SYLLABI

FOR

M.COM. (1st & 2nd Semesters)
EXAMINATIONS, 2011-2012

(Through Correspondence)
Note:  
1. The duration of the examination in each subject will be 3 hours. 
2. Maximum marks for external/written examination are 80 and Internal Assessment of is 20 marks.

N. B.: Use of non-programmable calculators by the students in the 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 questions 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 EXAMINATION

1st Semester

M.C.510-I Economic Analysis for Business
M.C.511-I Advance Business Statistics & Research Methodology
M.C.512-I Operations Research
M.C.513-I Contemporary Issues in Accounting
M.C.514-I Organizational Behaviour & HRM
M.C.516-I Current Issues Related to Globalization
2nd Semester

M.C.510-II  Business Environment
M.C.511-II  Information Technology
M.C.512-II  Production Management
M.C.513-II  Corporate Financial Policy
M.C.514-II  Marketing Management
M.C.515-II  Research Project
M.C.516-II  Applied Aspects on Financial Services.

Note:

1. Option has to be exercised by the end of 2nd Semester for Optional Groups in 3rd Semester.

2. Report on Research Project will be submitted within two weeks of the commencement of III Semester and Viva-Voce will be held thereafter within next two weeks.
OUTLINES OF TESTS AND SYLLABI OF M. COM. SEMESTER SYSTEM USOL FOR  2011-12

SEMESTER-I

M.C. 510-I : ECONOMIC ANALYSIS FOR BUSINESS

OBJECTIVES : Decision making in any business organization is a complex process. The objectives of this course is to study the basic knowledge of the concepts and tools of economic analysis are relevant for business decision making.

UNIT-I


UNIT-II

Price Policy: Pricing under multiple products, discriminatory pricing, oligopolistic Inter-dependence. Consumption function, multiplier, factors affecting the level of aggregate consumption, Role of investment. Investment Demand Schedule, Keynesian and classical theory of income employment and output. Wages and employment, evaluation of Keynesian theory of employment, Keynesian theory and underdeveloped countries.

BOOKS RECOMMENDED :

3. Thomas F. Dernburg : Macro Economics.
M.C. 511-1 : ADVANCE BUSINESS STATISTICS & RESEARCH METHODOLOGY

OBJECTIVE: This course aims to appraise the students of various quantitative models that can be used in Business decision making and ability to conduct research and process data. They will be exposed to the different concepts, principles and practices of research methodology and data processing.

UNIT-I


Sampling Design: Sampling & non-Sampling error, random sampling, systematic sampling with probably proportions of size, stratified sampling, Cluster sampling & multi sampling Test of significance: Type I & II Error power of test, test using (chi) & distribution.

UNIT-II

- An introduction to research in business
- Phases and principles of the research process
- The research proposal
- Research design
- Formulating hypothesis
- Secondary data
- Measurement and scaling
- Design of questionnaires and schedules
- Communication and observation methods of data collection
- Sampling design
- Data preparation and preliminary analysis
- Hypothesis testing
- An introduction to multivariate analysis

The computer, its role in research
REFERENCES:

M.C. 512-I : OPERATIONS RESEARCH

OBJECTIVE : The objective of the course is to acquaint the students with the applications of the operations research to business and industry and help them to grasp the significance of analytical approach to decision making.

UNIT-I


UNIT-II


REFERENCES :

M.C. 513-I : CONTEMPORARY ISSUES IN ACCOUNTING

OBJECTIVE : The objective of this course is to familiarise the students with the recent and emerging trends confronted by the contemporary financial manager.

UNIT-I

Introduction to Inflation Accounting, its utility. Methods of Accounting for Inflation. Periodic Revaluation of Fixed Assets, Current Purchasing Power Accounting, Current Cost Accounting, Net Realisable Value Accounting, Value to Business Accounting and Current Cost, Current Purchasing Power Accounting, Inflation Accounting Standards and practices USA’s FAS-33, UK’s, SSAP-16, Inflation Accounting Practices in India, Australia and Canada and Inflation Accounting in selected Indian Companies.

Value Added and Value Chain Analysis. Accounting for Currency Translation.


UNIT-II


Corporate Reporting Issues: Lease accounting. Accounting for mergers/consolidation, Accounting for financial instruments. Accounting for Brand Equity, Accounting for stock options and redeemable preferred stock. EPS reporting; time for an overhaul.

REFERENCES:

M.C. 514-I : ORGANIZATIONAL BEHAVIOUR & HRM

OBJECTIVES : The objectives of the present subject is to make the students become aware of the organizational dynamics working in the organizations. Organizations are made of people. Hence this course is designed to help students understand why people behave as they do. Secondly, this course gives an input to “Managing People” which are the most delicate assets of any organization.

UNIT-I

What is Organisation Behaviour, Contributing disciplines to OB, Challenges and opportunities for OB; Foundations of Individual Behaviour; Values, Attitudes and Job satisfaction; Motivation; Leadership—nature, style and approaches; Foundations of Group Behaviour; Team Working; Communication and its processes & barriers; Conflict Management.

UNIT-II


REFERENCES :

M.C. 516-I : CURRENT ISSUES RELATED TO GLOBALIZATION

OBJECTIVES : The course aims to make the students aware of the recent changes in the International Environment, and the impact of these changes on an organization.

UNIT-I

Globalization—Meaning & Scope.

International Economic Environment.

UNIT-II

(a) World Trade Organization (WTO) with Special Emphasis on Agreements on Textiles, Agriculture, TRIPS, Market Access Impact on India of these agreements.

(b) Regional Economic Groupings, European Union, NAFTA; Multinational Enterprise & Culture in different countries; Political and Economic Systems.

BOOKS :

SEMESTER-II

M.C. 510-II : BUSINESS ENVIRONMENT

OBJECTIVES : The objective of this course will also highlight all the external environmental forces which affect the decision making process of an organization.

UNIT-I


UNIT-II


REFERENCES :

2. A. Adhikari : Economic Environment of Business.
M.C.511-II : INFORMATION TECHNOLOGY

OBJECTIVE : The objective of the course is to develop skills in identifying and analyzing information needs for managerial decision making. The course aims at restructuring the framework of IT in various functional areas so as to excel in developing prototype systems.

UNIT-I


UNIT-II


REFERENCES :

M.C. 512-II : PRODUCTION MANAGEMENT

OBJECTIVE: The objective of course on Production Management is to acquaint the students with various tools and techniques of purchasing and inventory control and some other quantitative techniques so as to prepare them for shouldering responsibilities as production manager.

UNIT-I

Introduction of 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 Sources of Supply, Negotiation with Suppliers.

UNIT-II


REFERENCES:

2. E. A. Silver & R. Peterson : Decision System for Inventory Management & Production Planning.
5. Monk : Operations Management
M.C. 513-II : CORPORATE FINANCIAL POLICY

OBJECTIVES : At the conclusion of the course, students will have a thorough knowledge about the issues involving financing and investment decision and their application in Capital Expenditure Projects Acquisitions and Mergers.

UNIT-I

Introduction to Corporate Finance—The objective function in Corporate Finance—Role of Financial Manager—Present Value—Introduction to Risk and Return.


UNIT-II


Shareholder Value Creation, Mergers and Acquisitions, Option pricing.

REFERENCES :

M.C. 514-II : MARKETING MANAGEMENT

OBJECTIVE : The objective of this course is to help the students understand the conceptual framework of marketing management. It intends to expose the participants to the various decisions the marketing executives are required to take.

UNIT-I

Marketing tasks, concepts and orientations; customer satisfaction, value and retention; Buyer behaviour in customer marketing and Business Marketing; Marketing environment; strategic planning in marketing; Market measurement and forecasting; Dealing with competition.

Marketing segmentation, Targeting and Positioning; Marketing of services, Relationship Marketing.

UNIT-II

Marketing strategies, Programmes and Decisions related to the following: Product—including branding and packaging; pricing, marketing channels. Marketing strategies, programmes and decisions related to the following: Logistics, advertising, Sales Promotion, Personal selling and sales force. Marketing Organization, Marketing control.

REFERENCES :

M.C. 515-II : RESEARCH PROJECT

M.C. 516-II : APPLIED ASPECTS ON FINANCIAL SERVICES

OBJECTIVES : This course aims at orienting the students towards the procedural and operational aspects involved in financial services through discussions with professionals and visiting organizations dealing in financial services.

UNIT-I

A. Merchant Banking [under SEBI (MB) Regulations 1992] :
   Introduction, Filing application for grant of certificate under regulation 3, Detailed exercise before issuing due diligence certificate under regulation 23, Preparing public issue programme under public issue process, Process of getting an issue listed on stock exchanges, allotment system in case of over subscription of an issue, Book building process in detail.

B. Mutual Funds [under SEBI (MF) Regulations 1996] :
   Introduction, Studying contents of Trust Deed and Investment Management Agreement of a mutual fund, Computation of N.A.V. considering all relevant provisions, Understanding accounting policies and standards, understanding contents of annual report and standard after document for mutual fund schemes.

UNIT-II

C. Credit Rating :
   Understanding process and symbols of credit rating as prevailing in India.

D. Depository Services : [SEBI (Depositories an Participants) Regulations,1996]:
   Introduction, opening and account, filling of dematerialization and rematerialisation request forms, filling the forms for sale and purchase instructions to DPs.

E. Stock Market Trading, Clearing and Settlement system of NSE or BSE.

F. Financial Mathematics :
   Computation of EMIs of Consumer Loans; Calculation of Effective Rate of Interest; structure of Lease Rentals.

REFERENCES :

1. L.M. Bhole : Financial Institutions and Markets.

Published by : Prof. A.K. Bhandari, Registrar, Panjab University, Chandigarh.