



# UNIVERSITY OF PUNE

Master of Commerce (M.Com.) Semester System.

Revised with effect from June 2008.

## 1. Objectives :

- To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced commercial and business methods and processes.
- To develop independent logical thinking and facilitate personality development.
- To equip the students for seeking suitable careers in management and entrepreneurship.
- To study by students methods of Data collection and their interpretations.
- To develop among students Communication, Study and Analytical skills.

## 2. Duration :

The M.Com. Course will be of Two Years duration consisting of Two part. i.e. Part I and Part II. Each part is having Two Semesters. Thus the M.Com. Course is of Four Semesters. For each Semester there will be Four Papers of 100 marks each. The M.Com. Degree will be of 1600 marks in aggregate.

## 3. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

## 4. The Scheme of Papers : The following will be the Scheme of papers.:

### M.Com Part II

Paper Code	Semester III
301	Business Finance
302	A. Industrial Economics. Or B. Business Statistics.
303	Special Subject Paper I
304	Special Subject Paper II

## 5. List of Papers

A list of Special Subjects is given below:

A student can select any one of the Subjects of the following which shall be common for all Semesters.

### A. Advanced Accounting And Taxation

Paper V [303] : Advanced Auditing.

Paper VI [304] : Specialized Auditing.

### B. Advanced Cost Accounting and Cost Systems

Paper V [303] : Cost Audit.

Paper VI [304] : Management Audit.

### C. Business Practices And Environment

Paper V [303] : Entrepreneurial Behavior.

Paper VI [304] : Entrepreneurship Development Pattern.

**D. Business Administration.**

Paper V [303] : Human Resource Management.

Paper VI [304] : Organizational Behavior.

**E. Commercial Laws and Practices.**

Paper V [303] : Law Relating to International Business.

Paper VI [304] : World Trade Organization - Norms and Practices.

**F. Co-operation and Rural Development**

Paper V [303] : Co-Operative Credit System.

Paper VI [304] : Co-operative Banking System.

**G. Advanced Banking and Finance**

Paper V [303] : Foreign Exchange.

Paper VI [304] : International Finance.

**H. Advanced Marketing**

Paper V [303] : International Marketing.

Paper VI [304] : Marketing Research.

**6. Scheme of Teaching :**

There will be 4 periods of 60 minutes each per week per paper. The College/Department is to arrange for teaching of both Part I and II courses simultaneously.

**7. Scheme of Examination :**

For each Paper, there will be Mid Semester Examination of two hours duration of 60 Marks.(to be converted into out of 20). The Semester and Examination will be of three hours duration of 100 marks, which will be converted into out of 80 marks for Regular students. The question paper for both the Examinations will be based on testing the knowledge of theory, applicability and problems or cases wherever applicable as detailed in syllabi. The Mid-Semester Examination will be conducted once in the Academic Year. The candidate will be allowed to join Part II of M.Com. course irrespective of the number of backlogs at the First and Second Semester .

**8. Project Work / Case Studies.**

- a. For Regular students Project Work is compulsory. The option of Case Studies is only for the student registered as an External student.
- b. The Project Viva – Voce Examination will be conducted at the end of IV the Semester but before the Theory Examination. There will be a panel of Internal and External Examiners appointed by the University to conduct the viva voce Examination. The Examination will be conducted at various centers as per Programme.
- c. The Project Work will carry 100 marks, divided as follows :

Written Project Report	60 Marks
Viva voice based on Project	40 Marks

For External Students, there will be an Examination in Case Studies carrying 100 Marks.

- d. The Principal of the College shall pay the remuneration in respect of viva voce examination to Examiners and other non-teaching staff out of Examination grant, as per scale of remuneration prescribed by the University.

The Honorarium need to be paid to the Internal teachers by the college for project evidence work.

- e. The Students will be required to prepare the Project Report based on the field work and study of the current trends under the guidance of his Project Guide.

The Project Work shall be done individually by the candidate in consultation with Project Guide. The Students should take guidance from Internal Guide and prepare Project Report in Two copies to be submitted to the Principal / Head of the Department. The Project Report shall consist about 50 to 60 pages.

### 9. Standard of Passing.

- A. Regular students :- A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.
- B. External students :- A candidate is required to obtain at least 40% marks out of 100 in each course.

### 10. Award of Class.

- a. The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, IV together.

The Award of class shall be as under :-

Marks Obtained	Class
70% and above	First Class with Distinction.
60% and above but less than 70%	First Class.
55% and above but less than 60%	Higher Second Class.
50% and above but less than 55%	Second Class.
40% and above but less than 50%	Pass Class.
Less than 40%	Fail.

- b. Improvement :- A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

### 11. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- Management Accounting.
- Financial Analysis & Control.
- Business Statistics.
- Advanced Accounting and Taxation.
- Advanced Cost Accounting and Cost Systems.

12. A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2008. For the students who have completed the terms for the First Year as per Old Course will be admitted to the Second Year as per Old Course M. Com. The examination as per Old Course will be held simultaneously for three years from April / May 2009.

### 13. Qualification of the Teachers :

The Teachers recognized to teach the subjects as per Old Course shall be deemed to be recognized in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics :** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development :** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.
- E. Research Methodology and Project Work :** M.Com., M.Phil./Ph.D. with 5 years degree teaching experience.

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**\*\*\* M.Com Part II \*\*\***  
**Semester System**  
**Semester III**

Subject Code	Subject Title	
301	Business Finance	
302	A. Industrial Economics OR B. Business Statistics	
<b>Special Elective Subjects</b>		
<b>A – Advanced Accounting and Taxation</b>		
303	Paper V	Advanced Auditing.
304	Paper VI	Specialized Auditing.
<b>B – Advanced Cost Accounting and Cost Systems.</b>		
303	Paper V	Cost Audit.
304	Paper VI	Management Audit.
<b>C – Business Practices and Environment</b>		
303	Paper V	Entrepreneurial Behavior.
304	Paper VI	Entrepreneurship Development Pattern.
<b>D – Business Administration</b>		
303	Paper V	Human Resource Management.
304	Paper VI	Organizational Behavior.
<b>E – Commercial Laws and Practices</b>		
303	Paper V	Laws Relating to International Business.
304	Paper VI	World Trade Organization – Norms & Practices.
<b>F – Co-Operation and Rural Development</b>		
303	Paper V	Co-Operative Credit System.
304	Paper VI	Co-Operative Banking System.
<b>G – Advanced Banking and Finance</b>		
303	Paper V	Foreign Exchange.
304	Paper VI	International Finance.
<b>H – Advanced Marketing</b>		
303	Paper V	International Marketing.
304	Paper VI	Marketing Research.

**M.Com. Part II, Semester III**  
**Compulsory Paper**  
**Subject Title -: Business Finance.**  
**Course Code -: 301**

**Objective -:**

To enable students to acquire sound knowledge of concepts, nature and structure of business finance.

Unit No.	Topic	Periods
1.	<b>Business Finance</b> Meaning, objective, scope and importance	04
2.	<b>Time value of Money</b> Need, Importance, Future value, Present value	04
3.	<b>Strategic financial planning</b> Meaning - objective, steps in financial planning - estimating financial requirements - limitations of financial planning - capitalization – over capitalization - under capitalization	10
4.	<b>Corporate securities and sources of long term finance</b> 4.1 Ownership securities - equity shares: characteristics, advantage and disadvantages, preference shares: characteristics, advantage and disadvantages. 4.2 Creditor sip securities- debentures : characteristics-classification-procedure of issuing debentures and Bonds. 4.3 The dividend decision: Background of dividend policy, measures of dividend policy, dividend yield and dividend payout.	10
5.	<b>Short term finance and working capital</b> Characteristics of short term finance - sources of short term financing - trade creditors, bank credit, bank financing of account receivables, working capital - advantages and disadvantages of short term financing.	10
6.	<b>Project financing</b> Meaning Importance, Project preparation, evaluation of Project : technical analysis - commercial analysis, financial and managerial analysis	10
<b>Total</b>		<b>48</b>

**Recommended Books**

1. P.V.Kulkarni: Business finance, Himalaya Publishing House
2. S.C.Kuchal: Corporate Finance, Chaitanya Publishing House, Allahabad
3. Prasana Chandra: Financial Management: Theory and Practice
4. William L. Maggiuson, Scott B. Smart, Lawrence J. Gitman : Principles of corporate finance, Cengage Learning Private Limited, Dehli
5. Aswath Damodaram: Corporate Finance: Theory and Practice, Wiley International

**M.Com. Part II, Semester III**  
**Compulsory Paper**  
**Subject Title -: Industrial Economics.**  
**Course Code -: 302-A**

**Objective -:**

1. To study the basic concept in Industrial Economics.
2. To study the impact of industrialization on the economy.

Unit No.	Topic	Periods
<b>1.</b>	<b>Introduction</b> 1.1. Meaning and Scope of Industrial Economics. 1.2. Need and significance of the study of Industrial Economics. 1.3. Inter-relationship between Industrial Development and Economic Development.	<b>08</b>
<b>2.</b>	<b>Theories of Industrial Location</b> 2.1 Factors influencing location of Industries. 2.2 Weber's theory of location. 2.3 Sargent Florence Theory of location.	<b>08</b>
<b>3.</b>	<b>Industrial Productivity</b> 3.1 Productivity – Meaning and Measurement. 3.2 Factors affecting Industrial Productivity. 3.3 Measures required for improving productivity	<b>08</b>
<b>4.</b>	<b>Industrial Profile and Problems</b> 4.1 Private sector – large and small-medium enterprises. (SMEs) 4.2 Public Sector – Role of Public Sector, Problems of Public Sector. 4.3 Special Economic Zones (SEZ) Role and Problems.	<b>08</b>
<b>5.</b>	<b>Industrial Imbalance</b> 5.1 Meaning of Industrial imbalance. 5.2 Need of balanced Regional Development of Industries. 5.3 Industrial imbalance – causes and measures	<b>08</b>
<b>6.</b>	<b>Impact of Industrialization</b> 6.1 Impact of Urbanization. 6.2 Impact on Employment. 6.3 Impact on Global Warming.	<b>08</b>
<b>Total</b>		<b>48</b>

**Recommended Books :**

1. S.C. Kuchal – Industrial Economy of India. 1981
2. D.R. Gadgil – Industrial Evolution in India, Oxford.1948
3. K.V. Sivayya and V.B.M.Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999 Publishing House.
4. S.C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad.



**M.Com. Part II, Semester III**  
**Compulsory Paper**  
**Subject Title -: Business Statistics.**  
**Course Code -: 302-B**

**Objective -:**

1. To understand and Master the concepts, techniques & applications of Statistical Methods.
2. To develop the skills of solving real life problems using Statistical Methods.
3. To make students to understand the art of applying statistical techniques to solve some real life problems.
4. To gain knowledge of Statistical Computations.

Unit No.	Topic	Periods
<b>1.</b>	<b>Univariate Probability Distributions</b> 1.1 Random variables, discrete random variables, Continuous random variables. 1.2 Probability distribution and probability mass function (p.m.f.) of discrete random Variable. 1.3 Expected value and variance of discrete random variable. Numerical problems on finding expected value and variance of a discrete random variable.	<b>04</b>
<b>2.</b>	<b>Some Standard Probability distributions</b> 2.1 Binomial Distribution: p.m.f, Mean and variance. 2.2 Poisson distribution: p.m.f., mean and variance. 2.3 Normal distribution: p.d.f., mean, variance, properties based on area, Relations between these distributions. 2.4 Numerical problems to calculate probabilities, mean and variance.	<b>10</b>
<b>3.</b>	<b>Tests of Hypothesis</b> 3.1 Hypothesis, null and alternative hypothesis, two types of errors, critical region, level of significance, p-value. 3.2 Large sample tests for population mean and population proportion. 3.2.1 $H_0: \mu = \mu_0$ Vs $H_1: \mu \neq \mu_0$ 3.2.2 $H_0: \mu_1 = \mu_2$ Vs $H_1: \mu_1 \neq \mu_2$ 3.2.3 $H_0: \mu_1 = \mu_2$ Vs $H_1: \mu_1 > \mu_2$ 3.2.4 $H_0: P_1 = P_2$ Vs $H_1: P_1 \neq P_2$ Numerical problems	<b>06</b>
<b>4.</b>	<b>Exact sampling tests</b> 4.4 chi square test for goodness of fit 4.5 chi square test for independence of two attributes 4.6 t- test for a. $H_0: \mu = \mu_0$ Vs $H_1: \mu \neq \mu_0$ b. $H_0: \mu_1 = \mu_2$ Vs $H_1: \mu_1 \neq \mu_2$ c. Paired 't' test d. $H_0: \sigma = 0$ Vs $H_1: \sigma \neq 0$	<b>08</b>

	Numerical problems	
<b>5.</b>	<b>Statistical Quality Control (SQC)</b> 5.1 Meaning and scope 5.2 Control limits, specification limits, tolerance limits 5.3 Process control and product control 5.4 X, R, p and C charts. 5.5 Problems in drawing charts. 5.6 Acceptance sampling plans: 5.6.1 Concept, description and working of single sampling plans (s.s.p.) 5.6.2 Producer's risk, consumer's risk, AQL, LTPD, AOQ, AOQL, ATI Examples on calculation of probabilities using Poisson distribution.	<b>13</b>
<b>6.</b>	<b>Time Series</b> 6.1 Definition, components, analysis and its uses. 6.2 Measurement of Trend by graphical, moving average and Least square method (Linear) Numerical problems and graphs.	<b>07</b>
	<b>Total</b>	<b>48</b>

**Recommended Books :**

1. Fundamentals of mathematical Statistics By Gupta and Kapoor (S. Chand)
2. Schaum's outline of probability By Seymour Lipschutz
3. Fundamentals of applied Statistics By Gupta and Kapoor (S. Chand)
4. Fundamentals of Statistics By Gupta S.C.
5. Quantitative Techniques for business By A.B. Rao (Jaico Publication)

**M.Com. Part II, Semester III**  
**Advanced Accounting and Taxation Special Paper V.**  
**Subject Title -: Advanced Auditing.**  
**Course Code -: 303**

**Objective -:**

1. Level of Knowledge-Basic Knowledge
2. Objective: To impart knowledge and develop understanding of methods of auditing and their application.

Unit No.	Topic	Periods
1.	<b>Introduction</b> Auditing concepts Basic Principles governing an audit- Relationship of auditing with other disciplines -Audit Programme - Vouching - Verification and Valuation.	08
2.	<b>Auditing and Assurance Standards</b> Overview-Standard setting process-Role of International Auditing and Assurance Standard Board and Auditing and Assurance Standard Board in India.	08
3.	<b>Risk Assessment and Internal Control</b> Evaluation of internal control procedures; techniques including questionnaire; flowchart; internal audit and external audit, coordination between two.	08
4.	<b>Audit of Limited Companies</b> Preliminaries to the audit of limited company-Audit of share capital transactions, Debentures and other transactions-Audit report with special reference to CARO 2003 *Profit and divisible profit-Dividends- Investigation under Companies Act, 1956.	08
5.	<b>Audit Committee and Corporate Governance</b> Corporate Governance: Introduction-Verification of Compliance of Corporate Governance. Audit Committee: Constitution-Powers of Audit Committee-CEO/CFO Certification to Board-Report on Corporate Governance.	08
6.	<b>Audit under Computerized Information System (CIS) Environment</b> Special aspects of CIS Audit Environment need for review of internal control. Use of Computers for Audit purposes; audit tools, test packs, computerized audit programmes; Special aspects in Audit of E-Commerce Transitions.	08
<b>Total</b>		<b>48</b>

Recommended Books :
<ol style="list-style-type: none"> <li>1. Spicer and Peglar : Practical Auditing</li> <li>2. Kamal Gupta : Contemporary Auditing</li> <li>3. R.C. Saxena : Auditing (Himalaya)</li> </ol>

4. Basu : Auditing
5. Jagadish Prasad : Auditing : Principles
6. M.D.Paula : The Principles of Auditing
7. B.N. Tondon: A Handbook of Practical Auditing
8. The Institute of Accountants of India : Auditing assurance Standards

**M.Com. Part II, Semester III**  
**Advanced Accounting and Taxation Special Paper VI.**  
**Subject Title -: Specialized Auditing.**  
**Course Code -: 304**

**Objective -:**

To impart knowledge and develop understanding of methods of Audit in Specialized areas.

Unit No.	Topic	Periods
<b>1.</b>	<b>Tax Audit</b> Tax audit U/s 44 AB of Income Tax Act, 1961-Audit Programme-from 3 CA, 3 CB and 3 CD.	<b>04</b>
<b>2.</b>	<b>Internal Audit</b> Nature, Scope and purpose of Internal Audit-Review of internal control-Areas of internal audit-purchase, sale, cash bank transactions-Internal audit report.	<b>06</b>
<b>3.</b>	<b>Audit of Banks</b> Salient features of Enactments affecting Banks-Bank Audit, its approach-Steps in Bank Audit-Checking of Assts and Liabilities-Scrutiny of Profit & Loss items. Audit Report of Banks.	<b>08</b>
<b>4.</b>	<b>Audit of Cooperative Societies</b> Maharashtra State Co-op Act 1960 and Multistate Co-op. Societies Act 2002. Special features of Audit of Co-operative Societies. Audit Report of Co-operative Societies	<b>08</b>
<b>5.</b>	<b>Audit of Specialized Units</b> Special features of audit of educational institutions, Hotel, Club, Hospital, charitable trusts, Public Sector undertaking.	<b>10</b>
<b>6.</b>	<b>Government System of Audit</b> Funds maintained by Government for meeting expenditure and receipts-Structure of financial administration in India- Objects of Government audit-Role of Controller and Auditor General of India-Audit of receipt, expenditure, sanctions, Public Accounts Committee-Audit of departmental commercial undertaking-Audit of Local bodies.	<b>12</b>
<b>Total</b>		<b>48</b>

**Recommended Books :**

1. Kamal Gupta : Contemporary Auditing.
2. R.C. Saxena : Auditing (Himalaya)
3. Basu : Auditing
4. B.N. Tondon: A Handbook of Practical Auditing
5. Anil Roy Chaudhari : Modern Internal Auditing
6. V.S. Agarwal : Internal Auditing
7. George Koshi : Tax Audit Manual (Taxmann, New Delhi)

8. The Institute of Chartered Accountants of India : Guidance note on Tax Audit U/s 44 AB of the Income Tax Act

**M.Com. Part II, Semester III**  
**Advanced Cost Accounting & Cost System Special Paper V.**  
**Subject Title -: Cost Audit.**  
**Course Code -: 303**

**Objective -:**

To provide adequate knowledge on Cost Audit Practices.

Level of Knowledge – Advanced.

Unit No.	Topic	Periods
<b>1.</b>	<b>Introduction</b> Meaning, Definitions, Objectives & Scope of Cost Audit, Advantages of Cost Audit the concepts of Efficiency Audit, Proprietary Audit, Social Audit, System Audit.	<b>08</b>
<b>2.</b>	<b>Cost Auditor</b> Qualifications, Disqualifications, Appointment, Remuneration & Removal of Cost Auditor, Status, Relationship with financial Auditor – Rights, Duties, Responsibilities & Liabilities of Cost Auditor under Company Act.1956, Cost & Works Accountants Act. 1959, & other Statues as amended from time to time.	<b>08</b>
<b>3.</b>	<b>Cost Audit – Planning &amp; Execution</b> Familiarization with the Industry, The production process, system & procedure, List of Records Preparation of the Cost Audit Programme, Verification of Cost Records, Evaluation of Internal Control System, Audit Notes & Working Papers, Cost Audit in Electronic Data Processing Environment.	<b>10</b>
<b>4.</b>	<b>Cost Audit Report</b> Detail contents of the Report, Distinction between ‘Notes’ & ‘Qualification’ to the Report, Cost Auditor’s observation & conclusions. Study of Cost Audit Report Rules U/S 233 (b) & Cost Accounting Records Rules U/S 209(1)(d) of the Company Act.1956.	<b>12</b>
<b>5.</b>	<b>Numerical Problems on Cost Audit</b> Calculation of prices to be quoted, Valuation of Closing Stock of Raw-material, W.I.P., Finished Goods, Scrap, Power Cost, Calculation of different ratios, suggestions for improvements, Element wise Contribution to the Variation of profits, Costing & financial profit & Loss Accounting, reconciliation between cost profit and financial profit.	<b>10</b>
<b>Total</b>		<b>48</b>

**Note – 1.** All the amendments made to the respective Laws before one year Of the examination should be considered.

**2.** 80% marks for Theory and 20% marks f or Practical Problems.

**Area of the Practical Problems – Numerical Problems on Cost Audit.**

**References**

1. Cost Audit and Management Audit-By D.Datta Chowdhary publication central Publication Kolkatta.
2. I.C.W.A. of India's publications
  - (A) Industry wise Cost Accounting Record Rules and Cost Audit Report Rules.
  - (B) Guidelines on Cost Audit.
  - (C) Cost Audit Reports Rules.
  - (D) Cost Audit Social Objectives.
3. Cost Audit and Management Audit – By V.K. Saxena and C.D. Vashist, Sultan Chand and Sons Delhi.
4. Cost Audit & Management Audit – By N.P. Agarwal.
5. The Management Audit- By P. William, Leonar.
6. Efficiency Audit- Mohanlal Jain, Printwel Jaipur.
7. Efficiency Audit- By Laxmi Narayan – Lon gman.
8. Institute of Cost and Works Accountants of India- Cost Audit Social Objectives.
9. Laws on Cost Audit- By N. Banerjee, International Law Book Centre, Kolkatta .
10. Cost and Management Audit-By Rajnath, published by Tata MC Graw Hill.

**Journal** – “Management Accountant”- ICWAI, Publication.

**Web Site** - [www.mycwai.org/](http://www.mycwai.org/)



**M.Com. Part II, Semester III**  
**Advanced Cost Accounting & Cost System Special Paper VI.**  
**Subject Title -: Management Audit.**  
**Course Code -: 304**

**Objective -:**

To equip the students with the knowledge of the techniques and methods of planning and executing the Management Audit.

Level of Knowledge: Advanced

Unit No.	Topic	Periods
<b>1.</b>	<b>Management Audit</b> Introduction – Definition - Concept of Management Audit. Difference between Financial Audit & Management Audit. Objectives, Importance & Scope of Management Audit. Relationship among different audits.	<b>08</b>
<b>2.</b>	<b>Procedure of Management Audit.</b> Preliminaries of Management Audit. Conduct & Essentials of Management Audit. Program of Management Audit.	<b>08</b>
<b>3.</b>	<b>Evaluation of Corporate Image.</b> Meaning & Concept of Corporate Image, Corporate Image Program. Management Audit & Corporate Image. Numerical problems on evaluation of corporate image, Critical Path Method (CPM), Program Evaluation and Review Techniques (PERT.)	<b>10</b>
<b>4.</b>	<b>Different Areas of Management Audit</b> Corporate Service Audit, Corporate Development Audit and Social Cost-Benefit analysis Evaluation of- <ol style="list-style-type: none"> <li>1. Consumer Services.</li> <li>2. Research and Development.</li> <li>3. Corporate culture.</li> <li>4. Personnel development.</li> </ol>	<b>12</b>
<b>5.</b>	<b>Operational Audit</b> Meaning & Concept of Operational Audit. Objectives, plan for Operational Audit. Approach, method, evaluation, recommendations and reporting under Operational Audit. Program for Operational Audit.	<b>10</b>
<b>Total</b>		<b>48</b>

**Note :-**

1. All the amendments made of the respective Laws before one year of the examination should be considered.
  2. 80% marks for theory and 20% marks for practical problems.
- Area of Practical Problems : Problems on evaluation of corporate image, Critical Path Method (CPM), Program Evaluation and Review Techniques(PERT).

**List of books/material recommended for study:**

1. Cost Audit and Management Audit-D.Dattachoudhary-Central Publication, Kolkata
2. Cost Audit and Management Audit-V.K.Saxena and C.D.Vashist-S.Chand and Company
3. Management Audit-P.William Leaner
4. Cost Audit and Management Audit-Rajnathan-Tata Mcgraw Hill Publication
5. Journal:Management Accountant-ICWAI Publication
6. Website-www.myicwai.org, www.aicmas.com

**M.Com. Part II, Semester III**  
**Business Practices & Environment Special Paper V.**  
**Subject Title -: Entrepreneurial Behavior.**  
**Course Code -: 303**

**Objective -:**

1. To develop understanding of entrepreneurial environment amongst the students.
2. To motivate students to inculcate in the modern values of entrepreneurship.

Unit No.	Topic	Periods
1.	<b>Entrepreneurship</b> Meaning & features, Personal qualities, Studies of personal & social traits, Assessing potential entrepreneurship, tools & techniques used Behavioral tests.	08
2.	<b>Entrepreneurship training</b> Objectives & importance, Training models, Training Components, Information input & training methodologies	08
3.	<b>Development of achievement motivation</b> Sources of development of achievement, achievement motivation as related to entrepreneurship problems, beliefs & attitude, limitations.	08
4.	<b>Need &amp; importance of trainer</b> Motivator skills & qualifications required, Training the trainer, development input for trainer motivator, post training support.	08
5.	<b>Business opportunity guidance</b> Importance & relevance of business opportunity, process of identifying & assessing business opportunity.	08
6.	<b>Business opportunity &amp; need of potential entrepreneurship</b> Selection of business opportunity, new trends in the service sector, scope for entrepreneurship in the service sector.	08
<b>Total</b>		<b>48</b>

**Recommended Books :**

1. S.S. Nadkarni-Developing new Entrepreneurs, EDII Ahmadabad.
2. N.P. Singh - Entrepreneurs v/s Entrepreneurship Asian society for ED.
3. Desai Vasant –Dynamics of Entrepreneurial development & management, HPH
4. Khairka S.S. Entrepreneurial Development, S.Chand & Co, New Delhi.
5. Moharana Drant Desai- Entrepreneurship Development, RBSA Publishers, Jaipur.
6. Paul Jose,Kumar N.Paul T.M. Entrepreneurship Development, HPH, New Delhi.
7. Saini J.S. Rathore B.S. Entrepreneurship Theory & Practice

**M.Com. Part II, Semester III**  
**Business Practices & Environment Special Paper VI.**  
**Subject Title -: Entrepreneurship Development Pattern.**  
**Course Code -: 304**

**Objective -:**

1. To expose the students to the various aspects of entrepreneurship.
2. To enable the students to do SWOT analysis of entrepreneurship as career options.

Unit No.	Topic	Periods
1.	<b>Problems in Entrepreneurship Development</b> Dot com entrepreneurship, role of Govt. in entrepreneurship development - R & D, Science technology & entrepreneurship development.	08
2.	<b>Specialized institutions involved in entrepreneurship development</b> Business incubation & venture capitalists	08
3.	<b>Change in concept of entrepreneurship</b> Entrepreneurship within organization, corporate strategy entrepreneurship.	08
4.	<b>Business idea search</b> Project identification, project design, Network analysis, Business model PERT, Critical path method, Creativity & innovation, Meaning & importance & role in developing a new business.	08
5.	<b>Issues in project management</b> Project direction, co-ordination & control, project cost evaluations & cost control, Interface with industrial sickness, project monitoring & MIS.	08
6.	<b>Entrepreneurship development efforts in India-Issues &amp; cases.</b>	08
<b>Total</b>		<b>48</b>

**Recommended Books**

1. S.S. Nadkarni-Developing new Entrepreneurs, EDII Ahmadabad.
2. N.P. Singh- Entrepreneurs v/s Entrepreneurship Asian society for ED.
3. Desai Vasant – Dynamics of Entrepreneurial development & management, HPH.
4. Khairka S.S. Entrepreneurial Development, S.Chand & Co, New Delhi.
5. Moharana Drant Desai- Entrepreneurship Development, RBSA Publishers, Jaipur.
6. Paul Jose, Kumar N.Paul T.M. Entrepreneurship Development, HPH, New Delhi.
7. Saini J.S. Rathore B.S. Entrepreneurship Theory & Practice.

**M.Com. Part II, Semester III**  
**Business Administration Special Paper V.**  
**Subject Title -: Human Resource Management.**  
**Course Code -: 303**

**Objective -:**

To acquaint the students with the concepts and techniques of human resource management.

Unit No.	Topic	Periods
1.	<b>Human Resource Management</b> <b>A.</b> Introduction – Concept, Approaches, Functions, Challenges of HRM in Indian Context & in changing business scenario. <b>B.</b> H.R. Environment – Technology and Structure, Network Organizations, Virtual Organizations, Workforce Diversity, Demographic Changes, Entry of female employees in the workforce, Dual Career Employees, Employee leasing, Contract Labour, Global Competition, Global sourcing of Labour, WTO and Labour Standards.	10
2.	<b>Manpower Planning</b> Objectives, Estimating Manpower Requirement, Recruitment & Selection – Sources of Recruitment and Process of Selection & Assessment Devices – Retention of Manpower, Succession Planning.	10
3.	<b>Training &amp; Development</b> Training Process and Methodology, Need and Objectives, Training Procedure, Methods of Training and Aids, Evaluation of Training Programmes.	10
4.	<b>Performance Appraisal and Merit Rating</b> Definition, Methods of Performance Appraisal, Result Based Performance Appraisal, Errors, Ethics in Performance Appraisal, 360 Degree Feedback. Merit Rating – Promotions, Transfers, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation.	10
5.	<b>Retirement/Separation/Retrenchment Strategies</b> Kinds of Retirement, VRS and Separation Schemes, Early Retirement Plans, Resignation, Discharge, Dismissal, Suspension, Lay off. New Concepts in HRM – New Concepts of Customer Service Level and Agreement, SQDCS, HR Audit, Benchmarking, Downsizing, H R Outsourcing.	08
<b>Total</b>		<b>48</b>

**Recommended Books :**

1. Human Resource Management -Garry Dessler
2. Human Resource Management –R.S. Dwiwedi
3. Human Resource Management –V.P. Michael
4. Human Resource Management - Mirza and Saiyadin
5. Managing Human Resource - Arun Monappa
6. Strategic Human Resource Management – Charles R. Green

7. Strategic Human Resource Management - Kandula
8. Strategic Human Resource Management - Jeffery B. Mello
9. Personnel & Human Resource Management - Robert Mat & Jhon Jackson
10. Dynamics of Personnel Administration - Dr. Rudrabasavraj
11. Personnel & Human Resource Management – A.M. Saxena
12. Manushyabal Vyavasthapan Va Audyogik Sambandha – Dr. Madhavi Mitra

**M.Com. Part II, Semester III**  
**Business Administration Special Paper VI.**  
**Subject Title -: Organizational Behavior.**  
**Course Code -: 304**

**Objective -:**

To introduce to the students the concepts, processes and theories of organizational behavior.

Unit No.	Topic	Periods
1.	<b>Introduction to Organizational Behaviour</b> 1.1 Definition and Goals of Organizational Behaviour 1.2 Theoretical and Conceptual Frameworks for the Study of Organizational Behaviour 1.3 Role of Information Technology in Organization and Imp act of Globalization on OB. 1.4 Models of Organizational Behaviour – Autocratic, Custodial, Supportive, Collegial and SOBC	08
2.	<b>Orginsational Designs and Culture</b> 2.1 Horizontal Network and Virtual Designs 2.2 Definition and Characteristics of Organizational Culture 2.3 Creating and Maintaining a Culture	06
3.	<b>Perception, Personality and Attitudes</b> 3.1 Process of Impression Management. 3.2 Meaning of Personality, Attributes of Personality. 3.3 Dimensions of Attitude, Attitude Change. 3.4 Jon Satisfaction, Outcomes of Job Satisfaction.	08
4.	<b>Motivational Processes and Emotional Intelligence</b> 4.1 Types of Motives – Primary, General, Secondary 4.2 Theories of Work Motivation – Maslow, Herzberg, Vroom. 4.3 Meaning of Emotional Intelligence. 4.4 Emotional Intelligence in the Workplace.	08
5.	<b>Stress and Conflict</b> 5.1 Causes of Stress : Extra Organisational, Organisational, Group and Individual. 5.2 Types of Conflict : Intra – individual, Interactive. 5.3 The Effects of Stress and Conflict. 5.4 Managing Stress and Conflict.	08
6.	<b>Groups and Teams</b> 6.1 Types of Groups. 6.2 Groups Cohesiveness. 6.3 Dysfunctions of Group. 6.4 Types of Teams and Team Building.	09
<b>Total</b>		<b>48</b>

<b>Recommended Books :</b>
<ol style="list-style-type: none"><li>1. Organizational Behaviour - Frued Luthans</li><li>2. Human Behaviour at Work – J.W. Newstorm</li><li>3. Organization Behaviour : Text and Cases - Games K., Aswathappa</li><li>4. Organizational Behaviour - Stephen Robbins</li><li>5. Organizational Behaviour - Dr. Mrs. Oka &amp; Mrs. Kulkarni</li></ol>



**M.Com. Part II, Semester III**  
**Commercial Laws & Practices Special Paper V.**  
**Subject Title -: Laws Relating to International Business.**  
**Course Code -: 303**

**Objective -:**

1. To acquaint the students with basic principles of International Trade, Theories of International Trade and Dispute resolution mechanism.
2. To study the impact of international business environment on foreign market operations.

Unit No.	Topic	Periods
<b>1.</b>	<b>Development of International Law</b> Meaning, Scope & Nature of International Law - Modern systems of International Law.	<b>06</b>
<b>2.</b>	<b>Sources of International Law</b> Sources of International Law and Types there of International custom and modern sources of International Law.	<b>08</b>
<b>3.</b>	<b>Position of individual in International Law</b> Right of individual in International Law - Duties of individual in International Law-Procedural capacity	<b>06</b>
<b>4.</b>	<b>Theories of International Trade</b> The Mercantilists' version-Classical approach-Factor proportion theories – Neo-factor proportion theory - Country similarity theory. Recardo's Theory-Heckscher-ohlin Theory.	<b>10</b>
<b>5.</b>	<b>International Business Environment</b> National regulation of International Business- Free trade v/s Protection – Forms of Trade Regulation at National level-Regulation of Foreign Direct Investment (FDI) in International Trade & basic Rationale.	<b>10</b>
<b>6.</b>	<b>Dispute Resolution</b> Diplomatic modes of conflict resolution - Arbitration - International court of Justice and its Jurisdiction.	<b>08</b>
<b>Total</b>		<b>48</b>

**Recommended Books :**

1. International Law, Gurdip Singh, Macmillan India Ltd.
2. International Business, Concept, Environment and Strategy., Vyuptakesh Shran, Pearsn Education (Singapur) Pvt. Ltd.
3. International Business - Competing in the Global Market Place-Charles Hill, Arun kumar Jain, Tata Mchraw Hill, New Delhi.
4. International Business-text and Cases - francis cherunilam, Prentice Hall of India Pvt. Ltd. New Delhi.
5. International Economics - M.L.Jhingan, Vrinda Publications, Delhi.

**M.Com. Part II, Semester III**  
**Commercial Laws & Practices Special Paper VI.**  
**Subject Title -: World Trade Organisation Norms and Practices.**  
**Course Code -: 304**

**Objective -:**

To understand purpose and scope of WTO and to study important provisions of amalgamation.

Unit No.	Topic	Periods
<b>1.</b>	<b>Introduction to WTO</b> Background - History of Multilateral trading system-Basic principles of the WTO trading system-Structures and working of the WTO –Misunderstandings about WTO - Benefits of trading system.	<b>10</b>
<b>2.</b>	<b>The WTO Agreement</b> The WTO Agreement-WTO accession-WTO members - Current status of individual accessions -Decision on measures in favor of least developed countries.	<b>06</b>
<b>3.</b>	<b>WTO and Trade Liberalization</b> Liberalization of trade in manufacturers - Liberalization of agricultural trade-Trade related Investment measures (TRIMs)-Trade in Counterfeit Goods (TRIPs)	<b>08</b>
<b>4.</b>	<b>Patent Law and UR Agreement</b> Indian Patent Law and UR agreement - An evolution of UR agreement-UR agreement and developing countries-UR agreement and India.	<b>06</b>
<b>5.</b>	<b>The WTO Disputes settlement system</b> Disputes-Appeals-Procedure of WTO dispute settlement system-GATT disputes- Liberalizing trade and setting disputes- Globalization and WTO-WTO and developing countries.	<b>08</b>
<b>6.</b>	<b>Agreement on Anti dumping measures.</b> Main provision – dumping determination-price comparisons - constructed price-Domestic industry volume of Import procedure for investigation-duration of measures-ASEAN currency crises. The case of steel-WTO report on Anti Dumping - Review of Anti dumping Agreement.	<b>10</b>
<b>Total</b>		<b>48</b>

Recommended Books
<ol style="list-style-type: none"> <li>1. R. K. Rangachari, WTO, Its Benefits, Misunderstandings, Agreements, Policies for the developing countries, Palak Publication, Mumbai.</li> <li>2. Amrita Shahabadi, World Trade Organisation, APT Publishing Corporation, New Delhi.</li> <li>3. Francis Cherunilam, International Trade and export Management, Himalaya Publishing House.</li> </ol>

**M.Com. Part II, Semester III**  
**Co-operation & Rural Development Special Paper V.**  
**Subject Title -: Co-operative Credit System.**  
**Course Code -: 303**

**Objective -:**

1. To acquaint students with the concept of Co-operative credit system.
2. To study the organizational set-up of co-operatives system.
3. Creating awareness about the problems of rural credit .

Unit No.	Topic	Periods
1.	<b>Introduction</b> 1.1 Definition of Credit 1.2 Importance of Agricultural Credit 1.3 Features of credit 1.4 Types of credit 1.4.1 Short Term 1.4.2 Medium term 1.4.3 Long term 1.5 Need of Institutional Credit for Agricultural Limitations of Credit System	10
2.	<b>Structure of Credit Co-operatives.</b> 2.1 Federal Credit Co-operatives. 2.2 Need for the Integration of Short term, Medium term and Long term credit.	04
3.	<b>Agricultural Credit Co-operatives</b> 3.1 Agricultural Credit Co-operatives- PACS, 3.2 District Central Co-operative Bank-DCC Banks. 3.4 State Co-operative Banks	04
4.	<b>Non Agricultural Credit Co-operatives</b> 4.1 Urban Co-operative Societies 4.2 Salary earners Co-operative Credit Societies 4.3 Other non agricultural Credit Societies	10
5.	<b>Regional Rural Banks</b> 5.1 Need and Objectives. 5.2 Formations. 5.3 Functions. 5.4 Sources of finance. 5.5 Performance. 5.6 Problems and prospects.	12
<b>Total</b>		<b>48</b>

### **Recommended Books**

1. G.S. Kamat. - New Dimensions of Co-operative Management
2. K.K. Taimani. - Co-operative Organization and Management.
3. G.S. Kamat. - Cases in Co-operative management.
4. Dr.G.H. Barhate, L.P. Wakale and B.G.Sahane Sahakar Vikas ,Seth Publication Mumbai.
5. S.L.Goyal Principle, Problems and Prospects of co-operative administration, sterling publishing pvt. Ltd, Jalandhar.
6. Samiuddin & Rahman – Co-operative sector in India, S.Chand & co.
7. Kamat G.S. – New Dimension of Co-operative management, Himalaya Publishing.
8. Krishanaswami O.R. – Co-operative Audit, National council for Co-operative training, New Delhi.
9. Khandelwal M.C. - Co-operative Audit, Patiyala Pustak Bhandar, Jaipur.
10. Samiuddin – Scope & Problems of Co-operative in India, Aligarh.
11. Samiuddin – C o-operative farming & its impact on Rural Industrialization, Aligarh
12. Dutt and Somsundaram- Indian Economy

### **Journals :**

1. Journal of Rural Development, Hyderabad (Rajendranagar)
2. Journal of co-operative perspective, Pune
3. The Indian Journal of commerce, New Delhi
4. Journal of Sahakari Maharashtra, Pune
5. Journal of Southern Economics

**M.Com. Part II, Semester III**  
**Co-operation & Rural Development Special Paper VI.**  
**Subject Title -: Co-operative Banking System.**  
**Course Code -: 304**

**Objective -:**

1. To understand the operational process of disbursement of loans and advances.
2. To understand the supervisory role of M.S.C. Bank, NABARD and R.B.I

Unit No.	Topic	Periods
<b>1.</b>	<b>Lending Operations</b> 1.1 Types of advances including advances under IRDP. 1.2 Advances to priority sector schemes. 1.3 Eligibility for advances. 1.4 Procedures and Types. 1.5 Disbursement of advances. 1.6 Over dues - follow up.	<b>10</b>
<b>2.</b>	<b>Institutional support to Co-operative Credit</b> 2.1 National Federation of State Co-operative banks. 2.2 National Federation of Agricultural and Rural Development bank. 2.3 National Co-operative Bank for Rural Development - Its role in the development of Co-operative Banking.	<b>10</b>
<b>3.</b>	<b>Maharashtra State Co-operative Bank (Apex Bank)</b> 3.1 Objectives 3.2 Organization & Management. 3.3 Functions and Working. 3.4 Role of MSC Bank in the development of Co-operative movement in the State. 3.5 Progress, problems and Prospects.	<b>12</b>
<b>4.</b>	<b>National Bank for Agricultural and Rural Development (NABARD)</b> 4.1 Historical background. 4.2 Organization and Functions. 4.3 Role of NABARD in Agricultural refinance. 4.4 Procedure and norms of refinance. 4.5 Performance evaluation	<b>06</b>
<b>5.</b>	<b>Role of R.B.I. in Co-operative Credit.</b> 5.1 Supervisory role of R.B.I 5.2 Funding of R.B.I.	<b>02</b>
<b>Total</b>		<b>48</b>

### **Recommended Books:**

1. G.S. Kamat.- New Dimensions of Co-operative Management
2. K.K.Taimani.- Co-operative Organization and Management.
3. G.S. Kamat.- Cases in Co-operative management.
4. Dr G.H.Barhate, L.P.Wakale and B.G.Sahane. Sahakar Vikas ,Seth Publication ,Mumbai.
5. S.L.Goyal Principle, Problems and Prospects of co-operative administration, sterling publishing pvt. Ltd, Jalandhar.
6. Samiuddin & Rahman – Co-operative sector in India, S. Chand & co.
7. Kamat G.S – New Dimension of Co-operative management, Himalaya Publishing.
8. Krishanaswami O.R – Co-operative Audit, National council for Co- operative training, New Delhi.
9. Khandelwal M.C - C o-operative Audit, Patiyala Pustak Bhandar, Jaipur.
10. Samiuddin – Scope & Problems of Co-operative in India , Aligarh.
11. Samiuddin – Co-operative farming & its impact on Rural Industrialization, Aligarh

### **Journals :**

1. Journal of Rural Development, Hyderabad (Rajendranagar)
2. Journal of co-operative perspective, Pune
3. The Indian Journal of commerce, New Delhi
4. Journal of Sahakari Maharashtra, Pune

**M.Com. Part II, Semester III**  
**Advanced Banking & Finance Special Paper V.**  
**Subject Title -: Foreign Exchange.**  
**Course Code -: 303**

**Objective -:**

1. To Provide an understanding of various aspects of foreign exchange market.
2. To acquaint the students with financing of foreign trade.
3. To Provide an understanding of exchange rate mechanism and factors affecting exchange rates.
4. To make students aware of development in foreign exchange market.

Unit No.	Topic	Periods
<b>1.</b>	<b>Foreign Exchange Market</b> <ul style="list-style-type: none"> <li>➤ Meaning of foreign exchange</li> <li>➤ Features of foreign exchange market.</li> <li>➤ Participants of foreign in market exchange market</li> <li>➤ Spot market: features</li> <li>➤ Forward market: features</li> <li>➤ Forward market Hedging</li> <li>➤ Swap rates</li> <li>➤ Foreign exchange futures</li> <li>➤ Foreign exchange Options</li> </ul>	<b>08</b>
<b>2.</b>	<b>Risk in Foreign Exchange Market</b> <ul style="list-style-type: none"> <li>➤ Exchange Rate risk or Position Risk</li> <li>➤ Operational Risk</li> <li>➤ Country Risk</li> <li>➤ Legal Risk</li> <li>➤ Counter party Risk or Credit Risk</li> <li>➤ Liquidity Risk</li> <li>➤ Management of Risks</li> </ul>	<b>08</b>
<b>3.</b>	<b>Foreign Exchange Market in India</b> <ul style="list-style-type: none"> <li>➤ Structure and Growth of Indian foreign Exchange Market</li> <li>➤ Foreign Exchange Management Act, 2000</li> <li>➤ Authorized money changers and Authorized Dealers in Foreign Exchange.</li> <li>➤ Dealing Rooms</li> <li>➤ Types of Accounts: of Non-Resident Indians</li> <li>➤ Meaning of Non-Resident</li> <li>➤ Non-Resident (External) Account (NRE)</li> <li>➤ Non-Resident (Ordinary) Account (NRO)</li> <li>➤ Foreign currency (Non-Resident) Account (FC NR)</li> <li>➤ Resident Foreign Currency Account (RFC)</li> </ul>	<b>08</b>

	<ul style="list-style-type: none"> <li>➤ Non-Resident Non-Repatriable Account (NRNR)</li> <li>➤ Role of Reserve Bank of India in Foreign Exchange Market in India</li> </ul>	
<b>4.</b>	<p><b>Exchange rate Mechanism</b>  Concept of Exchange Rate, buying and selling rates, Cross Rates, Spot Cross Rates, Forward Cross Rates. Determination of equilibrium exchange rate (based on demand and supply)</p> <p><b>Factors influencing Exchange Rate:</b></p> <ul style="list-style-type: none"> <li>➤ Interest Rates</li> <li>➤ Inflation</li> <li>➤ Purchasing Power Parity</li> <li>➤ Trade Imbalances</li> <li>➤ Capital Inflows</li> <li>➤ Political Factors</li> <li>➤ Exchange Rate Adjustment.</li> </ul>	<b>08</b>
<b>5.</b>	<p><b>Financing of Foreign Trade</b>  Foreign Trade Documentation : Objectives.</p> <p><b>Documents:</b>  Letter to Credit (L/C)  Parties to L/C; operation of L/C  Types of L/C: Revocable credits  Irrevocable Credits  Transferable, Back to back credits  Revaluing L/C  Anticipatory L/C  Draft, Types of draft.  Mate's Receipt. Bill of lading, Invoice. Insurance policy,  Certificate of origin, consular's invoice, bill of exchange  (D/A, D/P)</p>	<b>08</b>
<b>6.</b>	<p><b>Methods of Financing Foreign Trade</b>  Bank Credit –</p> <ol style="list-style-type: none"> <li>1. Pre-shipment credit</li> <li>2. Post-shipment credit</li> <li>3. Medium-term credit</li> <li>4. Credit under duty draw back scheme</li> </ol> <p>Export-Import Bank of India (EXIM Bank): Objectives, Functions,  Performance and Role.</p>	<b>08</b>
<b>Total</b>		<b>48</b>



### **Recommended Books**

1. International Financial Management - V. Sharan
2. Financial Institution and Markets-a Global Perspective-Hazel J. Johnson
3. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade
4. Financial Markets and Institutions- L.M. Bhole
5. International Financial Management-Eun/Resnick
6. International Financial Management, Markets, Institutions-James C. Baker-
7. Reserve Bank of India Bulletin-
8. Annual Reports of IMF, World Bank, Asian Development Bank.

**M.Com. Part II, Semester III**  
**Advanced Banking & Finance Special Paper VI.**  
**Subject Title -: International Finance.**  
**Course Code -: 304**

**Objective -:**

1. To Provide an understanding of International Financial market.
2. To acquaint the students with International monetary system
3. To Provide an understanding of operations of international Financial Institutions

Unit No.	Topic	Periods
1.	<b>International Banking</b> Reasons For International Banking Types of International Banking offices: Correspondent Bank Foreign Offices Subsidiary and Affiliate Banks Offshore banking Centers.	06
2.	<b>International Money Market</b> Euromarkets- Development of Eurodollar Market. Instruments - Euro Notes, Euro commercial Paper, Medium-term Euro Notes.	06
3.	<b>International Debt and Equity Markets</b> International Debt Market Instruments: <b>International Bonds Procedure of Issue of –</b> Foreign Bonds Euro Bonds Global Bonds Convertible Bonds Floating rate Notes International Equity Market Instruments: <b>Procedure of Issue of –</b> American Depositary Receipts (ADR) Global Depositor y Receipts (GDR)	10
4.	<b>International Monetary Market</b> Special Commodity Standard Gold Slandered : Features, weaknesses. Britton Woods System : Features, Weaknesses. Fixed parity System, Collapse of fixed parity System.	06
5.	<b>New Exchange Rate Regime</b> Floating Rate System: Independent Float and Managed Float. Currency Pegging: Pegging to single Currency ; Pegging to basket of Currencies ‘ Pegging to SDRS (Special Drawing Rights); Crawling Peg. Convertible and Non-Convertible Currency.	10
6.	<b>International Financial Institutions</b> Origin, Objectives, Structure and Operations of: 1. Bank for International Settlements (BIS)	10

	<p>2. International Monetary Fund (IMF)  World Bank Group: International Bank for Reconstruction and Development (IBRD); International Finance Corporation (IFC); International Development Agency (IDA) Multilateral Investment Guarantee Agency (MIGA) &amp; International Conference for Settlement of Investment Disputes (ICSID)</p>	
<b>Total</b>		<b>48</b>

<b>Recommended Books :</b>
<ol style="list-style-type: none"> <li>1. International Financial Management - V. Sharan</li> <li>2. Financial Institution and Markets - a Global Perspective - Hazel J. Johnson</li> <li>3. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade</li> <li>4. Financial Markets and Institutions- L.M. Bhole</li> <li>5. International Financial Management-Eun/Resnick</li> <li>6. International Financial Management, Markets, Institutions-James C. Baker-</li> <li>7. Reserve Bank of India Bulletin-</li> <li>8. Annual Reports of IMF, World Bank, ADB.</li> </ol>

**M.Com. Part II, Semester III**  
**Advanced Marketing Special Paper V.**  
**Subject Title -: International Marketing.**  
**Course Code -: 303**

**Objective -:**

1. To familiarize the student to understand the international environment and policies
2. To enable the students to acquire necessary skills to deal in international market

Unit No.	Topic	Periods
<b>1.</b>	<b>Introduction</b> Concept of International Marketing and its scope, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Underlying forces of International Marketing Channels, Reason of entry in International Marketing.	<b>10</b>
<b>2.</b>	<b>International Policy</b> Recent Import Export Policies and Procedures, Facilities and Incentives relating to Export Business	<b>04</b>
<b>3.</b>	<b>Procedural Aspect Export Documentation, Preparing Export Document Shipping and Customer Clearance of goods.</b> Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and Pre-shipment Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting documents to Bank for purchase / Collection / Negotiation under L/C. Export Credit Limit.	<b>12</b>
<b>4.</b>	<b>International Marketing Strategy Rules for successful exporting.</b> International Market Segment Preliminaries for starting Export Business. Registration of Exporters. Sending/Exporting Samples. Appointing Overseas Agents obtaining a License (Export License)	<b>06</b>
<b>5.</b>	<b>5 Pricing and Finance Strategy International Pricing Decisions and factors influencing these decisions. Uniform pricing Vs. Market by market pricing.</b> Arranging Finance for Exports : Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Ex porters Obtaining export credit Insurance. Exchange rates, Understanding foreign exchange rates and protection against their adverse movement.	<b>12</b>
<b>6.</b>	Labeling, Packaging, Packing and Marketing Goods for Orientation to GATT and functions of W.T.O	<b>04</b>
<b>Total</b>		<b>48</b>

**Recommended Books :**

1. Winning The World Marketing – Bhattacharya
2. International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar.
3. International Marketing Management – Varshney and Bhattacharya
4. International Marketing Export Marketing – S.Shiva Ramu
5. International Marketing – S.S. Rathor, J.S. Rathor
6. Global Marketing Strategy – Douglas & Craig
7. Export Marketing – Michael Vaz
8. Export Marketing – Francis Cherunilam
9. Export Marketing – B. Bhattacharya
10. Export - What, Where & How – Parasram
11. Essentials of Export Marketing – S.A. Chunnawala

**M.Com. Part II, Semester III**  
**Advanced Marketing Special Paper VI.**  
**Subject Title -: Marketing Research.**  
**Course Code -: 304.**

**Objective -:**

To acquaint the student various marketing research techniques & to enable them to use them in practice in national and international market.

Unit No.	Topic	Periods
1.	<b>INTRODUCTION</b> Marketing Research – Role of marketing research in marketing - Scope and obstacles in acceptance – <b>Implications of marketing research on marketing mix (4 P's and extended 4 P's)</b> - Limitations of marketing research – ethics in marketing research. Prominent Market research agencies in India - Jobs in marketing research – skill sets required - job and growth prospects.	<b>06</b>
2.	<b>MARKET INTELLIGENCE</b> Marketing intelligence – Marketing Decision Support System components - Scope and Significance of Marketing Intelligence in decision making – <b>Market potential analysis, methods. Sales analysis – by territory, by product, by customer and by size order</b> - Quality and quantity of Market Information – value of information – Decision tree and Bayesian analysis concept – types of market information.	<b>08</b>
3.	<b>MARKETING RESEARCH PROCESS</b> Research process – problem formulation – hypothesis statement – characteristics of a good hypothesis – preparing the research proposal. Research designs – Exploratory designs - Focus groups and experience surveys, Qualitative research techniques – depth interview and projective techniques. Causal research – experimental designs – internal and external validity of experiments.	<b>10</b>
4.	<b>MARKET INFORMATION</b> Various sources of market Information – Methods of collecting Market Information - Secondary data – sources – problems of fit and accuracy. Shop and retail audits, Readership surveys and viewer ship surveys, Syndicated services.	<b>06</b>
5.	<b>APPLICATION OF MARKETING RESEARCH</b> Applications of Marketing Research : Cluster analysis for identifying market segments, Conjoint analysis for Product research, Multi-dimensional scaling, Discriminate analysis and perceptual mapping for Brand positioning research, Advertising research – copy testing, media selection, media scheduling, Market and Sales Analysis, Sales forecasting – objective and subjective methods, Test marketing, Industrial versus consumer marketing research.	<b>12</b>

<b>6.</b>	<b>UNIT 6 IT ENABL ED MARKETING</b> Web based marketing research - using the internet for collecting secondary data – primary data - advantages and limitations in data collection – reach – analysis – accuracy– time.	<b>06</b>
<b>Total</b>		<b>48</b>

<b>Recommended Books :</b>	
<ol style="list-style-type: none"> <li>1. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn</li> <li>2. Marketing Research –Aakar, Kumar, Day</li> <li>3. Marketing Research – Thomas C. Kinnear</li> <li>4. Marketing Research – Nargundkar</li> <li>5. Marketing Research – Measurement &amp; Methods – Donald S. Tull, Del I. Hawkins</li> <li>6. Marketing Research – Beri</li> <li>7. Business Research Methods – Cooper</li> </ol>	