PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for M.Com. (E. Commerce) for the examinations of 2010-2011

Note: 1. Examination in each subject will be 3 hours.
2. Maximum marks for external/Written examination is 50 marks and Internal assessment is 50 marks.
3. Use of non-programmable calculators by the students in Examination Hall is allowed. The calculators will not be provided by the University.

INSTRUCTIONS TO THE PAPER SETTERS:

IF THERE ARE TWO UNITS: Set 10 questions in all. Five questions from each unit. The students are required to answer five questions in all selecting at least 2 questions from each unit.

IF THERE ARE THREE UNITS: Set 10 questions in all. Three or Four questions from each unit. The students are required to answer five questions in all selecting at least one question and not more than two from each unit.

IF THERE ARE FOUR UNITS: Set 10 questions in all. Two or Three question from each unit. The students are required to answer five questions in all selecting at least one question from each unit.

IF THERE ARE FIVE UNITS: Set 10 questions in all. Two questions from each unit. The students are required to attempt five questions in all selecting one question from each unit.

SCHEME OF EXAMINATIONS

First Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec. 101</td>
<td>Advanced Business Economics</td>
<td>100</td>
</tr>
<tr>
<td>Mec. 102</td>
<td>Marketing Management and Internet</td>
<td>100</td>
</tr>
<tr>
<td>Mec. 103</td>
<td>Business Environment</td>
<td>100</td>
</tr>
<tr>
<td>Mec. 104</td>
<td>E-Commerce-Foundations</td>
<td>100</td>
</tr>
<tr>
<td>Mec. 105</td>
<td>Financial Management &amp; Policy</td>
<td>100</td>
</tr>
<tr>
<td>Mec. 106</td>
<td>Seminars on Business Research Methodology</td>
<td>50</td>
</tr>
<tr>
<td>Mec. 107</td>
<td>Seminar on Executive Communication</td>
<td>50</td>
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TOTAL 600

Second Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>201</td>
<td>Advance Business Statistics</td>
<td>100</td>
</tr>
<tr>
<td>202</td>
<td>Production Management</td>
<td>100</td>
</tr>
<tr>
<td>203</td>
<td>Business application of E-commerce</td>
<td>100</td>
</tr>
<tr>
<td>204</td>
<td>Cyber Marketing and Finance</td>
<td>100</td>
</tr>
<tr>
<td>205</td>
<td>Seminar on Accounting theory</td>
<td>50</td>
</tr>
<tr>
<td>206</td>
<td>Workshop on E-Banking</td>
<td>50</td>
</tr>
<tr>
<td>207</td>
<td>Training report and Viva-Voce</td>
<td>100</td>
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</tbody>
</table>

TOTAL 600
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec.208.1</td>
<td>Bank Management</td>
<td>100</td>
</tr>
<tr>
<td>Mec.208.2</td>
<td>Insurance Management</td>
<td>100</td>
</tr>
<tr>
<td>Mec-208.3</td>
<td>Management of trade in the Changing Environment</td>
<td>100</td>
</tr>
<tr>
<td>Mec-209.4</td>
<td>Hospitality Management</td>
<td>100</td>
</tr>
<tr>
<td>Mec-209.5</td>
<td>Entrepreneurial Development</td>
<td>100</td>
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</tbody>
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**Third Semester**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec-301</td>
<td>Legal framework of Business in India</td>
<td>100</td>
</tr>
<tr>
<td>Mec-302</td>
<td>Legal and Regulatory Environment of E-Commerce</td>
<td>100</td>
</tr>
<tr>
<td>Mec-303</td>
<td>Organizational Behavior and Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td>Mec-304</td>
<td>Workshop on Website Management</td>
<td>50</td>
</tr>
<tr>
<td>Mec-305</td>
<td>Seminar on Money and Capital Markets</td>
<td>50</td>
</tr>
</tbody>
</table>

Electives (any one of the following groups, two papers each)

**Group A-** Banking and Finance

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Mec.306.1</td>
<td>1a. Merchant banking and financial markets</td>
<td>100</td>
</tr>
<tr>
<td>Mec 306.2</td>
<td>1a. Security analysis and portfolio management</td>
<td>100</td>
</tr>
</tbody>
</table>

**Group B-** Insurance

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec.306.1</td>
<td>1b. Legal Framework of Insurance</td>
<td>100</td>
</tr>
<tr>
<td>Mec.306.2</td>
<td>2b. Innovative Insurance Products</td>
<td>100</td>
</tr>
</tbody>
</table>

**Group C-** Management of select Services (Tourism and Hotel)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Mec.306.1</td>
<td>1c. Tourism Management</td>
<td>100</td>
</tr>
<tr>
<td>Mec.306.2</td>
<td>2c. Hotel Management</td>
<td>100</td>
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**Group D-** Management of Trade

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec.306.1</td>
<td>1d Retail Management</td>
<td>100</td>
</tr>
<tr>
<td>Mec.306.2</td>
<td>2d. Logistics</td>
<td>100</td>
</tr>
</tbody>
</table>

**Group E-** Accounting

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec.306.1</td>
<td>1e. Financial Disclosures and Corporate Governance</td>
<td>100</td>
</tr>
<tr>
<td>Mec.306.2</td>
<td>2e. security Analysis and Portfolio Management</td>
<td>100</td>
</tr>
</tbody>
</table>

**Group F-** Entrepreneurial Development and small Business

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mec.306.1</td>
<td>1f. Management of small Business</td>
<td>100</td>
</tr>
<tr>
<td>Mec.306.2</td>
<td>2f. Industrial Structure and Organizational Policy</td>
<td>100</td>
</tr>
</tbody>
</table>

**Total**

600
Fourth Semester
Mec. 401. E-Commerce Strategy and Management 100
Mec. 402. Workshop on Applied Costing and Computers Application in Costing 50
Mec. 403. Seminar on Security and Privacy Issues in E-Commerce 50

Electives (the students have to continue with the groups which they opted in the third semester. Each group consists of four papers)

Group A- Banking and Finance
Mec.404. 1a. Multinational Banking 100
Mec.404 2a. Financial engineering and Risk Management 100
Mec.404. 3a. Management of Financial Services 100
Mec.404. 4a International Financial Management 100

Group B-Insurance
Mec.404. 1b. Marketing of Insurance 100
Mec.404. 2b. Management of life Insurance 100
Mec.404. 3b. Management of Fire, General and Marine Insurance 100
Mec.404. 4b. Management of Rural Insurance 100

Group C-Management of select services (Tourism and Hotel)
Mec.404. 2c. Environmental Tourism and Cultural Industry 100
Mec.404. 3c. Tourism Industry in India 100
Mec.404 4c Marketing and Sales Promotion Tourism Industry 100

Group D- Management of Trade
Mec.404 1c. Legal frame work of Tourism and Hotel Management 100
Mec.404 1d. International Marketing 100
Mec.404 2d. workshop on export Documentation & Procedure 100
Mec.404 3d. Management of Channels of Distribution 100
Mec.404 4d. Advertising and sales Management 100

Group E- Accounting
Mec.404 1e. International Accounting 100
Mec.404 2e. International Financial Management 100
Mec.404 3e. Strategic Cost Management 100
Mec.404 4e. Financial engineering and Risk Management 100

Group F-Entrepreneurial Development and Small Business
Mec.404 1f. small Business Environment in India 100
Mec.404 2f. Corporate Planning 100
Mec.404 3 f. Entrepreneurial Development and New Enterprise Management 100
Mec.404 4f. Industrial Structure and Organizational Policy-2 100
Mec.405 Comprehensive Viva-Voce (1 to 4 Semester) 700
Mec:101 Advanced Business Economics

**Objective:** Decision making in any business organization is a complex process. The objective of this course is to equip the students with basic knowledge of the concepts and tools of economics analysis as relevant for business decision-making.

**UNIT-I**

**UNIT-II**

**Reference:**
W.Duncan reckle and Jonathan N. Crook Managerial Economics
A Koutsoyiannis Modern Micro-Economics
Joel dean Managerial Economics
Edger K. Browning Jaqcleme M. Browing Micro Economic Theory and Applications
Mote. Paul, Gupta Managerial Economics
D.C. Hague Managerial Economics
R.L.Varshney & K.L. Maheshwari Managerial Economics
H.L. Ahuha Advanced Economics Theory
Edward Shapiro Macro Economics
Mec: 102 Marketing Management and the Internet

Objective:- Of all the functional areas of business, it is marketing that has been influenced the most by the Internet. The objective of this course is to help the students understand the conceptual framework of marketing management and the impact made on it by the Internet.

UNIT-I

Introduction to Marketing an management –Concept, role, environment Introduction to Internet marketing-origin, growth, prospects, terminology, technology. Understanding, buyer behaviour in consumer marketing. The demographic, psychographic and behavioural profile of the Internet users. B to C scenario. Understanding consumer behaviour in organizational marketing. The B to B scenario. Concept of segmenting, targeting and positioning, Application of these concepts in Internet marketing.

UNIT-II

Product decision including selection of products for the Internet business and Internet marketing. Branding decisions including E-brands. Pricing decision. Impact of the Internet on pricing decisions. Models of revenue for Internet business. Marketing Communication. Advertising management and the impact of the Internet on it. Promotion on the web including search engine submission, banner advertising, news groups chat rooms, direct e-mail. Comparison of the capabilities and the limitations of the web as a tool of marketing with those of older broadcast media. Elements of good web site design.

UNIT-III

References:
Harson ward Principles of Internet Marketing
Hofacker Charles Internet marketing 3rd edition John Wiley & sons
Mac.103 Business Environment

Objective: Judicious decision making in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at orienting the students with all the external environmental forces which affect the decision making process of an organization.

UNIT-I

Concept of business environment; its significance and nature, interaction matrix of different environment factors. Process of environmental scanning. Environmental scanning of important industries of India viz. Tractors Pharmaceutical Industry, food Processing, Electronics, Fertilisers, steel, soft drinks, and TV.

UNIT-II

Economic environment; the philosophy, strategy and planning in India, monetary policy and their impact on Indian business, Industrial policy foreign trade policy and their impact on Indian business. Political environment, relation between business and government of India. Constitutional provisions related to business, concept of state intervention in business, ideology of different political parties, bureaucracy and Indian Business. Technological environment. Policy for research and development in India, appropriate technology, Debate of Technology versus labour, MNC as a source of transfer to technology and its implication.

UNIT-III

Changing role of rural sector in India rural income and rural demand of consumer durable.

UNIT-IV
International environment MNC, foreign collaborations and Indian business, NRI and corporate sector, World bank, IMF and India, WTO-its impact on Indian business environment
Foreign trade policy-past and present Impact of decontrol of imports on Indian Business Devaluation of Indian rupee and Indian business policy framework for attracting foreign investment in India.
Reference:
F.Cherulinum Business environment
A.Adhikari Economic Environment of business
V.K.Puri & S.K. Misra Indian Economy
K. Aswathappa Essentials of Business Environment
M.Adhikary Business Economics

Mec: 104 E-Commerce Foundations

Objective-The objective of this course is enabling the students gain knowledge about the basic components of E-Commerce.

UNIT-I

Internet Concepts and Technologies: Concept and Evolution of Internet, Web technologies, structure of Internet, major players in the Internet restructure, ISPs and last mile access providers, Internet access devices and their advantages.

UNIT-II
UNIT-III

**Security issues in e-commerce**: Security Risks of e-commerce, exposure of resources, types of threats, sources of threats, security tools, digital identity and electronic signature, encryption and concept of public an private key infrastructure, risk-management approach e-commerce security, towards a national security policy for e-commerce.

UNIT-IV

Regulatory and Legal Framework of E-commerce: Cyberlaws, aims and salient provisions, cyber-laws in India and their limitations taxation issues in e-commerce.

**Multi-Media and E-Commerce**: Concept and Role of multimedia, multi-media technologies, Digital Video and digitization of product and customer communication. Desk top video conferencing and marketing.

References:
5. Young Margaret Levine: The Complete Reference to Internet, Tata MCGrall Hill, New Delhi.
Objective
1. Establish a framework for corporate financial decisions.
2. Understand major decisions, objective function of the firm and major tools available to fact the decision making process to achieve objective function of firm.

COURSE CONTENTS

UNIT-I
Corporate Finance function-Concept, scope, objective and its relationship with other functional areas.
Financial Analysis and Management- Ratio analysis, Cash Flow statement, EVA.

Financial and Profit Planning-Proforma income statement and balance sheet and cash flow forecasting.

Present value-Time value of money as basis of financial decision making, mathematics of finance.

Risk and return- Concept of risk, relationship between expected portfolio return and risk models for risk and return,- Capital Market Line, CAPM.

UNIT-II
Investment Decision Making- Estimating free cash flows, cost of capital, decisions rules, budgeting rules to projects when facing capital rationing constraints.

Project choice under risk and uncertainty-Sensitivity and scenario analysis, discounted break-even analysis, decision tree, Monte-Carlo Simulation and project choice in a CAPM framework.

Organising and Following up on Investment Analysis- Major determinant of project success, common errors in investment analysis and framework of following up on investment analysis.

UNIT-III
Capital Structural Planning-Operating and financial leverage, capital structure theories and value of firm, capital structure planning and policy, cost of capital.

Dividend Policy- Dividend theories, determinants of dividend policy, share buyback, retention of profits.
UNIT-IV

**Working capital Estimation of management**- Operating cycle concept, managing cash and cash equivalents, managing inventory, managing accounts receivables, managing payables.

**Working Capital Financing**- Trade credit, bank finance, commercial paper, factoring, money market instruments.

UNIT-V


**Innovative Financial Instruments**- Hybrid securities namely convertible and non convertible debentures, deep discount bonds, warrants.

Capital Market Efficiency and Indian Capital Markets

**Recommended Readings:**


UNIT-IV


Working Capital Financing-Trade credit, bank finance, commercial paper, factoring money market instruments.

UNIT-V


Innovative Financial Instruments-Hybrid securities namely convertible and non-convertible debentures, deep discount bonds, warrants.

Capital Market Efficiency and Indian Capital markets

Recommended Readings:


Mec-106 Seminars on Business Research Methodology

UNIT-I
Introduction to research in business
Types of research in business
Choosing the problem for Research
General phases and principles of Research procedures

UNIT-II
Formulating hypotheses
Use of Bibliographical Data in Research
Filed observation
Designing Questionnaires and Schedules

UNIT-III
The Interview
Review of Sampling Methods, sampling design
Analysis of research data
Scaling Techniques

References:
Digby Business research mythology
Pauline V. Young Scientific Social Surveys and Research
M.H. Gopal An introduction to Research procedure In Social Sciences
Goode and Hatt Method in Social Research
Kathari C.R. Research Methodology-Methods and Techniques
Rao K.V. Research Methodology-in Commerce and Management

Mec: 107 Seminars on Executive Communication

Objective: The course aims at developing the communication skills of students with special Reference to case analysis.
Executive communication perspective, principles of business communication-written and oral types and techniques of business letters, report writing and written analysis of cases.

References
Robert C. Shelter & J. Peter Williamson Written communication in Business
Mc Nair The Case Method of Harvard Business School
William C. Himstreer & Wayen M. Batty Business Communication Principles and Methods
C. C. Parkhurst English for Business

Second Semester

Mec-201 Advance Business Statistics

Objective - The objective of this course is to make the participants learn the application of statistical tools and techniques for decision making.

UNIT-I

UNIT-II
Statistical Decision Theory Sampling and Sampling Distributions. Hypotheses Testing: Large and small sample tests (Z test, T test and F test) Non Parametric Test. Chi Square, Run test. Sign test and Median Test Regression Analysis and Correlation Analysis. (Two variables only)

References:
1. Goxlen Cowden & Bolch Practical Business Statistics
2. Holl & Jasson Business Statistics for Business & Economics
3. Stockton & Clark Introduction to Business & Economic Statistics
4. Sydney & Siegel Non parametric statistics
5. MP Gupta & SP Gupta Business Statistics
6. R. I Larriv & D. S. Rubber Statistics for management
7. S. P. Gupta Statistical Methods
**Mec.202 Production Management**

Objective of the course is to acquaint the students with various tools and techniques of purchasing and inventory control and other quantitative techniques. So as to prepare them to shoulder responsibilities as a production manager.

**UNIT-I**

Introduction to inventory control, static inventory problem under risk dynamic model under risk, policy coordinated, replacement with discount. Introduction to purchasing, functions of purchasing, procedure of purchasing, selection of sources of supply, negotiation with suppliers.

**UNIT-II**


References:

1. Gopalkrishnan & Sandilya  
   Purchasing Strategies Inventory Management

2. E.A.Silver & R. Peterson  
   Decision system for inventory  
   Management & Production Planning.

3. Star & D.W.Miller  
   Inventory control theory & Practice

4. J.H.Westing Fine & Kenz  
   Purchasing Management

5. Monk  
   Operations Management

6. Buffa E.S.  
   Modern Production Management.
Business Applications of E-Commerce.

Objective-The Objective of this course is to orient the students about various applications of E-Commerce in business decisions.

UNIT-I


UNIT-II

Business to Consumer E-Commerce: Cataloging, Order Planning and Order Generation, Cost Estimation and Pricing, Order Receipt and accounting, Order-selection and Prioritisation, order scheduling, order fulfilling and delivery, order billing and payment management, Post sales Services.

Web-site Design: Web sites as marketplaces, Role of web site in B2C e-commerce, website strategies, Web site design principles, Push and Pull technologies alternative methods of customer communication such as email. BBS. etc E-mail etiquette and email security.

UNIT-III


UNIT-IV


References


Mec. 204 Cyber Marketing and Finance

Objective- The course aims at acquainting the students about the uses of internet in the fields of marketing and finance.

Unit-1

Unit II
Intranets and corporate finance; Financial Systems-Financial intranets-Software modules in Financial information System- Transaction Accounting- Inventory Accounting payment Management- Treasury and cash Management. Online share brokerage. Internet banking.

Suggested Readings:
Mec. 205 Seminar on Accounting Theory

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

UNIT-1

UNIT- II
Nature of ownership equities: the propitiatory theory, the entity theory, the residual theory, the enterprise theory and the fund theory.

UNIT-III
Financial reporting issues: Disclosure in financial reporting
-Quantitative and non quantitative information
-Information structure of corporate reports in India.

References:
1. E.S. Hedriksen Accounting Theory
2. Glautier and Underdown Accounting Theory and Practice
3. Kenneth S. Mest Accounting Theory
4. Gokul Sinha Accounting Theory
5. L.S. Porwal Accounting Theory

Mec.207 Workshop on E-Banking

Objective- The course aims to appraise the students of various developments in the field of information technology affecting the banking activity. The Course would expose the students to the different concepts and practices of E-Banking.

UNIT-I
The impact of internet on banking
Electronic payment technologies Electronic fund transfer
Electronic payment mechanism.
Internet Bill presentation and payment.
Credit cards and debit cards.
Wireless credit cards, smart cards.

UNIT-II
Digital Signature.
Online credit cards processing,
Impacts and effects of digital money.
Cyber cash service.
Authorizenet service.
Merchant accounts and payment gateway package
Worldpay multi-currency payments.
Online bill payment portal

References:
2. V.K. Jain and Hemlata; Electronic and Mobile commerce, Cyber-Tech Publication, New Delhi.
5. Schneider, Gary P Electronic Commerce, Course Technology, Delhi.

Mec:207 Training Report & Viva voce
Mec.208 1 Bank Management

Objective- the course aims at developing the understanding of the application of practice of management to banking and provide a framework to analyze practices.

UNIT-I
Structure of money and capital market: Economic growth and capital formation. Role of Financial institutions in capital formation.

UNIT-II

UNIT-III
Earnings of commercial banks. Evaluation of branch performance: clearing house management, personnel policies and problems, community relations, functions, structure, operations. Lending policies and practices of cooperative banks and RR banks.

UNIT-IV
Bank marketing and customer services; Management of funds, environment scanning, perspective technological advances and bank organizations. Management science application in banks. Innovative banking.
Branch development policy, growth, geographical imbalances, problems in branch expansion and management. Advances to priority sector, role of commercial bank as agencies of change, area and project approach to bank lending, present position and problems faced by banks, rural service center and village adoption scheme.

References:
1. P.A. Elliot  The Bank Managers handbook
2. Kenneth Toft  Practice Bank Management
3. Singh & Bhattacharya (ed.)  Banking towards 21st century
4. Uppal, chawla & Malhotra  Banking towards 21st century
5. Tripathi & Uppal  Role of Banking & New Economic Program
6. Upadhyaya  Management of Commercial Banks of India

**Mec: 208.2 Insurance Management**

**Objective:** Help them the applications of these concepts in various business activities. Insurance as a field of study has both economic as well social significance. The Objective of this course is to familiarize the students with the important concepts of insurance and to.

**UNIT-I**

**UNIT-II**

**UNIT-III**
Practice of fire, marine and miscellaneous insurance. General insurance in India-organisation and monument of General Insurance corporation of India.

**UNIT-IV**
Insurance and investment: Insurance and capital markets in India. Insurance and taxation.

**UNIT-V**
References:
3. O. S. Gupta    Life Insurance.
5. N.C.E.A.R.    Attitude Towards Insurance Cover
6. S. P. Sharma    Organisation of Indian Insurance

MEC.208.3 Management of trade in the Changing Environment
Objective - The environment for trade has witnessed a sea change over the past few years. This course aims at equipping the students with the conceptual framework of conducting the business in the changed environment.

UNIT-I
Domestic and international trade; trade and economic development. Domestic Trade. The traditional channels of trade trading and the I.T. revolution. Customer orientation, Customer relationship Marketing (CRM) Legal aspects relating to domestic trade.

UNIT-II

References.
1. Varshney and B. B. Bhattacharya    International Marketing
   Suitsan Chand & Sons
2. Philip Kotler    Marketing Management, Prentice Hall of India

Mec.208.4 Hospitality management
Objective: The basic objective of this course is to acquaint students with the working of hospitality industry.

UNIT-I
UNIT-II

Definition of tourism and need for tourism-The birth, growth and development of tourism, Factors influencing growth of tourism-Tourism culture and economic development-Tourism and employment-Tourism and related developments such as social, political, educational etc; Tourism marketing concepts and importance- Marketing Functions in Tourism-Tourism marketing mix; Tourism pricing-Method of pricing-Tourism promotion Advertising costs-steps in planning an advertising campaign-Tourism publicity.

Suggested Readings

1. Anand, MM Tourism and Hotel Management in India, Prentice Hall Delhi, 1976
Mec.208. 5 Entrepreneurial Development

Objective: The course aims at acquainting the students with the nature, significance and various programmes in entrepreneurial development with special reference to India economy.

UNIT-I
Entrepreneurship: Need scope and philosophy.
- Creativity and Entrepreneurship
- Entrepreneurial competencies and traits
- Factors affecting entrepreneurial development-religious, social cultural, political, ancestral and demographic.
- Entrepreneurship: A function of innovation
- Entrepreneurship The achievement motive in economic growth.
- Entrepreneurship: Theory of social change.
- Entrepreneurship: Family structure, migration and the enterprise entrepreneurship.

UNIT-II
- Intraprenuring and Entrepreneurship
- Barriers entrepreneurship
- Intrapreneur grid
- Becoming an Intrapreneur.
- Phases in intrapreneurship
- Major approaches to corporate entrepreneurship.
- Entrepreneurship competencies-meaning and evaluation.
- Characteristics of being entrepreneur
- Community and entrepreneurship
- Social determinants of entrepreneurial growth
- Functions of an entrepreneur.
- Classification of entrepreneurs.

References:
3. Developing new Entrepreneurs-Entrepreneurship Development Institute.
M.Com (E-Commerce)

Third Semester
Mec.301 Legal Framework of Business in India 100
Mec.302 Legal and Regulatory Environment of E-commerce 100
Mec.303 Organisational Behaviour an Human Resource Management 100
Mec.304 Workshop on Website Management 50
Mec.305 Seminar on Money and Capital Markets 50
Electives (any one of the following groups, two papers each)

Group A- Banking and Finance
Mec. 306. 1a Merchant banking and financial markets 100
Mec.306.2a.security analysis and portfolio management 100

Group B-Insurance
Mec.306.1b.Legal Framework of Insurance 100
Mec.306.2b. Innovative Insurance Products 100

Group C- Hospitality Management
Mec.306 1c. Tourism Management 100
Mec.306.2c.Hotel Management 100

Group D-Management of Trade
Mec.306.1d. Retail Management 100
Mec. 306.2d.Logistics 100

Group E-Accounting
Mec.306.1e.Financial Disclosures and Corporate Governance 100
Mec.306.2e. Security Analysis and Portfolio Management 100

Group F-Entrepreneurial Development and Small Business
Mec.306.1f Management of small Business 100
Mec.306.2f.Industrial structure and Organisational Policy 100

Total 600

Mec.301.Legal Framework of Business in India

UNIT-I
Corporate personality, features of company, registration and incorporation, memorandum of association, articles of association, prospectus, shares, shareholders and members.

UNIT-II
Management of companies, directors., their appointment, duties, liabilities and powers. Meetings of a company. Borrowing power of the company, changes and their registration, Prevention of oppression and mismanagement, winding up of a company; compulsory winding up and voluntary winding up.

UNIT-III
Objective of foreign exchange management act, provisions of FEMA dealing with regulation and management of foreign exchange, economic offences and penalties. Objectives of SEBI, provisions of SEBI act dealing with takeover and substantial acquisition of shares, buyback of shares and investor protection.
UNIT-IV


BOOK RECOMMENDED:
- Avtar Singh: Company law

Mec.302 LEGAL AND REGULATORY ENVIRONMENT OF E-COMMERCE

OBJECTIVE: To develop the understanding of students relating to issues like jurisdiction, taxation, crimes, copyrights, consumer issues, contracts etc. In Web-based business environment.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

BOOK RECOMMENDED:
1. Vivek Sood  
   Cyber Laws Simplified-TMH (2001)
2. Vakul Sharma  
3. Sundeep Oberol  
   e Security and you-TMH (2001)
4. Greenstein & Feinman  
5. Adam Nabll R. (Editor)  
6. Diwan, Prag and Sharma  
Mec 303: ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

OBJECTIVE:
In the working of any organisation, four major resources play a part. The human resources is the only resource which is the most dynamic and hence the most difficult to manage. This course is oriented to give an insight to the students, of the foundation of Individual and group working in any organisation.

UNIT-I
Introduction to organizational behaviour:
Introduction to Individuals-(Causation of Human Behaviour, Personality, Perception, Attitudes
Group Processes-(Group and Inter group Behaviour)

UNIT-II
Leadership (Nature, Style and approaches), Motivation and Morale.
Organizational Dynamics: Organizational Communication, Organizational Change, Conflict Management, Organizational Effectiveness.

UNIT-III
Nature, scope & significance of HRM: Objectives and Function of HRM.
HRM and its environment: Role of Government and other Internal & external Forces affecting HRM.
Relevance of HRM, HRM Policies & Principles.
Genesis, growth of HRM in India.
- Organisation of Human resource Department
- Status and strategic role of HR professional as a strategic partner.
ACQUIRING HUMAN RESOURCES:
- Job Analysis and job description
- Human Resource planning.
- Recruitment, testing, selection process and its Effectiveness.
- Interviewing

UNIT-IV
DEVELOPING HUMAN RESOURCES:
- Induction
- Training policies, programmes & techniques
- Management Development programmes & evaluating their effectiveness.
PERFORMANCE MANAGEMENT & CAREER PLANNING:
- Performance and potential appraisal concept, purposes & methods of performance appraisal:
  Traditional and Modern
- MBO: process, benefits and limitations
Motivation of employees:
  Employee involvement: Managing stress
Quality of work life: Meaning, measuring QWL.
Issues in QWL & strategies/or improving QWL
COMPENSATION MANAGEMENT
  Job evaluation: concepts, techniques, problems of job evaluation.
  Nature & role of financial incentives.
Employee benefits and services: nature & significance.
REFERENCES
1. Stephan P. Robbins : Organizational Behaviour
2. Kleth Davis : Human Behaviour at Work: TMH,
3. Hersey and Blanchard : Management of Organisational Behaviour
4. UMA Sekaran : Organisational Behaviour, Text and Cases, TMH
11. Amital Urwick : Modern Organizations
15. J.L. Rastogi : Organizational Behaviour

Mec.304 Workshop on Website Management

Objective A: This course aims at familiarising the students with environment for web-site management.

UNIT-1
Website design, 7-C Framework, Context, Content, Community, Customization, Communication, Connection, Commerce, Requirements of Intelligent Website, Website goals and objectives, Web development tools.

UNIT-II
Website publishing, Web browsers, Search engineers, Testing and maintaining website, Website registration and web hoisting, Generating traffic to website, Web advertising, Monitoring web activity, Website costs.

REFERENCES:

Mec.305 Seminar on Money and Capital Markets
The course aims at an analytical study of the composition of nature and functioning of the money and capital markets.

UNIT-I
Function of moey and capital markets-money market organizations, economic forces at work in money and capital markets; the money market-compositions; Institution and operations of sub-markets. The capital markets, compositions, Institutions and operations.

UNIT-II
Central banks and the money markets-a study of the Federal Reserve system, Bank of England and Reserve Bank of India vis-a vis their role in regulating the operations of money market and their monetary policy, the State and the Financial markets: the dynamics of money and capital markets. Financial Instruments, Merchant banking.
-BOOKS RECOMMENDED:
1. R.I. Robinson   Money and Capital Market
2. J.S.G. Wilson   Monetary Policy and Development of Money Market
3. Norman Macaro   The London Capital market
4. S.L.N. Simha   The Capital Market of India
5. Nadeer and Nadeer International Money Markets

**Mec.306 1a. MERCAHNT BANKING AND FINANCIAL MARKETS**

**OBJECTIVE:** The objective of the course to familiarize the participants with the operations of merchant banks and significance of various components of Indian financial markets in the efficient utilization of resources.

**UNIT-I**

**Merchant bank:** nature and scope, regulation of merchant banking, specialization service of merchant banks. Issue management, underwriting, and portfolio management. Loan syndication, project preparation and appraisal.

**UNIT-II**


**REFERENCES**
1. Merchant Banking By H.R. Machiraju
3. Management of Financial Services by M.Y. Khan

**Mec.306 2a and Mec.306.2e SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Objective:** The objective of this course is to develop a conceptual framework for the study of security analysis and portfolio management.

**UNIT-I**


**UNIT-II**


**UNIT-III**


**UNIT-IV**

**Managed Portfolio and Performance Measurement:** Classification. Advantages of Managed

References:

1. Fredric Amlng Investments-An introduction to Analysis and Management
5. V.K. Bhalla : Investment Management. S. Chand and Company Limited

Mec306. 1b Legal Framework of Insurance

Objective: The objective of this course is to acquaint the participants with the legal provisions governing insurance business in different areas.

UNIT 1


UNIT-II


UNIT-III


UNIT-IV

# REFERENCES

2. IC 41  
3. M.J. Methew : Insurance  
5. Julia Holyake : Insurance  
7. Jornal  
   * Chartered Secretary  
   * Udyug Yug  
   * Mgt. Accountant  
   * Yojna
Mec 306 2b Innovative Insurance Product

**Objective:** The objective of this course is to acquaint the participant with the different types of insurance products and encourage them to familiarize with the process of products development in insurance business.

**UNIT-I**


**UNIT-II**


**UNIT-III**


**UNIT-IV**

Engineering Policy, Biolesan Pressure Plant Insurance, travel Policy, Electronic equipment policies, Jewelry Bioc Insurance, Gun Insurance, shop Keeper Insurance, Pedal cycle Insurance. Research Education and training of Innovative Products.

**REFERENCES**

2. : IC 41
3. M.J. Methew : Insurance
5. Julia Holyake : Insurance
7. Journal :
   * Chartered secretary
   * Udyug yug
   * Mgt. Accountant
   * Yojna
Mec 306.I C TOURISM MANAGEMENT

UNIT-I
Tourism recreation and leisure: definition, meaning and differentiation. Meaning of tourist, traveler, visitor, transient and excursionists. Travel and tourism history, inter/trans disciplinary approach to tourism. Tourism models.

UNIT-II
Tourism product. Special elements and difference from other consumer products,. Concept of resource/attraction, Product/ Destination and Market.

UNIT-III
Types and forms of tourism. Concept of sustainable/alternate/mass and new tourism (importance), future tourism scenario (Projections, trends, changes and forms.).Demand and supply in tourism; travel motivations, factors affecting demand and supply factors inhibiting growth of tourism.

UNIT-IV
Tourism organizations: WTO,PATA,IATA,IATO,ICAO, and UFTAA. Approaches to tourism development (System/Integrated/Community).

REFERENCES:
- Tourism dimensions S.P. Tiwari
- Development of tourism in India Lajipathi Rai
- Tourism management in India Chopra
- Dynamic of modern tourism Ratan deep singh
- Tourism management Bljendra Punia
- Dynamics of modern tourism Pushpinder Gill
- Tourism Dimensions in India Chopra

MEC. 306 2C HOTEL MANAGEMENT

UNIT-I
Classification, registration and gradation of hotel, motels and resorts-concept; Requirement and procedure in Indian context.
Functional department of a hotel: front office, catering, housekeeping, accounts, marketing, personnel, maintenance, safety and security.

UNIT-II
Range of services extended by an International hotel essential and allied.
Organizational infrastructure of hotels, models and resorts.
Manpower requirement in hotel sector, training facilities available in India.

UNIT-III
Role and input in multinationals in hoteliering sector; leading multinationals and public sector hotel chains in India.
Public and private enterprise management in India with reference to hotels-case of ITDC, Oberoi and Welcome group.

UNIT-IV
Fiscal and non-fiscal incentives offered to hotel industry in India; overall policy perspective; ethical and regulatory aspects. International hotel regulations. Elements of hotel marketing, professionalisation of hotel marketing. Hotel project planning- conceptual framework.

REFERENCES
Tourism and travel concepts and principles
Dynamics of tourism
Manuals on Hotels operations
Marketing of travel and tourism
Regional development, tourism hotels and travel trade
Tourism dimensions
Tourism development in India
Principles of grading, classifications of restaurants,
Resorts and hotels
Jagmohan Nagi
R.N.Kaul
Sudhir Andrews
Victor Middleton
S.P.Tiwari
Leela Shelly
Jagmohan Nagi

Mec.306.1d RETAIL MANAGEMENT
Objective: The objective of the course is to acquaint the students with the emerging developments in the field of retail management.

UNIT-I
Introduction to the Retail Management: The functions of retailing, retail formats, Successful retailing. The contest of retail business planning.
Structural change in the Retail environment: Changes in the retail management in India, Socio-demographic change, Technology and economic, Socio-economic changes, impact on the Retail Industry.

UNIT-II
The fundamentals of merchandising: product, Merchandising strategies, Planning, Sourcing, Arranging and displays, Space management.
Locating the store in the retail environment, developing a location strategy, Evaluating the trading area, Locating: a practical guide for all retailers, researching the proposed trading area-defining the catchments area.

UNIT-III
Retail marketing: operations, store design and layout: producing the right format, The store and its image, The external store; and its image, The external store; structure as part of image, internal store, display, Visual merchandising and atmospherics.
Managing retail services: creating quality retail services, Characteristics of retail services, managing the service selling and service counter.
Services retailing: creating tangibility, from service provider to service retailer, developing and promoting the service, managing the stores, delivering the service.

UNIT-IV


References:
1. Levy and Weitz Retailing Management (Tata Mc Graw Hill)
2. Gilbert David, Retail Marketing Management
3. Lucas Gorge K. Retailing
4. John Fernie & Leigh sparkes Logistics And Retail Management

Mec.306. 2d LOGISTICS
Objective: This course will deal with the corporate physical distribution activities, as an Integrated system. Elements of Logistics Management and some new concepts will be considered.

UNIT-1

UNIT-2
Principles of transport Function, Modes of Transport, Modal characteristics and selection, Carrier characteristics and selection, Transportation costing, transportation Rates and Pricing, Transportation Documentation and Carrier Liability, intermodal transport.

UNIT-3
Role of Inventory Mgt., Inventory Costs, Inventory Control, EOQ under conditions of Certainty and Uncertainty, JIT and Quick Response Logistics.
Role of Warehousing, Types of warehouses, Utility of Company Warehouse v/s Public Warehouse, Basic considerations for location and Location Strategy.

UNIT- 4
Reverse Logistics, Organizing for integrated Logistics, Role of Information and IT in Logistics, Global integrated Logistics.

References:


Mec. 306. 1e FINANCIAL DISCLOSURES CORPORATE GOVERNANCE

OBJECTIVE: The objective of this course is to highlight the need and importance of Corporate Governance in the era of globalization to match the high standards of transparency level and efficiency and effectiveness of corporate sector.

UNIT-I

UNIT II
Corporate Governance and Financial performance, Quality of financial disclosures, reporting and transparency, Harmonisation of Accounting Standards. Audit Committee. Blue Ribbon Committee on improving the effectiveness of corporate audit.

UNIT III
Corporate Governance- a global perspective, committees on Corporate Governance; Cadbury Committee on financial aspects of Corporate Governance, Green Bury Committee on Directors Remuneration, OECD Principles of Corporate Governance, CACH Guidelines of Principles for Corporate Governance and Global Corporate Governance Forum, Hampel Committee Report.

UNIT IV

BOOKS RECOMMENDED
1. N. Gopalsamy : Corporate Governance: The new paradigm
2. Surendar Kumar :Corporate Governance: A Question of ethics
3. N. Balasubramanian : Corporate Boards and Governance
5. CII Desirable Corporate Governance: A code

JOURNALS
Harvard Business Review
Journal of General Management
Mec. 306. 1f, MANAGEMENT OF SMALL BUSINESS

Objective: The course aims at acquainting the students with the nature, significance and problems of small business with special reference to India.

UNIT-I

-Small Business: Concept and definition.
-Nature and characteristics.
-Relationship between small and large business
-Scope and types of small business.
-Rationale and objectives of small business.
-Role of small business in modern Indian economy.
-Organizational structure and ownership pattern of small scale business.
-Growth of small business in India.
-Small entrepreneur in International business.
-Problems of small business
Industrial sickness in S.S.I. – Causes, consequences and remedial measures.

UNIT-II

-Establishing small scale enterprises.
-Scanning of opportunities, Choice of enterprise.
-Market assessment for S.S.E. – How question of opportunities identification
-Choice of Technology and selection of site - How question of Market entry financing the new and small enterprise.
-Preparation of the Business Plan
-Operating the small scale enterprises
-Financial Management issue in S.S.E.
-Operation Management issue in S.S.E.
-Marketing Management issues in S.S.E.
-Organizational Relation in S.S.E.
-Performance appraisal and growth strategies.
-Management Performance Assessment and Control
-Strategies for stabilization and growth.

Managing family enterprises Viability of Family Business; Family Management Practices.

References:
1. Petrol : Small Business Management
2. D. Anderson : Small industry in developing countries

Mec. 306 2f INDUSTRIAL STRUCTURE ORGANISATION AND POLICY

Objective: The basic objective of this course is to expose the students to various fundamentals of industrial economies.
Industrial Economies: Definition, Nature and Scope

Basic Concept: Firm, Industry, Market structure, market power, passive and active behaviour of the firm.
- Conceptual framework for the study of industrial economics
- Organisation form and alternatives motives of the firm
- Industrial efficiency and technical efficiency.
- Optimum size of the firm
- Industrial structure and economic development
- Organisation of firms: Ownership control and objectives.

UNIT-II

- Market structure: sellers and buyers concentration
- Product differentiation, entry condition and economics of scale.
- Market structure and profitability
- Market Structure, innovation and inventories
- Size and growth of the firm. Life cycle hypotheses merger, diversification and acquisition
- Demand, financial and managerial constraints of growth.
- Market Conduct: Financial, pricing and advertising
- Market Performance: Allocative and productive efficiency, distributive effect, technological progress, excess capacity
- Pricing in practice
- Economics of advertising the firm and its objectives. Changing dimensions of the organisation philosophies.

References:

2. Kuchhal S.C. - Industrial Economy of India
3. Bains J.S. - Industrial Organisation
4. George K.D. - Industrial Organisation
M.Com. E-Commerce Fourth semester

Mec. 401 E-Commerce Strategy and Management 100
Mec 402 Workshop on Applied Costing and Computers Application 50
In Costing
Mec. 403 Seminar on Security and Privacy Issues in E-Commerce 50

Electives (the students have to take one of the groups which they opted in the third semester. Each group consist of four papers)

Group A - Banking and Finance

Mec. 404 1a. Multinational Banking 100
Mec.404.2a Financial Engineering and Risk/Management 100
Mec.404.3a Management of Financial Services 100
Mec. 404.4a International Financial Management 100

Group B - Insurance

Mec. 404 1b. Marketing Insurance 100
Mec.404.2b Management of life Insurance 100
Mec.404.3b Management of Fire, General and Marine Insurance 100
Mec. 404.4b Management of Rural Insurance 100

Group C- Hospitality Management

Mec. 404 1c. Legal Framework of Tourism and Hotel Management 100
Mec.404.2c Environmental Tourism and Cultural Interactions 100
Mec.404.3c Tourism Industry in India 100
Mec. 404.4c Marketing and Sales Promotion Tourism Industry 100

Group D- Management of Trade

Mec. 404 1d. International Marketing 100
Mec.404.2d Workshop on Export Documentation & Procedure 100
Mec.404.3d Management of Channels of Distribution 100
Mec. 404.4d Advertising and Sales Management 100

Group E- Accounting

Mec. 404 1e. International Accounting 100
Mec.404.2e International Financial Management 100
Mec.404.3e Strategic Cost Management 100
Mec. 404.4e Financial Engineering and Risk Management 100
Mec. 401. E-Commerce Strategy and Management

Objective: Objective of this course is to orient the students towards Strategic Management in the specific context of e-Commerce Environment.

UNIT -1

Introduction to corporate strategy. An overview of formulation and implementation of strategy, Mission Corporate Resources and Core Competencies, Mckensey 7-S framework, SWOT Analysis.

UNIT -2

Strategic planning for e-commerce, Competitive Intelligence, Strategy Implementation and Evaluation Project and Strategy Assessment.

E-Commerce Strategies for Retailers and Manufactures.

UNIT- 3

Opportunities ;and Challenges in e-enabling an established business, Marketing Strategies for e-commerce, Advertisement strategies, Branding Strategies, Promotion and Communication Strategies. E-Commerce Resourse Planning. Outsourcing

UNIT -4

Sektting up and E- venture, Major issues, developing the business plan, Choice of Technology: Build, Buy or Rent, Financing an e-venture.

References:
1. Business Ponicy- Azhar Kazmi –TMH
8. E-shock: the new rules-Kare Silver-Patgrave-2001
10. E-Brands-Phil carpenter-HBS Press 2000

Mec.402 Workshop on Applied Costing and Computers Application in Costing
Objective- The objective of the course is to expose the students to the design establishment and evaluation
of computer based cost information system.
Course Contents:
Cost Information system-an overview
Role of computers in cost accounting-what cost accountants should know about computer systems?
Use of spreadsheet for computer based information system for cost decision making
Strategic and project planning for computer based cost information systems
Design implementation and evaluating of cost information system, with special reference to service
Industry
-banking, transport, hospitals, hotels and electricity

REFERENCES:
1. Encyclopedia of cost accounting systems , (vol 1,2,3,)
2. Cost Accounting, a Managerial Emphasis by Charles T. Horengren
3. Cot Management by Hillon, Maher and Seita

Mec: 403 Seminar on Security and Privacy issues in E-Commerce
Objective: The objective of this course is to expose the students to the security and privacy issues in E-
Commerce.

UNIT-I
Types of Security Threats of crimes, Hacking, Viruses.
Risks for Insecure Systems. Security Risks to Customers, Security risks to Selling Agents, Intranet
Associated Security Risks.
Data Interception. Data confidentiality
Privacy issues, cookies, spamming, Ethical issues.

UNIT-II

References:
2. E-Security and you-Sundeep Oberoi-TMH (2001)
Objective: The objective of this course is to expose the students to the operations and working of multinational bank.

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Risk and Credit Analysis, management of Foreign Exchange Risk, Current Banking Practice in the Analysis and Control of Foreign Portfolio Risk; A modern Portfolio Theory Oriented Approach to Assessment of the Riskiness of Bank’s foreign Claims. Loans to Governments and Sovereign Risk.

References:
1. International Banking Principles and Practice, edited by Emmanuel N. Roussakis
2. International Banking and Fiancé, Frances A. Less
4. Global Financial Markets, By Ian H.Giddy
5. Money Banking and Financial Markets, by Baye and Jansen

Mec 404. 2a and Mec.404. 4e Financial engineering and Risk Management

Objective: This course aims at enabling the students to understand and analyze financial problems and developing their skills for the solutions of these problems with the help of innovative financial processes instruments and strategies.

UNIT-I

Introduction to financial engineering factors contributing to the growth of financial engineering-Knowledge base and skills required for financial engineering.

UNIT-II


UNIT-III

Physical tools of the financial manager, product development, futures, forwards, swaps and options, Debt market innovations, Equity and Equity related instruments.
UNIT-IV
Financial Engineering processes and strategies, asset liability management, hedging and related risk management techniques, corporate restructuring, leveraged buyouts, tax driven deals, takeovers, synthetic instruments.

UNIT-V
Future directions in financial engineering. Effect of globalization and technology on financial engineering. Legal aspects of innovative financial products.

References:
3. Terry J. Watsham, Thomson: Futures and Options in Risk-Management,

Mec 404.3a MANAGEMENT OF FINANCIAL SERVICES
Objective: the course aims at acquainting the students with the developments in the areas of financial services and developing their skills to manage financial services.

UNIT-I
Financial Services; Nature & Types, Regulatory environment of Financial services, Marketing of Financial Services; Leasing; Introduction Growth & Types, Leasing and hire –purchase, Leasing as a tax planning instrument, Recent developments relating to leasing industry in India; underwriting: Concept, SEBI regulations, recent developments.

UNIT-II
Merchant Banking: Role, Services provided by merchant banks, Structure of Merchant Banking in India, SEBI regulations, recent developments; Mutual Funds: Meaning, Types, Measuring return of Mutual Funds, SEBI guidelines, Performance of Mutual Funds in India, Current developments.

UNIT-III
Housing Finance: Introduction, Growth and Types, NHB & other housing finance institutions. Prudential norms for housing finance companies, Securitisation of housing loans; Consumer Finance: Introduction, Growth and Types, regulation and Prospects of consumer finance in India, Consumer Credit Cards.

UNIT-IV
Credit Rating: Meaning, Significance, types, SEBI regulations for Credit Rating Agencies, Venture Capital, Characteristics, SEBI guidelines, Venture Capital funds in India; Factoring: characteristics and Forms, factoring in India, Forfeiting.

REFERENCES:
1. Management of Financial Services by M.Y. Khan
2. Merchant Banking and Financial Services by L.K. Bansal

Mec 404. 4a and 404 2e International Financial Management objective: To print the students with various tools, techniques and processes of international financial management.
UNIT-I
1. International Financial Management: An Overview
2. Objectives of International firm and impact of risk
3. Financial function in multinational Corporation
4. Impact of international tax on international financial Management

UNIT-II
1. Foreign Exchange Market
2. Foreign exchange risk and exposure
3. Strategies for exposure management and techniques of foreign exchange rate projection.

UNIT-III
1. International Working capital management
2. Investments of international, money market
3. Euro currency and other important international money market
4. International banking and payment settlement mechanism.

UNIT-IV
1. International financial Instruments and markets.
2. Country risk analysis
3. Cost of capital and capital structure of multinational corporation
4. International investment management
5. International mergers, acquisitions and divestitures.

References:
2. Maurice D Levi : International Finance
3. V.K. Bhalla : International Financial Management
5. Allen Shapiro : Multinational Financial Management
6. Fredorick D.S. Choi : International Accounting and finance

Mec 404.1b Marketing of Insurance
Objective: The objective of this course is to expose the students to the technicalities in the marketing if insurance services.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

REFERENCES:
2. IC 4 1
3. Ravishankar : Marketing of Services
4. M.J. Methew : Insurance
5. George E. Rejda : Principles Risk Mgt.& Insurance
7. Anand Ganguly : * Chartered Secretary
   *Udyug Yug
   *Mgt. Accountant
   *Yojna

MEC: 404. 2b Management of Life Insurance

OBJECTIVES: The objective of this course is orient is the students towards different aspects of life Insurance.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV
Application of IT in Life Insurance Provision of IRDA 1999 with special to management of Life Insurance.

REFERENCES:

2. : IC 4 1
3. : IC 90
4. M.J. Methew : Insurance
5. George E. Rejda : Principles Risk Mgt.& Insurance
6. Julia Holyake : Insurance
8. Journal : * Chartered Secretary
   *Udyug Yug
   *Mgt. Accountant
   *Yojna

MEC: 404.3b Management of Fire, General and Marine Insurance

OBJECTIVES: The Objective of this course is to expose the students towards different aspects of management of fire, general and marine insurance.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

REFERENCES:

2. : IC 4 1
3. : IC 11
4. M.J. Methew : Insurance
OBJECTIVES: The objective of this course is to expose the students towards different aspects of management of rural insurance.

UNIT-I

Meaning of Rural, Rural Consumer, Definition of Rural Insurance:
• Rural Environment
• Rural Demand
• Problems and Prospects in the Rural Insurance Marketing
• Legal Provisions of Rural Insurance

UNIT-II

Rural Insurance Marketing Mix:
• Product Development
• Price Decisions
• Distribution and
• Promotion

UNIT-III

• Rural Insurance Marketing Strategies
• Role of International Players in Rural Insurance
• Rural Insurance Policies
• Rural Insurance Business

UNIT-IV

• The IRDA Act 1999
• Rural insurance Management and Society
• Rural Insurance’s Future

REFERENCES:
2. : IC 4 1
3. T.P. Gopalaswami : Rural Marketing
4. M.J. Methew : Insurance
5. George E. Rejda : Principles Risk Mgt.& Insurance
6. Julia Holyake : Insurance
8. Journal : * Chartered Secretary
*Udyug Yug
*Mgt. Accountant
*Yojna
MEC: 404. lc. Legal Framework of Tourism and Hotel Management

OBJECTIVES: The objective of this course is to expose the students towards provisions of different Laws affecting tourism and hotel management.

UNIT-I
Laws relating to accommodation, travel agencies and tour operation sector. Laws and regulations relating to and railways. Laws relating to surface transport. DGCA formalities for business and recreational flying in India.

UNIT-II
Special permits to restricted areas for foreign tourists in India, restricted areas in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild areas and their procedure.

UNIT-III
Laws designed for adventure tours, special permits for rafting, paragliding, heliskiing and angling. Peak booking formalities, Rules for mountain expeditions. Cancellation of permits and bookings.

UNIT-IV

REFERENCES:
1. Tourism Guidelines published by GOVT of India, Ministry of Tourism
2. Tourism Guidelines issued by Department of Truism for hotel and restaurant operation.

MEC: 404.2C. Environmental Tourism and Cultural interactions

OBJECTIVES: The objective of this course is to expose the students to the environmental and cultural factors affecting tourism business.

UNIT-1

UNIT-2

UNIT-3
Quality recreating and environmental compatibility, impact evaluation techniques, assessment of socio-cultural impact of tourism, concept of tourism carrying capacity (bio-physical-socio-cultural) relevance and implications of carrying capacity concept.

UNIT-4
Tourism impact on economics environment with special reference to developing economics, concept of economic and employment multiplier.

UNIT-5
State of India’s environment – major problems. Issues and gray areas. Tourism as a savior of environment (o.r.f. mountain, desert, forest, beach and island ecosystems)

REFERENCES:

MEC: 404.3C. Tourism Industry in India

OBJECTIVES: The objective of this course is to expose the students to the position of tourism industry in India.

UNIT-1

UNIT-2
Glimpses of the prominent architectural styles that flourished over the ages in India. Museums, Assets and unique features of National Museums. Performing arts of India; classical dances, folk dances with special tourist appeal, various Indian classical instruments, fair and festivals – social, religious and commercial fairs of tourist significance. Organizing promotional events like – snake boat race, white water festival, Kite festival and winter carnival (GOA), etc.

UNIT-3
Handicrafts of India- important handicrafts objects and centers, crafts mela, souvenir industry. Created tourist attractions-academic, scientific and industrial.

UNIT-4

UNIT-5

REFERENCES:
1. Tourist Resources of India - Ram Acharya
2. Tourist Resources of India – Ratandeep Singh
3. Tourist Resources of India – Jagmohan Negi

MEC: 404.4C. Marketing and Sales Promotion Tourism Industry

OBJECTIVES: The objective of this course is to expose the students towards the principles and practices of marketing and sales promotion in tourism industry.
UNIT-I
Concept of marketing approaches to marketing, traditional vis-à-vis modern. Components of marketing mix. Sovereignty of consumer. Difference between product marketing and service marketing. Nature, classification and characteristics of services and their marketing implications.

UNIT-II
Concept of product in tourism and special issues related to marketing of tourism products. Principal-middleman relationship in tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to tourism promotional techniques.

UNIT-III

UNIT-IV
Communication mix in tourism and travel marketing. Public relations, significant PR; methods and techniques of PR; role of various promotional units, organizations and their specific strategies in promoting international tourism in India. Role and contribution of MNCs.

UNIT-V
Advertising decisions; meaning and advertising process. Role of advertising in Tourism, Advertising Objectives and budgets. Copy formulation and advertising appeals and their execution. Media selection and measurement of advertising effectiveness. Personal selling meaning and its role in tourism promotion.

REFERENCES:
1. Tourism Marketing by S.M. Jha
2. Marketing Management by Phillip Kotler
3. Dynamics of Tourism by Rattan Deep Singh

MEC: 404.1D. International Marketing
OBJECTIVES: The objective of the course is to acquaint the students with the entire range of concepts, fundamentals and practicalities of International Marketing with particular emphasis on export marketing.

UNIT-I

UNIT-II
International Economic Environment-Regional Economic Cooperation World Trade Trends Tariffs and non-tariff restrictions.

UNIT-III
The selection of export markets, planning of export marketing strategy – product, pricing, promotion and distribution channels. Preparation of Export Marketing Plan.

UNIT-IV
Indian export and import policy, Export promotions organizations. Export Incentives. The procedures and practices in the context of processing of an export order – producing for export Quality Control.
Export finance, Shipment and procedures thereof: Export documents: processing of an export order.

REFERENCES:
1. Miracle and Albaum: International Marketing Management
2. John Fayerweather: Management of International Operations
3. Martin T. Sliiper: Accessing Export Potential
4. R. Vernon: Manager in the International Economy
5. G.S. Lall: Finance of Foreign Trade and Foreign Exchange
7. Rathore B.S.: Export Marketing
8. S.C. Jain: Export Procedures and Documents

MEC: 404.2D. Workshop on Export Documentation & Procedure

OBJECTIVES: The course aims at providing an understanding of Foreign Exchange, Export Financing, export-import procedures etc. The main emphasis is laid on developing a systematic approach to handle foreign trade transaction and the procedures involved therein.

UNIT-I
Pre-shipment and post-shipment finance; Pre-shipment credit: meaning, procedure and documents required; post-shipment credit negotiations of export bills under L/C, bills purchases/discounts; role of ECGC in export financing; EXIM bank: its role functions.

UNIT-II
Theories and practice of foreign rate determination; fixed and floating exchange rate; processing of an export order; procedures and documents related to quality control; export contracts; marine insurance; customs and port clearance; exchange arithmetic; FEMA.

REFERENCES:
1. Paras Ram, Export: What, Where and How
2. S.C. Jain, Export Procedures and Documents
3. Import Export Policy 2002-07
4. Central Excise Rules and Duty Drawback Rules
5. Indian Marine Insurance Act
6. Nabhi Exchange control manual

MEC: 404.3D. Management of Channels of Distribution

OBJECTIVES: The objective of this course is to acquaint the students with the fundamentals of channel.

UNIT-I
Marketing channels; various participants of marketing channels; retailing and wholesaling; channel design and planning; channel development and management; selection and motivation of channel members.

UNIT-II
Information system and channel management; channel management and performance measurement; negotiation; International marketing channels; role of channel management in customer service.

REFERENCES:
1. Louis W. Stern & Adel L. EI. Ansary, Marketing Management
MEC: 404.4D. Advertising and Sales Management

OBJECTIVES: The objective of this course is to acquaint the students with the fundamentals of Advertising and Sales Management.

UNIT-I
Advertising: As an element in Marketing mix, its role and importance. Advertising as a means of communication, feeling response to advertising. Setting advertising objective and contribution of DAGMAR to setting objectives.

UNIT-II

UNIT-III
Sales Management Environment Routing and scheduling. Function and qualities of a Sales Executive, (Effective Sales Executive). International Sales Management, Sales Function and its relationship with other marketing functions. Sale organization. The external relationship of the Sales Department e.g., with distributors, Government and Public

UNIT-IV
Salesmanship: Theoretical aspects of Salesmanship, the process of selling. Sales forecasting methods. Sales budget, Sales territories and quotas. Sales force management: Recruitment, Selection, Training, Motivation and Compensation of the field sales force and sales executive. The evaluation and control of sales force.

REFERENCES:
1. Aaker, Myers : Advertising Management
2. Wright, Warner : Winter and Zeigler: Advertising
3. James an Morris : Advertising
4. Gundiff, Still and Govind : Sales Management, Decisions, Policies and cases
5. Benson P. Shapdiro : Sales Programmes Management
6. Johnson Kurtz and Scheving : Sales Management: concepts and cases
   Tata McGraw Hill

MEC: 404.1E. International Accounting

OBJECTIVES: To expose the students to various accounting issues relating to international business operations.

UNIT-I
Internationalization of accounting profession; Need for international accounting standards and critical review
UNIT-II
Accounting for multinationals accounting for currency transition, foreign exchange and procedural issues. Transfer pricing in international business-methods and problems.

UNIT-III

REFERENCES:
1. International Accounting and Multinational Enterprises by Arpon, Jeffery S. and Radebaugh Lee.
2. International Accounting by Choi, Fredrick D.S. and Mualler
3. International Accounting and reporting by Evans, Thomas G.
4. International Accounting and Transactional Decisions, by Gray S.J.
5. International Accounting, by Hober, H. Peter
6. Multinational Accounting, by Predhan Bimal
7. International Accounting by Rathore shirin

MEC: 404.3E. Strategic Cost Management
OBJECTIVES: The present course has been framed to facilitate the students to develop and insight into the application of cost analysis with strategic perspectives. The course will also sharpen the understanding regarding the constituents of cost management systems.

UNIT-I
Cost Management: An overview, Conventional cost analysis vis-a-vis strategic cost analysis. Strategic analysis and strategic cost management.

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCES:
MEC: 404.1F. Small Business Environment in India

OBJECTIVES: The basic objective of this course is to expose the students to various issues regarding small business environment in India.

UNIT-I

Nature of the small Business in India.
Changing role of small-scale industry.
Significance of small business in Indian Economy.
Policy formulation for the small business industry
Preparation of the business plan for a small enterprise.
Financing small business.
Government Policies towards small business.
Growth strategies for small business
Aspects of growth and structural changes in modern small industry
Recent development in small enterprises in India-Economic and social aspects

UNIT-II

Public policy frame work for small enterprise development.
Quantitative significance of small firms
Contribution to national income & Employment aspects
Dominance of small firms
Role of policy and research issues.
Institutional set up for small industry development in India.
Small Industries development organization (SIDO)
National Small Industries Corporation (NSIC)
Commissioner for Industrial Cooperatives.
Specialized Institution for training and development.
State level Institution.
Directorate of industries.
Industrial Development Corporation.
State Financial Corporation.
Changing role of small business in selected countries Italy, Japan, China, South-Korea, Malaysian Lessons for India.

REFERENCES:

MEC: 404.2F. Corporate Planning

OBJECTIVES: The relationship between business and society has changed in new and profound ways. Corporate houses are devising strategies that will help produce prosperity and improved quality of life for their citizens. This course attempts to explore some of these issues.

UNIT-I

The Corporation and its stakeholders.
Business and public issues
Corporate Social Responsibility
Socially Responsive Management
Ethical Dilemma in Business
Ethical Reasoning and Corporate Programs.
Global Challenges to Corporate Responsibility, Managing Environmental Issues

UNIT-II
Corporate Governance-An overview
Coe of Corporate Practices.
Corporate Social Reporting
Environmental Reporting
Corporate Governance and Board of Directors
Corporate Governance and role of top Management Financial Institution, nominee Directors and Auditors
Corporate Disclosure and Investor Protection
Public Enterprises and Corporate Governance
Impact of Globalization on Indian Corporate Sector Governance.
Corporate Governance practices in U.S.A./U.K.

References:
2. Values,Nature and Culture in American Corporate-William C. Frederick, Oxford University.
5. Strategic Management-J.David Hunger and Thomas L.Whoeler.

Mec.404.3f.Entrepreneurial Development and New Enterprise Management
Objective. The objectives of the course are two fold:
(i) to provide conceptual and theoretical understanding about the development of entrepreneurship and its significance in Indian economy, and
(ii) to without the issues in new enterprise management.

UNIT-I
Developing entrepreneurship: Elements for a program.
Developing entrepreneurial competencies: Need and process of development, social determinants of entrepreneurial growth.
Entrepreneurship Development. Programmes.
Entrepreneurship Orientation and awareness programme.
New enterprise creation programmes.
Existing entrepreneurship programes for existing enterprising for survival and growth. Evaluation of various E.D.P programmes.
Entrepreneurship Development in India and evaluation of various E.D.P. programs in India.
Managing Growth and Transition. The Organization life cycle, changing entrepreneurial role.

UNIT-II

Entrepreneurship and new venture opportunities.
Planning for new ventures.
The concept of a planning paradigm-pre-start up, early growth and later growth stage. Product and service concepts for new ventures.
Incentives and subsidies available for entrepreneurial growth.
Guidelines for project report preparation.
Location, environmental and managerial problems of new enterprise management.
Managing family business. Some case studies of family run business in India.

References:


Mec.404. 4f. Industrial structure and Organizational Policy-2

Objective. The objective of this course is to expose the students to various Industrial development, process and policies associated with its.

UNIT-I


UNIT-II

Theories of Industrial location, Weber, sergeant and modern factors affecting location of Industrial unit.
Location policy in India Since independence.
Industrial policies of major states of India in recent times.
Industrial concentration in India. Causes and effects.
Policies of Industrial dispersal in India.
Productivity Industrial growth and policy in India after 1980.
Case studies of growth of major industries in India. Pharmaceuticals, tractors, cement, Automobile scooters, soft drinks, fertilizer, food processing, steel.
References:
5. J.J. Ahluwalia: Productivity and growth in Indian Manufacturing. O.V.P.