M.COM (CBCS) FACULTY OF COMMERCE, OU

M.COM (CBCS)

SYLLABUS

(w.e.f. 2013-'14)

FACULTY OF COMMERCE
OSMANIA UNIVERSITY
HYDERABAD- 500 007 A.P

2013
### M.COM. COURSE STRUCTURE
(CHOICE BASED CREDIT SYSTEM)
(w.e.f. 2013-’14)

#### FIRST SEMESTER

<table>
<thead>
<tr>
<th>Code</th>
<th>Name of the Paper</th>
<th>SOI</th>
<th>Credits</th>
<th>Exam Hrs</th>
<th>Sem Exam</th>
<th>IA</th>
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<tbody>
<tr>
<td>Com 101</td>
<td>Accounting Standards &amp; Reporting</td>
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#### SECOND SEMESTER

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#### THIRD SEMESTER

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<td>Research Methodology &amp; Statistical Analysis</td>
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<td>Quantitative Techniques for Business Decisions</td>
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**GRAND TOTAL 112 105**

**Notation:**
ID–Inter Disciplinary; Com–Commerce; W–Write-up (4-5 Pages); PR – Presentation; IA – Internal assessment; D–Dissertation (50-75 Pages); VV – Viva-Voce; LB – Lab Practical Exam. * - “Project Work – Guidelines” for details, SOI – Standard of Instruction.
**Notes:**

i) Teachers are advised to handle/analyze at least 3 or 4 cases in the subject in the classroom on any topics outlined wherever feasible.

ii) O, A, B, C, D, E and F grades are awarded on the basis of marks secured as per the directive given by the University.

iii) For each paper there will be semester examination for 80 marks and 20 marks for internal assessment [15 marks for tests (average of the two tests) and 5 marks for assignment in the subject].

iv) In paper 305 theory examination is for 56 marks, Internal Assessment is for 14 marks and Computer Lab Practical examinations is for 30 marks.

v) Students should opt one Inter Disciplinary paper in IV Semester out of two.

### SPECIALIZATION

#### FINANCE

<table>
<thead>
<tr>
<th>Code</th>
<th>Name of the Paper</th>
<th>Exam Hrs</th>
<th>Sem Exam</th>
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<tr>
<td>FIN/INB 303</td>
<td>International Financial Management</td>
<td>3</td>
<td>80</td>
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<tr>
<td>FIN 304</td>
<td>Securities Analysis &amp; Portfolio Management</td>
<td>3</td>
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<td>FIN 403</td>
<td>Financial Services</td>
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<td>FIN/404</td>
<td>Financial Derivatives</td>
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#### ACCOUNTING

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<th>Name of the Paper</th>
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<th>Sem Exam</th>
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<tbody>
<tr>
<td>ACC 303</td>
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<td>ACC 304</td>
<td>Financial Statement Analysis</td>
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<td>Advanced Cost Accounting and Control</td>
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<td>Mergers and Acquisitions</td>
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#### MARKETING

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<td>Services &amp; Retail Markets</td>
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<td>MKG 304</td>
<td>Consumer Behavior and Marketing Research</td>
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#### TAXATION

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<td>TAX 304</td>
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<td>TAX 403</td>
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<tr>
<td>FIN/TAX/ACC 404</td>
<td>International Taxation</td>
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#### INTERNATIONAL BUSINESS

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<th>Name of the Paper</th>
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<tr>
<td>INB 303</td>
<td>International Financial Management</td>
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#### INSURANCE

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<td>Principles and Practices of Life and Health Insurance</td>
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<td>Principles and Practice of General Insurance</td>
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<td>INS 403</td>
<td>Insurance: Actuarial Sciences</td>
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<td>INS 404</td>
<td>Retirement Planning</td>
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OBJECTIVE: to familiarize and acquaint the student with accounting standards and various financial reporting practices.

UNIT-I: INTRODUCTION:
Accounting Theory: Concept – Role – Classification – Approaches – Accounting Principles.

UNIT-II: ACCOUNTING STANDARDS IN INDIA - I:
Accounting Standards Framework: Concept – Importance - Types – Difficulties – Enforcement – Accounting Standards Board in India.

UNIT-III: ACCOUNTING STANDARDS IN INDIA - II:

UNIT-IV: INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS):

UNIT-V: FINANCIAL REPORTING:
SUGGESTED READINGS:
2. Rawat D.S. “Accounting Standards” Taxmann Allied Services Private Limited;

JOURNALS: 1. Chartered Accountant, ICAI; 2. Management Accountant, ICAI;
MANAGERIAL ECONOMICS

OBJECTIVE: to impart conceptual and practical knowledge of managerial economics.

Unit-I: NATURE AND SCOPE OF MANAGERIAL ECONOMICS:

Unit-II: DEMAND ANALYSIS:

Unit-III: PRODUCTION ANALYSIS:

Unit IV: COST ANALYSIS:
Concepts of cost – Short run cost functions finding minimum average variable cost through equations – Long run cost function – Linear and non-linear break-even analysis. Profit contribution analysis (including problems).

Unit V: MARKET STRUCTURE:

SUGGESTED READINGS:
PRINCIPLES OF MARKETING

OBJECTIVE: To familiarize the students with the concepts and principles of Marketing.

UNIT-I: INTRODUCTION:

UNIT-II: MARKETING ENVIRONMENT:
Micro Environment (Company-Suppliers-Marketing Intermediaries- Customers- Competitors-Publics) - Macro Environment (Demographic-Economic-Natural- Technological-Political-Legal (Consumer Protection Act 1986) and Regulatory Cultural-Social) - International Marketing- GATT & WTO.

UNIT-III: MARKET SEGMENTATION:

UNIT- IV: CONSUMER BEHAVIOUR:

UNIT-V: MARKETING PLANNING AND STRATEGY:

SUGGESTED READINGS:
1. Philip Kotler: Marketing Management, PHI
2. Stanton WJ: Fundamental of Marketing,
3. Jain: Marketing Planning and Strategy, 7e, 
4. Czinkota & Kotabe: Marketing Management,
5. Ramaswamy &. Namakumari: Marketing Management
6. Rajan Saxena: Marketing Management
7. Blackwell: Consumer Behaviour, 10e,
8. Schiffman: Consumer Behavior, 9e PHI
FINANCIAL MANAGEMENT

OBJECTIVE: to introduce the subject of Financial Management; and to acquaint the student with various techniques of Financial Management.

UNIT-I: INTRODUCTION:

UNIT-II: CAPITAL BUDGETING:

UNIT-III: WORKING CAPITAL MANAGEMENT:
Accounts Receivable Management: Meaning – Objectives – Cost Benefit Analysis – Credit Standards – Credit Terms – Collection of Receivables (Including Problems).
Inventory Management: Meaning – Components of Inventory – Motives of Holding Inventory – Objectives of Inventory Management – Tools and Techniques of Inventory Control (Including Problems).

UNIT-IV: FINANCING DECISIONS:

UNIT-V: DIVIDEND DECISIONS:
SUGGESTED READINGS:
1. Prasanna Chandra: Financial management, TMH
2. Erhardt & Brigham: Corporate Finance: A Focused Approach, Thomson
8. Rustagi, R.P. Financial Management, Sultan Chand
11. Srivatsava R.M: Essential of Business Finances, Himalaya
ORGANISATION THEORY AND BEHAVIOUR

OBJECTIVE: to familiarize the students with the concepts and dimensions of Organization Theory.

UNIT-I: INTRODUCTION:
Organisational Behaviour (OB): Features – Scope – Fundamentals Concepts of OB – Challenges and Career Development for OB – Contributing disciplines to the OB.

UNIT-II: UNDERSTANDING INDIVIDUAL AND GROUP BEHAVIOUR:

UNIT- UNIT-III: MOTIVATION, MORALE AND CULTURE:
Morale: Factors influencing Morale.

UNIT-IV: ORGANISATIONAL POWER & POLITICS - CONFLICT - COMMUNICATION:

UNIT-V: LEADERSHIP AND CHANGE:
Theories of Leadership: Traits – Behavioral Model (Managerial Grid) – Contingency (Feilder, Path goal, Tri-dimensional – Inspirational approaches.

SUGGESTED READINGS:
M.COM (CBCS) FACULTY OF COMMERCE, OU

SEMESTER–II

ADVANCED MANAGERIAL ACCOUNTING

PAPER CODE: COM 201 MAX. MARKS: 80+20 IA
PPW: 5 EXAM DURATION: 3 HRS

OBJECTIVE: to familiarize and acquaint the student with application of advanced managerial accounting techniques.

UNIT-I: FINANCIAL STATEMENT ANALYSIS:

UNIT-II: HUMAN RESOURCE ACCOUNTING AND RESPONSIBILITY ACCOUNTING:
Human Resources Accounting: Concept – Objectives – Approaches – Limitations (Theory only).

UNIT-III: INFLATION ACCOUNTING AND INCOME MEASUREMENT:

UNIT-IV: FINANCIAL MEASURES OF PERFORMANCE:

UNIT V: MANAGERIAL DECISION MAKING:
Introduction: Cost concepts for decision making – Marginal Costing and Decision Making.
Pricing decisions: Normal price - Minimum price – Depression price - Special price.
Product decisions: Profit planning - Level of Activity - Dropping a product line - Introducing a new product line - Product/Sales mix decisions - Make or Buy decisions - Key/Limiting Factors (Including Problems).

SUGGESTED READINGS:

BUSINESS ENVIRONMENT AND POLICY

OBJECTIVE: to familiarize and acquaint the students with the knowledge of business environment and latest development in business environment

UNIT - I: INTRODUCTION:

UNIT - II: LIBERALIZATION AND GLOBALIZATION:
New economic policy: economic reforms - liberalization.
Globalization: meaning - stages - factors facilitating and impeding globalization in India - consequences of globalization for India.

UNIT - III: PUBLIC SECTOR AND PRIVATIZATION:
Privatization: concepts – nature – objectives – forms - regulatory framework with reference to insurance, power and telecom sectors.

UNIT - IV: FOREIGN CAPITAL:
Mergers and acquisitions: reasons - trends - advantages and disadvantages - competition law.

UNIT - V: WTO AND TRADE POLICY:
WTO agreements - Agreement on Agriculture (AOA) - Multi-fibre Agreement (MFA) - Trade Related Intellectual Property Rights (TRIPS) - Trade Related Investment Measures (TRIMS) - General Agreement on Trade in Services (GATS) - Barriers to trade.
Trade policy changes consequent to WTO - Recent EXIM policy - Consequences of WTO for India.

SUGGESTED READINGS:

Books:
1. Francis Cherunilam: Global Economy and Business Environment – Himalaya
2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya
6. Aswathappa: Business Environment - Himalaya
7. Dutt and Sundharam: Indian Economy
8. Ray: Indian Economy, PHI

Reports:

Periodicals:
Economic and Political weekly; Business India; Business World; Business Today; Finance India; Business Standard.
MARKETING MANAGEMENT

OBJECTIVE: to familiarize the students with the management of marketing functions, components of information system and marketing research process.

UNIT-I: PRODUCT MANAGEMENT:

UNIT-II: PRICE MANAGEMENT:

UNIT-III: PROMOTION MANAGEMENT:

UNIT-IV: CHANNEL MANAGEMENT & RETAILING:

UNIT-V: MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH:

SUGGESTED READINGS:
1. Philip Kotler: Principles of Marketing, PHI
2. Ramaswamy & Namakumari: Marketing Management
3. Jain: Marketing Planning and Strategy,
4. Gandhi IC : Marketing Management
5. Me Carthy EJ & OthelS: Basic Marketing
6. Rosenbloom: marketing Channels
7. Majare: The Essence of Marketing
8. Ian Chasten: New Marketing Strategies
INVESTMENT MANAGEMENT

M.COM (CBCS) FACULTY OF COMMERCE, OU

PAPER CODE: COM 204 MAX. MARKS: 80+20 IA
PPW: 5 EXAM. DURATION: 3 HOURS

OBJECTIVE: To familiarize the student with the principles and practice of Investment Management and acquaint the students with the functioning of the Indian Capital Market.

UNIT-I: INTRODUCTION:


UNIT-II: INDIAN CAPITAL MARKETS - AN OVERVIEW:


UNIT-III: RISK AND RETURN ANALYSIS:


UNIT-IV: PORTFOLIO ANALYSIS:


UNIT-V: PORTFOLIO SELECTION:


SUGGESTED READINGS:
3. Mayo: Investments, 7e Thomson;
4. Bhalla, V.K: Investment Management, S. Chand & Co.;
5. Reilly: Investment Analysis and Portfolio Management, Thomson;
6. Kevin, S: Security Analysis Portfolio Management, PHI;
8. Fischer, Donald, E. and Ronald, J.Jordan: Security Analysis & Portfolio Management, PHI;
9. Strong: Portfolio Construction and Management, PHI;
10. Sharpe etal: Investments, PHI;
HUMAN RESOURCE MANAGEMENT

OBJECTIVE: to understand various facets of human resource management & comprehend emerging developments in HRM.

UNIT-I: INTRODUCTION:

Human Resource Development (HRD): Concept - Scope - Objectives- Brief introduction of Techniques of HRD.

UNIT-II: ACQUISITION OF HUMAN RESOURCE:


UNIT-III: DEVELOPING AND MOTIVATING HUMAN RESOURCE:
Training - Assessing training needs - Methods and Evaluation of Training.


Concept of Empowerment – Participative Management: Objectives – Types – Quality Circles – Brief Introduction to forms of Workers Participation in Management in India

UNIT-IV: MAINTENANCE OF HUMAN RESOURCE:


UNIT-V: HRM IN THE KNOWLEDGE ERA:

SUGGESTED READINGS:
5. Mathis: Human Resource Management, 10e Thomson
6. Sadri, Jayasree, Ajgaonkar: Geometry of HR, Himalaya
8. VSP Rao:, Human Resource Management, Vikas
RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

OBJECTIVE: Objective of this course is to develop research orientation among the students and develop analytical skills.

UNIT-I: INTRODUCTION:

UNIT-II: COLLECTION, PRESENTATION & ANALYSIS OF DATA:
Sources of Data: Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioral and Entrepreneurship (Practically students should be able to design questionnaires for given problem/cases in these areas). Census vs. Sampling - Methods of Sampling Random and Non-Random Sampling methods - Measurement and scaling techniques.
Processing and Presentation of Data: Editing, coding, classification, and tabulation - Graphic and diagrammatic presentation (Theory only). Statistical analysis of Data: Types of analysis (Descriptive analysis and inferential analysis) – Tools: Measures of Central Tendency, Measures of Variation, Skewness, Time series, Index numbers, Correlation and Regression (theory only).

UNIT-III: INTERPRETATION AND REPORT WRITING:
Interpretation: Introduction - Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies: bias, inconsistency in definitions, inappropriate comparisons, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data. (including small cases).

UNIT-IV: PROBABILITY AND PROBABILITY DISTRIBUTIONS:
Probability Distributions: Meaning and importance of theoretical frequency distributions Binomial, Poisson and Normal distributions - Properties and uses - fitting Binomial, Poisson and Normal, Distributions (areas method only) (including problems).

UNIT-V: ASSOCIATION OF ATTRIBUTES & CHI SQUARE TEST:
Association of Attributes: Meaning - Distinction between correlation and association Methods of studying Association - interpretation of results.
Chi Square Test: Definition - Conditions for applying Chi square test, Yates's correction - Uses and limitations of Chi square test - Chi square test for testing the independence of Attributes - Chi square test for goodness of fit (including problems).
SUGGESTED READINGS:
1. Krishna Swamy: Methodology of Research in Social Sciences
2. Kothari: Research Methodology
3. Zikmund: Business Research Methods
4. SC. Gupta: Fundamentals of Statistics
5. SP. Gupta: Statistical Methods
7. Keller: Statistics for Management & Economics
8. Sanchetty & Kapoor: Business Statistics
9. Achalapathi KV: Reading in Research Methodology in Commerce & Business Management
10. Anderson: Statistics for Business and Economics.
COST ACCOUNTING AND CONTROL

PAPER CODE: COM 302  
MAXIMUM MARKS: 80+20 IA  
PPW: 5  
EXAM DURATION: 3 HRS

OBJECTIVE: to impart conceptual knowledge of cost accounting and to equip with skills of ascertainment and control of costs.

UNIT-I: INTRODUCTION:

UNIT-II: PROCESS COSTING:

UNIT-III: MARGINAL, ABSORPTION AND DIFFERENTIAL COSTING:

UNIT- IV: BUDGETARY CONTROL:

UNIT-V: STANDARD COSTING:

SUGGESTED READINGS:
E- COMMERCE

OBJECTIVE: to know and learn about Information Technology through its applications; and to give an overview of E-Commerce fundamentals with an objective of exposing them to the functional areas of E-Commerce.

UNIT-I: INTRODUCTION:

UNIT-II: ELECTRONIC DATA INTERCHANGE (EDI), E-COMMERCE & INTERNET:
Introduction - Traditional EDI systems - Benefits and Drawbacks - Data transfer and standards. Financial EDI-EDI systems and the Internet - Legal security and private concerns - Authentication Methods – Firewalls – Factors considered in securing the firewalls - Internet trading relationships: Business to Consumers (B2C), Business (B2B), Consumer to Business (C2B), Government to Consumer (G2C), Features and benefits-Portal Vs Website - Supply Chain Management.

UNIT-III: ELECTRONIC PAYMENT MECHANISMS AND WEB PAGE DESIGNING:

UNIT- IV: COMPUTERIZED ACCOUNTING:
Computerized Accounting: Meaning, Features, Advantages and disadvantages – Computerized vs Manual Accounting – Creation of Company – Grouping of accounts – Creation of Accounts: Cash Book, Bank Book, Sales Register, Purchase Register, Journal Register, Debit Note Register, Credit Note Register, Opening and Closing Stock – Creation of Inventory – Creation of Stock Groups, Stock Categories, Godowns, Stock Items and Units of Measure – Detailed Stock Valuation.

UNIT-V: COMPUTERISED STATEMENTS:

SUGGESTED READINGS:
1. Implementing Tally: Nadhani & Nadhani, BPB
2. Business Data processing System: P. Mohan, Himalaya
4. Manuals Supplied along with respective packages.
OBJECTIVE: to impart inferential skills to the student by using Quantitative Techniques for Business Decisions.

UNIT-I: STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:
Concepts: Population, sample and sampling distribution - Parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits - Estimation of population parameters - Properties of a good estimator - Point and interval estimation - Hypothesis Formulation and testing procedure - Type I and Type II errors - One tail and two tail tests (theory only).
Sampling of Attributes: Estimation and testing of Number and Proportions of Successes - Difference between two proportions (including problems).

UNIT-II: SAMPLING OF VARIABLES:
Large Samples: Difference between large and small samples - Estimating population mean – Testing: Significance of Mean - Significance of the difference between means of two samples - Significance of the difference between the standard deviations of two samples (including problems).
Small Samples: 't' test - Fixing fiducial limits to population mean – Testing: Significance of the mean - Significance of the difference between two independent means - Significance of the difference between two dependent means (including problems).

UNIT-III: ANALYSIS OF VARIANCE AND STATISTICAL QUALITY CONTROL:

UNIT-IV: STATISTICAL DECISION THEORY AND GAMES THEORY:

UNIT-V: LINEAR PROGRAMMING (LP):
Linear Programming: Meaning - Requirements for application - Assumptions - Advantages - Application of LP - Formulation of LP problems (including simple problems).
Graphical Solutions of LP problems with two variables only (including simple problems).
SUGGESTED READINGS:
1. Levin & Rubin: Quantitative Approaches in Management, Pearson
2. SC. Gupta: Fundamentals of Statistics, Himalaya
3. Anderson: Quantitative Methods for Business Decision, 8e Thomson
6. G. Gopikutan: Quantitative Methods and Operational Research, Himalaya
10. Shenoy GV: Quantitative Techniques for Managerial Decisions, New Age
TAX PLANNING

OBJECTIVE: to acquaint the student with theoretical and practical knowledge of tax planning techniques.

UNIT-I: INTRODUCTION:

UNIT-II: TAX PLANNING - INDIVIDUALS:
Planning with reference to all five heads of Income for individuals: Salaries, House property, Profits from Business & Profession, Capital gains and Other Sources - Tax Planning with reference to Relief, Concessions, Rebates, Deductions and Incentives (Problems with special focus on Tax Planning).

UNIT-III: TAX PLANNING – MANAGERIAL DECISIONS:
Tax considerations arising with regard to specific management decisions: Make/buy, Own/lease, Installment/hire purchase, Retain/replace, Export/local sale, Shut down/continue, Expand or Contract, Merger and Amalgamations - Advance Tax - Payment of Advance Tax - Filing of Returns – Refunds - Penalties for non-compliance. (Problems on Tax planning with reference to tax liability of Firms and Companies should be worked out)

UNIT-IV: TAX PLANNING - NEW INDUSTRIAL ESTABLISHMENTS & INVESTMENTS:

UNIT-V: TAX PLANNING – INCENTIVES AND EXPORT PROMOTION:
Schemes for encouraging exports - Import duty relief schemes - Highlights of Export Oriented Units (EOUs), Special Economic Zones (SEZ), Export Processing Zones (EPZ) - Duty drawback provisions - Types of Drawback rates - Drawback claim procedures - Salient features of Software Technology Park (STP), Electronic Hardware Technology Park (EHTP) - Other export promotion schemes under EXIM policy (Only Theory).

SUGGESTED READINGS:
2. Bhagawati Prasad: Direct Tax Laws and Practice.
OBJECTIVE: to provide knowledge of Indian Economy and acquaint the students with the latest developments in the economy.

UNIT I: STRUCTURE OF THE INDIAN ECONOMY:

UNIT II: PLANNING IN INDIA:

UNIT III: AGRICULTURE IN INDIA:

UNIT IV: INDUSTRIES IN INDIA:

UNIT V: TERTIARY SECTOR IN INDIA:

SUGGESTED READINGS:

MANAGERIAL COMMUNICATION

OBJECTIVE: to acquaint the student with the knowledge of managerial communication.

UNIT-I: COMMUNICATION PROCESS:
Role and process of communication - Barriers to communication - Surmounting barriers to communication - Types of communication - Listening process: Elements of good listening, Improving listening competence - Importance of feedback – Principles of feedback.

UNIT-II: VERBAL vs NON VERBAL COMMUNICATION:
Characteristics of non verbal communication - Types and functions of non verbal communication - Interpreting non verbal communication – Negotiations - Approaches to negotiations - Preparing for and conducting negotiations.

UNIT-III: PRESENTATION:

UNIT-IV: REPORT WRITING:
Report writing - Types of reports - Structure of reports - Individual and committee reports - Essentials of good report writing - Business letters - Drafting letters relating to enquiries and replies, Orders and replies, Complaints and claims - Effective business correspondence - Drafting a resume.

UNIT-V: MEDIA COMMUNICATION:
Media relations - Building better relations with media; Investor relations - Framework for managing investor relations; Managing government relations - Ways and means of managing governing power; Crisis communication - Do’s and dont’s in the wake of a crisis.

SUGGESTED BOOKS:
Objective: to gain the conceptual knowledge and application of international financial management.

UNIT-I: INTRODUCTION:


UNIT-II: FOREIGN EXCHANGE MARKETS & EXCHANGE RATE MECHANISM:


UNIT-III: FOREIGN EXCHANGE EXPOSURE:


UNIT-IV: INTERNATIONAL FINANCIAL MARKETS & INSTRUMENTS:


UNIT-V: FINANCING OF FOREIGN TRADE:

Foreign Trade Financing: Methods of Financing: Bank Credit (Pre-Shipment Credit, Post-Shipment Credit, Medium Term Credit, Credit under Duty Draw Back Scheme), Factoring, Counter Trade – Modes of Payment (Theory Only).

SUGGESTED READINGS:
M.COM (CBCS) FACULTY OF COMMERCE, OU

SEcurities ANALYSIS AND PORTFOLIO MANAGEMENT

PAPER CODE: COM 304 FIN EXAM DURATION: 3 HOURS
PPW: 5 MAXIMUM MARKS: 80+20IA

OBJECTIVE: to familiarize with analysis of securities market, valuation of different securities for the purpose of building optimal portfolio and the students with latest concepts and trends in the securities market.

UNIT-I: SECURITY ANALYSIS:

UNIT -II: VALUATION SECURITIES:
Share Valuation: Concept of Present Value – Share Valuation Model – One Year Holding Period – Multiple Year Holding Period – Constant Growth Model – Multiple Growth Model – Multiplier Approach to Share Valuation (Including problems).
Bond Valuation: Bond Returns – Coupon Rate – Current Yield – Spot Interest Rate – Yield to Maturity – Yield to Call – Bond Prices – Bond Risks – Bond Duration (Including Problems).

UNIT -III: CAPITAL MARKET THEORY:

UNIT-IV: PORTFOLIO PERFORMANCE EVALUATION:

UNIT-V: PORTFOLIO REVISION:
SUGGESTED READINGS:
1. Avadhani, V.A: International finance, Himalaya
2. Avadhani, V.A: Investment & Security Management in India, Himalaya
5. Francaia Jack Clark & Richard W Taylor: Theory & Problems of Investment, Mcgraw;
6. Gangadhar V: Investment Management, Anmole
8. Mayo: Investments, Thomson
11. Strong: Practical Investment Management, Thomson
FINANCIAL SERVICES

OBJECTIVE: to acquaint the student with Innovative financial services offered to meet the varied requirement of both the corporate and individual customers.

UNIT-I: INTRODUCTION:
Meaning - Classifications - Traditional Activities - Financial sector reforms and Financial innovations in India - Banking and Non-Banking services - Financial products and services: Merchant Banking, Loan Syndication, Leasing, Mutual Funds factoring, Forfeiting, Venture capital, Custodial Services, Corporate, Advisory services, Depository Services, Securitization, Under-writing services (Banks and Insurance), Banking services: Bank Assurance Services, Credit Rating, Credit Cards, Derivatives, Mergers, Acquisitions and Amalgamation, Services in Forex Market, Letter of Credit - Innovative Finance Instruments - Micro Credit Finance - Importance and different products/schemes - Challenges facing the financial services sector.

UNIT-I: LEASE, HIRE PURCHASE AND HOUSING FINANCE:
Hire Purchase: Terms of the agreement under hire purchase - Types of hire purchase - Advantages.
Housing Finance: Housing Finance policy and Role of National Housing Bank (NHB) - Housing and Urban Development corporation (HUDCO) - Role of Housing Finance Corporations and the housing schemes - Recent Developments.

UNIT-III: MUTUAL FUNDS:
Mutual fund - Fund unit Vs. Equity share - Importance of Mutual funds - Types of Mutual funds: Close ended funds - Open ended funds, Income funds, Growth funds - Risks involved - Organisation of firm - Facilities available to investors - Guidelines from the Government of India - Recent reforms in mutual funds - Banks providing Mutual Fund services - Factors to be considered in selection of fund - Reasons for commercial banks to offer mutual funds - Scenario of Mutual funds in India - Problems in future prospects.

UNIT-IV: DISCOUNTING, FACTORING AND FORFAITING:
Meaning of Discounting – Factoring: Meaning, Modus Operandi of factoring scheme, Terms and conditions in factoring agreement - Function of factoring services - Types of factoring - Role of Banks in providing discounting, factoring and forfeiting services, Cost of factoring and pricing of factoring services, Benefit to the clients, Export factoring – Forfeiting: Factoring Vs. Forfeiting - Advantages and limitations of forfeiting - Forfeiting in India.

UNIT-V: SECURITISAION OF DEBT:
Meaning and Concept of Securitization - Structured securities Vs. Conventional Securities - Securitization Vs. Factoring - Operational mechanism of securitization - Types of securitized assets - Securitization and Role of Banks - Advantages and limitation of securitization - Future prospects of securitization.

SUGGESTED READINGS:
1. Gordon: Financial Markets and Services, 2e Himalaya
2. Gurusamy: Financial Services & Markets, Thomson
4. Avadhani: Marketing of Financial Services, Himalaya
5. Madura: Financial Institution & Markets, Thomson
FINANCIAL DERIVATIVES

PAPER CODE: COM 404 FIN
PPW: 5

EXAM DURATION: 3 HOURS
MAXIMUM MARKS: 80+20 IA

OBJECTIVE: to make student efficient in the area of derivatives, giving them the knowledge of basics in Derivates. Future Markets, Options and Swaps etc.

UNIT-I: INTRODUCTION TO FINANCIAL DERIVATIVES:

UNIT- II: FUTURE AND FORWARD CONTRACTS AND MECHANISM:

UNIT- III: PRICING OF OPTION:
Concept of Option - Futures Vs. Options - Determinants of option prices - Black Scholes Option pricing - Binomial Pricing model (Including Problems).

UNIT- IV: SWAP MARKET:

UNIT- V: STOCK INDEX FUTURES:
Concept of Stock Index – Stock Index Futures - Stock Index Futures as a Portfolio Management Tool – Speculation and Stock Index Futures - Stock Index - Futures Trading in Indian Stock Market (Including Problems).

SUGGESTED READINGS:
1. Jayanth Rama Varma: Derivatives and Risk Management, TMH,
2. Mishra Financial Derivatives, Excel,
4. S.S.Kumar, Financial Derivatives, PHI,
5. David A. Dubofsky, Thoamas W Multer, TR: Derivatives Valuation and Risk Management, Oxford,
6. Don M. Chance, Robert Brooks: Derivatives and Risk Management Basics, Cengage,
OBJECTIVES: to understand the application of advanced corporate accounting practices in the fields of modern business and profession.

UNIT-I: HOLDING COMPANIES:
Definition – Provisions of Indian Accounting Standard 21 – Accounts – Consolidation – Preparation of Consolidated balance sheet – Minority interest – Pre-acquisition or capital profits - Cost control or Goodwill – Inter-company balances - Unrealized inter-company profits - Revaluation of assets and liabilities - Bonus shares - Treatment of dividend - More than one subsidiary inter-company holdings - Consolidation of profit and loss account (including problems).

UNIT-II: INVESTMENT ACCOUNTS & ACCOUNTING FOR PACKAGES & CONTAINERS:
Accounting for Packages and Containers: Need - Accounting treatment - Non returnable containers - Returnable Containers - Methods - Maintaining containers stock account or containers trading account - Containers suspense account or Reserve account (including problems).

UNIT-III: LEASE ACCOUNTING:

UNIT-IV: FOREIGN BRANCHES – PREPARATION OF CONSOLIDATED STATEMENTS:

UNIT-V: VALUATION OF INTANGIBLE ASSETS:

SUGGESTED READINGS:
FINANCIAL STATEMENT ANALYSIS

OBJECTIVES: to familiarize and acquaint the student with application of analysis of financial statements techniques.

UNIT-I: FINANCIAL STATEMENTS:

UNIT-II: INCOME STATEMENT:
Basic elements of the Income statement - Special Income statement items - Income taxes related to operations - Earnings per share - Retained earnings - Dividend and stock splits - Legality of distributions to stockholders - Comprehensive income - International consolidated income statement (IFRS) - Profitability: Profitability measures - Trends in profitability - Segment accounting - Interim reports - Revenue by major product lines (Theory only).

UNIT-III: BALANCE SHEET:

UNIT-IV: FINANCIAL STATEMENTS OF SPECIAL ORGANIZATIONS:
Banks: Income Statement, Balance sheet, Ratios for banks - Utility companies: Financial statements, Ratios for regulated utilities companies - Transport companies: Financial statements, Ratios for transportation - Insurance companies: Financial Statements, Personal financial statements - Accounting for Governments and Non-Profit organizations (Theory only).

UNIT-V: ANALYSIS TECHNIQUES:
SUGGESTED READINGS:
2. Lyn M. Fraser & Aileem Ormiston: “Understanding Financial Statements” PHI  
   Learning India Pvt. Ltd.  
   Methods and Applications” Cengage Learning India Pvt. Ltd.  
COST ANALYSIS AND TECHNIQUES

OBJECTIVE: to provide the skills and application of advanced cost accounting techniques for cost control and cost reduction.

UNIT-I: ACTIVITY BASED COSTING (ABC):

UNIT-II: COSTING OF SERVICE SECTOR:

UNIT-III: UNIFORM COSTING AND INTER-FIRM COMPARISON:

UNIT- IV: COST AUDIT, COST CONTROL AND COST REDUCTION:
Auditing Techniques: Vouching - Check Mark and Ticking - Test Checks - Audit Notes and Questionnaires.
Cost Control: Meaning - Techniques - Essentials for Success.

UNIT-V: COST REPORTING:
Meaning - General Principles [Basic Rules] - Reporting to Different Levels of Management - Forms of Reporting - Classification of Reports: According to Form, According to Contents, According to Frequency of Reporting - External Reports - Internal Reports - Review of Reports (Theory only).

SUGGESTED READINGS:
2. Iyengar S.P. "Cost Accounting -Principles & Practice", Sultan Chand & Sons;
7. Lall Nigam & Jain "Cost Accounting - Principles and Practice" Prentice-Hall of India Private limited;
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MERGERS AND ACQUISITIONS

OBJECTIVE: to gain the knowledge on M&As which are essentially mean to attain greater market share; acquire additional brands; cannibalize competing brands; realize improved infrastructure; create new synergies; capitalize on efficiencies and economies of scale or to globalize in the shortest span of time. The teachers are expected to demonstrate case study methodology.

UNIT-I: INTRODUCTION:

UNIT-II: CORPORATE VALUATION:

UNIT-III: LEGAL ASPECTS AND SEBI REGULATORY:

UNIT-IV: ACCOUNTING FOR MERGERS AND ACQUISITIONS:
Controversies and Dilemma in Accounting for M&A – Accounting for M&As – Features of Pooling Accounting – Criteria for Pooling of Interests – Incentives to Choose Pooling Over Purchase – Accounting Valuation of Goodwill – Accounting for M&A in India – IFRS-3 on International Accounting Standards for M&A – Main Features of the IFRS-3 – The Standards (IFRS-3) for Business Combination – Comparison between Indian GAAP and IFRS-3 (Including Problems).

UNIT-V: DEMERGER:

SUGGESTED READINGS:
MARKETING

SERVICES AND RETAIL MARKETING

OBJECTIVES: to acquaint the students the application of marketing principles in services and to have an overview of retail management concepts and fundamentals.

UNIT - I: SERVICES MARKETING:
Introduction to Services Marketing - Nature and definition of Services - Classification of services - Evolution of services as value contribution - Goods and services continuum - Contribution of services sector to the economy - Differences between services and goods - Marketing Research and Services - Consumer behavior - Handling of consumer misbehavior - Evaluation of service alternations.

UNIT - II: PRODUCT AND PRICING OF SERVICES:
Introduction to 8 P's of marketing mix - Product, Price, Place, Promotion, Physical evidence, People, Processes, Productivity - Segmenting, Targeting and positioning of services - Need and Importance of Segmenting, Targeting, Position (STP) - Problems of segmentation - Planning and creating of services - Identifying and classifying supplementary services - Product life cycle of services - Branding of services - New Service development - Pricing of services - Objectives - Approaches - Methods - Problems in pricing.

UNIT - III: DISTRIBUTION AND PROMOTION OF SERVICES:
Distribution in a services context - Service location decision - The type of contact - options for service delivery - Service delivery in cyberspace - Decisions about time and place of delivery modes of delivery - The role of intermediaries -. Distribution channels - Designing the communication mix for services - Objectives of communication - Challenges and opportunities.

UNIT - IV- RETAILING INTRODUCTION:
Retailing – Meaning - Significance of Retailing- Types of Retail formats - Traditional retail formats - Modern Retail formats - Retailing in India - Emergence of organized retailing in India - Retailing ethics career opportunities in retail.

UNIT - V: CONTEMPORARY ISSUES IN RETAILING:
Non store retailing- Electronic retailing – The emergence of World wide web – Advantages of e-tailing-franchising - Need and importance - Foreign Direct Investment in India – Information Technology in retailing - Rural retailing - Visual merchandising and store design - Mall management.

SUGGESTED READINGS:
1. Christopher Love lock, Jochen Wirtz & Jayanta Chatterjee: Services Marketing - Pearson
4. C. Bhattacharjee: Service Marketing, Excel Book
5. Kenneth E. Clow, David L. Kurtz: Service Marketing, Biztantra
6. Adrian Payne: Essence of Services Marketing, Adrian Payne, PHI
8. Levy & Weitz : Retailing Management, Tata Mcgraw Hill.
CONSUMER BEHAVIOUR AND MARKETING RESEARCH

PAPER CODE: COM 304 MKG
PPW: 5
EXAM DURATION: 3 HOURS
MAXIMUM MARKS: 80+20 IA

UNIT-I: INTRODUCTION TO CONSUMER BEHAVIOR:
Consumer behaviour - Consumer needs and motivation - Stages In Consumer decision making - Types of Consumer decision making - Consumers shopping styles and trends - Information search and consumers decision making - Information search and marketing strategies - Dimensions of information search - Impulse Buying of Consumer.

UNIT-II: MODELS OF CONSUMER BEHAVIOR:

UNIT-III: DETERMINANTS OF CONSUMER BEHAVIOUR:
Motivation: Abraham Maslow's need Herzberg's two factor theory - Sigmund Freud's Psychoanalytical model of Motivation.
Beliefs and Attitudes: Cognitive - Affective and Action oriented Attitude.
Consumer personality: Theories of personality.

UNIT-IV: INTRODUCTION TO MARKETING RESEARCH:
Meaning- Marketing Research - Need and importance - Marketing research and marketing Information systems - Marketing research process -Steps in marketing research - Forecasting and marketing research - Basic tools used in marketing research including Focus group method, Survey Methods - Measurement and scaling - Questionnaire Design.

UNIT-V: PLANNING THE RESEARCH PROJECT:

SUGGESTED READINGS:
1. Leon and Schiffman and Leslie Lazar Knuk: Consumer Behavior, Pearson
2. Blackwell: Consumer Behaviour, Thomson
4. Assael: Consumer Behaviour, 6e Thomson
5. Paul, Donald, Herald: Research for Marketing decisions, Prentice Hall (India)
6. Zikmund: Exploring Marketing Research, 8e, Thomson
OBJECTIVES: Course enable the students to learn Integrated planning coordination and control of all logistical business processes and to learn a few basic aspects of CRM

UNIT-I: INTRODUCTION TO SCM:
Meaning – Need – Origin - Elements of SCM - Future trends in SCM - Purchasing issues in SCM - Role of purchasing in an organization - Purchasing process - Sourcing decisions - Role of supply base - Supplier selection - Purchasing organization - Centralized Vs Decentralized - International purchasing/global sourcing.

UNIT-II: SUPPLIER RELATIONSHIP AND SOURCING STRATEGIES:
Developing successful partnership - Supplier evaluation & certification - Supplier Relationship Management software - Supplier management and alliance Development - Use of E-procurement system - Rewarding Supplier Performance - Bench marking sourcing practices - Third party SCM services.

UNIT-III: OPERATIONS AND DISTRIBUTION ISSUES IN SCM:
Demand forecasting and collaborative planning, forecasting and replenishment - Matching supply and demand forecasting techniques - Qualitative and Quantitative methods - Software solutions - Domestic and International transportation - Impact of transportation on SCM - Fundamentals of transportations - Warehousing - Transportation management - E-commerce & transportation.

UNIT-IV: INTRODUCTION TO CRM:

UNIT-V: CRM IN MARKETING
CRM marketing initiation - Cross-selling and up selling - Behavior prediction - Customer life time value - Call centre and customer care measurement - Analytical CRM - The Concepts of Data Warehouse - Data mining - Click stream analysis - Personalization - Operational CRM.

SUGGESTED READINGS:
1. Principles of SCM: Wisner Thomson,
2. Introduction of SCM: Bozarth Y Hand Field.
3. CRM Hand Book: Jylldyche, Pearson Education.
4. CRM: Judith W Kincaid, Pearson Education.
UNIT- I: INTRODUCTION TO INTERNATIONAL MARKETING:
Definition - Developing a global awareness – Concepts (Domestic Market, Extension Concept, Multi-domestic Market Concept, and Global Marketing Concept) - Driving forces (Market needs, Technology cost, Quality, Communication and Transportation, Leverage) - Restraining forces (Market differences, History, Myopia, Organizational culture, National controls/ Barriers to entry) - Domestic marketing Vs. International marketing.

UNIT-IT: INTERNATIONAL MARKETING ENVIRONMENT:
Cultural Environment: Culture and its characteristics - Elements of culture - Cultural Knowledge - Cultural Values.

UNIT-III: INTERNATIONAL MARKETING SEGMENTATION, TARGETING AND FOREIGN MARKET ENTRY STRATEGIES:

UNIT-IV: INTERNATIONAL MARKETING MIX: PRODUCT AND PRICING DECISIONS:
Pricing Decisions: Approaches to international Pricing (Full cost vs. Variable cost pricing, skimming and Penetration pricing) - Dumping - Types of dumping (Sporadic, Predatory, Persistent and Reverse dumping) - Price distortion – Inflation - Transfer Pricing - Administered Pricing (Cartels, Government influenced pricing) - Counter-trade.

UNIT- V: INTERNATIONAL MARKETING MIX: DISTRIBUTION & PROMOTION DECISIONS:

Distribution Decisions: Channel Constraints - Channel Terminology - Distribution Patterns - General Patterns (Middlemen services, Line Breadth, Cost and Margins, Channel length, Non-existence channels, blocked channels, stocking, Power and competition - Retail Patterns (Size Patterns, Direct Marketing) - World Wide Web (Special issues, Promotion) - Alternative middlemen choices (Home country middlemen, Foreign country middlemen, Government affiliated middlemen) - Determinants of Channel types (Legal regulations, Product image, Product characteristics, Middlemen loyalty and conflict, Local customs, Power and Coercion, Control) - Channel structure (Consumer Products, Industrial Products).


SUGGESTED READINGS:

1. Czinkota : International Marketing, Thomson;
2. Sak Onkvisit and John J. Shaw: International Marketing: Analysis & Strategy, PHI;
5. Philip R. Cateora and John L.Graham: International Marketing, TMH;
OBJECTIVE: to acquaint the students with the theoretical and practical aspects of direct taxes including wealth taxes and to make them use computer packages for tax calculations.

UNIT-I: INTRODUCTION TO DIRECT TAXES:

UNIT-II: ASSESSMENT OF INDIVIDUALS:
Clubbing of Income - Set off and carry forward of losses - Permissible Deductions from Gross Total Income - Computation of Total Income and Tax Liability (Students should be given computed income under five heads for calculation of tax liability) (Theory and Problems).

UNIT-III: HINDU UNDIVIDED FAMILIES:
Schools of Hindu Law - Residential Status of HUF - Partition of HUF - Impartible Estate - Income not to be treated as family income - Assessment of HUF (Theory and Problems).

UNIT-IV: ASSESSMENT PROCEDURES:
Filing of Different Types of Returns of Income - Types of Assessment - Deduction and collection of Tax at source - Advance Tax - Recovery of Tax - Modes of Recovery and Refund Appeals and Revision - Penalties and Prosecutions (Theory only).

UNIT-V: WEALTH TAX:
Definitions – Assessee - Assessment Year – Assets - Net Wealth - Valuation Date - Rates of Tax - Persons liable for Tax - Charge of Wealth Tax - Deemed Assets - Assets exempt from Wealth Tax (Theory and Problems).

SUGGESTED READINGS:
1. Vinod K. Singhania: Taxman’s Direct Tax Laws
2. Bhagawati Prasad: Direct Tax Laws and Practice
4. Manmohan: Direct Taxes with Tax Planning aspects
5. Girish Ahuja and Dr. Ravi Gupta: Direct Tax Law and Practice and Tax Planning.
INDIRECT TAXES

OBJECTIVE: to acquaint the students with the basics and latest developments in the areas of Indirect taxes.

UNIT-I: INTRODUCTION TO INDIRECT TAXES AND CENTRAL EXCISE:
Introduction to Indirect taxes: Features - Types of Indirect taxes - Differences - Merits and demerits - Constitutional provisions relating to Indirect taxes.

UNIT-II: GENERAL PROVISIONS UNDER CENTRAL EXCISE ACT:
Registration – Valuation - Removal of goods - CENVAT: Meaning, Salient features - Definition of input and capital goods, input service - Determination of transaction value: Classification, Importance, Rules and guidelines to determine correct classification - Assessment procedure for manufactured and unmanufactured goods (simple case studies) (Theory only)

UNIT-III: CUSTOMS ACT:
Meaning of Customs - Organisation and operational authorities of Customs Act - Classification for Customs - Types of Customs duties - Exemptions - Determination of value of imported goods for purpose of calculating countervailing duty (Section 12) - Essential conditions for determination of value (Section 14) (Theory only)

UNIT-IV: ANDHRA PRADESH VALUE ADDED TAX & CENTRAL SALES TAX ACT:
APVAT: Important terms and definitions - Registration - Assessment procedure - Appeals - Revision - Recovery and refund of tax.
CST Act: Introduction - Objectives - Principles determining in the course of interstate sale - Outside a state - Import and export - Determination of turnover - Rates of tax (common aspects of APVAT and CST) (including problems).

UNIT-V: SERVICE TAX:
Significance of service sector and rationale for service tax - Meaning and growth of services - Charging of service tax – Negative list - Taxable service - Taxable event - Person who has to pay service tax - Service provider and service receiver - Registration - Records - Payment of tax - Service tax credit - Assessment of some services: telephone, stockbrokers, advertising agencies, courier, insurance, customhouse agents, company secretary and other professionals. (when a new services is added, must be covered) (Theory and simple problems).

SUGGESTED READINGS:
1. V. S. Datey: Indirect Taxes, Taxmann Publishers
3. Service Tax: Taxmann Publications
4. AP Valued Added Tax Ordinance & Rules: Issued by Commissioners Taxes
BUSINESS AND CORPORATE TAXATION

PAPER CODE: COM 403 TAX

EXAM DURATION: 3HRS.

PPW: 5

MAX. MARKS: 80+20IA

OBJECTIVE: to acquaint the student with the Theoretical and Practical aspects of Assessing Partnership Firms, Companies, Co-operatives and Trusts.

UNIT-I: ASSESSMENT OF PARTNERSHIP FIRMS:
Meaning of Partnership Firm - Conditions for Assessment as a firm U/S 184 and 185 - Treatment of interest and remuneration paid to partners U/S 40(b) - Computation of Total Income - Assessment of Partners of Firm - Change in constitution of Firm Succession of one firm by another firm - Assessment of dissolved or discontinued firm (Theory and Problems).

UNIT-II: ASSESSMENT OF PARTNERSHIP FIRMS ASSESSED AS AOP:
Partnership Firm Assessed as Association of Persons (AFAOP) - Computation of Total Income - Allocation of PFAOP's - Total Income - Treatment of share of income received by partners of PFAOP (Theory and Problems).

UNIT-III: ASSESSMENT OF COMPANIES-I:
Meaning of Company - Types of Companies - Computation Procedure - Taxable income - Deductions - Tax Liability - MAT - Carry Forward and set off of losses - Tax on Distributed Profits - Tax on income distributed to Unit holders - Tax on income receipt from venture capital companies and funds (Theory only).

UNIT-IV: ASSESSMENT OF COMPANIES – II & OTHER TAXES:

UNIT-V: ASSESSMENT OF CO-OPERATIVES AND TRUSTS:

SUGGESTED READINGS:

2. Bhagawati Prasad: Direct Tax Laws and Practice
5. Mannohan: Direct Taxes with Tax Planning aspects
INTERNATIONAL TAXATION

OBJECTIVES: Course emphasizes on tax treaties and tax laws of various countries and analyses importance of the same.

UNIT-I: AN OVERVIEW OF INTERNATIONAL TAXATION:
International Taxation - Definition - Conflicts - Double Taxation - Double Tax treaties - Domestic Tax system - Anti avoidance measures - International Tax Planning - International Tax Law - Definition - International Tax Principles and tax treaties.

UNIT-II: TAX TREATIES:

UNIT-III: IMPACT OF DOMESTIC TAX SYSTEMS:
Resident Vs Non Resident - Tax residence - Full Vs Limited taxation - Residence of Individuals, Companies and other entities - Domicile under common law.
Treatment of tax losses: Revenue, Capital, Foreign branch losses - Group taxation (Categories only) - Passive income: Dividend, Interest, Royalty, Capital gains.
Foreign tax relief - Expense deduction - Exemption method - Foreign tax credit - Direct, Indirect tax sparing credit limitations - Excess foreign tax credit (Country examples such as India, Asia Pacific Countries, United States of America, UK, Japan, Singapore, Australia, Mauritius).

UNIT-IV: TAX LAWS OF VARIOUS COUNTRIES:
Salient features of tax laws: Asia Pacific Countries - United States of America - UK - Japan - Singapore - Australia - Mauritius.

UNIT-V: TRANSFER PRICING:
International transactions - Associated enterprises - Arms length price - Computation of arms length price - Transfer pricing under Domestic Tax Law and under tax treaties - Authorities of advance rulings - Deduction of Tax at Source U/S 195 & DTAA.

SUGGESTED BOOKS:
3. Direct Taxes - Law & Practice: Vinod K. Singania & Kapil Singania, Taxmann;
4. The Law and Practice of Tax Treaties: An Indian Perspective - Nilesh Modi, Rajesh Kadakia, Wolters Kluwer India Pvt. Ltd.;
5. CCH India Master Tax Guide, PWC;
7. Commentary to OECD Model Tax Convention and UN Model Convention;
8. CA Course Material.
OBJECTIVE: to provide the knowledge of international business and acquaint students with latest development in international business

UNIT-I: INTERNATIONAL TRADE THEORIES:

UNIT-II: REGIONAL INTEGRATION:
Levels of Economic Integration - Free trade area - Customs union - Common nearest - Economic union - Arguments surrounding economic integration - Trade Creation and trade Diversion - Economies of Scale - Price - Factor Productivity - Regionalism us Nationalism - European integration - EU - NAFTA - SAARC - ASEAN - Other economic alliances - Pros and Cons of integration.

UNIT-III: WORLD TRADE ORGANIZATION AND GATS:
Free Trade Vs. Protection - Forms of trade regulation - Restrictions of imports - Tariffs - Quotas - Non tariff barriers - Dumping - Trade barriers - Restrictions of exports - Export promotion - Import promotion - Investment Promotion home and host country perfections.

UNIT-IV: MANAGEMENT OF EXCHANGE RATE RISK AND INTEREST RATE RISK:

UNIT-V: BALANCE OF PAYMENTS:
Structure of Balance of Payments – Current account and capital account transaction – Official reserves account – Equilibrium – Disequilibrium and adjustment – Different approaches to BoP adjustment – Recent trends in India is BOP.

SUGGESTED READINGS:
2. International Business: Michel R. czinrotx, Ilkka A. Ronkainen and Michel H. Mobbelt, South - Western Changage Learning;
4. International Trade-Selected readings: Bhagwati J, CUP-Massachusetts;
5. International Business Environment: Sundaram and Black, Prentice Hall
6. International Business: Francis cherunilam;
7. International Business: Charles Hill;
10. IB-Competing in the Global Market Place: Irwin, MC Graw Hill.
INTERNATIONAL BUSINESS ENVIRONMENT

OBJECTIVE: to provide the knowledge of international business environment and strategic management of international business environment.

UNIT-I: INTRODUCTION TO INTERNATIONAL BUSINESS (IB):

UNIT-II: INTERNATIONAL BUSINESS ENVIRONMENT:

UNIT-III: MANAGEMENT OF INTERNATIONAL BUSINESS OPERATIONS:
Location for production – Options – Factors influencing location decision – Management of inventory methods – Sourcing of inputs – Modes of Procurement – International Logistics – Transportation issues – Services – Barriers to international Services – Major services – Off shoring of corporate services – Factors influencing – India’s status with reference to all the above aspects.

UNIT-IV: STRATEGIC MANAGEMENT OF INTERNATIONAL BUSINESS:
Strategies - Different approaches to strategy formulation-porter-pro and Hamel-Yip-levels of strategy formulation: Corporate, Business, Department levels - Strategic Planning Process – Centralized Vs. Recentralized Planning – Organizational structures – Process of control – features of an effective control system.

UNIT-V: GLOBAL TECHNOLOGY MANAGEMENT:
Technology and IB Meaning – Technology as a strategic asset - Technological strategy – Development – Acquisition – Audit - Problems of Technology management - Production of technology - IT in IS.

SUGGESTED READINGS:
3. International Business-Text and Casses: D.Suffa Ra, Himalaya Publications;
4. Internaitonal Business Environemnt: Sundaram and Black, Prentice Hall;
5. International Business: Francis Cherunika;
6. International Business: Charles Hill;
7. Communicating Globally, Inter cultural communication and IB: Wallace Schmidt, Saya publications;
8. Cross Cultural Management-Essential Concepts: David Thomas, Saya publications;
9. IB, Competing in the Global Market Place: Irwin, MC Graw Hill.
M.COM (CBCS)                      FACULTY OF COMMERCE, OU

INSURANCE

PRINCIPLES AND PRACTICE OF LIFE AND HEALTH INSURANCE

PAPER: COM 303 INS
PPW: 5
OBJECTIVE: to acquaint the student about the changing scenario in Life & Health Insurance.

UNIT-I: RISK MANAGEMENT:

UNIT-II: LIFE INSURANCE – INTRODUCTION:

UNIT-III: LIFE INSURANCE CONTRACTS:

UNIT-IV: HEALTH INSURANCE:

UNIT-V: INSURANCE COMPANY OPERATIONS:
SUGGESTED READINGS:
2. Course material and books published by ‘Insurance Institute of India, Mumbai’
4. Treischmann: Risk Management & Insurance, Thomson
OBJECTIVE: to acquaint the student with the techniques of General Insurance.

UNIT-I: RISK, RISK MANAGEMENT AND INSURANCE:
Risk, Uncertainty, Peril and Hazard, definition of Risk of Loss, Classifications of Risks, Growth Number of Risk, Increasing Severity of Losses.

UNIT-II: LEGAL PRINCIPLES IN INSURANCE:

UNIT-III: PROPERTY LOSS EXPOSURES AND GENERAL INSURANCE COVERAGES:
General Insurance Policies - Types of Coverage.

UNIT-IV: AUTOMOBILE INSURANCE:
Act only Cover, Third Party Property Damage and Bodily Injury Cover, Liability Exposures, Types of Liability Damages, Criminal and Civil Law.
Torts, Law of Negligence, Defence Against Negligence Claims, Types of Liability Exposures, Professional Liability Insurance.

UNIT-V: RATE-MAKING IN GENERAL INSURANCE:
Claims Procedures, Surveying and Loss adjusting, Agents and Brokers, Insurance Laws and Insurance Regulation in India, General Insurance Industry In India , Public Sector Players, Private Sector Players, Channels of Distribution Of Insurance, relative Merits and Drawbacks of Different Channels, changes in the Distribution System in India, Co-insurance and Reinsurance, Essential Principles of Reinsurance, Reinsurance in India.

SUGGESTED READINGS:
3. Luthardt: Property and Liability Insurance Principles, Insurance Institute of America,
4. Stulz: Risk Management management & Derivatives, 2e, Thomson
UNIT-I:

UNIT-II:

UNIT-III:
Mean - Variance Analysis - Computation of Mean and Variance - Variance as a measure of risk - Discrete Term - Structure models - Modeling stochastic term structure - Interest - Sensitive cash flows - Valuation of Interest - Sensitive cash flows.

UNIT-IV:
Mortality tables - Probabilities of Survival and Death - Computation of mortality rates - Preparation of mortality tables - Mortality tables for insurance and for annuities - Valuation of Life Insurance Risks and Principles underlying - Determination of Life Reserves: Meaning, Methods of calculation of Life Reserve: Terminal, initial and mean reserves - Acturial Analysis of pension plans.

UNIT-V:
Measuring the effectiveness of Risk Management - Products with basic risk - Credit risk metrics.

SUGGESTED READINGS:
2. Babbel, David F. and Graig B.Merrill, Valuation of Interest, Sensitive Financial Instruments, Society of Actuaries, Maringale.
3. Whatsham: Futures & Options in Risk Management, Thomson
6. Course material and books published by "Insurance Institute of India", Mumbai.
RETIREMENT PLANNING

UNIT-I:
Historical background to employees benefits in India - Employees State Insurance (ESI) and its schemes - Provident funds and its schemes - Superannuation and gratuity schemes.

UNIT-II:
Group Insurance schemes - Segments of group insurance market - Origin and development of group schemes - Characteristics of groups - Group underwriting - Rate making and experience rating adjustment.

UNIT-III:
Gratuity and Super annuity Schemes - Different ways of arranging schemes - Funded schemes and unfounded schemes - Trustee administered and insured schemes - Methods of costing past service benefit and future service benefits - Annual premium and single premium - Method of costing - Definite funding and indefinite funding and controlled funding - Methods - Cash accumulation system of securing gratuity and pension benefits - Determination of contribution - Rates under gratuity and benefit purchase superannuation schemes.

UNIT-IV:
Legal aspects and taxation treatment of retirement provisions under provident, gratuity and superannuation funds - Documentaion of trust deeds and Rules.

UNIT-V:
Date processing and group schemes.

SUGGESTED READINGS:

1. Leaflets prepared by the LIC of India.
2. LIC Publications Act.