuation of Derivatives-Options and futures

UNIT III

Portfolio Analysis and Selection: Portfolio Concept; Portfolio risk and return, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.

UNIT IV

Portfolio Management & Performance Evaluation: Sharpe and Treynor measures; Revision of portfolio; Portfolio Management & Mutual Fund Industry

SUGGESTED READINGS:

1. Dr. Punithavathy Pandian- Security Analysis & Portfolio Management (Vikas Publication)
2. P. Chandra- Investment Analysis & Portfolio Management (Tata Mcgraw Hill Publication)
3. Ranganatham- Security Analysis & Portfolio Management (Pearson Education Publica

Group – A (Paper-3)

Working Capital Management

Unit I

Introduction to Working Capital – Meaning, Types and significance of Working Capital, Factors affecting the size of working capital in an organization, Overview of Working Capital Management- Profitability–Liquidity trade-off.

Unit II

Financing of Working Capital – Sources of financing of working capital, Mechanism and cost-benefit analysis of alternative strategies for financing working capital : accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans, etc.

Unit III

Management of Cash and Marketable Securities - Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Budget, Marketable Securities: Concept, types, Reasons for holding marketable securities, choice of securities.

Unit IV

Management of Inventory – Meaning, types and significance of inventory, Objectives and role of inventory control management, various costs associated with inventory, Inventory control techniques. Factors affecting stock investment level.

SUGGESTED READINGS:

1. Rangrajan and Mishra - Working Capital Management (Excel Publication)
2. Pandey, I.M. - Financial Management (Vikas Publication)
3. V.K. Bhalla - Working Capital Management (Anmol)
4. Ravi M. Kishore - Financial Management (Taxmann,Publication)
5. Khan & Jain - Financial Management (Tata Mcgraw Hill, Publication)

Group – B (Paper-1)

Corporate Laws

The Consumer Protection Act, 1986

Objects of the Act, Definition of the consumer, Complaint, Complainant, Rights of the consumer, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies & Appeals

The Information Technology Act, 2000

Definition – E-commerce, Electronic Governance , Digital Signature, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

The Right to Information Act, 2005

Objects and importance of the Act, Definition of information, public authority, who is covered under RTI and his rights, Method of seeking information, Information exempted under disclosure.

The Securities & Exchange Board of India Act, 1992

Objects of the Act, Management of SEBI, Functions and Powers of SEBI, Remedies against the order of SEBI, Insider Trading.

Securities Contracts (Regulation) Act, 1956

Objects of the Act, Procedure for recognition of stock exchange, Listing and delisting of securities, Powers of central Govt. and SEBI under the Act,

Suggested Readings

1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
4. Relevant Acts

Group – B (Paper-2)

Banking Products and Services

UNIT-1

Overview of different banking products and services- Banker and Customer Relations- Know your customer (KYC) -guidelines- credit management in banks, credit monitoring system in banks. Role and Functions of Banks - Regulatory provisions / enactments governing banks - Whole sale banking - Retail banking - international banking.

UNIT-2

Opening of accounts and documents required for various types of customers-minor, joint account holder, HUF, Trust, Business and Companies. Introduction to various Deposit Products and Credit Products of Banks- working capital Loans and term loans, Home loans, personal loans, Fixed Deposits, Recurring Deposits.

UNIT-3

Development and Role of New Banking Products & Services- Bancassurance - Importance of Risk management in banks - types of risk - impact and management Factoring & Forfaiting , Securitization, Credit Cards, Ancillary services: Remittances, safe deposit lockers.

UNIT-4

Electronic Banking and its importance in the development of the nation's economy- Electronic banking products- internet banking, mobile banking, online DMAT account, Electronic Funds Transfer Systems- NEFT, RTGS , Electronic Payment System- Home Banking (Corporate and personal).

Reference books:

1. Banking law and practice : Prof. Varshney
2. Banking law and practice: Prof. B.M.L. Nigam
3. Banking Products and Services : Indian Institute of Banking & Finance
4. Principles & Practices of Banking - By Indian Institute of Banking & Finance -Macmillan Publication.

Group – B (Paper-3)

TAX PLANNING AND MANAGEMENT

UNIT I

Tax Planning: Meaning, Objectives & Importance of Tax Planning, Tax Management, Tax Planning V/S Tax Management, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – Types, Residential status, Non-resident Indians.

UNIT II

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources, Tax deductible at source, Filing of Return, Penalties & Appeals.

UNIT III

Corporate Income Tax: Tax concessions and incentives for corporate decisions, Carry forward and set off losses, Tax planning regarding Employees Remuneration.

UNIT IV

Central Excise Act 1994 –A brief view of various aspect of the Act & Excise Planning.

Customs Act 1962- A brief view of various custom duties & their planning.

Reference Books:

- 1.Datey V.s - Indirect taxes – Law & Practice (Taxman Publication)
- 2.Singhania V.K – Direct Taxes, Law & Practice (Taxman Publication)
- 3.Parasad Bhagwati – Income Tax Law & Practice (Vishwa Prahashan)

Group – C (Paper-1)

Risk and Insurance Management

UNIT-1

Risk and Risk Management: Meaning and Definition of Risk, Nature of Risk, Types of Risk, Risk v/s Uncertainty, Risk Management objectives & tools, Risk management Process, Risk Management in Industrial Companies.

Role of Actuaries, Product Framing, Underwriting guidelines, Re-insurance, Preparation of Insurance Documents, Insurance Policy Conditions.

UNIT-2

Introduction of Insurance, Meaning and Scope of Insurance, Advantages of Insurance, Classification of Insurance Business viz. Life Insurance & general Insurance, Role of insurance in overall economic development, Principles of Insurance.

UNIT-3

Financial Aspects of Insurance Management: Role of Financial Institutions in Insurance, Insurance Companies, Financial market, Housing Finance.

Important Life Insurance Products & General Insurance Products, Determination of Premiums & Bonuses.

UNIT-4

Settlement of Claims: Study of various Insurance Laws & Regulations with respect to Insurance Act 1938, Life Insurance Corporation Act 1956, IDRA Act 1999, Consumer Protection Act 1986, Income Tax 1951, Married Women's Property Act 1874.

Tax Benefits under Life Insurance Policies.

Reference books-

1. Neelam Gulati- Principles of Risk Management & Insurance (Excel Publication)
2. Kakkar & Srivastava- Insurance and Risk Management (Universities Press)
3. M.N. Mishra- Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)

Group – C (Paper-2)

Rural Banking, Micro Finance and Small Group Management

Unit I

Meaning of rural areas, rural economy, rural employment, rural poverty, agricultural reforms, role of rural credit system, rural infrastructure, Importance of rural infrastructure, issues/ constraints for rural development.

Unit II

Financial institutions for rural development - Basic understanding of rural credit and development. Institutional structure for rural financing in India: policy and schemes of NABARD, recent financing scheme of the Government, NBFCs - Their status, types, working and strategies for rural development, Agriculture Insurance organizations - Their status, types, working and strategies for rural development.

Unit III

Overview of microfinance, meaning, types and role of microfinance for rural development, MFI lending models- conventional and modern models, government policies for lending microfinance, Micro finance at small group level, development of cooperative banks in rural India, emergence of RRBs.

Unit IV

Management of small groups, Linkages between small group and Banks, Convergence of development programmes and their implementation through government agencies, role and strategies of facilitating organizations in rural development.

Special- solve the problems through case studies and live problems

Suggested Readings:

1. V S Somnath- Microfinance (ExcelBooks)
2. Panda- Understanding Microfinance (Wiley India)
3. Craig Churchill & Cheryl Frankiewicz-Making Microfinance Work
4. Marguerite S. Robinson- The Microfinance Revolution (Kindle Edition)

Group – C (Paper-3)

PROJECT MANAGEMENT

Unit 1

Concept of project: Basic concepts, classification of projects, Project life cycle, Project management, Tools & Techniques of project management, project organization.

Unit II

Project identification: Identification, generation of ideas, SWOT analysis, Preliminary screening.

Market & Demand Analysis: Collection of data, market survey, market planning, market environment, project risk analysis, demand forecasting techniques.

Unit III

Technical Analysis: selection of technology, material input and utilities, plant capacity, location & site, machinery and equipment, structures and civil work, environmental aspects, project charts and layouts.

Financial Estimation, Project Cost, Source of finance, Cost of production.

Unit IV

Financial Analysis: Working Capital, Project income statement, projected cash flow statement, projected balance sheet, projected profitability.

Investment Evaluation: Techniques of evaluation, payback period, accounting rate of return, Net Present Value Method.

Social Cost Benefit Analysis: Concept & significance of SCBA,

Project Implementation: Schedule of project implementation, Project Planning, Team building, high performance team.

SUGGESTED READINGS:

1. Chaturvedi & Jauhari-Project Management(Himalaya Publishing)
2. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (Tata Mcgraw)
3. Mishra - Project Management (Excel Books)
4. Goyal BB – Project Management : A Development Perspective (Deep & Deep)

4. Course Duration :

Minimum Duration: 2 Years

Maximum Duration: 5 Years

5. Faculty and support staff requirement : 02_ full time Faculty of Professor/Assoc./Asst. Professor level

Procedure for admission, curriculum transaction and evaluation :

A. Admission Procedure:

1. Procedure for Obtaining Admission Form and Prospectus

- a. The prospectus containing Admission Form can be obtained in person from :
The Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut or its city office located at Lokpriya Hospital Complex, Samrat Palace, Garh Road, Meerut on payment of Rs. 125/- in cash or by demand draft.
- b. The Prospectus can also be obtained by post by sending a demand draft of Rs. 175/- drawn in favour of "SVSU, Distance Education", payable at Meerut along with a filled requisite proforma (available at DDE website i.e. www.subhartidde.com) for "Obtaining the Prospectus and Admission Form" to the Directorate of Distance Education.

2. Submission of Admission Form:

- a. An applicant should submit the admission form duly filled with all enclosures completed, personally or by post, to the Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005.
- b. The application for admission should be submitted along with the following :
 - i. A demand draft for the course fee (as per fee structure table) drawn in favour of "SVSU, Distance Education" payable at Meerut.
 - ii. Duly attested photocopy of Aadhar Card, statement of marks and other relevant documents/certificated pertaining to the qualifying examination, by a gazetted officer or Principal of the college from where these were obtained, should be submitted at the time of admission.
 - iii. Self attestation of document/s is permissible, if the originals are produced before the Registrar of Swami Vivekanand Subharti University or Asst. Director/Deputy Director/Director of Directorate of Distance Education.
 - iv. 4 recent passport size color photographs should be provided in which 2 photographs should be pasted on the admission form & Enrollment form accordingly and another two photographs should be attached/stapled with the form.
- c. The learners are advised to check up the eligibility criteria of a course they wish to apply for, from our website www.subhartidde.com or DDE Prospectus.

3. Admission Procedure -

- a. Applications can be sent to the Directorate of Distance Education directly or through its city office. The applicant's eligibility will be checked and accordingly he/she shall be granted admission and an acknowledgement of the receipt of the fee and the application form shall be issued.

- b. An Identity Card, mentioning the enrollment number of the learner, shall be issued by University as soon as the admission is confirmed. Learners are advised to keep their Identity Card safely, as it will be required for attending counseling sessions/PCPs and also for the receipt of study material, mark sheets, Degree etc in person. In case of loss of Identity Card, a duplicate can be issued on receiving a written request along with a fee of Rs. 100/-. The Identity Card shall be valid for the entire duration of the Programme.
- c. The University conduct entrance examination twice in a year for admission in MBA and MCA or any other programme, as may be decided by the University. Learners can obtain information relating to the entrance examination from the Directorate of Distance Education or its website www.subhartidde.com. The University may, as an alternative, consider granting admission on the basis of the score obtained by an applicant in any central or state level entrance examination for a similar course.

4. Minimum Eligibility and Fee Structure –

1. Minimum Eligibility and Fee Structure for ODL –

Sr. No.	Title of Programme	Eligibility	Course Duration		Annual Fees Per
			Minimum	Maximum *	Year (In Rs.)
1	Master of Commerce (M.Com.)	Graduation with Commerce or eq.	2 Years	5 Years	12500

2. Minimum Minimum Eligibility and Fee Structure for OL –

Sr. No.	Title of Programme	Eligibility	Course Duration		Annual Fees Per
			Minimum	Maximum *	Year (In Rs.)
1	Master of Commerce (M.Com.)	Graduation with Commerce or eq.	2 Years	5 Years	22500

B. Curriculum transaction and evaluation :

The University follows the following evaluation system:

- a. Continuous evaluation through personal contact programmes, assignment work, viva, group discussion and personality development programmes.
- b. Semester wise Examination
- c. Evaluation of practicals, wherever prescribed
- d. Evaluation of professional project report, wherever prescribed
- e. A learner shall be declared 'pass' at the end of the academic/calendar year, if he/she secures minimum 40% marks in each subject (including project report, internship, industry integrated learning and practicals, wherever prescribed) separately in the Semester wise Examination and the internal assessment. If a learner fails to secure 40% marks in any subject or in internal assessment, he/she will still be promoted to the next academic/calendar year, but he/she will have to appear in back paper for the subject in which he/she has not been able to obtain the requisite passing marks. The examination for learners giving back paper in any subject shall be held along with the subsequent examination for the relevant subject. In case, the learner fails to secure minimum 40% marks in internal assessment, he/she will have to resubmit the assignments for evaluation.

Requirement of the laboratory support and Library Resources

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Resources are available of Library for the learners during PCPs. The University has a rich Central Library with more than 3.80 lac books, 181 journals (Foreign & Indian), Internet Section of 200 nodes, Computer Centres, Museum, Instrumentation (USIC) workshop, Student's Guest House, etc.

The resources for laboratory also available as per the need of the programme.

Cost estimate of the programme and the provisions :

a. Cost estimate: Approx. Rs. 13,42,772.20/-

(The cost estimate may vary depending upon the no. of students enrolled)

b. Provisions: Swami Vivekanand Subharti University

Quality assurance mechanism and expected programme outcomes :

In accordance to the UGC Guidelines, the University has established an Internal Quality Assurance Cell, as per ordinance no. VI (1), dated 11.02.2009, to instill a momentum of quality consciousness amongst its all Institutions including Directorate of Distance Education, aiming for continuous improvement.

1. The cell holds various events regularly and maintain the documentation of the various programmes/activities leading to quality improvement.
2. The cell is responsible for incorporating various new changes/developments regarding up-gradation of learning material and spreading awareness of Quality Culture in the various institutions of the University.
3. The cell also prepares 'Annual Quality Assurance Report (AQAR)' as per the laid guidelines and parameters.

