



Department of Commerce
Jananayak Chandrashekhar University, Ballia
2 Year Full Time
Master Degree Program in Commerce (M.Com)
Syllabus
(To be effective from the Session 2022-23)

Preamble

The Department of Commerce was established in Year 2018 with the renowned flagship post-graduate Programme Masters in Commerce (M.Com). Apart from the other post-graduate and research courses M.Com is the most exalted two year full time post-graduate Programme in commerce. The course provides an extreme and rigorous base for teaching, research and allied business administration. The Programme is well received in the industry and for years had been serving the needs of managerial cadre in Indian industries. The course serves the needs of academics and prepares students for research and teaching. The Alumni of this course are well placed in business, academics and administration in the country as well as abroad. The overall structure has been improved to provide an insight of research in commerce and interdisciplinary areas and to facilitate those students aspiring for direct Ph.D. admissions. As per the area of interest, the students are required to choose one group in the beginning of the 2nd year. In order to improve the experiential learning and research aptitude, we provide for Project in the Programme as per New Education Policy (NEP).

Need for Revision and Restructure

- Changing global facets of businesses and economies
- Dynamic changes in industry and evolution of new technology
- Emergence of new dimensions in business practices
- Thrust on Application oriented and experimental learning
- Fulfill the expectations of Key stakeholders viz. students, industry and academician
- Implementation of New Education Policy by government

Programme Outcomes (PO):

PO1: Problem analysis: Identify societal problems, formulate, and analyze complex management problems reaching to substantiated conclusions.

PO2: The manager and society: Apply analytical skills informed by the contextual knowledge to assess commercial contemporary issues and the consequent responsibilities relevant to the professional practice.

PO3: Modern tool usages: Create, select, and apply appropriate techniques, resources, and IT tools to predict the future course of managerial actions and their outcome with an understanding of the limitations.

PO4: Critical thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO5: Ethics: Recognize different value systems including your own, understand the moral dimensions of decisions, and accept responsibility for them.

PO6: Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO7: Environment and sustainability: Understand the impact of the professional commercial solutions in societal and environmental contexts, and demonstrate the knowledge of and need for economic sustainable development.

PO8: Project management and finance: Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO9: Communication: Communicate effectively with the community and with society at large by being able to write and present effective reports and presentations.

PO10: Life-long learning: Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of economic changes.



Program Specific Outcome (PSO)

PSO1: Students will demonstrate progressive and effective domain knowledge of accounting in society and business.

PSO2: Students will be able to apply the relevant accounting skills, both quantitative and qualitative knowledge to their future careers.

PSO3: Students will be able to apply systematic subject skills within various disciplines of commerce, economics, finance, and marketing.

PSO4: Students will be able to apply the acquired skills like analytical and interpreting, decision making, communication, in working roles of entrepreneurs, managers, and consultant and to react aptly when confronted with critical decision making.

PSO5: Students will be able to demonstrate foundational and theoretical knowledge to gain practical exposure.

PSO6: Students will be able to apply practical skills to work as tax consultant, audit assistant and other financial supporting services.

PSO7: Students will be able to prepare for higher education and research in the field of Accounting & Finance, Human Resource, Marketing and Taxation.



M.Com Syllabus (w.e.f. 2022-23)

Programme Structure for M.Com. (100 Credits)

SEMESTER -I					
Course Code	Course Name	Nature of Course	Paper Marks	Internal Assessment	Credit
MCM 101	Accounting For Managerial Decisions	Major/theory	75	25	5
MCM 102	Financial Management	Major/theory	75	25	5
MCM 103	Marketing Management	Major/theory	75	25	5
MCM 104	Human Resource Management	Major/theory	75	25	5
MCM 105	Project –I	Major/practical	Evaluation in Semester-II		4
MCM 106	Basics of Accounting (for students of other faculty) (I or II Sem.)	Minor	75	25	4
Total				500	28
SEMESTER-II					
MCM 201	Business Environment	Major/theory	75	25	5
MCM 202	Statistical Analysis	Major/theory	75	25	5
MCM 203	Organizational Behaviour	Major/theory	75	25	5
MCM 204	Corporate Tax-Planning & Management	Major/theory	75	25	5
MCM 205	Project-II (I and II Sem.)	Major/practical	100		4
MCM 206	Basics of Accounting (for students of other Department) (I or II Sem.)	Minor	75	25	4
Total			500		24



SEMESTER-III					
MCM 301	Research Methodology	Major/theory	75	25	5
MCM 302	Accounting for Planning & Control	Major/theory	75	25	5
MCM 303	Project-III	Major/practical	Evaluation in Semester-III		4
Electives (Choose any one group)					
Group- A					
MCM 304	Management of Financial Services	Major/theory/ Elective	75	25	5
MCM 305	Services Marketing	Major/theory/ Elective	75	25	5
Group- B					
MCM 304 A	Entrepreneurial Development & Small Business in India	Major/theory/ Elective	75	25	5
MCM 305 A	Labour Legislation in India	Major/theory/ Elective	75	25	5
Total			400		24
SEMESTER-IV					
MCM 401	Security Analysis & Portfolio Management	Major/theory	75	25	5
MCM 402	Strategic Management	Major/theory	75	25	5
MCM 403	Project –IV (III and IV semester)	Major/practical	100		4
Electives (Choose any one group)					
Group- A					
MCM 404	International Marketing	Major/theory/ Elective	75	25	5
MCM 405	Corporate Legal Framework	Major/theory/ Elective	75	25	5
Group- B					

MCM 404 A	Industrial Relations in India	Major/theory/ Elective	75	25	5
MCM 405A	Management Information System	Major/theory/ Elective	75	25	5
Total			500		24
Grand Total			1900		100

Note:

- Non-Faculty Students will choose any minor elective paper from first or second semester.
- Project work in each semester on the basis of continuous evaluation and monitoring under the supervision of a supervisor as nominated by the department.
- There may be a co supervisor (Approved from department) from any industry, organization, or research institutes.
- These projects may be inter-disciplinary or multi-disciplinary, industrial training, internship, survey etc.
- First semester and second semester projects (project 1 and 2) will be evaluated jointly at the end of second semester by the internal and external examiner appointed by the University. Similarly, third semester and fourth semester projects (project 3 and 4) will be evaluated jointly at the end of fourth semester by the internal and external examiner appointed by the university.
- If a student publishes a research paper out of his research project in a UGC-CARE listed journal, he may be awarded additional marks, provided the maximum marks of the project will remain 100.
- Total credits = 100 (year 1 and 2)
- Total marks = 1900 (Semester I+II+III+IV)



Semester - I

Course code: MCM 101

Credit Point= 05

Course Name: Accounting For Managerial Decisions

Catalog Description:

In this course the concepts of accounting which are necessary for decision making are discussed. The various techniques used by managers like – ratio analysis, cash flow, fund flow, comparative and common size statements along with different costing techniques are incorporated. The aim of this course is to make the students familiar with the management accounting concepts and techniques and how it influences policies in the organization.

Course Objectives:

The objective of the course is to enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁: Describe the concept of management, cost and financial accounting
- CO₂: Solve problems using ratio analysis and compare organizations using comparative and common size statements.
- CO₃: Solve problems using cash flow and fund flow statement
- CO₄: Discuss various types of reports prepared by accountant and recent developments in management accounting field.

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-I	Management Accounting-Meaning, Nature, Objectives, Scope, Techniques, Principles, Functions, Importance and Limitations Management Accounting vs. Financial and Cost Accounting, management Accountant-Role, Status, Functions and Responsibility.	7	L ₁ , L ₂
Unit-II	Financial Statement Analysis- Parties interested in Financial Statement, Essentials of a good financial Statement, Importance of Financial Statement Analysis and Interpretation of Financial Statement- Horizontal, Vertical; Comparative and Trend Analysis, Ratio Analysis meaning Utility, Classification of Ratios, Profitability Ratio, Activity Ratio and Financial Position ratios.	15	L ₁ , L ₂ , L ₃ , L ₄
Unit-III	Fund Flow – Meaning, Concept, Importance and	20	L ₁ , L ₂ ,

	Limitations. Preparation of fund Flow statement Cash Flow Statement- Meaning, Concept, Importance and Limitations. Difference between Cash flow and Fund flow. Preparation of CashFlow Statement (AS-3).		L ₃ , L ₄
Unit-IV	Reporting to Management: Meaning, Objective, Methods, Principle of Reporting, Kinds of Reports, Reporting at different levels of management Contemporary issues in Management Accounting (Only Introduction):- Activity Based Costing, Quality Costing, Target Costing, Life cycle costing, Value chain Analysis.	8	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis,
L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:

The basic readings have been provided below and additional readings will be provided on year to year basis.

1. Anthony, Robert, Management Accounting
2. Bilrman, Haral J.R. Dyckman, Thoas, R., Cost Accounting
3. Khan, M.Y., Management Accounting
4. Khan & Jain ,Management Accounting
5. Kulshreshtha, J, Management Accounting Concepts & Cases
6. Lall, B.M. & Jain, I.C., Management Accounting Principles and Practice
7. Sharma, R.K.&Shashi K.Gupta : Management Accounting

Course code: MCM 102

Credit Point= 05

Course Name: Financial Management

Catalog Description

In this course the concepts of financial management which includes capital budgeting for the evaluation of the project, requirement of working capital, capital structure and dividend policy decisions are discussed. The concept of various techniques used for the requirement of working capital and methods of corporate restructuring used by the organization. The aim of this course is to make the students familiar with the financial management and implementation of policies in the organization.

Course Objective:

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

Course Outcomes:

On completion of this course, the students will be able to:

CO₁ Explain the concept of financial management and the role of financial manager

CO₂ Prepare and analyse the various investment alternatives by using capital budgeting techniques

CO₃ Describe the types of capital structure and dividend policy decision in the organization

CO₄ Prepare and interpret the working capital management requirement in the organization

CO₅ Explain the process of corporate restructuring and valuation of the organization

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-I	Financial Management-Meaning, Nature and Scope, Financial Goal- Profit maximization Vs. Wealth Maximization Finance Functions-Investment, Financing and Dividend decisions. Function of finance manager in modern age.	7	L ₁ , L ₂
Unit-II	Investment Decisions: - Nature, Type and Objectives Investment Evaluation Criteria-Net Present Value, Internal Rate of Return, Profitability Index, Payable Period, Accounting Rate of Return, N.P.V. & I.R.R. Comparison, Capital Rationing, Risk and Uncertainty in capital budgeting.	20	L ₁ , L ₂ , L ₃ , L ₄
Unit-III	Financing Decisions- Sources of Short Term	15	L ₁ , L ₂ , L ₃

	Financing: Long Term Sources of Financing Concept and Approaches of Capital Structure Decision-NI, NOI, Traditional and Modigliani Miller Approach. Leverage Analysis-Financing Operating and Combined Leverage and its implications, EBIT- EPS analysis.		
Unit-IV	Cost of Capital: Significance, Calculation of Combined cost of Capital (Weighted), Cost of Equity and CAPM. Dividend Decisions: Relevancy and Irrelevancy theory of dividend decision (Walter's Model, Gordon's Model and Modigliani Miller Model). Factors affecting dividend decision.	8	L ₁ , L ₂ , L ₃ , L ₄

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅- Synthesis;
L₆- Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:

- 1) Chandra, Prasanna, Financial Management
- 2) Khan, M.Y & Jain, P.K., Financial Management
- 3) Kuchhal, S.C. Financial Management
- 4) Pandey, I.M.: Financial Management
- 5) Shukla, M.B.: Financial Management
- 6) Shukla, M.B.: Business Finance
- 7) Srivastava, R.M.: Financial Management



Course code: MCM 103

Credit Point= 05

Course Name: Marketing Management

Catalog Description:

In marketing management the concepts of marketing environment, marketing segmentation, product decision, distribution decision, and promotion decision, marketing planning, social, ethical and legal aspects of marketing concepts are discussed. The aim of this course is to make the students familiar with the overall framework and fundamentals of marketing environment in the organizational settings.

Course Objectives:

The objective of this paper is to introduce the basics concepts of marketing management. The paper also tends to give a deep insight into the changing scenario of national and international marketing environment in the organizational settings.

Course Outcome:

On completion of this course, the students will be able to

- CO₁** Discuss the applicability of the concept of marketing management process and marketing environment to understand the marketing scenario in the organization.
- CO₂** Evaluate the applicability of analyzing the complexities associated with market segmentation and product decisions in the organization.
- CO₃** Analyze the types of distribution decisions and marketing planning.
- CO₄** Interpret how the social, ethical and legal aspects are involved in the concepts of marketing development of the organization.

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-I	Marketing - Meaning, Nature and Scope of Marketing, Marketing Environment, Marketing Mix, Market Segmentation, Consumer Behaviour.	12	L ₁ , L ₂
Unit-II	Product Decisions: Product Mix, Product Life Cycle, New Product Development, Branding and Packaging, Pricing Methods and Strategies.	15	L ₁ , L ₂
Unit-III	Promotion Decisions- Promotion Mix, Advertising, Publicity, Personal Selling, Sales Promotion, Internet, Channel Management Decision.	13	L ₁ , L ₂
Unit-IV	Marketing Research, Marketing Planning, Marketing Organization, Marketing Control; Emerging Issues and Developments in Marketing.	10	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

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A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:

1. Kotler, Philip & Keller K.L.: Marketing Management
2. Kotler, Philip & Armstrong, G. : Principles of Marketing
3. Baines, Paul & Others : Marketing
4. Perreault, W.D. & McCarthy, E.J. : Basic Marketing, A Global Managerial Approach
5. Etzel, M.J., Walker, B.J. Stanton, : Marketing, Concepts and Cases
6. W.J. & Pandit, Ajai Czinkota, M.R. & Kotabe, M. : Marketing Management
7. Ramaswami, V.S. & Namakumari, S : Marketing Management, Global Perspective, Indian Context
8. Sontakki C.N. : Marketing Management
9. Shukla, Ajit Kumar : Marketing Management
10. Shukla, Ajit Kumar : Vipanan Prabandh

Course Name: Human Resource Management

Catalog Description

In Human Resource Management the concepts of human resource planning, job analysis, job evaluation, job design, business strategy, human resource strategy, recruitment, selection, training and development, performance appraisal, HRIS, IR concept are discussed. The aim of this course is to make the students familiar with the overall framework and fundamentals of Human resource management in the organizational settings.

Course Objectives:

The objective of this paper is to introduce the basics of human resource management Individual behaviour. The paper also tends to give a deep insight into the changing scenario of national and international human resource settings in the organisation.

Course Outcomes

On completion of this course, the students will be able to

- CO₁:** Discuss the applicability of the concept of human resource management to understand the employee behaviour in the organization.
- CO₂:** Discuss the applicability of analyzing the complexities associated with staffing in the organization.
- CO₃:** Analyze the types of performance appraisal methods and process.
- CO₄:** Discuss the concepts of career development, Human Resource Management, Resource Information Strategy and Industrial Relations.

Course Content

Unit	CONTENT	Number of Hours	Bloom's level*
Unit I	Meaning, Definitions, Characteristics and nature of HRM, Human Resource Manager-qualification, functions, Man Power Planning, Recruitment, selection and placement.	10	L ₁ , L ₂
Unit II	Wages and Salary, Employee Benefit Programmes, Group and individual incentives, Motivation	15	L ₁ , L ₂
Unit III	Promotion, Demotion, Transfer, Termination of service, Retirement, Retrenchment; Training-Meaning, Objectives, Need of training, Different levels of training, Morale-Meanings of morale, Determinants of employee morale, Methods of raising of employee morale.	15	L ₁ , L ₂
Unit IV	Job analysis, Job description, Welfare and working condition; Performance appraisal –Meaning, Difference with merit rating, Objectives of	10	L ₁ , L ₂

	performance appraisal Merit and Demerit of performance appraisal		
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Agarwal, R.D., Dynamics of Personnel Management
2. Ahuja, R.K., Personal Management
3. Flippo, E.D., Principles of Personal Management
4. Mamoria, C.B., Personal Management
5. Monappa, A. & Saiyyadain M.S., Personal Management
6. Rao, Silveita: HRD in the New Economic Environment
7. Stone, Lioyed & Leslie, W. Rue: Human Resource and Personnel Management
8. Strauss, G. & Sayles, L.R. : Personal- The Human Problems and Management
9. Yoder, Dale : Personal Management and Industrial Relations
10. Mamoria. C.B. : Seva Vargiya Prabandhan



Course Name: Project -I

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

- 1) **Cover Page:** This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
- 2) **Acknowledgement:** Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.
- 3) **Table of Content:** Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
- 4) **Body of the Report:** The body of the report should have these four logical divisions
 - a) **Introduction:** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
 - b) **Conceptual Framework / National and International Scenario:** (relating to the topic of the Project).
 - c) **Presentation of Data, Analysis and Findings:** (using the tools and techniques mentioned in the methodology).
 - d) **Conclusion and Recommendations:** In this section, the concluding observations based on the main findings and suggestions are to be provided.
- 5) **Bibliography or References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.
- 6) **Annexures:** Questionnaires (if any), relevant reports, etc.



Course Name: Basics of Accounting (for students of other faculty) (I or II Semester)

Catalog Description:

In this course the concepts of accounting which are necessary for decision making are discussed. The various techniques used by managers like – ratio analysis, cash flow, fund flow, comparative and common size statements along with different costing techniques are incorporated. The aim of this course is to make the students familiar with the management accounting concepts and techniques and how it influences policies in the organization.

Course Objectives:

The objective of the course is to enable students to acquire sound knowledge of concepts, methods and techniques of basics of accounting and to make the students develop competence with their usage in managerial decision making and control.

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁:** Describe the concept of Modern concept, objective and functions, accounting concepts and functions, accounting process
- CO₂:** Solve problems using Trial Balance, Accounting errors and their rectification's Preparation of Final Accounts
- CO₃:** Preparation of accounting records and financial statements of companies
- CO₄:** Analysis and Interpretation of Financial Statements.

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-I	Modern concept, objective and functions, accounting concepts and functions, accounting process – System of Accounting Recording and classifying.	5	L ₁ , L ₂
Unit-II	Trial Balance, Accounting errors and their rectification's Preparation of Final Accounts Adjustments in recorded transactions- Inventories Depreciation Bad and Doubtful Debts Accruals and pre-payments Problems in Financial Statements.	10	L ₁ , L ₂ , L ₃ , L ₄
Unit-III	Preparation of accounting records and financial statements of companies.	20	L ₁ , L ₂ , L ₃ , L ₄
Unit-IV	Analysis and Interpretation of Financial Statements.	5	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End

Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

References:

1. Grewal, T.S. Double Entry Book-keeping
2. Agarwal, B.B. Higher Accountancy
3. Shukla, M.C. Advanced Accountancy
4. Maheshwari, S.N. Introductions to Advanced Accountancy



Semester - II

Course code: MCM 201

Credit Point= 05

Course Name: BUSINESS ENVIRONMENT

Catalog Description

In this course the concepts of Business Environment which includes economical, legal, political and socio economic environment are discussed. The aim of this course is to make the students familiar with the business environment of the country.

Course Objective

Students learn to understand the concept of macro – economic and the macro business environment in which a business organization operates. The course would also make the student capable of analyzing and understanding the macroeconomic policies of the government implemented from time to time and assesses their impact on business.

Course Outcomes

On completion of this course, the students will be able to

CO₁: Explain the concept of business environment and its various dimensions

CO₂: Explain the economic environment of business

CO₃: Determine the technique of environmental scanning

CO₄: Discuss the role of international institutions on Indian business along with COPRA, FEMA and companies Act.

Course Content

Unit	CONTENT	Number of hours	Bloom's level*
Unit-I	Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment, Element of Environment- Internal and External; Changing dimensions of Business Environment, Techniques of environment scanning and monitoring.	15	L ₁ , L ₂
Unit-II	Economic Environment of Business:- Economic Systems and Business Environment; Economic Planning in India; Economic Policies, Role of Chandrasekhar Government in 1991 Economic crisis. Public sector and Economic development; Economic Reforms, Liberalization and Structural Adjustment Programmes. Emerging issues in Business Environment; Media Management,	12	L ₁ , L ₂

	Bureaucracy and Business, Environmental Management.		
Unit-III	Political and Legal Environment of Business: Critical Elements of Political Environment; Government and Business; Changing dimensions of Legal environment in India; Competition Act. 2002, FEMA 1999, Consumer Protection Act- 1986 Socio- Cultural Environment: Critical elements of Socio-Cultural Environment; Social Institutions and Systems; Social Values and Attitude; Social groups, Middle class, Dualism in Indian Society and Problems of Uneven Income Distribution; Social Responsibility of business.	13	L ₁ , L ₂
Unit- IV	International and Technological Environment: Foreign Investment and Collaborations, International Economic Institutions; WTO, World Bank, IMF and their importance to India; Foreign Trade Management; Technological Environment in India.	10	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- | | | |
|------------------------------|----------------------|-------------------|
| a. Lecture Method | b. Group Discussions | c. White Board |
| d. Learning by doing | e. Case Studies | f. Brain Storming |
| g. Power Point Presentations | | |

Suggested Readings--

1. Aswathappa, K., Business Environment.
2. Agrawal, Raj & Dewan, Parag, Business Environment.
3. Cherunilam Francis, Business Environment.
4. Ghosh, B. Economic Environment of Business.

Catalog Description:

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

Course Objectives:

The objective of this course is to enable the students to acquire an advanced and thorough understanding of various statistical techniques useful in research.

Enable the students to acquire an advanced understanding of techniques of Inventory control in order to help management in decision making.

Course Outcomes:

On completion of the course students will be able to:

- CO1: Calculate by using the technique of Probability the chances of success or failure of a given event.
- CO2: Identify decisions which can be taken by using the technique of Statistical decision theory.
- CO3: Distinguish between the different Sampling techniques and Sampling Distributions.
- CO4: Analyze various research situations by using the techniques of Hypothesis Testing.
- CO5: Estimate and advice the management as to the measures to be taken to maintain adequate Inventory Control.
- CO6: Solve problems of Research and infer logical decisions in the field of research by using Regression Analysis.

Course Content

Unit	CONTENT	Number of hours	Bloom's level*
Unit-I	Association of Attributes: Determination of unknown class frequencies, Consistency of Data Methods of Determining Association Coefficient of Contingency, Chi-Square Test and Goodness of Fit. Probability Theory-Importance, different approaches to definition. Permutation and Combination, Theories of Probability- Additions and Multiplications, Conditional Probability	8	L ₁ , L ₂ , L ₃
Unit-II	Probability Distribution: Binomial, Poisson and Normal distribution, Their characteristics and	15	L ₁ , L ₂ , L ₃

	application. Theory of Sampling, Law of Sampling, Sampling and Non Sampling Errors, Sampling Distribution and their characteristics		
Unit-III	Large Sampling Test - Test of Significance, Procedure of Testing of Hypothesis; Test of Significance in Attributes, Assumptions, Mean, Proportion and S.D. in sampling of attributes, Standard error and significance of difference. Test of Significance in Variables:- Significance of difference between two sample means, Null Hypothesis, Difference between Standard Deviations of Samples	20	L ₁ , L ₂ ,
Unit- IV	Small Sampling Test: Assumption, Need, Z-test, t- test, and F- test. Non- Parametric Test (Assumptions free testing) Meaning, assumptions, Chi- square test, Analysis of variance (ANOVA) Statistical Quality Control – Causes of variation in Quality characteristics, Quality Control Charts	7	L ₁ , L ₂ , L ₃

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; P -Project/Seminar/Quiz/Viva; HA-Home Assignment; CT-Class Test; EE-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Beri – Statistics for Management
2. Chandran JS – Statistics for Business and Economics
3. Render and Stair JR – Quantitative Analysis for Management
4. Sharma JK – Business Statistics
5. Gupta C B; An Introduction to Statistical Methods
6. Earshot Es sential Quantitative Methods for Business Management and Finance
7. Levin Rubin – Statistics for Management (Pearson) 2000, New Delhi.
8. Jaiswal K.S. Advanced Statistics
9. Gupta SP- Advanced Statistics

Course code: MCM 203

Credit Point= 05

Course Name: ORGANISATIONAL BEHAVIOUR

Catalog Description

In Organization Behavior the concepts of Power, perception, leadership, personality, learning, stress, conflict, organization change, organization culture, organization development, motivation, communication, control, organization structure, and group dynamics concept are discussed. The aim of this course is to make the students familiar with the overall framework and fundamentals of Individual behavior in the organizational settings.

Course Objectives:

The objective of this paper is to introduce the basics of Individual behaviour and organisation structure and settings. The paper also tends to give a deep insight into the changing scenario of national and international organisational settings.

Course Outcomes

On completion of this course, the students will be able to

- CO1: Discuss the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
- CO2: Discuss the applicability of analyzing the complexities associated with groups' decision making and communication management in the organization.
- CO3: Discuss the types of motivation theories.
- CO4: Explain how the organizational leadership, power and conflict are important in organisation culture and development.

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Organisational Behaviour- Concept, Nature, Significance, Relationship with other fields, Challenges and Opportunities for Organisational Behaviour Approaches of Organisational Behaviour- Human Behaviour Approach, Social System Approach, System and Contingency Approach.	10	L ₁ , L ₂ ,
Unit-II	Industrial Dimensions of Organisational Behaviour- Perception- Concept, Nature, Process; Attitude- Concept, Process, and Measurement; Personality- Concept, Determinants of Personality; Learning Concept, Components, Factors affecting Learning, Learning Theories	15	L ₁ , L ₂ ,
Unit-III	Group Dimensions of Organizational Behaviour- Concept, Types of Group, Group	10	L ₁ , L ₂ ,

	Formation, and Group Decision Making; Motivation- Concept, Theories of Motivation; Leadership- Concept, Nature, Determinations and Style, Theories of Leadership- Trait, Behavioural and Situational Theories.		
Unit-IV	Organizational Power and Politics; Organizational Change- Concept, Nature, Resistance to Change, Management Resistance to Change; Conflict- Concept, Source & Types, Resolution of Conflict; Organizational Culture- Concept, Elements, Implication & Process.	15	L ₁ , L ₂ ,

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:-

1. Robbins, S.P. - Organisational Behaviour
2. Prasad, L.M. - Organisational Theory and Behaviour
3. Luthans, F - Organisational Behaviour
4. Davis, K - Human Behaviour at Work organizational Development
5. Dwivedi, R.S - Human Relations and Organisational Behaviour

Course code: MCM 204

Credit Point= 05

Course Name: CORPORATE TAX- PLANNING & MANAGEMENT

Catalog Description:

In this course the various aspects of tax laws, computation of corporate tax, tax planning for new business, various tax issues for financial decision making and international tax systems are discussed in detail. The main aim of this paper is to make the students familiar with the basic aspects of corporate tax planning as well as make them enable that how corporate tax law can be used for tax planning.

Course Objectives:

The objective of this course is to make the students aware of the corporate tax laws of India and also to understand the difference between tax avoidance and tax planning and familiarize the student with major latest provisions of the Indian tax laws and related judicial pronouncements pertaining to corporate enterprises having implications for various aspects of Corporate planning with a view to derive maximum possible tax benefits admissible under the law.

Course Outcomes:

On completion of this course, the students will be able to:

CO1: Identify the difference between Tax Evasion, Tax Planning and Tax Avoidance.

CO2: Computation of corporate tax and to reduce the taxable income & tax liability.

CO3: Use of tax laws in respect of setting up a new business.

CO4: Apply various tax issues for decision making.

CO5: Discuss double taxation avoidance agreement.

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Basic concept of Tax Planning and Tax Management, Tax Avoidance and Tax evasion, Corporate Taxation-Computation of Tax Liability Tax Planning for new Business, Tax Planning with reference to Location,Nature and form of organisation of New Business	10	L ₁ , L ₂ ,
Unit-II	Tax Planning for Financial Management decisions, Tax Planning relating to Capital Structure decision-divided Policy, Inter-corporate dividend and bonus shares	10	L ₁ , L ₂ ,
Unit-III	Tax Planning for Managerial decision : Tax Planning in respect of own or lease, Sale of Assets used for Scientific research, make or Buy decisions, Repair, Replace, Renewal or Renovation, Shut-down or Continue decisions	15	L ₁ , L ₂ , L ₃
Unit-IV	Special Tax Provisions : Tax Provisions relating to	15	L ₁ , L ₂ ,

free Trade Zones, Infrastructure Sector and backward areas, Tax Planning with reference to amalgamation of companies.		L ₃
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-:

1. Acharya, Swachandra : Tax Planning Under Direct Tax
2. Ahuja, G.K. & Gupta, Ravi : Systematic Approaches to Income Tax 3-Basu,
3. S.N. & Basu, S. : Income Tax
4. Iyngar, A.C. Sampat : Law of Income Tax
5. Kanga, J.B. and Palkhivalas, N.A. : Income Tax
6. Lakhotia, R.N. & Lakhotia, Subhash : Corporate Tax Planning 7-Prasad, Bhagwati : Law & Practice of Tax in India
7. Raina, H.P. : Corporate Taxation
8. Srinivas, E.A. : Handbook of Corporate Tax

Course Name: Project-I + II

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Evaluation Process	
Project Report	Viva Voce
50 marks	50 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

- 1) **Cover Page:** This should contain the title of the project proposal and, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
- 2) **Acknowledgement:** Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.
- 3) **Table of Content:** Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
- 4) **Body of the Report:** The body of the report should have these four logical divisions
 - a) **Introduction:** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
 - b) **Conceptual Framework / National and International Scenario:** (relating to the topic of the Project).
 - c) **Presentation of Data, Analysis and Findings:** (using the tools and techniques mentioned in the methodology).
 - d) **Conclusion and Recommendations:** In this section, the concluding observations based on the main findings and suggestions are to be provided.
- 5) **Bibliography or References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.
- 6) **Annexures:** Questionnaires (if any), relevant reports, etc.

Semester - III

Course code: MCM 301

Credit Point= 05

Course Name: RESEARCH METHODOLOGY

Catalog Description:

In this course the various aspects of research methodology, testing of hypothesis, findings, solving various issues useful in decision making are elaborated. The main aim of this paper is to make the students familiar with the basic aspects of research as well as make them enable that how research design can be used for future decision making. The course of research methodology is for imparting the knowledge of different areas of research to the students. On the basis of this one can solve any real life problem.

Course Objective

The objective of course is to provide knowledge about research and various methods of Research besides that the course also aims to enable students about process of data collection and understand sampling and analysis of data

Course Outcomes

On completion of this course, the students will be able to:

CO1: Identify the difference research methodologies used in research.

CO2: Identifying research, Types of Business problems encountered by the researcher.

CO3: Learn to analyze of Data: Coding, Editing and Tabulation of Data.,

CO4: Apply various research tools for decision making.

CO5: Able to write research report: Types and Layout of Research Report,

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Introduction-Concept of research and its application in various functions of Management, Types of Research, Types of Business problems encountered by the researcher, Problems and precautions to the researchers. Process of Research: Steps Involved in Research Process; Research Design- Various Methods of Research Design	10	L ₁ , L ₂
Unit-II	Collection of Data: - Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Precautions in Preparation of Questionnaire and Collection of Data.	10	L ₁ , L ₂

Unit-III	Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams used in Data Analysis, Bar and Pie Diagrams and their significance. Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA).	15	L ₁ , L ₂ , L ₃
Unit-IV	Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusion, Suggestion and Recommendation to the concerned persons.	15	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Kothari, C.R - Research Methodology Methods & Techniques.
2. Gupta, S.P. - Statistical Methods
3. Bennet, Roger - Management Research
4. Panneer Salvam - Research Methodology
5. Saunders - Research Methods for Business students

Catalog Description:

In this course the concepts of accounting which are necessary for planning and control are discussed. The various techniques used by managers like – budgetary control, standard costing break even analysis and inventory management techniques are discussed in this course. The aim of this course is to make the students familiar with the management accounting concepts and techniques and how it influences policies in the organization.

Course Objectives:

The objective of the course is to enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial planning and control.

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁: Describe the concept of management, cost and financial accounting
- CO₂: Solve problems of flexible and cash budget and state about minimum requirements of cash
- CO₃: Solve problems using standard costing techniques
- CO₄: Discuss various types of responsibility centers and calculate minimum and maximum requirement of inventory

Course content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Budgeting Control:- Meaning of Budget and Budgeting control, purposes of Budgeting, Importance, Essentials of an effective budget, classification of budgets Flexible budget. ZBB.	15	L ₁ , L ₂ , L ₃
Unit-II	Standard Casting and Variance analysis:- meaning and objectives of Standard Costing; Setting of Standard, Variance Analysis:- Material, Labour and Overhead, Variances	15	L ₁ , L ₂ , L ₃
Unit-III	Marginal Casting:- meaning, Determination of Profit under marginal Costing, Importance and Applications:- Dropping a line or product or Department, Pricing of Product, make or buy Decision, Selection of most profitable channel, Break even analysis:- Meaning, P/V ratios, BEP Chart and Practical Applications of Break Even Analysis	13	L ₁ , L ₂ , L ₃

Unit-IV	Responsibility Accounting:-Meaning and Advantages, Responsibility Centers –Cost, Profit and Investment Centers. Transfer Pricing-Meaning, Methods and Selection of Transfer Pricing Method. Inventory Control- Meaning importance and techniques (EOQ, ROP, ABC, and VED) and Determination of Inventory levels.	7	L ₁ , L ₂ , L ₃
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Anthony, Robert :Management Accounting
2. Bilrman, Haral Jr. Dyckman, Thoas, R. :Management Cost Accounting
3. Khan, M.Y. :Management Accounting
4. Khan & Jain :Management Accounting
5. Kulshreshtha :Management Accounting Concepts j& Cases
6. Lall, B.M. & Jain,I.C. :Management Accounting Principles and Practice
7. Maheshwari, S,N. :Management Accounting
8. Pandey, I.M. :Management Accounting
9. Sharma, R.K. :Management Accounting
10. Shukla, M.B. :Prabandhakiya Lekhankan(Hindi)

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

- 1) Cover Page:** This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
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- 3) Table of Content:** Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
- 4) Body of the Report:** The body of the report should have these four logical divisions
 - a) **Introduction:** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
 - b) **Conceptual Framework / National and International Scenario:** (relating to the topic of the Project).
 - c) **Presentation of Data, Analysis and Findings:** (using the tools and techniques mentioned in the methodology).
 - d) **Conclusion and Recommendations:** In this section, the concluding observations based on the main findings and suggestions are to be provided.
- 5) Bibliography or References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.
- 6) Annexures:** Questionnaires (if any), relevant reports, etc.



Course code: MCM 304

Credit Point= 05

Course Name: MANAGEMENT OF FINANCIAL SERVICES

Catalog Description:

In this course the concepts of management of financial services which are necessary for decision making are discussed. The course is to enable students to understand the intricacies of financial services in order to equip them with knowledge applicable to the industry.

Course Objective

The objective is familiarizing the prospective managers (students) with financial services and institutions along with the role in the overall financial system and to understand types of financial services in India.

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁:** Explain the concept of Financial Services: its Types and Scope
- CO₂:** Discuss Merchant Banking in India; its Nature, Characteristics, Functions and Importance
- CO₃:** Discuss the nature, objective and features of Credit Rating, Credit rating Agencies in India, Depositories
- CO₄:** Explain the concept of Lease Financing, Hire Purchase, Venture Capital, Mutual Funds Housing Finance, E-Banking

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Financial Services:- Concept, Nature, Types and Scope of Financial Services, Fund based and Non-fund based Financial Services.	10	L ₁ , L ₂
Unit-II	Origin of Merchant Banking in India:- Nature, Characteristics, Functions and Importance, Services rendered by Merchant Bankers, Underwriting- Concept, Nature, Features, Importance, Functions and Evolution of Underwriting business, SEBI Guidelines with regard to Underwriting,	15	L ₁ , L ₂
Unit-III	Nature, Objective and Features of Credit Rating, Credit rating Agencies in India, Depositories.	10	L ₁ , L ₂
Unit-IV	Other Financial Services:- Lease Financing, Hire Purchase, Venture Capital, Mutual Funds Housing Finance, E-Banking	15	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; P -Project/Seminar/Quiz/Viva; HA-Home Assignment; CT-Class Test; EE-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:

1. Avadhani, V.A. : Investment and securities Markets in India
2. Bhola L. M. :Financial Market and Institution
3. Bhalla, V.K. : Financial Market and Services
4. James,C.Van Horne :Functions and Analysis of Capital Market
5. James,C.Van Horne : Financial Market Rates and Flow
6. Khan M. Y. : Indian Financial System
7. Macchiraju, H.R. : Merchant Banking



Course code: MCM 305

Credit Point= 05

Course Name: Service Marketing

Catalog Description:

In this course the concepts of services marketing in today's business world are discussed. The course is to enable students to understand the intricacies of services marketing in order to equip them with knowledge applicable to the industry.

Course Objectives:

The objective of this course is to create an in-depth knowledge in students about services and challenges faced in service marketing. The course also tries to achieve the objective of providing concept and types of services Tools of marketing mix used in service marketing research Development of Services Market in India.

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁: Discuss the concept, nature, types and scope of Services Marketing
- CO₂: Explain different approaches of segmenting Service Market and discuss Marketing Mix in Service Marketing,
- CO₃: Explain role of marketing research and marketing information system in Services
- CO₄: Discuss the concept of E-Marketing and Services Marketing in various business areas

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-I	Concept, Nature, Emergence, Growth and Importance of Services, Marketing Challenges in Service Business, Service Classification, Marketing Framework for Service Business, Understanding Service Market, Services and Consumer Behaviour	15	L ₁ , L ₂
Unit-II	Approaches to segmenting Service Market, Marketing Mix in Service Marketing, Branding of Services, Retail marketing	12	L ₁ , L ₂
Unit-III	Marketing Research and Marketing Information System in Services, Strategies for Services Marketing, Service Vision	13	L ₁ , L ₂
Unit-IV	E-Marketing and Services Marketing in various business areas, Development of Services Market in Indian Business.	10	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-:

1. Zeithaml, V.A. & Bitner, M.J. Services Marketing.
2. Lovelock, C. H. Services Marketing.
3. Rao, K. R. Mohana. Services Marketing.
4. Nargundkar, R. Services Marketing.
5. Apte, Govind. Services Marketing.
6. Shukla, Ajit Kumar. Services Marketing.



Course code: MCM 304-A

Credit Point= 05

Course Name: ENTREPRENEURIAL DEVELOPMENT & SMALL BUSINESS IN INDIA

Catalog Description:

In this course the concepts of entrepreneurial development which are necessary for decision making are discussed. The course is to enable students to understand the intricacies of entrepreneurial activity in order to equip them with knowledge applicable to the industry.

Course Objectives:

The objective of this course is to create an in-depth knowledge in students about entrepreneurship, its development and challenges faced by entrepreneurs. The course tries to familiarise students with the various government schemes and programs along with the methods how one can become successful entrepreneur.

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁:** Explain the different theories of entrepreneurship
- CO₂:** Discuss Entrepreneurship Development Programme (EDP)
- CO₃:** Discuss different methods of Promotion of a venture;
- CO₄:** Explain various government support schemes for entrepreneur

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Entrepreneurship: Nature, Scope and Importance, Emergence of Entrepreneurial class In India. Theories of Entrepreneurship, Entrepreneurship and Environment; Creativity and Innovation.	12	L ₁ , L ₂
Unit-II	Entrepreneurship Development Programme (EDP) – Nature Scope and importance, Institutions Established by the Government For EDP Government Assistance and incentives. Women Entrepreneurship: Social Entrepreneurship	13	L ₁ , L ₂
Unit-III	Promotion of a venture; Project Management. Financial Management; Raising of funds, Private Equity And venture capital, Production, Human Resource Management and Marketing Management Practices in Small Scale Sector.	15	L ₁ , L ₂
Unit-IV	Small Business: Nature, Scope and Importance of Small Business, Government Support System, Infrastructural facilities. Latest Government policy with regard to Small Scale Sector. SME Ratings, Strategies for Growth	10	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:

1. Desai, Vasant : Entrepreneurship and Small Business Management
2. Duker, Peter : Innovation and Entrepreneurship
3. Gupta, C.B. : Entrepreneurship Development
4. Kenneth, P. Van : Entrepreneurship and Small Business Management
5. Shukla, M.B. : Entrepreneurship and Small Business Management
6. R.C. Agrawal : Udyamita Vikas. (Hindi)
7. S.S. Khanka : Entrepreneurship Development



Course code: MCM 305-A

Credit Point= 05

Course Name: LABOUR LAGISLATION IN INDIA

Catalog Description:

The objective of this course is to create an in-depth knowledge in students about various labour laws, Trade unions, wages systems prevailing in our economy .After studying this course student will be able to know different provisions of Industrial Disputes Act, 1947, Workmen Compensation Act-1923 Payment of Wages Act, 1936, Trade Union Act, 1926

Course Objectives:

The objective of this course is to create an in-depth knowledge in students about Labour laws in India. The course objective is to familiarizes students with provisions of Industrial Disputes Act, 1947, Workmen Compensation Act etc. which are necessary in business

Course Outcome:

On the successful completion of the course the student will be able to:

- CO₁:** Explain objectives of Labour laws
- CO₂:** Discuss provisions of Workmen Compensation Act-1923
- CO₃:** Explain provisions of Payment of Wages Act, 1936
- CO₄:** Discuss the provisions of Industrial Disputes Act, 1947

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Objectives of Labour laws, Industrial Disputes Act, 1947- objectives Scope, Lay off, Strike, Lockout, Retrenchment	10	L ₁ , L ₂
Unit-II	Workmen Compensation Act-1923 Employer, Partial disablement, Total disablement, wages, workman rules regarding workmen's compensation, Factories Act-1948 Definition, Health of workers in factories, Safety of workers infactories	13	L ₁ , L ₂
Unit-III	Payment of Wages Act, 1936: Object of the Act. Definitions. Rules for payment of wages. Deductions from wages. Enforcement of the Act. Minimum Wages Act, 1948: Definition Minimum, fair and Living Wages. Fixation and revision of minimum wages. Payment of minimum wages. Enforcement of the Act	15	L ₁ , L ₂
Unit-IV	Trade Union Act, 1926: Features. Definition. Registration of Trade Unions. Rights and	12	L ₁ , L ₂

	Liabilities of Registered trade unions. Funds of trade union. Employee's Provident Fund and Miscellaneous Provisions Act, 1952: Introduction. Definition, Schemes under the Act		
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:-

1. Ghaiye, B.R., Laws and Procedure of Developmental Enquiry: In Private and Public Sector.
2. Malhotra, O.P., The Law of Industrial Disputes.
3. Malik, P.C. Handbook of Labour and Industrial Law.
4. Kapoor, N.D., Element of Industrial Law.
5. Padhi, P.K., Labour & Industrial Laws
6. Srivastava, S. C. Industrial Relations and Labour Laws.



Semester -IV

Course code: MCM 401

Credit Point= 05

Course Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Catalog Description

In this course the concepts of Security Market and Portfolio Management which includes its analysis, risk and return trade off, fixed income instruments and investment in derivative instruments are discussed. The concept of various techniques used for performance measurement and evaluation of the portfolio were discussed. The aim of this course is to make the students familiar with the fundamentals of Securities and its various instruments available in the market.

Course Objective:

Students learn to understand the concept of Security Analysis and Portfolio Management to establish a conceptual frame work for the study of security analysis and portfolio management. This course will provide the student the ability to understand and utilize the skill of optimizing returns. The focus at different places is to build models and discuss their validity and application to practical situations. Enable them to better manage the most important asset of any organization which is people.

Course Outcomes

On completion of this course, the students will be able to

CO1: Explain the Indian Security Market, risk and returns while investing and various methods used for the evaluation of the folio.

CO2: Explain various theories used for Security Analysis and the models used for Portfolio Management.

CO3: Identify the performance of the portfolio using selective techniques.

CO4: Identify the regulations laid down by SEBI and various options available in Derivative instruments.

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Security Analysis: Concept, Nature and Scope, Investment Vs. Speculation, Effective Investment Programme, Sources of Investment Information. Primary Market, Secondary Market, Operations of Indian Capital Market.	15	L ₁ , L ₂
Unit-II	Valuation of Securities: Bond, Debenture, Preference Shares, Equity Shares.	10	L ₁ , L ₂ , L ₃
Unit-III	Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis, Efficient Market Hypothesis and its Testing.	10	L ₁ , L ₂ , L ₃
Unit-IV	Portfolio Management, Portfolio Selection and its Models. Markowitz Portfolio Theory.	15	L ₁ , L ₂ , L ₃

	Efficient Frontier, Capital Market Theory: CAPM Single Index Model; Portfolio Total Risk (Risk and Return Analysis). Portfolio Market Risk and Unique Risk, Capital Market line and Security Market Lines, Portfolio Performance Evaluation: Measurement of Risk & Return, Evaluation Criteria and Procedures.		
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Avadhani, V.A. : Investment Management
2. Alexander, Gordon J. & Sharpe, : Fundamentals of Investment William, F.
3. Bhalla, V.K. : Investment Management
4. Chandra, Prasanna : The Investment Game
5. Fisher & Jordon : Security Analysis and Portfolio Management
6. Francis, Jack Clark : Investment Analysis and Management
7. Frederick, Anling : Investments
8. Markowitz, Harry, M. : Mean Variance Analysis in portfolio Choice and Capital Market



Course code: MCM 402

Credit Point= 05

Course Name: STRATEGIC MANAGEMENT

Catalog Description

In Strategic management the concepts of different type of strategy ,strategic analysis, SWOT analysis, value chain analysis, corporate level strategy, business unit strategy, growth strategies, strategic implementation, strategic choice, corporate restructuring concept are discussed. The aim of this course is to make the students familiar with the overall framework and fundamentals of strategic management process in the organizational settings.

Course Objectives:

The objective of this paper is to introduce the basics of strategic management in organization structure and settings. The paper also tends to give a deep insight into the changing scenario of national and international organizational settings.

Course Outcomes:

On completion of this course, the students will be able to

- CO1: Discuss the applicability of the concept of strategic management concepts in the organizational settings.
- CO2: Evaluate the applicability of analyzing the complexities associated with process of strategic analysis in the organization.
- CO3: Analyze the types of strategic planning, change and control.
- CO4: Interpret how the concepts of strategic review and corporate restructuring in the organizational settings.

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Concept, Definition and Nature of Strategy, Vision, Mission, Goal & Objective. Strategic Management: Definition and Process, Models of Strategic decision making, Strategic Intent, Strategic Business Unit.	10	L ₁ , L ₂
Unit-II	Environmental Scanning-Concept of Environment and its Components, SWOT Analysis, Environmental Scanning and Appraisal, Strategic advantage analysis and diagnosis, Concept of Synergy, Core Competence.	12	L ₁ , L ₂ ,
Unit-III	Strategic Analysis & Choice- Stability, Growth, Turnaround, Retrenchment, Diversification, Vertical and Horizontal integration, Strategic alliance, Divestment, Business Portfolio analysis BCG & GEC matrix, Strategic choice.	13	L ₁ , L ₂
Unit-IV	Strategic Implementation and Control-Inter-	15	L ₁ , L ₂

	relation between formulation and implementation, Issues in strategy implementation, Structural and Non-Structural resource allocation. Overview of Strategic Evaluation, Strategic Control, Techniques of Strategic evaluation and Control.		
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Kazami :Strategic Management & Business Policy.
2. R. Srinivasana :Strategic Management.
3. Lynch :Corporate Strategy.
4. P. Subbarao :Business Policy and Strategic Management.
5. Haberberg & Rieple :Strategic Management
6. Hill & Jones :An Integrated approach to Strategic Management
7. U.C. Mathur :Strategic Management.
8. D.Acharya & A. Nanda :Strategic Management & Entrepreneurship

Objectives:

The aim of the project is to provide the students with an opportunity to further their intellectual and personal development in the chosen field by undertaking a significant practical unit of activity. The project can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

Evaluation Process	
Project Report	Viva Voce
50 marks	50 marks

Components of a Project Report

The outcome of Project Work is the Project Report. A project report should have the following components:

- 1) Cover Page:** This should contain the title of the project proposal, to whom it is submitted, for which degree, the name of the author, name of the supervisor, year of submission of the project work, name of the University.
- 2) Acknowledgement:** Various organizations and individuals who might have provided assistance /co-operation during the process of carrying out the study.
- 3) Table of Content:** Page-wise listing of the main contents in the report, i.e., different Chapters and its main Sections along with their page numbers.
- 4) Body of the Report:** The body of the report should have these four logical divisions
 - a) **Introduction:** This will cover the background, rationale/ need / justification, brief review of literature, objectives, methodology (the area of the study, sample, type of study, tools for data collection, and method of analysis), Limitations of the Study, and Chapter Planning.
 - b) **Conceptual Framework / National and International Scenario:** (relating to the topic of the Project).
 - c) **Presentation of Data, Analysis and Findings:** (using the tools and techniques mentioned in the methodology).
 - d) **Conclusion and Recommendations:** In this section, the concluding observations based on the main findings and suggestions are to be provided.
- 5) Bibliography or References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.
- 6) Annexures:** Questionnaires (if any), relevant reports, etc.

Course code: MCM 404

Credit Point= 05

Course Name: INTERNATIONAL MARKETING

Catalog Description

This course is intended to provide the students with in-depth knowledge about international marketing and recognize the regular challenges of marketing.

Course Objectives:

The objective of this course is to create knowledge in students about international marketing, its scope and importance. It also aims to provide students' knowledge about government agencies, formalities and procedure of export.

Course Outcomes

On completion of the course students will be able to:

CO1: Discuss the difference between marketing and international marketing.

CO2: Explain strategies to enter international market.

CO3: Discuss role of government agencies in export and various documents required for export.

CO4: Discuss concept of international PLC, its pricing and branding.

CO5: Explain emerging issues in international marketing

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Nature, Scope and Importance of International Marketing. Distinction between International Marketing and Domestic Marketing, International Market entry Strategies, International Marketing Environment and its impact on marketing decisions	10	L ₁ , L ₂
Unit-II	Institutional set up for Export Promotion, Governmental Agencies in International Marketing. Export Houses, Export Documentation and Procedures. International Marketing Operations.	12	L ₁ , L ₂
Unit-III	Planning for overseas Market – Product strategy, International Product Life Cycle, Management of International Brands and Packaging, Pricing Decisions, International Promotion, International Channel Management Decisions	15	L ₁ , L ₂
Unit-IV	Emerging Issues and Developments in International Marketing, International Marketing of Services, Information Technology and International Marketing, World Trade Organization (WTO)	13	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; P -Project/Seminar/Quiz/Viva; HA-Home Assignment; CT-Class Test; EE-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:

1. Cateora P.R. & Graham J.L.: International Marketing
2. Jain, Subhash C.: International Marketing Management
3. Terpstra, V & Sarathy, R : International Marketing
4. Onkvisit, S & Shaw, J.J. : International Marketing: Analysis and Strategy Czinkota, M.R. & Ronkainen, I.A. : International Marketing
5. Cherunilam, F : International Marketing
6. Sahai, I.M. : International Marketing
7. Mishra, Arvind K. : Fundamentals of International Marketing



Course code: MCM 405

Credit Point= 05

Course Name: CORPORATE LEGAL FRAMEWORK

Catalog Description

This course is intended to provide the students with in-depth knowledge of corporate law in India. The basic aim behind the course is to provide students' knowledge about the company law and its legal provisions specifically related to MOA, AOA, Directors, and Meetings etc.

Course Objectives:

The objective of this course is to create an in-depth knowledge in students about Companies Act – 1956, along with the amendments from time to time.

Course Outcomes

On completion of the course students will be able to:

CO1: Discuss the present set up of company's law administration along with its historical development.

CO2: Explain various clause in AOA and MOM

CO3: Discuss concept, legal position, duties and liabilities of directors

CO4: Discuss concept, legal position, duties and liabilities of company secretary

CO5: Explain meeting, its various types and terms related to meeting

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Historical Development of company Legislation in India. Salient Features of the Companies Act, 1956. The Present set-up of company Law Administration in India. Corporate Personality: Nature, Types & Conversion of Companies; Formation, Promotion and Incorporation of companies.	15	L ₁ , L ₂
Unit-II	Memorandum of Association; Articles of Association; Prospectus: Their Nature, Contents & Legal effects; Membership: Nature of Member. Methods of Acquisition and Termination of Membership.	12	L ₁ , L ₂
Unit-III	Directors: Meaning, Appointments, Legal Position, Qualifications and Disqualifications, Remuneration, Powers, Duties and Liabilities of Directors, Managing Director and Manager; Winding Up: Kinds and Conduct.	12	L ₁ , L ₂
Unit-IV	Company Secretary- Meaning, Appointments, Legal position, Powers, Responsibilities and Removal of Company	11	L ₁ , L ₂

	Secretary; Company Meetings: Types, Legal provisions and Secretary's Duties regarding Statutory, Annual General and Extra-ordinary General Meetings, Notice, Agenda, Minutes, Resolutions. Chairman, Proxy, Voting and Poll.		
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***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Bagrail, A.K. : Company Law
2. Chawla & Garg : Company Law & Secretarial Practice
3. Grower, L.C. B. : Principles of Modern Company Law
4. Kapoor, N.D. : Company Law
5. Kuchhal, M.C. : Modern India Company Law
6. Ramaiya, A. : Guide to the Companies Act
7. Singh, Avtar : Company Law

Course code: MCM 404-A

Credit Point= 05

Course Name: INDUSTRIAL RELATIONS IN INDIA

Catalog Description

This course is intended to provide the students with in-depth knowledge of industrial relation in India. This will to provide knowledge about industrial dispute, collective bargaining, labour turn over, workers participation in management etc.

Course Objectives:

The objective of this course is to create an in-depth knowledge in students about Industrial Relation, Functions of trade union, problems faced by industries, workers and management relations.

Course Outcomes

On completion of the course students will be able to:

CO1: Discuss the concept and objective of industrial relation

CO2: Explain various causes of strike and lockout.

CO3: Discuss concept of trade union and its role in collective bargaining.

CO4: Discuss the concept of workers participation in management and its role in organizations.

CO5: Discuss the various steps in grievance handling.

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Industrial Relation-Concept, nature objectives, importance, Industrial disputes, Meaning, causes strike, lockout	10	L ₁ , L ₂
Unit-II	Collective Bargaining-Meaning, characteristics, Trade unionism- concept and nature of objective of trade union functions of trade unions, Problems of trade union, measures of strengthen of trade union	10	L ₁ , L ₂
Unit-III	Industrial Accident, Safety measures Absenteeism, Measures to check absenteeism, Labour Turn over, causes of labour turn over, measures to reduce labour Turn over	10	L ₁ , L ₂
Unit-IV	Workers Participation in management Meaning, objectives Different forms of WPM, Causes of the failure of participation scheme in India, Suggestions for the success of WPM, Grievance-Meaning and definition, causes of grievance, characteristics of good grievance handling procedures, Steps taken by the manager in handling a grievance, suggestions to make the grievance procedure successful	20	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings:-

1. Kochan, T.A. & Katz Harry. An Introduction to Collective Bargaining and Industrial Relations
2. Mamkottam, K. Trade Unionism: Myth and Reality
3. Bhagoliwal, T. N. Industrial Relations in India.
4. Mehrotra, S.N. Labour Problems in India
5. Mamoria, C. B., Mamoria, S, & Gankar, S. V. Dynamics of Industrial Relations.
6. Tripathy, P. C. Personnel Management and Industrial Relations.
7. Mani, B.R. Participative Management Vs. Collective Bargaining.



Course code: MCM 405-A

Credit Point= 05

Course Name: MANAGEMENT INFORMATION SYSTEM

Catalog Description

This course is intended to provide the students with in-depth knowledge of Management Control, its process, structure and its Behavioural aspects.

Course Objectives

The objective of this course is to acquaint the students about the concept and application of management control system in large organizations and make them familiar with modern control techniques.

Course Outcomes

On completion of the course students will be able to:

CO1: Discuss the nature and scope of Control function and Strategic Planning

CO2: Prepare various budgets during the process of management control.

CO3: Discuss various control centers in a management control structure.

CO4: Discuss the concept of accounting information system.

CO5: Discuss the various Behavioural aspects of Management Control

Course Content

Unit	CONTENT	Number of Hours	Bloom's Level*
Unit-1	Management Information System (M.I.S): Meaning, elements, characteristics, objectives and role of M.I.S., Principles of good MIS, Installation of MIS, Basic Requirements of MIS, Implementation of MIS, Problems in Installation of MIS, Guidelines for making MIS effective.	10	L ₁ , L ₂
Unit-II	Development of system analysis, system Definition, system Analysis, tools for making system analysis, system design, Testing, system evaluation, Types of information system, comparison of human and computer system(Alternative Framework)	10	L ₁ , L ₂
Unit-III	Information System for Decision Making: Meaning, Types of decisions, Decision making process, Basic Information system related to production, Finance, Human resource and marketing.	10	L ₁ , L ₂
Unit-IV	Data communication and networking: Meaning, Basic elements of communication, Data transmission modes, Transmission channels, Transmission media, Types of Database system, Network topologies, LAN, WAN and MAN. Base of MIS: Reporting-meaning, Principles of reporting, methods of reporting, Classification of reports.	20	L ₁ , L ₂

***Bloom's Level:** L₁-Knowledge; L₂-Comprehension; L₃-Application; L₄: Analysis; L₅: Synthesis, L₆: Evaluation

Examination Scheme:

Components	A	P	HA	CT	EE
Weightage (%)	5	5	5	10	75

A-Attendance; **P** -Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination.

Instructional Techniques:

To achieve the objectives of this course the instructional strategies that would be used:

- a. Lecture Method
- b. Group Discussions
- c. White Board
- d. Learning by doing
- e. Case Studies
- f. Brain Storming
- g. Power Point Presentations

Suggested Readings-

1. Loudon Kenneth C. & Loudon Jane P. Management Information System.
2. Banerjee, U. K., & Sachdeva, R. K. Management Information System: A New Frame Work.
3. Davis, G.B. & Olson, M. H. Management Information Systems: Conceptual Foundations, Structure and Development.
4. Gupta, A.K. Management Information System.
5. Jindal Aman, Management Information System.
6. Kanter Jerome. Management Oriented MIS.
7. Kelker, S.A. Management Information System - A Concise Study
8. Murthy, C.S.V. Management Information System: Text, Cases and Applications.
9. Prasad, L.M. & Prasad, Usha. Management Information System. Sultan Chand.

