PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

M.COM (BUSINESS ECONOMICS) ( 2ND SEMESTER )

For the Examinations - 2015-2017
SYLLABI AND COURSES OF READING FOR M. COM. (BUSINESS ECONOMICS)

EXAMINATION, 2015-2017

Note: 1. The duration of the examination in each subject will be 3 hours.

2. Maximum marks for external/written examination or 80 marks and Internal Assessment is 20 marks.

2ND SEMESTER

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Marks</th>
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<tbody>
<tr>
<td>MB 6107</td>
<td>Economic Environment of Business</td>
<td>100</td>
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<tr>
<td>MB 6108</td>
<td>Management Information System</td>
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<tr>
<td>MB 6109</td>
<td>Corporate Finance</td>
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<td>MB 6110</td>
<td>Corporate Tax Planning</td>
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<td>MB 6111</td>
<td>International Marketing</td>
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<td>MB 6112</td>
<td>Viva-Voce and Summer Training Project</td>
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Total: 600

Note: 1. After 2nd semester Examination all students will be required to undergo summer training for 6-8 weeks in an organization approved by the Chairman/Head and submit a report thereon.

2. Summer Training Report will be submitted within two weeks of the commencement of third semester and viva-voce will be fixed within fifteen days thereof.
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.
SECOND SEMESTER

MB : 6107: ECONOMIC ENVIRONMENT OF BUSINESS

Time : 3 Hours  
Max. Marks : 100

External Exam. : 80
Internal Assessment : 20

Objective: The objective of this course is to acquaint the students with the environment of business. This subject will teach the students the impact of business environment.

Unit-I

Nature, Role and changing profile of business environment; Micro & Macro environments and their significance for business.

Unit-II

Indian Economic Environment; Indian Economic System – its basic features, promotional and regulatory role of State; Economic planning process in India; Current central budget plan and implications of economic policies for business.

Unit-III

Institutional infrastructure for Export in India. India’s export performance; India’s export-import policy. Trade liberalization and incentives, Role of SEZ.

Unit-IV

Global business environment : Significance of Foreign Investment in India; Opportunities and threats in WTO and the New International Trading Regime; Tariff and non-tariff barriers in global trade.

Book Recommended :

7. Ramchandran, K.S. : Global Trade-Challenges and Opportunities.

Bhattacharya
Objective: The objective of this course is to acquaint the students with the technical environment of business. The focus of this course is to help the participants in challenges encountered in M.I.S. implementation.

UNIT-I

MIS Definition - Characteristics - Evolution of MIS: Concepts; framework for understanding and designing MIS in an organization; MIS and other related disciplines: MIS and Management Accounting, MIS and Computer Science, MIS and OR, MIS and Organizational Behavior, MIS and Management.

UNIT-II

Concept of information: definition, features, types, process of generation and communication; quality of information; information overload; techniques for managing overload; summarizing; filtering; inferences and message routing. System concepts: definition, types and characteristics of system-control in systems: feedback: positive and negative; negative feedback control system, input, process and output control; law of requisite variety.

UNIT-III

Structure of MIS: Basic structural concepts: formal and informal information systems; public and private information systems; multiple approaches to the structure of MIS: Operational elements (physical components, process, outputs for users), activity subsystems, functional subsystems and decision support – synthesis of multiple approaches into a conceptual structure for MIS.

UNIT IV

System Development and Implementation: System development methodologies; SDLC approach; prototyping approach and user development approach - Systems Analysis; Systems Design; Concepts of database and database design; system implementation; management of information system projects; system documentation - information system audit. Security of information resources; threats to information resources; security systems for risk management. Enterprise Resource Planning Systems

UNIT V

Suggested Readings:


Book Recommended :


2. Merrdick and Ross: "Information Systems for Management"


MB: 6109 : CORPORATE FINANCE

Time : 3 Hours
Max. Marks : 100

External Exam. : 80
Internal Assessment : 20

Objective: The objective of this course is to acquaint the students with the basic analytical techniques and methods of business finance. The course will provide the students the exposure to certain business techniques that are used for taking financial policy decisions.

Unit-I

Corporate Finance : Goals and Functions of Finance; Concepts in Valuation; Market risk and return; Capital Budgeting Decisions : Investment Evaluation Criterion; Methods of Estimating Cash Flows and Cost of Capital.

Unit-II


Unit-III

Working Capital Management : Need for Working Capital : Determinants of Working Capital Requirements and their Estimation; Sources of Working Capital Finance; Management of Cash and Inventory.

Unit-IV

Dividend Decisions : Forms of Dividends; Objectives of Dividend Policy; Dividend Theories (Walter, Gordon and Modigliani and Miller Models).

Unit-V

Emerging Areas of Corporate Finance : Lease Financing; Venture Capital Financing; Corporate Restructuring i.e Mergers, Acquisitions, Takeovers and Privatization (Motives behind them and their cost-benefit analysis).

Books Recommended :

Bombay.


     :  Corporate Mergers Amalgamations and Takeovers, Bharat Law House, New Delhi.

7. J. C. Verma
Objective: The primary objective of this course is to make the students familiar with relevant provisions of the taxation for entrepreneurs. At the conclusion of the paper students will have a thorough knowledge about the Direct and Indirect Taxation system prevalent in India.

Unit I

Introduction to Corporate taxation: Importance of tax planning as a management decisions, minimizing tax liability: tax evasion, tax avoidance and tax planning, objectives and basis of tax planning, key terms related to tax assessment of companies: Indian company, domestic company, foreign company, investment company, residential status of a company, scope of total income, carry forward and set odd of losses, minimum alternative tax, provisions related to tax assessment of companies, tax assessment rates and exemption limit for companies

Unit II

Tax planning for different entities: tax provisions for new businesses, export business, industrial undertakings and infrastructural development undertakings, SEZs, business in special category states, hotel industries, telecom industry, entertainment industry, IT, power, shipping and aircraft, oil and minerals, construction, and retail business, related tax deductions allowed to respective industries, business restructuring and tax planning: tax and relief provisions under merger, amalgamations, acquisitions, demerger.

Unit III

Tax planning vis-a-vis, managerial decisions: capital structure decisions in wale of tax planning, provisions related to tax on dividend and deductions allowed, tax planning through bonus shares, lease or buy decisions, make or buy decisions, repair/renewal or replacement decisions, tax planning through employees' remuneration: fringe benefits of tax, ESOPs, double taxation relief, advance tax payment procedure, TDS; tax on salary, Interest, dividend, interest

Unit-IV

Valued Added Tax - Its features, terms, definitions, procedure of assessment, filling of returns. Central sales tax act: objectives, key terms and provisions, service tax: general principles, charge and exemptions, registration and mode of payment

Book Recommended:

1. Agarwal K. K., Corporate tax planning, Atlantic publishers and distributors.

2. Agarwal K. K., Direct tax planning, and Management, Atlantic publishers and distributors
3. Ahuja, G. and Gupta, R., Corporate tax planning and Management, Bharat Law House, New Delhi

Objective: The objective of this course is to acquaint the students with Indian Foreign Trade Policy and to provide an understanding of the export procedures and financing. The course will also highlight the international environment including relationship between business government and economic groupings.

Unit-I


Unit-II


Unit-III

International Economic Environment – Regional Economic Cooperation; World Trade Trends, Tariffs and non-tariff restrictions.

Unit-IV

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

Unit-V


Book Recommended:

4. R. Vernon : Manager in the International Economy.
5. G.S. Lall : Finance of Foreign Trade and Foreign Exchange.