

**Appendix No: 'B' Item No: 'B-2'**  
**SRI VENKATESWARA UNIVERSITY: TIRUPATI**  
**SVU COLLEGE OF COMMERCE, MANAGEMENT**  
**AND COMPUTER SCIENCE**  
**DEPARTMENT OF COMMERCE**

(Syllabus Common for S V University College and affiliated by SVU Area)  
 (Revised Scheme of Instruction and Examination, Syllabus etc., with effect from the  
 Academic Year's 2016-17 for I and II Semesters and 2017-18 for III and IV Semesters)  
**Revised CBCS Pattern with effect from 2016-17**

**M.Com Accounting and Finance**

**Semester – I**

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1.	M.Com (A&F) 101	Accounting standards & Reporting	6	4	Core	20	80	100
2.	M.Com (A&F) 102	Organizational Behaviour	6	4	Core	20	80	100
3.	M.Com (A&F) 103	Business Environment and Policy	6	4	Core	20	80	100
4.	M.Com (A&F) 104	Managerial Economics	6	4	Core	20	80	100
5.	M.Com (A&F) 105	Corporate Governance	6	4	CF	20	80	100
6.	M.Com (A&F) 106	Human Values and Professional Ethics - I	6	4	EF	20	80	100
<b>Total</b>			<b>36</b>	<b>24</b>	<b>Total</b>	<b>120</b>	<b>480</b>	<b>600</b>

\*All CORE Papers are Mandatory

- Compulsory Foundation - Choose one paper
- Elective Foundation - Choose one paper.
- Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.

**Semester – II**

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1.	M.Com (A&F) 201	Advanced cost Accounting	6	4	Core	20	80	100
2.	M.Com (A&F) 202	Financial Management	6	4	Core	20	80	100
3.	M.Com (A&F) 203	Marketing Management	6	4	Core	20	80	100
4.	M.Com (A&F) 204	Accounting Practices in Banks	6	4	Core	20	80	100
5.	M.Com (A&F) 205	Quantitative techniques for Business Decisions	6	4	CF	20	80	100
6.	M.Com (A&F) 206	Human Values and Professional Ethics - II	6	4	EF	20	80	100
<b>Total</b>			<b>36</b>	<b>24</b>	<b>Total</b>	<b>120</b>	<b>480</b>	<b>600</b>

\*All CORE Papers are Mandatory

- Compulsory Foundation - Choose one paper
- Elective Foundation - Choose one paper.
- Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.

### Semester – III

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1.	M.Com (A&F) 301	Financial Derivatives	6	4	Core	20	80	100
2.	M.Com (A&F) 302	Financial Markets and Services	6	4	Core	20	80	100
3.	M.Com (A&F) 303	Computer Applications in Business	6	4	Core	20	80	100
4.	M.Com (A&F) 304	(a) Accounting for Managerial Decisions	6	4	GE*	20	80	100
		(b) Tax Planning & Management						
		(c) Mergers & Acquisitions						
		(d) Business Communication						
5.	M.Com (A&F) 305	(a) Fundamentals of Accounting	6	4	OE#	20	80	100
		(b) Personal Financial Planning						
<b>Total</b>			<b>36</b>	<b>24</b>		<b>120</b>	<b>480</b>	<b>600</b>

\* All CORE Papers are Mandatory

- Generic Elective - Choose two
- Open Electives are for the Students of other Departments. Minimum One Paper should be opted. Extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study.
- Interested students may register for MOOC with the approval of the concerned DDC.

### Semester – IV

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1.	M.Com (A&F) 401	Strategic Financial Management	6	4	Core	20	80	100
2.	M.Com (A&F) 402	Investment Management	6	4	Core	20	80	100
3.	M.Com (A&F) 403	Project Report & Viva-voce	6	4	Core	-	100	100
4.	M.Com (A&F) 404	(a) International Financial Management	6	4	GE*	20	80	100
		(b) Personality Development and Soft Skills						
		(c) International Accounting & Reporting						
		(d) Financial Management in Banks						
5.	M.Com (A&F) 405	(a) E-Banking Operations	6	4	OE#	20	80	100
		(b) Security Market Operations						
<b>Total</b>			<b>36</b>	<b>24</b>		<b>100</b>	<b>500</b>	<b>600</b>

\* All CORE Papers are Mandatory

- Generic Elective - Choose two
- Open Electives are for the Students of other Departments. Minimum One Paper should be opted. Extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study.
- Interested students may register for MOOC with the approval of the concerned DDC.

M.Com (A&F) I Semester  
**PAPER -101: ACCOUNTING STANDARDS AND REPORTING**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit –I Introduction: Accounts Concepts and Principles – GAAP (AS-1)-Branches of Accounting - Users of Accounting; Accounting Standards: Concepts – Types – Benefits – Accounting Standards in India –IAS and IFRS. . (Theory only)
- Unit – II Inventory Valuation: (AS-2) Concept - Need for inventory valuation – Inventory Valuation methods – Valuation of Inventory. (Theory and Problems)
- Unit – III Cash flow statement (AS-3): Meaning and definitions – Scope – Objectives – Benefits – presentation of cash flow statement – Methods – Disclosures. . (Theory only)
- Unit –IV Valuation of Goodwill (AS-26) : Concept- Factors affecting goodwill – Types of goodwill — Need for valuation - Methods of good will Valuation – Average method- Super profit method - Annuity method (Theory and Problems)
- Unit – V Corporate Reporting: Concept – Objectives – Purposes – Segment reporting (AS-17) – Benefits of segment reporting; Interim reporting (AS-25) – Concept- Need for interim reporting – Interim reporting practices in India. (Theory only)

**REFERENCE BOOKS:**

1. Jawahar Lal; Accounting theory and Practice, Himalya Publishing House, New Delhi.
2. B. K .Banerjee, Financial Accounting – A dynamic approach Printice Hall India Pvt. Ltd., New Delhi
3. CA. Ravi Kanth Miriyala; Accounting standards made easy, Bharat Law House Pvt. Ltd. New Delhi
4. Nithin Balwani, Accounting and Finance for Manager, Excel Books, New Delhi.
5. <http://en.wikipedia.org/wiki/IFRS>

M.Com (A&F) I Semester

**PAPER -102: ORGANISATIONAL BEHAVIOUR**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit – I Introduction: Organizational Behaviour (OB) – Definition – Nature and Scope – Foundations – Importance – Limitations – Emerging Issues in OB. (Theory only)
- Unit – II Individual Behaviour: Foundations of individual behaviour – Personality – Determinants – Theories of personality –Trait, psychoanalytical and social learning theories – Motivation- Theories of motivation – Mc Gregor’s theory X and theory Y, Maslow’s Model, ERG theory and Herzberg’s two - factory theory. . (Theory only)
- Unit – III Group Dynamics: Foundations of group behaviour – Reasons for group formation – Types of groups – Stages of group formation and development – Group cohesiveness – Leadership – Styles of leadership – Theories of leadership (trait theory, behavioural theories – Behavioural model (Managerial grid) – Fiedler’s contingency theory . (Theory only)
- Unit – IV Organizational Processes: Foundations of organizational structure – Types –Organizational conflicts – Changing view of conflicts - Managing conflicts – Inter-personal conflicts – Transactional analysis – Johari window – Life positions. . (Theory only)
- Unit – V Organizational Dynamics: Organizational Culture – types – Cultural differences–Cross Culture – Cultural adjustment – Managerial responses – Organizational change– Types of Change – Reasons for change – Change agents- Challenges – Resistance to change – Managing resistance to change – Organizational Development(OD) – Objectives – OD interventions. (Theory only)

**REFERENCE BOOKS:**

1. Aswathappa K., Organizational Behavior: Text, Cases and Games, Himalaya Publishing House, Hyderabad.
2. Fred Luthans, Organizational Behaviour, Tata McGraw Hill Publishing House, New Delhi.
3. Jit S.Chandan, Organization Behaviour, Vikas Publishing House, New Delhi.
4. John W. Newstrom and Keith Davis, Organizational Behaviour, Human Behaviour at work, Tata McGraw Hill Publishing House, New Delhi.
5. Kavita Singh, Organisational Behaviour: Text and Cases, Pearson, Delhi.

M.Com (A&F) I Semester

**PAPER -103: BUSINESS ENVIRONMENT AND POLICY**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit – I** Business Environment: Concept - Nature and scope- types– internal environment and external environment- Factors influencing business environment- Economic – Social- Cultural - Political environment and technical environment; Environmental analysis - Environment scanning - Monitoring - Changing dimensions in business environment. (Theory only)
- Unit – II** Economic Environment: Concept – Nature and scope - Structures of the economy - Economic policies and conditions- Economic planning - Industrial policy - Foreign investment - Foreign technology agreements - Merits and demerits of the policy – FEMA - Monetary and fiscal policies - New economic policy. (Theory only)
- Unit – III** Politico legal Environment: Concept- Political institutions - Rationale and extent of state intervention - Reasons for state intervention - Types of intervention - Extent of interventions - Government Business interface – Legal environment. (Theory only)
- Unit – IV** Socio Cultural Environment: Concept - Nature - Impact -Business participation in cultural affairs - Social responsibility of business - Business and society - Business ethics - Corporate governance. (Theory only)
- Unit – V** Global Environment: Concept - Nature and scope - Rationale for global environment – Benefits and problems of MNCs - Strategies for going global - India, WTO and the trading blocks. (Theory only)

**REFERENCE BOOKS**

1. Francis Cherunilam, Business environment – Text and cases, Himalaya Publishing House.
2. K. Aswathappa, Essentials of Business environment, Himalaya Publishing House.
3. Pandey G.N. Environmental Management, Vikas publishing house.
4. Raj Agarwal, Business Environment, Excel publications.
5. Sundaram & Black. International Business Environment Text and cases, PHI.
6. Chari, S.N. International Business, Wiley India.

M.Com (A&F) I Semester  
**PAPER -104: MANAGERIAL ECONOMICS**  
(Compulsory Foundation)

(With effect from the academic year 2016-17)

- Unit- I Introduction: Meaning, nature and scope of Managerial Economics (ME) – Principles of ME – Characteristics and uses of ME – Role and responsibilities of managerial economist. (Theory only)
- Unit-II Demand forecasting: Nature and Scope of forecasting – Objectives – Methods of demand forecasting - Opinion polling and statistical methods – criteria for good forecasting method – Forecasting demand for new products. (Theory only)
- Unit-III Cost analysis: Cost concepts and classification – Cost output relationship in short run and long run – Economies of scale – cost function – Cost control and cost reduction. (Theory only)
- Unit-IV Production analysis: Basic concepts and types - Law of variable proportions – Factors of production and returns to scale – Cobb-Douglas production function – Opportunities for multiple products – Policy on adding new products and dropping old products. (Theory only)
- Unit-V Nature of Profits: Different views of profits – Profit functions – Measurement of Profit – Policies on profit maximization – Profit planning – Managerial uses of Break even analysis. (Theory only)

**REFERENCE BOOKS:**

1. Joel Dean. Managerial Economics, Prentice Hall Ltd., India
2. Varshiney & Maheswari, Managerial Economics, Sultan Chand & Co.,
3. Mehatha P.L. Managerial Economics, Sultan Chand & Co
4. Dwivedi D.N., Managerial Economics, Himalaya Publishing Hosue,
5. Mote, Paul & Gupta, Managerial Economics, Tat Mc Graw Hill Ltd,

**PAPER -105: CORPORAT GOVERNANCE**

(Compulsory Foundation)

(With effect from the academic year 2016-17)

- UNIT – I Corporate governance : Meaning – Need – Importance – Corporate Governance(CG) mechanism – CG Systems – Indian model of CG – CG and Value maximization – Issues in Corporate Governance.(Theory only)
- UNIT – II Emergence of Corporate governance: Developments in USA and UK – Role of World Bank – OCED – McKinsey – Sarbanes –Oxley Act,2002 – World Committees on CG – The Cadbury Committee. The Hampel Committee. – Principles of good CG and code of best practices – OECD Principles.(Theory only)
- UNIT –III Corporate Governance in India: Need and Importance – Historical perspective – Indian Committees and guidelines on CG – Naresh Chandra Committee – Narayana Murthy Committee – J.J Irani Committee – Kumara Mangalam Birla Committee – The CII initiatives – SEBI initiative – CG practice in India. (Theory only)
- UNIT –IV Board of Directors and Audit Committee: board of Directors and their role in CG – Composition of Board – CG issues relating to Board – independent Directors – Clause 49 of listing agreement – Audit Committee: Duties and responsibilities of Auditors – Composition of Audit Committee – CG and internal auditors – Indian situation. (Theory only)
- UNIT – V Corporate Governance Standards and practices in India: CG Standards – Methods for examining the quality and effectiveness of CG – CG standards in Indian context – CG in IT sector – Pioneers in good CG practices – Problems of CG in India – CG and Business Ethics – CG and Corporate social responsibility (CSR) – Future of CG in India. (Theory only)

**REFERENCE BOOKS**

1. Fernando A.C – Corporate Governance – principles, Policies and practices – Pearson Education – New Delhi -2006.
2. Subash Chandra Das – Corporate Governance – Codes, Systems, Standards and Practices –PHI Learning New Delhi-2009
3. Kesho Prasad – Corporate Governance – PHI Learning - New Delhi-2009
4. Singh S - Corporate Governance – Global Concepts and Practices – Excel Books -New Delhi-2005.
5. Donald H. Chew Jr. Staurt L.Gillan – Corporate Governance at Crossroads – Tata McGraw –Hill Co. Ltd. New Delhi-2006

M.Com (A&F) I Semester

**PAPER -106: HUMAN VALUE AND PROFESSIONLA ETHICS – 1**

(Elective Foundation)

(With effect from the academic year 2016-17)

- UNIT – I Definition and Nature of Ethics – Its relation to Religion, Politics, Business, Law Medicine and Environment. Need and Importance of Professional Ethics – Goals –Ethical values in various Professions. . (Theory only)
- UNIT –II Nature of Values – Good And Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts – right, ought, duty, obligation, justice, responsibility and freedom, Good behaviour and respect for elders, Character and Conduct. . (Theory only)
- UNIT –III Individual and Society – Ahimsa (Non-Violence), Satya (Truth), Brahmacharya (Celibacy), Asteya (Non possession) and Aparigraha (Non-stealing). Purursharthas (Cardinal virtues) – Dharma (Righteousness), Artha (Wealth), Kama (Fulfillment Bodily Desires), Moksha (Liberation). (Theory only)
- UNIT – IV Bhagavad Gita – (a) Niskama karma. (b) Buddhism – The Four Noble Truths – Arya astaga marga, (c) Jainism – mahavratas and anuvratas. Values Embedded in various Religions, Religious Tolerance, Gandhian Ethics. (Theory only)
- UNIT – V Crime and Theories of punishment – (a) Reformative, Retributive and Deterrent. (b) Views on manu and Yajnavalkya. (Theory only)

**REFERENCE BOOKS:**

1. John S Mackenjie: A manual of ethics
2. “The Ethics of Management” by Larue Tone Hosmer, Richard D. Irwin Inc.
3. “Management Ethics – integrity at work’ by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
4. “Ethics in Management” by S.A. Sherlekar, Himalaya Publishing House.
5. Harold H. Titus: Ethics for Today
6. Maitra, S.K: Hindu Ethics
7. William Lilly: Introduction to Ethics
8. Sinha: A Manual of Ethics
9. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties: Religious and Civil (ed.) G.C.Haughton.



M.Com (A&F) II Semester

**PAPER -201: ADVANCED COST ACCOUNTING**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit- I Introduction – Cost concepts – Objectives, Advantages and limitations of cost accounting - Cost Accounting Vs Financial Accounting and Cost Accounting Vs Management Accounting (Theory Only)
- Unit- II Process Costing: Features and objectives of process costing – Normal loss – Abnormal loss – Abnormal gain – Inter process profits – Objectives of inter process profits (Theory and Problems)
- Unit-III Equivalent production: Concept – Methods – FIFO method – Average methods – By products and Joint products concept – Accounting treatment of by products and Joint products. (Theory and Problems)
- Unit-IV Budgetary Control: Concept of budget – Concept of budgetary control – benefits and limitations of budgetary control – Budgets – Fixed budget – Flexible budget – master budget. (Theory and Problems)
- Unit- V Activity based costing: Concepts – Meaning – Definition and characteristics of ABC – Different stages in ABC – ABC and cost drivers – Advantages of implementing ABC (Theory and Problems).

**REFERENCE BOOKS:**

1. Jain S.P., AND K.L.Narang, Cost Accounting Principles and Practice Kalayani Publishers New Delhi.
2. Rathnam P.V., Rathnam,s costing advanced problems and solutions, Kitab Mahal Distributors.
3. Maheswari S.N., Advanced problems and solutions in cost accounting, Sultan Chand & Sons
4. Bhar B.K., Cost accounting methods and problems, Academic Publishers, Kolkota.
5. Pillai R.S.N., and V.Bhagavathi: Cost Accounting, Sultan Chand and Co.Ltd, New Delhi.

M.Com (A&F) II Semester  
**PAPER -202: FINANCIAL MANAGEMENT**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit - I Introduction: Meaning of finance- Functions of financial management – Objectives of financial management - Profit maximization and Wealth maximization – Role of the financial manager. (Theory only)
- Unit- II Investment Decision: Capital Budgeting- Concept– Process – Techniques of capital budgeting – Traditional methods - Payback period (PB), Average Rate of Return – Discounted cash flow techniques - Net Present Value, Internal Rate of Return and Profitability Index – Capital rationing. (Theory and Problems)
- Unit-III Management of Working Capital: Concepts- Need for working capital- Operating cycle- Estimation of working capital requirements-Management of cash, Receivables and inventory. (Theory and Problems)
- Unit-IV Financing Decision: Capital Structure - Theories of capital structure – NI, NOI, Traditional and MM Theories Operating and Financial Leverages- Computation of Leverages Specific cost of capital- Determination of weighted averages of capital. (Theory and Problems)
- Unit-V Dividend Decision: Types of dividends- Factors influencing the dividend policy – Theories of dividends – Walter, Gordon and MM Hypothesis (Theory only)

**REFERENCE BOOKS:**

1. Pandey, I.M: Financial Management – Vikas Publishing House, New Delhi.
2. Sheeba Kapil, Financial Management, Pearson Education ,New Delhi.
3. Jonathan Berk Peter DeMarzo, Financial Management, Pearson Education,2008.
4. Chandrasekhar, Fundamentals of, Financial Management – PHI, New Delhi.
5. Khan and Jain: Financial Management, Tata Mc Graw Hill, New Delhi.
6. Maheswari, S.N.:Financial Management, Sultan Chand and Sons, New Delhi.
7. Kulakarni. P.V., Financial Management Himalaya Publishing Houses Co Ltd , Mumbai.
8. Van Horne: Financial Management and Policy, Prentice Hall of India, New Delhi.
9. Prasanna Chandra, Financial Management Tata Mc Graw Hill, New Delhi
10. Sheeba Kapil, Financial Management Strategy, Implementation and Control, Pragathi Prakasam Publication, Meerut.
11. Sheeba Kapil, Financial Management Strategy, Implementation and Control, Pragathi Prakasam Publication, Meerut.

**PAPER -203: MARKETING MANAGEMENT**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit – I      Introduction: Concept of Marketing - Nature and scope- Evaluation- approaches to the study of marketing- Importance - Role of marketing in Indian economy- 4Ps of marketing; Marketing environment- Market segmentation – Concept – Need- Bases for market segmentation; Factors affecting consumer behavior- Consumer buying decision process- Models of consumer behavior. (Theory only)
- Unit – II      Product and Price Management: Concept of product- Classification -Product item- Product line and product mix decisions; New product development – Concept - Factors contributing to new product development - Stages of new product development; Product Life Cycle (PLC) conditions and strategies in different phases- Reasons for the failure; Branding - Packaging and Labeling- Pricing –Concept- Objectives -factors influencing pricing- Pricing policies-strategies and methods. (Theory only)
- Unit – III      Promotion Decision: Concept of promotions and communications, Process of marketing communications ; Sales promotion – Significance of sales promotion - Objectives - Planning sales promotion programmes; Personal selling – Nature and steps in personal selling - Theories of personal selling ; Advertising – Concept- Advertising agencies- Advertising media- Institutional frame work of advertising- Advertising decisions. (Theory only)
- Unit – IV      Place Management: Concept - Marketing Channels - Nature and significance- Role of middlemen in marketing channels - Factors influencing channel selection - Channel levels - Whole saler and retailer- Concept – Functions - Emerging trends in retailing- Formats of retail stores – Online marketing. (Theory only)
- Unit – V      Market Research and Information system:      Concept of Market research – Components - Types – Process of marketing research - Market research in India - Marketing information system –Concept – Components- marketing intelligence system. Marketing Decision Support System – Marketing research System – Marketing research in India. (Theory only)

**REFERENCE BOOKS:**

1. Philip Kotler, Principles of Marketing, PHI.
2. Rama swamy & Namakumari, Marketing Management.
3. Rajan Saxena, Marketing Management.
4. Dr. R.L.Varshney and Dr. S.L. Gupta, Marketing management Text and cases, Sulthan Chand & sons.
5. Arun Kumar, N. Meenakshi, Marketing Management, Vikas Publications.
6. Jain, Marketing planning and strategy.

M.Com (A&F) II Semester  
**PAPER -204: ACCOUNTING PRACTICES IN BANKS**  
(Core Paper)  
(With effect from the academic year 2016-17)

- UNIT-I Accounting: Meaning-Nature-Scope-Functions - Need for Accounting in Banking-Accounting cycle-Accounting Concepts and Conventions-GAAP-Accounting standards in India. . (Theory only)
- UNIT-II Financial Statements-Meaning and types of financial statements Nature, and Limitations of financial statements-Analysis and interpretation of financial statements-Types of financial analysis-Tools of financial analysis-Ratio analysis-Analysis of Funds Flow and Cash Flow Statement. . (Theory only)
- UNIT-III Accounting in Banks-Rules for bank accounts, cash/clearing/transfer vouchers/system-subsidiary book and main day book-General Ledger-Branch Vs Bank Accounts-Bank Balance Sheet Structure of accounts-categories of Assets, Liabilities and Net worth Components. Accounting for Non-Performing of Assets- Preparation of Final Accounts-Final Accounts of Banking Companies-Disclosure requirements. (Theory only)
- UNIT-IV Banking Company Accounts I – Bank Reconciliation Statement-Need-Reasons for differences between cash book and Pass Book Balance-Problems of Favorable and Overdraft Balance-Ascertainment of Correct Cash Book Balance. (Theory only)
- UNIT-V Banking Company Accounts II – Important Provision concerning conduct of Banking Business in India-Bankers Books-Preparation and Presentation of Final Accounts of Banking Companies. (Theory only)

**REFERENCE BOOK**

1. Jain and Narang, Accounting Part-I, Kalyani Publishing, Ludhiana.
2. R.Narayana Swamy, Financial Accounting, Prentice Hall of India.
3. Arunlanadam, Advances Accounting, Himalaya Publishing House.
4. Ashok Sehgal Deepak Sehgal: Advance Accounting-II, Corporate Accounting, Taxmain's Publications.

M.Com (A&F) II Semester

**PAPER -205: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

(Compulsory Foundation)

(With effect from the academic year 2016-17)

Unit- I	Quantitative Techniques and Business Forecasting: Concept - Classification of Quantitative techniques- Benefits and Limitations – Methods- Advantages of quantitative approach to management – Quantitative techniques in business decision making – Methods of business forecasting – (Theory only )
Unit-II	F – Distribution: Concept - Test for equality of two population variances – Analysis of variance- (F- test): One way and two way classified data- Multiple correlation co –efficient (Theory and problems)
Unit-III	Probability and Probability Distributions: Basics of probability- Binomial – Poisson – Normal distributions – Baye’s theorem. (Theory and problems)
Unit-IV	Sampling Theory: Concept – Types of Sampling – Hypothesis testing-The null hypothesis- The significance level - Hypothesis testing Procedure – Type I and Type II errors – Inference from small sample mean tests - Difference between the means of two independent samples – Difference between the means of two dependent samples of paired observations (t) and $\chi^2$ (Chi-Square) test and its applications. (Theory and problems)
Unit-V	Linear Programming: Concept - Requirements for application of linear programming – Assumptions- Advantages and limitations – Applications of Linear programming problem – Formulation of Linear programming problem- Graphical Method- Simplex method(Theory and problems)

**REFERENCE BOOKS:**

1. Gupta, S.P.Statistical Methods, S.Chand & Sons, New Delhi
2. Tulasian P.C., and Vishal Pandey, Quantitative Techniques – Theory and Problems Pearson Education New Delhi
3. Gupta and Khanna “Quantitative Techniques for Business Managers” PHI, New Delhi.
4. Andnda Sharma, Quantitative Techniques, Himalaya Publications, Hyderabad.
5. Shukla and Grewal, Advanced Accounts, S.Chand and Co, New Delhi
6. Kothari C.R... Quantitative Techniques Vikas Publications, Mumbai.

M.Com (A&F) II Semester

**PAPER -206: HUMAN VALUES AND PROFESSIONAL ETHICS – II**

(Elective Foundation)

(With effect from the academic year 2016-17)

- UNIT – 1 Value Education – Definition – Relevance to present day – Concept of Human values – Self introspection – Self esteem. Family values – Components, structure and responsibilities of family- Neutralization of anger – Adjustability – Threats of family life – Status of women in family and society – Caring for needy and elderly – Time allotment for sharing ideas and concerns. (Theory only)
- UNIT – II Medical Ethics – View of Charaka, Sushruta and Hippocrates on moral responsibility of medical practitioners. Code of ethics for medical and healthcare professionals. Euthanasia, Ethical obligation to animals, Ethical issues in relation to health care professionals and patients. Social justice in health care, human cloning, problems of abortion. Ethical issues in genetic engineering and Ethical issues raised by new biological technology or knowledge. (Theory only)
- UNIT –III Business Ethics – Ethical standards of business – Immoral and illegal practices and their solutions. Characteristics of ethical problems in management, ethical theories, causes of unethical behaviour, ethical abuses and work ethics. (Theory only)
- UNIT –IV Environmental Ethics – Ethical theory, man and nature – Ecological crisis, Pest control, Pollution and waste, Climate change, Energy and population, Justice and environmental health. (Theory only)
- UNIT –V Social Ethics – Organ trade, Human trafficking, Human rights violation and social disparities, Feminists ethics, Surrogacy/pregnancy, Ethics of media – Impact of Newspapers, Television, Movies and Internet. (Theory only)

**REFERENCE BOOKS:**

1. John S Mackenzie: A manual of ethics
2. “The Ethics of Management” by Larue Tone Hosmer, Richard D. Irwin Inc.
3. “Management Ethics – integrity at work’ by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
4. “Ethics in Management” by S.A. Sherlekar, Himalaya Publishing House.
5. Harold H. Titus: Ethics for Today
6. Maitra, S.K: Hindu Ethics
7. William Lilly: Introduction to Ethics
8. Sinha: A Manual of Ethics
9. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties: Religious and Civil (ed.) G.C.Haughton.
10. Susruta Samhita: Tr. Kaviraj Kunjanlal, Kunjalal Brishagratha, Chowkamba Sanskrit series, Vol I, II and III, Varnasi, Vol I OO, 16-20, 21-32 and 74-77 only.

M.Com (A&F) III Semester  
**PAPER -301: FINANCIAL DERIVATIVES**  
(Core Paper)

(With effect from the academic year 2016-17)

- Unit-I Financial Derivatives –Concept– Features – Types - Uses of Financial Derivatives – Basic Financial Derivates – Traders in Financial Derivatives Market- Indian Financial Derivatives Market – Trends. (Theory Only)
- Unit-II Forwards and Futures Contracts: Concepts- Functions - Types-Uses– Forwards Vs Futures - Trading Mechanism of Forwards and Futures Contracts. (Theory and Problems)
- Unit-III Options: Concept-Types of options – Difference between Options and Futures- Option hedging strategies – Option Greeks-Option pricing models-Option Price Determination - Binomial Option Pricing- Model- One step and two step models- Black Scholes Option Pricing Model. (Theory and Problems)
- Unit-IV Swap Market – Concept –Features of Swap - Types of Swaps – Interest Rate Swap – Currency Swap – Debt equity Swaps – Using Swap to manage risk – Pricing Swaps. (Theory only)
- Unit –V Stock Index Features and Options – Concept - Need- Portfolio Management and Stock Index Features- Speculation and Stock Index Features -Trading of Stock Index Features – Stock Index options – Trading of Stock Index options. (Theory and Problems)

**REFERENCE BOOKS:**

1. Pandey , I.M., Financial Management, Vikas Publications , New Delhi.
2. Gupta, S.L., Financial Derivatives, PHI Learning Pvt. Ltd, New Delhi.
3. Bhalla, V.K.Investment Management
4. John C.Hulll Derivatives. PHI Publisher Ltd, New Delhi
5. John C. Hull, Introduction to Future and Options Market. PHI Publisher Ltd, New Delhi,
6. Kumar, S.S.S., Financial Derivatives, Prentice Hall of India Pvt., Ltd New Delhi.
7. Bargi's., Futures and Options, Mc Graw Hill Publishing House Ltd, New Delhi.

**PAPER -302: FINANCIAL MARKETS AND SERVICES**

(Core Paper)

(With effect from the academic year 2016-17)

Unit – I Role of reforms-	Financial system and Money Market: Structure – Functions – Components – Financial System in the Indian Economic development — Financial Sector Money market– Significance- Constituents. (Theory only)
Unit- II	Capital market and SEBI: Structure – Instruments – Primary market Functions – Secondary market- Listing – Trading- SEBI- Functions- Powers. (Theory only)
Unit –III	Merchant Banking: Concept – Commercial banking Vs merchant banking; Origin and evolution - Scope - Functions – Pre-issue and post- Issue obligations- SEBI regulations.(Theory only)
Unit –IV	Credit Rating and Factoring: Significance – SEBI regulations – Rating agencies in India – CRISIL, CARE, ICRA, FRI – Rating methodology- Limitations- Factoring- Factoring Vs bills discounting – Mechanism – Functions – Forms – Legal aspects. (Theory only)
Unit – V	Venture Capital and Mutual Funds: Features – Stages of financing - Financial analysis – Investment nurturing- Valuation of portfolio – Exit route- VCF scenario in India – SEBI Regulations- Mutual funds- concept – Mutual fund Vs Share- Organization and management- Classification- Guidelines. (Theory only)

**REFERENCE BOOKS:**

1. Gordon, E., and Nataraja, K., Financial Markets and Service, Himalaya Publications, Mumbai
2. L.M. Bhole, Financial Insitution and Markets, Tata Mc Graw Hill, New Delhi Sharma  
R.K.and S.K.Management Accounting, Kalyani, Ludhiana.
3. Clifford Gmoez. Finanical Markets, Insitutions and Financial Services, PHI, New Delhi, 2008.
4. Khan, M.Y., Financial Services, Tata Mc Graw Hill, New Delhi.
5. Bhatia, B.S., and Gupta G.S., Management of Financial Services, Deep and Deep, New  
Delhi.
6. Gupta, S.K., and Nisha Aggarwal, Financial Services, Kalyani Publishers, New Delhi.
7. Machiraju, H.R., Merchant Baning, Wiley, New Delhi.



**PAPER -303: COMPUTER APPLICATIONS IN BUSINESS**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit-I: Tally: Features of Tally accounting – Components of Gateway of Tally – Company creation – Creation of groups - Creation, display, and alteration of multiple and single ledgers – Various types of vouchers – Creation and alteration of vouchers – Configuration and print of financial statements and other reports, documents and vouchers –Tally Inventory - Configuration – Creation, display, and alteration of inventory masters – Recording various inventory vouchers – Display and print of inventory reports – Lab exercises.
- Unit-II: VAT: Enabling Tally for VAT – Features and Classification of VAT – VAT treatment for purchase and sales returns, duties, taxes and discounts – Exemptions from VAT – Exports and imports – Inter-state purchases and sales – Purchase of capital goods - VAT computation – Lab exercises.
- Unit-III: TDS: Creation of ledgers and vouchers – Advance and balance payments of Tax – Generation of TDS reports – Enabling Service tax - Creation of ledgers and recording of vouchers – Lab exercises.
- Unit-IV: Payroll: Payroll features - Enabling payroll – Creation of Pay head ledgers – Creation of employee masters and pay roll voucher and attendance voucher – Display and print of various payroll reports - Lab exercises.
- Unit- V: SPSS: Features and uses of SPSS – Opening Files – Working with data – Summarizing the data – Data representation through calculation of Mean, Median, Mode – Chi- Square – t test – ANOVA and Correlation through SPSS.

**REFERENCE BOOKS:**

1. Nadhani, A.K. and Nadhani, K.K. Implementing Tally 7.2 BPB Publication, New Delhi.
2. Kiran Kumar, K.Tally 9, Laasya Publishers, Hyderabad
3. Fire wall media, Tally 9.
4. Vishnu Priya Singh, tally 9, Computech Publications Ltd, New Delhi.
5. Sharma, KVS, Statistics mode simple, do it yourself and PC, Prentice Hall of India Pvt. Ltd., New Delhi
6. Darren George and Paul Mallery, SPSS for Windows – Step by Step, Pearson Education, New Delhi.

**PAPER -304(a): ACCOUNTING FOR MANAGERIAL DECISIONS**

(Generic Elective)

(With effect from the academic year 2016-17)

- Unit – I      Managerial accounting – Concept - Nature and Scope – Functions – Limitations – Decision making process – Cost analysis for pricing decisions – Objectives of pricing – Product pricing methods – Full cost pricing – Mark-up pricing – Break-even pricing – Target pricing . (Theory and Problems)
- Unit – II      Managerial decisions – Cost behaviour – Determination of sales mix – Exploring new markets – Discontinuance of a product line – Make or buy decisions – Equipment Replacement Decision – Change versus Status Quo – Expand or contract – Shut down or continue (Theory and Problems)
- Unit – III     Responsibility Accounting (RA) – Concept - Process of implementing RA – Managerial uses – Responsibility centres – Cost centre – Revenue Centre – Profit centre – Investment Centre – Responsibility performance reporting – Objectives — Emerging issues in RA (Theory and Problems)
- Unit – IV     Divisional performance and transfer pricing –Evaluation of divisional performance – Contribution margin approach – Return on investment approach – Residual income approach – Non-financial measures of performance – Transfer pricing – Methods of transfer pricing –Emerging issues in transfer pricing (Theory and Problems)
- Unit – V      Management Reporting – Concept – Modes of reporting – Types of reports – Requisites of a good report– Steps for effective reporting – Management Reporting System – Forms of management reports – Reporting practices of Indian corporates (Theory only)

**REFERENCE BOOKS:**

1. Charles T. Horngren, G.L. Sundem and W.O. Stratoon, Introduction to Management Accounting, Pearson, Delhi.
2. Jawaharala, Management Accounting, Himalaya Publishers, Mumbai.
3. Kulshrestha, N.K., Management Accounting, Tata McGraw Hill, New Delhi.
4. Maheswari, S.N., Principles of Management Accounting, Sultan Chand & Sons, New Delhi.
5. Prashanta Atma, Cost and management Accounting, Himalaya Publishing House, Hyderabad.
6. Robert S. Kaplan and Anthony A. Atkinso, Advanced management Accounting, Prentice hall, New Delhi.
7. Sahaf M.A., Management Accounting Principles and Practice, Vikas Publishing House, Mumbai.
8. Sharma R.K and Gupta, S.K., Management Accounting, Kalyani Publishers, Ludhiana.

**PAPER -304(b): TAX PLANNING AND MANAGEMENT**  
(Generic Elective)

(With effect from the academic year 2016-17)

UNIT- I	Income Tax Law: Evolution of Taxation Law – basic concepts – Residential status – Tax Planning and Management: concepts – Tax avoidance – Tax evasion. (Theory only)
UNIT –II	Tax Planning Individuals: Heads of Income for Individuals – Income from Salary – Income from business and profession – Tax relief – Concession - Rebates – Deductions and Incentives.(Theory and problems)
UNIT –III	Tax Planning Corporates –I: Tax Planning with references to new establishment – Location –Form – Nature and Capital structure – Short term loans – Term loans – Public deposits – Bonus Issues – Dividend Policies.(Theory and problems)
UNIT – IV	Tax planning Corporates- II: Managerial decisions – Tax planning in respect of owned funds or borrowed capital – Lease Vs Purchase – Purchase by installments Vs hire – Make or buy decisions. (Theory only)
UNIT- V	Tax Planning – Incentives and Export Promotion: Schemes for encouraging exports – Import duty relief schemes – Free Trade Zones (FTZs) – Special Economic Zones (SEZs) – Export Processing Zones (EPZs) – Salient features of Software Technology Parks (STPs) – Electronic Hardware Technology Parks (EHTPs) – Other Export Promotions schemes under EXIM Policy. (Theory only)

**REFERENCE BOOKS:**

1. Ahuja G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi.
2. Circulars issued by C.B.D.T
3. Income Tax Act, 1961
4. Income Tax Rules, 1962
5. Lakhotia R.N: Corporate Tax Planning, Vision Publications , Delhi,
6. Singhanian, V.K.Direct Taxes: Law and Practice, Taxman’s Publications Delhi.
7. Singhanian, V. K: Direct Taxes Planning and Management, Taxman’s Publications Delhi.
8. Melhotra, MC and Goyal, S.P: Income Tax Law and Accounts including tax planning, sahitya Bhavan Publication, Agra

**PAPER -304(c): MERGERS AND ACQUISITIONS**

(Generic Elective)

(With effect from the academic year 2016-17)

- Unit-I Corporate Restructuring: Concept – Characteristics – Purposes for Restructuring – Purpose of Restructuring – Forms of Corporate Restructuring: Expansion – Contraction – Corporate Control – Changes in Ownership Structures – Constraints of Corporate Restructuring. (Theory only)
- Unit-II Mergers: Concept– Characteristics – History of Merger Waves – Reasons and Objectives of Mergers – Types of Mergers – Procedure and Steps for Merger – Legal Issues and Compliances of Merger in India – Role of Investment Banker. (Theory only)
- Unit-III Acquisitions: Concept– Characteristics – Advantages – Types of Acquisitions/Takeovers – Modes of Takeover – Takeover Provisions before SEBI – SEBI Takeover Code – Takeover tactics and strategies – Constrains to Acquisitions. (Theory only)
- Unit-IV Corporate Demergers: Concept– Types – Modes– Advantages of demergers/divisions/splits – Concept of Reverse Mergers – Provisions under Tax Laws for Reverse Merger – Requirements of reverse merger – Salient features of reverse merger under Sec.72 A. (Theory only)
- Unit-V Accounting and Tax aspects: Accounting Methods for M&A – Pooling of interest method – Purchase accounting method – Accounting practices in India – New accounting standards- Investment and Development allowance – Carry forward and set off losses and depreciation – Tax neutrality (Theory only)

**REFERENCE BOOKS:**

1. J.C. Verma, Corporate Mergers, Amalgamations & Takeovers, Bharat Law House, New Delhi
2. Nishkant Jha, Mergers, Acquisitions and Corporate Restructuring, Himalaya Publishing House, Mumbai
3. Prasad G Godbole, Mergers, Acquisitions and Corporate Restructuring, Vikas Publishing House Pvt. Ltd., Noida.
4. H.R. Machiraju, Mergers Acquisitions and Takeovers, New Age International Publishers, New Delhi.
5. Ravindhar Vadapalli, Mergers, Acquisitions and Business Valuation, Excel Books, New Delhi.
6. J.B. Gupta, Strategic Financial Management, Taxmann Publications Pvt. Ltd., New Delhi.
7. SEBI Guidelines on Mergers & Acquisitions.

M.Com (A&F) III Semester

**PAPER -304(d): BUSINESS COMMUNICATION**

(Generic Elective)

(With effect from the academic year 2016-17)

- UNIT-I Fundamentals of Communication: Concept- Objectives- Process of communication – Methods of communication - Oral, written, non-verbal, visual, audio-visual, signs, signals and symbols, silence – Types of communication – Personal, business, internal external, upward, downward, formal, informal, lateral, interactive, mass, grapevine, - Barriers to communication – Factors affecting communication – Essentials for effective communication. (Theory only)
- UNIT-II Non-verbal communications: Types of non-verbal communication- Body language, postures and gestures – Attire – Appearance – Handshake, personal space, timing, behavior, smile; Listening skills - Telephone talk – Process and types of listening – Barriers to listening - Requirements for effective listening – Humor in communication – Leadership and communication. (Theory only)
- UNIT-III Verbal communication: - Meetings – Role of chair person – Conferences – Presentation skills – making presentations – Choosing a method of speaking – Analyzing the audience – Requirements for effective presentation – Persuasive speaking - Report writing - Types of reports – Structure of reports – Individual, annual and committee reports – Essentials of good report writing. (Theory only)
- UNIT-IV Written communication: Business letters – Essentials of business letters – Parts of business letters – Forms of business letters - Types of business letters – Tenders, quotations and orders - Circulars and memos – Office notes – Representations and suggestions – Reminders and follow up. (Theory only)
- UNIT-V Media and multi-cultural Communication: Building better relations with media – Framework for managing relations with investors and governments - Impact of multicultural communication on business - Etic and emic approaches to culture – Overcoming cross-cultural communication problems – Cultural communication protocol in Australia, China, France, German, England, Switzerland, USA, and India. (Theory only)

**REFERENCE BOOKS:**

1. Penrose, Rasberry and Myers, “Business communication for managers”, Cengage Learning.
2. Disanza, “Business and professional communication”, Pearson Education.
3. CSG Krishnamacharyalu and L. Ramakrishna, “Business communications”, Himalaya Publishing House.
4. Krizan Merrier, Logan and Williams, “Effective Business Communication”, Cengage Learning.
5. Kelly Quintanilla and Shawn T Wahl, “Business and Professional communication”, Sage Publications.

M.Com (A&F) III Semester

**PAPER -305(a): FUNDAMENTALS OF ACCOUNTING**

(Open Elective)

(With effect from the academic year 2016-17)

- Unit-I: Accounting - Nature and Scope - Branches of Accounting – Financial Accounting – Types —Principles and concepts – Accounting Standards - Financial Accounting Process – Journals and Ledgers – Accounting Standards
- Unit-II: Final Accounts: Preparation of Trial Balance, Profit and Loss Account- Adjustment- Balance sheet
- Unit-III: Financial Statement Analysis: Meaning – Classification – Trend analysis – Comparative statement analysis – Common size statement analysis.
- Unit – IV: Cost Accounting: Nature, Scope and Objectives- Concept of cost – Classification – Behaviour of cost – Elements of cost – Principles of costing – Preparation of cost sheet.
- Unit – V Managerial Accounting – Nature, Scope and Objectives – Budgetary Control – Types of Budget – Advantages of budgeting – Limitations - Preparation of budgets

**REFERENCE BOOKS:**

1. Jain S.P, Narang K.L and Simmi Agarwal, “Accounting For Managers”, Kalyani Publishers, New Delhi.
2. Wild. J.J., Subramanyam, K.R. Halsey, R.F., Financial Statement analysis, Tata McGraw Hill.
3. Narayana Swamy, “Financial Accounting: A Managerial Perspective”, Pearson Education.
4. Prasad, G. “ Financial Accounting and Analysis” Jai Bharat Publishers, Guntur.
5. Ramachandran and Kakani, “ Financial Accounting for Management”, TMH, New Delhi.
6. Jain and Narang, “Accountancy” Vol 1, Kalyani Publishers, 1983.
7. Jain and Narang, “ Cost Accounting”, Kalyani Publishers.
8. R.K.Sharma and Shashi K Gupta, “Management Accounting”, Kalyani Publishers.
9. S.N. Maheswari, Accounting for Managment, Sultan Chand Publishing House Pvt. Ltd.

**PAPER -305(b): PERSONAL FINANCIAL PLANNING**

(Open Elective)

(With effect from the academic year 2016-17)

- UNIT I:** Personal Financial Planning –nature and scope – objectives- Need – Process – principles of Personal Finance –safety- liquidity-Solvency and management of wealth. (Theory only)
- UNIT II:** Products of Personal Financial Planning – Bank Deposits – post office Savings – Mutual Funds -Shares-Corporate and Govt. Bonds- Chit Funds-Real Estate, Gold, Silver. (Theory only)
- UNIT III:** Risk and Return- Concepts – Types of Risk and Return – Diversification of Risk – Measurement of Risk and Return – Investment Planning- Time value of Money – Compound value –Computation of interest, dividend and Capital gains and Personal Investments. (Theory only)
- UNIT IV:** Personal Tax Planning: nature of income – expenses - deductions- Taxable benefits-Income splitting-Tax advantaged investment-deferred income plans- Income and Dividends from business and Self-employment.(Theory only)
- UNIT V:** Personal Finance and Environmental influences: Policy Perspectives- Impact of Govt Policy– Union Budget- Cost of living –retirement saving plans- pension plans- - Provident Fund, Gratuity-LIC –GIC –Reverse Mortgage Plans. (Theory only)

**REFERENCE BOOKS**

1. Personal Finance by Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, Tat McGraw-Hill Publishing Company Ltd. New Delhi.
2. Financial Education by Reserve Bank of India - rbi.org.
3. Personal Finance columns in The Economic Times, The Business Line and Financial Express Daily News Papers.
4. Information Broachers of Post Offices, Banks, Mutual Funds, Insurance Companies
5. Internet Sources- BSE, NSE, SEBI, RBI, IRDA, AMFI etc.

M.Com (A&F) IV Semester

**Paper -401: STRATEGIC FINANCIAL MANAGEMENT**

(Core Paper)

(With effect from the academic year 2016-17)

- Unit- I Strategic Management: Concept – Importance – Purpose – Constraints - Strategic Management Process- Strategic Planning- Concept – Characteristics – Components – Process – Benefits– Constraints of Strategic Planning. (Theory only)
- Unit-II Strategic Financial Management: Concept– Characteristics Scope - strategic Financial Management – Financial Planning – Success Factors and Constraints of Strategic Financial Management. (Theory only)
- Unit-III Corporate Valuation: Concept – Objectives – Approaches of Corporate Valuation- Guidelines for Corporate Valuation- Value-Based management- Elements- Significance-Approaches and Limitations of Value-Based Management. (Theory and problems)
- Unit-IV Financial Distress and Restructuring: Meaning – Characteristics – Reasons for Corporate Financial Distress – Cost of Financial Distress – Impact of Financial Distress – Financial Distress Restructuring – Countering Financial Distress. (Theory only)
- Unit-V Corporate Sickness and Financial Engineering : Meaning – Causes of sickness- Symptoms – Revival - Financial Engineering: Concept – Approaches to Innovative Financial engineering – Fund Raising Instruments –Fund-deployment Strategies- Financial re-engineering – Concept and Uses. (Theory only)

**REFERENCE BOOKS:**

1. Rajni Sofat and Preeti Hiro: Strategic Financial Management. Prentice Hall of India Learning Pvt., New Delhi.
2. Dr.Pradel Kumar Sinha: Strategic Financial Management. Excel Books , New Delhi.
3. G.P.Jakhotiya: Strategic Financial Management. Vikas Publishing House Pvt. Ltd., NewDelhi.
4. Allen: An Introduction to Strategic Financial Management. Koran Page
5. Mathew P.K: Corporate Restructuring in India: Perspectives. Mac Millian.



M.Com (A&F) IV Semester  
**PAPER -402: INVESTMENT MANAGEMENT**  
(Core Paper)

(With effect from the academic year 2016-17)

- Unit – I Investment : Concept – Characteristics – Importance - Objectives – Factors of sound investment- Investment environment – Investment media - Elements of investment — Types of investments - Financial investments – Non-financial investments – Speculation – Gambling – Investment Process. (Theory only)
- Unit – II Risk and Return analysis : Concept – Components of risk - systematic risk – Types of systematic risk- Unsystematic risk- Types of unsystematic risk – Risk aversion- Risk premium – Return - Holding period return - Expected value of return – Measurement of return. (Theory only)
- Unit –III Valuation of securities: Valuation of equity shares- Equity valuation models – One year and multiple year holding period – Constant growth and multiple growth models – Valuation through P/E ratios – Valuation approach to bonds – bond returns – Coupon rate – Spot interest rate – Yield to maturity – Bond duration (Theory and Problems)
- Unit – IV Portfolio analysis and selection: Concept – Traditional Vs Modern portfolio analysis – Return of portfolio – Risk on portfolio – Diversification of Investments – Reduction of portfolio risk through diversification –Markowitz model- Assumptions– Efficient frontier– Utility analysis – Limitations. (Theory and Problems)
- Unit – V Portfolio evaluation: Concept -Measures of portfolio performance – Mutual funds- Sharpe’s performance index – Treynor’s performance index –Jensen’s Performance Index. (Theory and Problems)

**REFERENCE BOOKS:**

1. Prasanna Chandra: Analysis and Portfolio Management, Tata Mc Graw Hill Co. Ltd., New Delhi.
2. Kevin, Security Analysis and Portfolio Management, PHI, New Delhi.
3. Avadani V.A.: Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi, 2008.
4. Prethi Singh, Investment Management, Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi, 2005.
5. Dhamodharan : Investment Valuation, Johnweely and sons, Johnweely and Sons, New York.
6. Donald E.Fischer & Ronald J.Jordan: Security Analysis and Portfolio Mangement, Pearsons Education (Singapore) Pvt, Ltd., New Delhi.

**PAPER -404(a): INTERNATIONAL FINANCIAL MANAGEMENT**

(Generic Elective)

(With effect from the academic year 2016-17)

- Unit – I International Financial Management (IFM) : Concept – Importance – Nature and Scope of IFM – Domestic and offshore markets –Role of International Financial Manager – Changes in global financial markets – challenges- International Monetary System-Recent Changes - (Theory only).
- Unit – II Foreign Exchange Market and Exchange Rate Mechanism: Foreign Exchange Markets – Structure – Types of Exchange rates - Exchange rate quotations – Direct and Indirect – Buying and selling rates – Forward market quotation – Nominal and Real exchange rates – Determination of exchange rates in spot market and forward market. (Theory only)
- Unit – III Foreign Exchange Exposure: Concept - Relevance of Foreign exchange exposure – Classification - Transaction exposure- Operating exposure – Accounting exposure – Need - Hedging of Transaction exposure – Hedging of real operating exposure – Management of accounting exposure ( Theory only)
- Unit – IV International Project Appraisal: Concept – Approaches - Net present value approach – Adjusted present value framework – Options approach – The practice of cross border direct investment appraisal- International perspectives of working capital; Cash - Bills receivable and Inventory policies (Theory only).
- Unit – V International Equity Investment: Concept – Risk and Return from Foreign Equity Investment – Equity Financing in the International Markets – Long-Term Borrowings in Global Capital Markets –Major Market Segments –International Financing Decision. (Theory only)

**REFERENCE BOOKS:**

1. Apte.P.G.: International Financial Management, Tata Mc Graw Hill Publishing House, New Delhi.
2. Siddaiah, T, International Financial Management, Pearson, New Delhi.
3. Sharan V. : International Financial Management, Prentice Hall of India Publishing, New Delhi
4. Bhalla,V.K. : International Financial Management, Anmol Publicatins, New Delhi.
5. Avadhani V.A. : International Finance, Himalaya Publishing House, Mumbai.
6. Eun & Resnick., : International Financial Management, Tata Mc Graw Hill Publishing Company lLtd., New Delhi.

**PAPER -404(b): PERSONALITY DEVELOPMENT AND SOFT SKILLS**

(Generic Elective)

(With effect from the academic year 2016-17)

Unit – I	Foundations of personality development: Concept of Personality – Dynamics - Trait theory of personality: Personality Determinants: Physical, social, educational, family, intellectual and emotional determinants; Causes for sick personality and healthy Personality. (Theory only)
Unit-II	Self-awareness skills: self-awareness and management- Communicating: Sending inter personal messages – Listening and reading non-verbal messages – Providing feedback. (Theory only)
Unit- III	Motivating: Goal setting – Coaching, Counseling and Mentoring – Empowering people through delegation - Leading: Politicking - Persuading - Applying leadership styles – Managing Change. (Theory only)
Unit- IV	Teaming: Working with teams – Running meetings – Valuing diversity: Problem solving: Ethical decision making - Creative problem solving – Resolving conflicts – Negotiation. (Theory only)
Unit- V positive	Self-esteem: Characteristics – Causes of low self-esteem – Steps to build self-esteem; Attitude: Steps in building positive attitude; Interpersonal skills; Steps in developing a positive Personality. (Theory only)

**REFERENCE BOOKS:**

1. Elizabeth B.Hurlock, Personality Development, Tata McGraw Hill, New Delhi-2009.
2. Stephen P.Robbins and Philip L Hunsaker, Training in interpersonal skills, person Education, New Delhi.
3. Shiv Khera, You can wing, Macmillan Publications, New Delhi.
4. Robert M. Sherfield. Rhonda J.Montgomery, Patrica G.Moody, Developing soft Skills, Person education, New Delhi, 2009
5. Biswajit Das Ipseeta Satpathy, Business Communication & Personality Development, Excel Publication, New Delhi.

M.Com (A&F) IV Semester

**PAPER -404(c): INTERNATIONAL ACCOUNTING AND REPORTING**

(Generic Elective)

(With effect from the academic year 2016-17)

- Unit –I International Accounting: concept –nature – scope- importance – international audit types- Status of International Accounting in select countries. (Theory only)
- Unit- II International Accounting Standards- Concept – Objectives- Need for harmonization – IFRS and Indian GAAP- Global convergence accounting- Benefits and challenges. (Theory only)
- Unit – III International Business Combinations and Consolidations – Concept – Need for consolidations Motives of combinations –Accounting treatment of combinations – Consolidation techniques- Mechanics of Consolidations. (Theory only)
- Unit-IV International Financial Statement Analysis- Concept - Need for financial statement analysis- techniques – Complexities in analysis of global financial statements- Challenges and Opportunities in cross border analysis. (Theory only)
- Unit –V International Financial Reporting and Disclosure – Introduction- Need for Transnational reporting and disclosure- Developments of disclosure – Reporting and disclosure practices; Segment Disclosure, Corporate governance disclosure. (Theory only)

**REFERENCE BOOKS:**

1. Mohapatra, A.K.Das “International Accounting, prentice Hall of Indian Pvt.Ltd. New Delhi.
2. Rathore Shin:” International Accounting- A use perspective “Taxman India, New Delhi.
3. Suddagaran M.Shahrokh, International Accounting - A User perspective” Taxman India., New Delhi.
4. Gupta Ambarish “Financial Accounting for Management – An analytical perspective “ Pearson Education, New Delhi.
5. Nobes Chestopher & Parker Rober. “ Comparative International Accounting” Pearson Education, New Delhi.
6. FDC Choi and G.G. Mueller, ‘ An introduction to multinational Accounting’ Prentice Hall, New Delhi.
7. Richard E Baker, Valdean C. Lembke Thomases King, McGraw – Hill Higher Education, Irwin.

M.Com (A&F) IV Semester

**PAPER -404(d): FINANCIAL MANAGEMENT IN BANKS**

(Generic Elective)

(With effect from the academic year 2016-17)

UNIT – I	Financial Management: concept – scope - Overview of Financial System – Introduction to Financial Management in Banks – Financial Analysis of Banks. (Theory only)
UNIT – II	Sources of Funds:-Management of Owned Funds –Management of Borrowed Funds – Cost of Funds. (Theory only)
UNIT – III	Investments: Forms of Bank Investment –Long-term Investment – Short-term Investments – Investments in Guilds and other Financial Securities – Investment in Foreign Exchanges. (Theory only)
UNIT – IV	Risk Management: An Overview –Estimating/Forecasting of Risks – Measuring Risks – Management of Risks – Asset-Liability Management- Management of NAPs in Banks – Concepts – Types . (Theory only)
UNIT – V	Mergers and Acquisitions – Accounting Policies – Pricing of Bank Products and Services – Recent trends in Mergers and Acquisitions in Banking Sector. (Theory only)

**REFERENCE BOOKS**

1. Edminister R.D, Financial Institution, Markets and Management.
2. Verma J.C. A manual of Merchant Banking.
3. Hawtrey “The art of Central Banking “ Augustus M.Kelley Publishers, 1970 – Newyork.
4. Vasant Desai – Indian Banking – Nature and Problems – Himalaya Publications House – Mumbai.
5. Khan, M.Y – Indian Financial System, Tata McGraw Hill Publishing Company Limited, New Delhi, 2004.
6. Narendra Kumar – Bank Nationalism of India – A Symposium – Lalvani Publishing House, 1969 – Mumbai.
7. A.V. Rajwade, Foreign Exchange, International Finance and Risk Management, Academy of Business Studies, New Delhi.

M.Com (A&F) IV Semester

**PAPER -405(a): E-BANKING OPERATIONS**

(Open Elective)

(With effect from the academic year 2016-17)

- UNIT – I Banks – Definition, Functions of banking, Types of Banks – Classification of Banks – Safety –Liquidity - -Profitability and Productibility, Reserve Bank of India – Functions of RBI- Credit Control.
- UNIT – II Regional Rural Banks (RRB) – Role of RRBs – Nature- capital –Organizations – Functions – Co-operative Banks: State Co-operative Bank- District Central Co-operative Banks- Urban Co-operative Banks.
- UNIT –III Banking services – Commercial Banks – Functions – Accepting of Deposits – Lending of funds, E-Banking, ATM Cards, Debit Cards, and Personal Identification Number – Online Enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System.
- UNIT – IV E-banking in India Challenges and Opportunities -What is E- Banking? , E-Banking in India: Major Concerns, Impact of E-banking on Traditional Services, Challenges in E –Banking-Recent Initiatives – Use of E-Banking in India- E-banking and Stock Market Operations- Home Banking-Web Banking- Telephone Banking- Advantages and Disadvantages of E-banking
- UNIT- V E-banking frauds- E-banking – A paradigm Shift in Banking Services, Electronic Clearing Services, NEFT (National Electronic Funds Transfer) - Frauds in E-banking operations – The Stringent Security Measures taken by Banks

**REFERENCE BOOKS**

1. Sundaram and Varsheny, Banking Theory and Practice, Vikas Publishing House , New Delhi
2. B. Ramchandra Reddy, Emerging Challenges in E-Banking, Discovery Publishing House Pvt. Ltd., New Delhi, 2013
3. B. Ramchadra Reddy, Consumer Awarness Towards E-Banking, New Delhi, 2013
4. Meeravaransi ,2003 “ Frauds in Banks” Indian Journal of Accounting Vol.-XXXIII
5. The Banker, Mumbai (Journal)
6. Banking Finance, Kolkatha (Journal).

M.Com (A&F) IV Semester

**PAPER -405(b): SECURITY MARKET OPERATIONS**  
(Open Elective)

(With effect from the academic year 2016-17)

- UNIT – I Indian Securities Market: Meaning – Functions – Intermediaries – Role of primary market – Methods of floatation of capital – Problems of New Issues Market – IPOs – investor protection in primary market – Recent trend in Primary Market - SEBI measures for primary market. (Theory only)
- UNIT – II Secondary market: Meaning – Nature – Functions – Organization –Regulatory framework for Stock Exchanges in India – SEBI Measures for Secondary Market. (Theory only)
- UNIT- III Listing of Securities: meaning – merits and demerits – Listing requirements-procedure, fee – Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting. (Theory only)
- UNIT – IV Indian Stock Exchanges: BSE –Different trading systems – Share groups – on BSE –BOLT system – Different types of settlements – Pay – in and Pay – out – Bad delivery –Short delivery – Auction – NSE – Market segments – NEAT system operations – Market types - order types and books - De –mat settlement. (Theory only)
- UNIT – V Stock Market Indices: meaning – Purpose, and consideration in developing index – Methods – market indices in India – BSE SENSEX- NSE Indices – S &P CNX Nifty. (Theory only)

**REFERENCE BOOKS**

1. Punithahvathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.
2. V. A. Avadhani, investment and securities Market in India, Himalaya Publishing House.
3. Prasanna Chandra, Security Analysis and portfolio management, Tata McGraw – Hill.
4. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers
5. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication.