

UNIVERSITY OF PUNE

Master of Commerce (M.Com.) Semester Pattern with Credit System Revised with effect from June 2013

Preamble for Choice Based Credit System

Since liberalization the socio-political-economic scenario is changing very fast. There is a significant transformation in term educational expectation and aspiration of the learner. The educational system also is witnessing many changes and challenges due to technological growth and changes in the Government policies. Education is no longer a concern of students but it has become a matter of social and economic importance. The changes at the global level has influence the educational system, structure and expectation of the users.

University education needs to take contingency of all these changes and restructure itself to stand in a competitive dynamic environment. Professional stream of learning like Commerce have to be properly upgraded to accommodate challenges of change, expectation of employers' and to offer global opportunities to the learners. From this point of view the course structure of post-graduate programme in Commerce needs to be structured. It has to be according to expectations of the learners, employers and the society. The learning inputs have to be more update, skilled based and with appropriate applications. The course programme should consider desire aptitude, attitude and acumen of the learner.

From this point of view University of Pune has introduced Choice Base Credit System of course structure. This system shall offer a flexible user friendly, opportunity to the learner, will broader the horizon of Commerce education and will give a fair chance to every single learner to exhibit his talent, acquired skills and enhance his personality. It will further enhance his opportunity of global mobility, to acquire different knowledge inputs from different global institutes.

1. Objectives :

- a. 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.
- b. To develop independent logical thinking and facilitate personality development.
- c. To equip the students for seeking suitable careers in management and entrepreneurship.
- d. To study by students methods of Data collection and their interpretations.
- e. 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. Duration and Structure of Programme:

The M.Com (Semester pattern with Credit System) degree Programme shall be of 2 years' duration divided into two parts, Part I and Part II, and 4 semesters.

4. 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.

5. Course Structure:

The M.Com. degree course will be of two year duration consisting of four semesters and of minimum 100 credits as below:

Sr. No.	Semester	Total Credits
1	Semester I	16
2	Semester II	16
3	Semester III	16
4	Semester IV	16
	Grand Total	64

Four extra credits for project work at 4th Semester (This will include credits for fieldwork, data presentation and report writing)

In each Semester, there will be four papers of 100 marks each out of which 40 marks will be for Internal Assessment (attendance, home assignments, class tests, long term papers, classroom presentation and 60 marks for University Examination. Thus M.Com. degree examination, four Semesters shall be of 1600 marks and of minimum 100 credits altogether. The following shall be the course structure.

6. The Scheme of Papers: The following will be the Scheme of papers:

The List of Courses Semester I

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks			
Semester I	Core Compulsory	101	Management Accounting	04	04	03	40	60	100	
		102	Strategic Management	04	04	03	40	60	100	
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>								
		Group A (Advanced Accounting & Taxation)								
		103	Advanced Accounting	04	04	03	40	60	100	
		104	Income Tax	04	04	03	40	60	100	
		Group B (Commercial Laws & Practices)								
		105	Information system and E-Commerce Practices	04	04	03	40	60	100	
		106	Intellectual Property Laws	04	04	03	40	60	100	
		Group C (Advanced Cost Accounting & Cost system)								
		107	Advanced Cost Accounting	04	04	03	40	60	100	
		108	Costing Technique and Responsibility Accounting	04	04	03	40	60	100	
		Group D (Co-operation & Rural Development)								
		109	Co-operative Movement in India	04	04	03	40	60	100	
		110	Organization of Co-operative Business	04	04	03	40	60	100	
		Group E (Business Practices & Environment)								
		111	Organized Trades and Markets	04	04	03	40	60	100	
		112	Business Environment and Policy	04	04	03	40	60	100	
		Group F (Business Administration)								
		113	Production and Operation Management	04	04	03	40	60	100	
114	Financial Management	04	04	03	40	60	100			
Group G (Advanced Banking & Finance)										
115	Legal Framework of Banking	04	04	03	40	60	100			
116	Central Banking	04	04	03	40	60	100			
Group H (Advanced Marketing)										
117	Marketing Techniques	04	04	03	40	60	100			
118	Consumer Behaviour	04	04	03	40	60	100			

Semester II

Semester	Subject Types	Course Code	Title of the Paper	Hrs/Week	Credit	Exam. Hours	Maximum Marks			
Semester II	Core Compulsory	201	Financial Analysis and Control	04	04	03	40	60	100	
		202	A. Industrial Economics B. Business Statistics	04	04	03	40	60	100	
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>								
		Group A (Advanced Accounting & Taxation)								
		203	Specialized Areas in Accounting	04	04	03	40	60	100	
		204	Business Tax Assessment & Planning	04	04	03	40	60	100	
		Group B (Commercial Laws & Practices)								
		205	E- Security & Cyber Laws	04	04	03	40	60	100	
		206	Laws Regulating to Copyrights & Design	04	04	03	40	60	100	
		Group C (Advanced Cost Accounting & Cost system)								
		207	Application Cost Accounting	04	04	03	40	60	100	
		208	Cost Control & Cost System	04	04	03	40	60	100	
		Group D (Co-operation & Rural Development)								
		209	International Co-operative Movement	04	04	03	40	60	100	
		210	Management of Co-operative Business	04	04	03	40	60	100	
		Group E (Business Practices & Environment)								
		211	Modern Business Practices	04	04	03	40	60	100	
		212	Business Environment Analysis	04	04	03	40	60	100	
		Group F (Business Administration)								
		213	Marketing Management	04	04	03	40	60	100	
		214	Financial Policies & Practices	04	04	03	40	60	100	
		Group G (Advanced Banking & Finance)								
		215	Banking Law & Practices	04	04	03	40	60	100	
		216	Monetary Policy	04	04	03	40	60	100	
		Group H (Advanced Marketing)								
		217	Customer Relationship Management & Retailing	04	04	03	40	60	100	
		218	Services Marketing	04	04	03	40	60	100	

Semester III

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks			
Semester III	Core Compulsory	301	Business Finance/ Financial System	04	04	03	40	60	100	
		302	Research Methodology for Business	04	04	03	40	60	100	
	Core Elective/ Optional Subjects/ Special Subjects	To choose any one Group of the following								
		Group A (Advanced Accounting & Taxation)								
		303	Advanced Auditing	04	04	03	40	60	100	
		304	Specialized Auditing	04	04	03	40	60	100	
		Group B (Commercial Laws & Practices)								
		305	Laws Relating to International Business	04	04	03	40	60	100	
		306	WTO – Norms & Practices	04	04	03	40	60	100	
		Group C (Advanced Cost Accounting & Cost system)								
		307	Cost Audit	04	04	03	40	60	100	
		308	Management Audit	04	04	03	40	60	100	
		Group D (Co-operation & Rural Development)								
		309	Co-operative Credit System	04	04	03	40	60	100	
		310	Co-operative Banking System	04	04	03	40	60	100	
		Group E (Business Practices & Environment)								
		311	Entrepreneurial Behaviour	04	04	03	40	60	100	
		312	Entrepreneurship	04	04	03	40	60	100	
		Group F (Business Administration)								
		313	Human Resource Management	04	04	03	40	60	100	
314	Organizational Behaviour	04	04	03	40	60	100			
Group G (Advanced Banking & Finance)										
315	Foreign Exchange	04	04	03	40	60	100			
316	International Finance	04	04	03	40	60	100			
Group H (Advanced Marketing)										
317	International Marketing	04	04	03	40	60	100			
318	Marketing Research	04	04	03	40	60	100			

Semester IV

Semester	Subject Type	Course Code	Title of the Paper	Hrs/Week	Credit	Exam. Hours	Maximum Marks			
Semester IV	Core Compulsory	401	Capital Market and Financial Services/ Portfolio Management	04	04	03	40	60	100	
		402	Industrial Economic Environment/ Operations Research	04	04	03	40	60	100	
	<i>To choose any one Group of the following</i>									
	Group A (Advanced Accounting & Taxation)									
		403	Recent Advances in Accounting, Taxation, Taxation and Auditing	04	04	03	40	60	100	
		404	Project Work/ Case Studies	04	04	03	40	60	100	
	Group B (Commercial Laws & Practices)									
		405	Recent Advances in Commercial Laws and Practices	04	04	03	40	60	100	
		406	Project Work/Case Studies	04	04	03	40	60	100	
	Group C (Advanced Cost Accounting & Cost system)									
		407	Recent Advances in Cost Auditing and Cost System	04	04	03	40	60	100	
		408	Project Work/Case Studies	04	04	03	40	60	100	
	Group D (Co-operation & Rural Development)									
		409	Recent Advances in Co-operative and Rural Development	04	04	03	40	60	100	
		410	Project Work/Case Studies	04	04	03	40	60	100	
	Group E (Business Practices & Environment)									
		411	Recent Advances in Business Practices and Environment	04	04	03	40	60	100	
		412	Project Work/Case Studies	04	04	03	40	60	100	
	Group F (Business Administration)									
		413	Recent Advances in Business Administration	04	04	03	40	60	100	
	414	Project Work/Case Studies	04	04	03	40	60	100		
Group G (Advanced Banking & Finance)										
	415	Recent Advances in Banking and Finance	04	04	03	40	60	100		
	416	Project Work/Case Studies	04	04	03	40	60	100		
Group H (Advanced Marketing)										
	417	Recent Advances in Marketing	04	04	03	40	60	100		
	418	Project Work/Case Studies	04	04	03	40	60	100		

7. Scheme of Examination:

The examination of regular students of M.Com. degree course of the University of Pune admitted in the academic session 2013-14 and after shall be based on:

- (a) Semester Examination
- (b) Continuous Assessment
- (c) Choice Based Credit System, and
- (d) Semester Grade Point Average and Cumulative Grade Point Average System

For each paper of 100 marks, there will be an Internal Assessment (1A) of 40 marks and the University Examination (UE) of 60 marks/ 3 hours duration at the end of each semester. A candidate who will secure atleast 40% marks allotted to each paper will be given 4 credits. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semesters.

The Internal Assessment for each paper will be 40 marks which will be carried out by the department during the term. The Internal Assessment may be in the forms of written test, seminars, term papers, presentations, assignments, orals or any such others. The distribution of internal assessment marks shall be as follows:

Midterm Test	20
Presentation/Role Play	10
Case studies/ Group Discussion	10

There shall be four semester examinations: first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly, the third and fourth semester examinations shall be held at the middle and the end of the second academic year, respectively.

The candidates shall be permitted to proceed from the first semester up to final semester irrespective of their failure in any of the semester examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (Subsequent) semester subjects.

8. Research project work:

There will be a Research Project to be prepared by a student during the fourth semester. The objective of the project work is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work is to be undertaken under guidance of a teacher allotted to a student by the department.

Division of marks	Marks
Synopsis with working bibliography (Internal Assessment)	40 marks
A full project Report (Minimum 50-80 pages)	40 marks
Viva Voce	20 marks

As the Research Project is based on the self study done by the candidate and evaluated for 100 marks altogether, 100 credits will be awarded to a successful candidate in this subject. The project may be evaluated by two examiners one internal and one external, selected from the panel of PG examiners of the University. The Viva voce must be conducted by the teachers selected out of the panel of PG examiners maintained by the University.

The candidates have to submit the project 15 days before the commencement of the fourth semester university examination. The project report shall be type-written and submitted in duplicate. A candidate who fails to submit the project may resubmit the same in the subsequent semester examination for evaluation. The project work activities must be duly supported by documentary evidence to be endorsed by the Head or Guide.

9. Standard of passing:

A candidate shall be declared to have passed in the paper provided he/she has secured minimum GP of 4.5 in the UNIVERSITY EXAMINATION and GRADE POINT AVERAGE of 4.0 in aggregate of UNIVERSITY GRADE and INTERNAL ASSESSMENT taken together.

10. Classification of successful candidates:

Candidates who secured not less than 60% of aggregate marks (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) in the whole examination shall be declared to have passed the examination in the first class. All other successful candidates shall be declared to have passed in second class. Candidates who obtain 70% of the marks in the aggregate (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) shall be deemed to have passed the examination in first class with distinction.

A student who passess in all the courses will be declared to have passed the M.Com. degree with the following honours.

CGPA in (4.00, 4.99)	- Pass Class
CGPA in (5.00, 5.49)	- Second Class
CGPA in (5.50, 5.99)	- Higher Second Class
CGPA in (6.00, 7.99)	- First Class
CGPA in (8.00, 10,00)	- First Class with Distinction

11. Scheme of Credits:

Sixty (60) hours of teaching will lead to three credits (which mean four hours per week teaching in one semester) and long term paper as well as presentation will carry one credit. Each semester shall offer 16 credits or more.

12. Grade Points Scheme:

The term grading system indicates a 10 – points scale of evaluation of the performance of students in terms of marks obtained in the Internal and External Examination, grade points and letter grade. The total performance within a semester and continuous performance starting from the first semester are indicated respectively by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking.

The 10-point scale would be used to convert marks out of 100 to grades and grade points according to the following table:

Marks as Percentage	Grade	Grade Point
[75.0, 100]	O	10.0
[70.0, 74.9]	A+	9.0
[65.0, 69.9]	A	8.0
[60.0, 64.9]	B+	7.0
[55.0, 59.9]	B	6.0
[50.0, 54.9]	C+	5.5
[45.0, 49.9]	C	5.0
[40.0, 44.9]	D	4.5
[00.0, 39.9]	F	0.0

13. Structure of Transcript:

At the end of each semester, student will be given a transcript showing the performance and result in each course. The transcript shows, for each course the title of the course, credit values, grade in UNIVERSITY EXAMINATION , grade in INTERNAL ASSESSMENT , grade point index, result as pass or fail. Also, the semester grade point average (SGPA) and cumulative grade point average (CPGA) will be shown. Further the equivalent percentage of marks corresponding to SGPA or CGPA to equivalent percentage is given by:

$$\text{Equivalent percentage marks} = \begin{cases} 10 \times \text{CGPA} & \text{if CGPA /SGPA is in [4.00, 6.00]} \\ 05 \times \text{CGPA} + 30 & \text{if CGPA /SGPA is in [6.00, 9.00]} \\ 25 \times \text{CGPA} - 150 & \text{if CGPA /SGPA is in [9.00, 10.00]} \end{cases}$$

The above formula computes to the following table:

Range in % of Marks	Range of CGRADE POINT AVERAGE	Letter Grade	Division
[75.0, 100]	[9.00, 10.00]	O	First Class with Distinction
[70.0, 74.9]	[8.00, 8.99]	A+	
[65.0, 67.9]	[7.00, 7.99]	A	First Class
[60.0, 64.9]	[6.00,6.99]	B+	
[55.0, 59.9]	[5.50, 5.99]	B	Higher Second Class
[50.0, 54.9]	[5.00,5.49]	C+	Second Class
[45.0, 49.9]	[4.50, 4.99]	C	Pass Class
[40.0, 44.9]	[4.00, 4.49]	D	
[00.0, 39.9]	[0.00, 3.99]	F	Fail

Thus the percentage of Marks can be obtained by using the following table:

CGRADE POINT AVERAGE	% of Marks	CGRADE POINT AVERAGE	% of Marks	CGRADE POINT AVERAGE	% of Marks	CGRADE POINT AVERAGE	% of Marks
4.0	40.0	5.5	55.0	7.0	65.0	8.5	72.5
4.1	41.0	5.6	56.0	7.1	65.0	8.6	73.0
4.2	42.0	5.7	57.0	7.2	66.0	8.7	73.5
4.3	43.0	5.8	58.0	7.3	66.0	8.8	74.0
4.4	44.0	5.9	59.0	7.4	67.0	8.9	74.5
4.5	45.0	6.0	60.0	7.5	67.0	9.0	75.0
4.6	46.0	6.1	60.0	7.6	68.0	9.1	77.5
4.7	47.0	6.2	61.0	7.7	68.0	9.2	80.0
4.8	48.0	6.3	61.0	7.8	69.0	9.3	82.5
4.9	49.0	6.4	62.0	7.9	69.5	9.4	85.5
5.0	50.0	6.5	62.0	8.0	70.0	9.5	87.5
5.1	51.0	6.6	63.0	8.1	70.0	9.6	90.0
5.2	52.0	6.7	63.0	8.2	71.5	9.7	92.5
5.3	53.0	6.8	64.0	8.3	71.0	9.8	95.0
5.4	54.0	6.9	64.0	8.4	72.0	9.9	97.5
						10.0	100.0

14. Distribution of Periods:

There shall be 60 periods for each subject to cover the entire teaching of 4 credits. This will be distributed as follows:

Particulars	Periods
Teaching session per programme	48
Assignment/ Test	04
Role play/ Group Discussion	04
Case studies and presentation	04
Total	60

15. 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.

16. 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, and 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.

17. 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.

- 18.** A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2013. 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 2014.

19. 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.A (Eco.) M.Phil./Ph.D. with 5 years degree teaching experience.
- F.** Similarly all the changes in qualification as per U.G.C norms and guidelines shall also be applicable as and when the changes come into force (If applicable)

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M.Com. Part I Semester II
Compulsory Paper
Subject Name :- Financial Analysis & Control.
Course Code :- 201.

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

UNIT	TOPIC	No. of Lectures in hours
I	LONG TERM INVESTMENT DECISIONS: Capital budgeting - Meaning- Importance - Evaluation technique and methods - Pay back, rate of Return, Discounted Pay Back Period- Discounted Cash flow - Net present value - Internal Rate of Return, Modified Internal Rate of Return- Profitability Index. Relationship between risk and returns.	10
II	COST OF CAPITAL: Meaning - Definition and assumptions - Explicit and implicit cost - Measurement of specific cost - Cost of debt - Preference Shares - Equity shares - Retained earnings - Weighted average cost of capital	10
III	MARGINAL COSTING: Meaning of Marginal Cost and Marginal Costing, advantages, limitations. Fixed and Variable cost, Contribution, Break-even analysis, Profit volume ratio, Limiting factor.	08
IV	SHORT RUN MANAGERIAL DECISION ANALYSIS: Introduction-Analytical Framework. Decision Situations:- Sales Volume related Decisions-Sale or further process-Make or buy - Product Line/divisions/departments - Short run use of scarce resources - Operate or shut down.	08
V	BUDGET AND BUDGETARY CONTROL: Meaning, Definition and scope of budget and budgetary control- Types of budgets - Financial budget - Master budget, Flexible budget - Capital budget.	06
VI	STANDARD COSTING: Concept, Advantages; Types of Standards-Variance analysis: Materials, Labour, Overhead - Managerial uses of Variances	06
TOTAL -		48

List of Books Recommended for Study:-

1. R. N. Anthony , G. A. Walsh: Management Accounting
2. M. Y. Khan. K. P. Jain: Management Accounting
3. I. M. Pandey: Management Accounting (Vikas)
4. J. Betty: Management Accounting
5. Dr. Kishor N. Jagtap: Management Accounting (Success)
6. Sr. K. Paul: Management Accounting
7. Dr. Jawaharlal: Management Accounting

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II

Optional Paper

Subject Name :- Industrial Economics

Course Code :- 202 - A.

Objectives:

- 1) To study the basic concepts of Industrial Economics.
- 2) To study the significance and problems of Industrialization.
- 3) To study the impact of Industrialization on Indian Economy.

Chapter No.	Particulars	Total Lectures (48)
1.	Introduction 1.1 Meaning, Definition, Nature, Scope and Limitations of Industrial Economics. 1.2 Need and Significance of Industrial Economics. 1.3 Relationship between Industrial Development and Economic Development.	8
2.	Industrial Location. 2.1 Meaning of Industrial Location. 2.2 Factors Influencing Industrial Location. 2.3 Alfred Weber's Theory of Location. 2.4 Sargent Florences Theory of Location. 2.5 August Losch's Theory of Location.	8
3.	Industrial Productivity. 3.1 Meaning, Definition and Measurement of Industrial Productivity. 3.2 Factors Influencing Industrial Productivity. 3.3 Industrial Productivity. 3.4 Measures adopted by the Indian Government to Improve Industrial Productivity.	8
4.	Industrial Efficiency and Profitability. 4.1 Meaning, Definition and Measurement of Industrial Efficiency. 4.2 Factors affecting Industrial Efficiency. 4.3 Measures adopted by Indian Government, Industries and other agencies to Improve Industrial Efficiency. 4.4 Meaning, Definition and Measurement of Industrial Profitability.	8
5.	Industrial Profile and Problems. 5.1 Structure and Organisation of Large Industries in India. 5.2 Private Sector Enterprises: Role, Functions and Problems. 5.3 Public Sector Enterprises: Role, Functions and Problems. 5.4 Disinvestment Policies. 5.5 Micro, Small and Medium Enterprises (MSME) Role and Problems.	8
6.	Industrial Imbalance. 6.1 Meaning of Industrial Imbalance. 6.2 Causes and Effects of Industrial Imbalances. 6.3 Measures adopted by the Indian Government to reduce Industrial Imbalance 6.4 Regional Industrial imbalance - Special focus on Maharashtra	8

Recommended Books

1. S.C. Kuchal – Industrial Economy of India.
 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.
 5. Bagchi and banerjee : change and choice in Indian industry, centre for studies in social science in culcatta.
 6. A. Donald Hay Dereck, Mouris : Industrial Economics : Theory and Evidence, Oxford
 7. K.N.Prasad : Indian Economy Since Independence.
 8. Solman Fabucant : A premier on Productivity, Prentice Hall.
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- i. www.newagepublishers.com/samplechapter/000386.pdf
 - ii. www.indecon.com/
 - iii. Www.tudyingeconomics.ac.uk/industrial-economics
 - iv. http://en.wikipedia.org/wiki/Industrial_economics
 - v. <http://encyclopedia2.thefreedictionary.com/Industrial+Economics>
 - vi. <http://studyingeconomics.ac.uk/industrial-economics/>
 - vii. www.aiu.edu/publications/student/.../industrial%20economics.html
 - viii. www.investopedia.com/terms/i/industrial-organization.asp

Suggested format of Continuous assessment along with allocation of Periods

Sr.No.	Assessment Chart	Periods Alloted
1.	Tests	3
2.	Quizzes	3
3.	Presentation Seminars	3
4.	Assignments	3

M.Com. Part I Semester II

Optional Paper

Subject Name :- Business Statistics.

Course Code :- 202 - B.

1.	Theory of Probability Distributions: Discrete and Continuous 1.1 Random Variables, discrete random variable, continuous random Variable 1.2 Probability distribution and probability mass function (p. m .f.) of discrete random variable, Probability density function(p.d.f.) of continuous random variable 1.3 Expected value, variance and standard deviation 1.4 Numerical Problems on finding p.m.f/p.d.f, expected value and variance.	10
2.	Standard Probability Distributions 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. m. f., mean, variance, properties 2.4 Limiting relations between these distributions 2.5 Numerical problems to calculate probabilities, mean and variance	14
3.	Estimation of Parameters of Distribution 3.1 Parameter and Statistic 3.2 Unbiased estimator 3.3 Confidence interval (around unbiased estimator) 3.4 Examples and Problems	8
4.	Tests of Hypothesis 3.1 Hypothesis, null and alternative hypothesis, two types of errors, test statistic, critical region acceptance region, level of significance, p-value 3.2 Chi square test for goodness of fit 3.3 Chi square test for independence of two attributes 3.4 Small sample Test for the mean a) One sample test b) Two sample test c) Pair t – test 3.5 Large sample tests for population mean and population proportion 3.1.1 Test for the mean a) one sample b) two samples 3.1.2 Test for the proportion a) one sample b) two samples 3.6 Numerical Problems	16
Recommended Books : 1. Schaum’s outline series of Probability By Seymour Lipschutz 2. Probability and Statistics : R Walpole, S myers and K Ye 3. Fundamentals of Mathematical Statistics :S.C. Gupta and V.K. Kapoor 4. Fundamentals of Applied Statistics : S.C. Gupta		

M.Com. Part I Semester II
Advanced Accounting and Taxation Special Paper III
Subject Title -: Specialized Areas in Accounting.
Course Code -: 203

Objective -:

1. To develop competency of students to solve problems relating Special areas in accounting including accounting for Services Sector.
2. To understanding of Financial Reporting Practices.
3. To familiarize the student with procedure of accounting for Taxation.

UNIT	TOPIC	No. of Lectures in hours
I	ACCOUNTING FOR CONSTRUCTION CONTRACTS: Introduction - Accounting Treatment - Percentage of Completion Method, Completed Contract Method. Provision for foreseeable losses-Principles to be followed while taking credit for profit on incomplete contracts, valuation & disclosure of Work-in-progress, escalation clause, preparation of contract accounts.AS7	08
II	ACCOUNTING FOR CORPORATE RESTRUTURING: Amalgamation - Absorption - External reconstruction, (Advanced problems only) - Internal Reconstruction - reparation of Scheme of Internal Reconstruction.	08
III	FUND BASED ACCOUNTING: Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants as per guidance notes issued by the ICAI.	08
IV	SERVICES SECTOR ACCOUNTING: A. Hotel accounting - introduction - visitors' ledger. B. Hospital accounting - Introduction- capital and revenue expenditure OPD & IPD Register. C. Transport Undertaking - Introduction - preparation of final Accounts - Accounting o f Roadways Preparation of final accounts - Log Book.	08
V	CORPORATE FINANCIAL REPORTING: Issues and problems with reference to published financial statements of Companies. Financial Reporting in respect of Mutual Funds, Non Banking Financial Companies, Merchant Bankers, Stock Brokers	08
VI	ACCOUNTING FOR CORPORATE TAXATION: A. Accounting for Income Tax: Provision for Taxation - Advance Tax- Completion of Assessment - Corporate Dividend Tax-Tax Deducted at Source Deferred Tax as per AS.22. B. Accounting treatment of Excise Duty and CENVAT: Accounting at the time of payment of Excise Duty, Cenvat Credit availed and utilized for input and Final Product and Capital Goods. C. Accounting of State Level Value Added Tax. (VAT): VAT Credit in	08

	<p>case of Inputs/Supplies, Capital Goods. Accounting for Liabilities adjusted from VAT credit receivable balance- Inputs and / or Capital Goods.</p> <p>D. Accounting under Service Tax. Basics of Service Tax-Accounting Groups and Accounting Heads-Accounting Entries at raising Invoice and receipt of payment.- Booking of expenses and making payment. (practical problems on journal entries on above transactions))</p>	
TOTAL -		48

Notes:

1. Theory questions will carry 20% marks.
2. Practical problems will carry 80% marks.
3. Relevant Accounting standards to be studied under each topic

List of Books Recommended for Study :

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins & K.A. Merchant: Accounting Text & Cases (Tata McGrawHill).
7. Dr. S. N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi)
8. Dr.Ashok Sehgal & Dr .Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).
9. Guidance Notes issued by Institute of Chartered Accountants of India. on :
 - a. Accounting for State level Value Added Tax :
 - b. Accounting for Fringe Benefits Tax :
 - c. Accounting for Corporate Dividend Tax:
 - d. Accounting Treatment for Excise Duty:
10. Taxmann’s Journal on Service Tax : Volume 10.Part 7. (2007): Accounting under Service Tax by Pravin Dhandharia
11. Relevant guidance notes issued by the ICAI.

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II
Advanced Accounting and Taxation Special Paper IV
Subject Title -: Business Tax Assessment & Planning
Course Code -: 204

Objective -:

1. To provide understanding of Direct Taxes including Rules pertaining thereto and their application to different business situations.
2. To understand principles underlying the Service Tax.
3. To understand basic concepts of VAT, Excise Duty and Customs Duty.

UNIT	TOPIC	No. of Lectures in hours
I	ASSESSMENT OF VARIOUS ENTITIES: 1. Assessment of Companies 2. Assessment of Co-operative Societies 3. Assessment of Charitable Trusts (Theory & Problems)	08
II	MISCELLENEOUS: Income Tax authorities, Return of Income, Procedure for Assessment - Types of assessment, Appeals and Revision, Deduction of Tax at Source - Advance payment of Tax - Deduction and Collection of Tax At Source-Interest and penalties, Offences and Prosecutions - Refund of Tax-Transfer Pricing (Domestic & International Transactions) (Theory & simple problems on TDS, Advance Tax & Interest Calculation)	08
III	TAX PLANNING: Meaning of tax planning and management, tax evasion and tax avoidance-Nature and scope of tax planning and management in the corporate sector- Justification of corporate tax planning and management. Tax Planning considerations in relation to Business.(Theory)	08
IV	WEALTH TAX: Scheme of Wealth Tax - Incidence of Wealth Tax - Assets to be included in Net Wealth - Exempted Assets - Valuation of Assets and Wealth Tax Liability - Assessment and Penalties. (Theory & Problems)	06
V	BASICS OF INDIRECT TAXES: A] SERVICE TAX: Service Tax: Applicability and Services covered - Valuation of taxable services for service tax- Payment of Service Tax - Registration - Furnishing of Return - Maintenance of Record - Other obligations (Theory and Problems) B] VAT: The Basic concept of VAT-how VAT operates-merits & demerits of VAT-a brief overview of state level VAT in India. (VAT is not to be studied with reference to any particular State VAT Law.) (Theory Only)	18

	<p>C] EXCISE DUTY: - Basics of Central Excise Duty – Conditions for imposition - Person liable - Rates of excise duty - Goods and Excisable goods - Manufacturer, Production and Manufacturer- Classification of goods. (Theory)</p> <p>D] CUSTOMS DUTY: Introduction to Customs Duty – Valuation - Customs Procedures - Classification for Customs and Rate of Customs Duty. (Theory)</p>	
TOTAL -		48

Notes:

1. Amendments made prior to commencement of Academic Year in the relevant act should be considered.
2. Theory questions will carry 50% marks.
3. Problems will carry 50% marks

Scheme of Marking for Semester II will be as under:-

- a. Income Tax- 70 Marks
- b. Wealth Tax- 10 Marks
- c. Indirect Taxes -20 Marks
 - i- Service Tax
 - ii- VAT
 - iii- Excise Duty
 - iv- Customs Duty

List of Books Recommended for Study:

1. Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman Publication, New Delhi.
2. Dr. Bhagawati Prasad: Direct Taxes
3. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House, New Delhi.
4. T. N. Manoharan: Hand Book of Income Tax Laws
5. B.B. Lal & N.Vashisht: Direct Taxes (Pearson)
6. S. S. Gupta: Service Tax (Taxman Publications, New Delhi)
7. R. Mohan Lavis: Service Tax (Bharat Publishers, New Delhi)
8. V.S. Datey: Indirect Taxes, Law and Practice (Taxman Publications, New Delhi)

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II
Commercial Laws and Practices Special Paper III.
Subject Title -: E-Security and Cyber Laws
Course Code -: 205

Objective -:

1. To make the students aware of the cyber wrongs/crimes;
2. To impart knowledge of e-security and Internet Security amongst students
3. To make student familiar with various provisions of cyber Laws and I.T. Acts.
4. To get the students acquainted with the regulatory regime in computer field/e-business.

Unit No.	Name of the Unit / Topic	Periods
1.	<p>Introduction to Computer crimes. Computer Crimes. Types of Computer crimes, Specific Threats, Attacks on Computer Systems, Major types of Security Problems / Common threats, Computer Frauds and abuse techniques. Characteristics and types of computer frauds. Preventing Computer Frauds and Ethical Considerations. System Vulnerability and abuse – Internet Vulnerability. Protecting Information systems from potential threats. E-Commerce security issues. Risk Involved in E-Commerce. Protecting E-Commerce System.</p>	15
2.	<p>E-Security Introduction to E-Security and Security Requirements. Types of Intruders, attacking methods, Hackers and Crackers. Computer Viruses, Spam, Denial of services. Security Policy, Secure E-Transactions. Types of Information Systems Controls- General Controls – Physical Controls, Access Controls, Biometric Controls, data Security Controls and Application Controls. Security Tools and Methods- Password, Authentication, Access Control, Encryption, Firewall, Antivirus Software, Digital Identity and digital Signature, Certificate Certificates. Secure Socket Layer and Secure Electronic Transaction Protocols.</p>	15
3.	<p>Cyber Laws --- Introduction to Cyber Laws—Meaning & scope of Cyber Laws, online contracts, & requirements & legal aspects of e-contracts (offer and acceptance in e-form), Cyber Laws & legal issues (cyber jurisprudence, & sovereignty, net neutrality, freedom of speech in cyber space, governance) Information Technology Act – 2002 Part-I Digital Signature-definition ,meaning, functions, procedure, E- Governance (Ss. 4 to 9), E- Records (Ss 11 to 16), Controller of Certifying Authority (powers, functions u/s 17 to 20), Digital Signature Certificates --License to issue Digital Signature Certificates, (suspension, revocation etc.--Ss.21 to 26), Duties of Certifying Authority (Ss.30 to 34), Provisions relating to Digital Signature Certificates (Ss. 35 to 39), Duties of subscriber(Ss.</p>	10
4.	<p>Information Technology Act – 2002 Part-II Penalties for Cyber Wrongs and Adjudication (Ss. 43 to 47) , Cyber Regulation Appellate Tribunal (Procedure and Powers(Ss.48 to 51, 57 to 64) Cyber Crimes/Offences & punishment (u/s 65 to 79), offences by companies(S.85) Amendments effected in IPC 1860, Indian Evidence Act, 1872, Bankers Books Evidence Act, 1891, Reserve Bank of India Act, 1934 pursuant to Ss. 91 to 94 of ITA, 2000.</p>	08
	Total	48

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended:

1. E-COMMERCE and ITS APPLICATIONS – Dr. U. S. Pandey, Rahul Srivastava and Saurabh Shukla. S. Chand & Company, New Delhi
2. Management Information and Control Systems – Dr. Sushila Madan, TAXMANN’S.
3. Electronic Commerce from Vision to Fulfillment _ Elias M. Awad, Pearson Education.
4. Text book on Intellectual property rights – N.K. Acharya, Asia Law House.
5. Law of Information Technology (Cyber Law) – D. P. Mittal, TAXMANN’S
6. Guide to Cyber Laws – B y Rohnay D. Ryder[Wadhwa, Nagpur]
7. 6.. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co.
8. Law of Information Technology—D.P. Mittal
9. Cyber Laws—Krishnakumar
10. 9 Encyclopedia of Cyber Laws—Sujeet Kumar
11. Handbook of Cyber Laws---Vakul Sharma

M.Com. Part I Semester II
Commercial Laws and Practices Special Paper IV.
Subject Title :- Law Relating to Copyright and Designs.
Course Code :- 206

Objective :-

1. To understand the nature and scope of Intellectual Property laws
2. To get acquainted with various provisions of Intellectual property laws
3. To make the student familiar to Intellectual Property laws and their relevance in the changing business environment.

Unit No.	Name of the Topic	Periods
1.(a)	The Copyright Act, 1957:- Introduction and Evolution of the Law on Copy Right – Meaning, Scope and Characteristics of Copyright – Object of Copyright – Works in which Copyright Subsists – Qualification for Copyright Subsistence – Author and Ownership of Copyright and Rights of the Owner – International Copyright (Ss – 40-43)	10
1.(b)	Copyright (Procedure):- Term of Copyright (Sections 22 to 29, 37(2), 38(2) – Assignment/ License of Copyright (Sections 18 to 21, 30 To 32) – Registration of Copyright (Section 44 to 50-A along with rule 16 of chapter VI of Copyright Rules, 1958)	06
1.(c)	Copyright (Infringement and Regulatory Authorities):- Infringement of Copyright - acts which Constitute Infringement, acts not Constituting Infringement etc. (Section 51 to 53 A) – Offence and Penalties, Copyright Societies (Functions and Rights)	08
2	The Designs Act-2000: - Industrial Designs: Introduction and Meaning – Registerability of a Design, who can file an Application for Registration of a Design (Section 3 to 10) – Copyright in Registered Designs (Sections 11 to 20) – Infringement (Piracy) of Copyright in Design (Sec. 22) – Defenses which may be set up by the Defendant.	08
3	The Geographical Indications of Goods (Registration and Protection), Act, 1999: - Geographical Indications: Introduction, Meaning and Content – Procedure for Registrations – Duration, Renewal, Restoration (Section 11 to 18) – Rights Conferred by Registration – Infringement and its Remedies (Section 20-24) – Penalties for Infringement (Section 37 to 54) – Authorities: Registrar , Appellate Board – Certificate of Validity – Powers of Central Government.	08
4	Protection of Plant Varieties and Farmers Rights Act-2001:- Introduction Objective and Scope of the PPVFR Act, 2001 - Definitions [Plant, Propagating Material, Seed, Germ Plasma, Plant Variety, New Plant Variety, Farmer Etc.] Procedure of Registration, Who may apply? - What can be registered? – What Cannot be Registered - Acceptances and Opposition of Application – Rights and Privileges of Breeders and Researchers – Compulsory License – Period of Validity of Registration – Surrender and Revocation of Certificate – Infringement of Rights and its Remedies - Offences and Penalties – Authorities for Administration	08
	Total Period	48

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended

1. Intellectual Property Law – P. Narayan, Eastern Law House.
2. Text book on Intellectual Property Rights. – N.K. Acharya , Asia Law House, Hyderabad.
3. Law Relating to Intellectual Property – Dr. B.L. Waderha, Universal Law Publishing Co.
4. Intellectual Property Rights, (2011), - Dr. Sreenivasulu N. S., Regal Publications, New Delhi – 7.
5. Intellectual Property Law in India (2006) – Justice P. S. Narayana, Goigia Law Agency, Hyderabad.
6. Universal’s “Intellectual Property Laws” (Bare Acts) Universal Law Publishing Co. Pvt. Ltd.
7. Law of Intellectual Property - Dr. S. R. Mynei – Asia Law House, Hyderabad (2011).
8. Intellectual Property Rights – Heritage, Science & Society Under International Treaties, A. Subbian Deep & Deep Publications Pvt. Ltd., New Delhi (2007)

M.Com. Part I Semester II
Advanced Cost Accounting and Cost System Special Paper III.
Subject Title -: Application of Cost Accounting.
Course Code -: 207

Objectives:

1. To provide knowledge on advanced cost accounting practices.
2. Relevant Cost Accounting Standard are to be studied.

Unit No.	Name of the Topic	Periods
1.	Cost Book Keeping and Reconciliation between Cost and Cost financial Accounts – Book - keeping, Cost Ledgers, interlocking and integral Accounts. Reconciliation of Cost and Financial Accounts, Reasons, needs, Methods.	12
2.	Product Life Cycle Costing: Introduction, Product Life cycle, Phases and Characteristics of Product Life Cycle, Stages of Product Life Cycle, Product Life Cycle Costing Features and benefits of Product Life Cycle Costing.	12.
3.	Value Chain Analysis Introduction - Definition – Role of Management Accountant – Value Chain Analysis – approach for assessing competitive advantages – value chain analysis v/s conventional management accounting.	12.
4.	Productivity & Concept and Measurement i) Productivity Meaning, Measurement of Material, Labour, Capital and Management Productivity. Productivity V/s Efficiency. Capacity - Theoretical, Practical and idle capacity, Capacity utilization and effect of same on cost. ii) Concept and Measurement Measures to improve productivity - Technical, Financial, Operational Measures. Restructuring of activities - Business Process Re-engineering elementary knowledge. Human aspect of productivity.	12.
	Total	48

Note: 50% Marks for Theory and 50% Marks for practical problems. Areas of Practical Problems :

1. Reconciliation of Cost and Financial Profit
2. Measurement of Productivity.

References:

1. Ravi Kishor: Advanced cost Accounting and cost systems, Taxman Allied services Pvt Ltd, New Delhi.
2. N.K. Prasad: Principles and Practice of Cost Accounting, Syndicate Pvt Ltd, Calcutta.
3. Prof. Subhas: Practice in Advanced costing and Management, Nirali Prakashan, Pune.
4. Ravi Kishor: Students guide to Cost Accounting, Taxman's allied services, New Delhi.
5. M. N Arora: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi.
6. S. N Maheshwari, Cost Accounting Theory and Problems, Mittal shree Mahvir Book Dept, New Delhi.
7. Website: www.myicwai.com.
8. Advanced Cost Accounting and Cost Systems -: Ravi Kishor, P.V. Ratlam, M.L. Basu

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Industrial Visits	04
2	Assignments	04
3	Class room tests	04
Total		12 hours

M.Com. Part I, Semester II
Advanced Cost Accounting and Cost System Special Paper IV.
Subject Title :- Cost Control and Cost System.
Course Code :- 208

Objectives:

1. To equip the students for designing and implementing cost control, cost reduction programme and different cost systems.
2. Relevant Cost Accounting Standards are to be studied.

Unit No.	Name of the topic	Periods
1	Marginal Costing, Cost – Volume – Profit Analysis And Differential Costing :- Marginal Costing- Meaning –Concept of Variability of Cost, Contribution P/V Ratio, Break :- Even – Analysis, Margin of Safety Cost- Volume, Profit Analysis – Procedure And Practical, Application. Differential Costing, Differential Costs, Differential Cost Analysis, Features of Differential Costing, Practical Application.	12
2	Pricing Decision: - Introduction – Pricing of Finished Product- Theory of Price – Pricing Policy – Principles of Product of Pricing – New Product Pricing – Pareto Analysis.	10
3	Cost Control and Cost Reduction :- Introduction, Process of Cost Control and Cost Reduction, Cost Reduction Programme and its Implementation – Methods and Techniques Costing System Design and Installation :- Study of Production Process, Objective. Selection of Methods of Costing, Creating Cost Center And Cost Codes – Deciding Basis of Apportionment of Various Overheads, Deciding Methods of Absorption. Fixing Responsibility And Designing Suitable MIS. Designing And Installing Cost System In Computer Environment	20
4	Value Analysis and Value Engineering :- Just-In-Time [JIT], Activity Based Costing (ABC)	06

Note: 50% Marks for Theory and 50% Marks for practical Problems.

Areas of Practical Problems:

- 1) Marginal Costing- Application oriented
- 2) Pricing Decisions

Level of knowledge will be advance and Practices

References:

1. Ravi Kishor: Advanced cost Accounting and cost systems, Taxman Allied services Pvt Ltd, New Delhi.
2. N.K. Prasad: Principles and Practice of Cost Accounting, Syndicate Pvt Ltd, Calcutta.
3. Prof. Subhas: Practice in Advanced costing and Management, Nirali Prakashan, Pune.
4. Ravi Kishor: Students guide to Cost Accounting, Taxman's allied services, New Delhi.
5. M. N Arora: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi.
6. S. N Maheshwari, Cost Accounting Theory and Problems, Mittal shree Mahvir Book Dept, New Delhi.
7. Website: www.myicwai.com.
8. Advanced Cost Accounting and Cost Systems -: Ravi Kishor, P.V. Ratlam, M.L.Basu

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Industrial Visits	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II
Co-operation and Rural Development Special Paper III.
Subject Title -: International Co-operative Movement.
Course Code -: 209

Objectives:

1. To acquaint the students with the Co-operative Movement.
2. To develop the capability of students for knowing different types of Co-operatives.

Unit No.	Name of the Topic	Periods
1.	Introduction: Origin and Growth of Co-operative Movement in the World- Cooperation in the post industrial revolution of Great Britain	12
2.	Co-operation in Social and Economic Systems: Co-operation in Capitalistic Systems- Co-operation in Socialistic System-Cooperation in Mixed Economy- International Cooperation. The International Cooperation Alliance (ICA)	12
3.	Co-operative Movement in the world: Co-operative Movement in the UK,USA,USSR. China, Japan and Israel.	12
4.	Role of Co-operative Movement in Global Economy: Impacts, Problems and Suggestions.	12
	TOTAL	48

List of Books Recommended for Study
<ol style="list-style-type: none"> 1. G.S. Kamat: New Dimensions of Co-operative Management 2. G.S. Kamat: Cases in Co-operative Management 3. K.K.Taimani: Co-operative Organisation and Management 4. I L O: Co-operative Management and Administration 5. B.C. Mehta: Consumer Co-operation in India 6. Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I Semester II
Co-operation and Rural Development Special Paper IV.
Subject Title :- Management of Co-operative Business
Course Code :- 210

Objectives:

1. To acquaint the students with the co-operative movement.
2. To develop the capability of students for knowing different types of Co-operatives.
3. To aware the role of state and central Govt. in development of co-operative sector.
4. To give basic knowledge about administration and management of Co-operatives.

Unit No.	Name of the Topic	Periods
1.	Co-operative Business Promotion: Problems of Economic and commercial viability-Services to members: Role of Co-operative department- Criteria for appraising performance of Co-operative Business: Organizational, Operational and financial-social responsibilities of Co-operative business- Industrial relation in Cooperative business.	12
2.	Business Policies and Practices (Managerial Evaluation) in following: <ol style="list-style-type: none"> 1. Sugar Co-operatives 2. Dairy Co-operatives 3. Credit Co-operatives 4. State Co-operative Bank 5. District Co-operative Bank 6. Primary Agricultural Credit Societies 	12
3.	Success stories of Co-operative Institutions: <ul style="list-style-type: none"> • Anand Dairy Co-operatives Gujrat • Warana Co-operatives Organization, Warnanagar • Shamrao Viithal Co-operative Bank. • Gokul Sahakari Sangh, Kolhapur 	12
4.	Problems of Co-operatives: <ol style="list-style-type: none"> a) Sugar Industry b) Agricultural and Non-agriculture Credit Co-operative. c) Dairy Co-operative d) Co-operative Banking 	12
TOTAL		48

List of Books Recommended for Study

1. G.S. Kamat: New Dimensions of Co-operative Management
2. G.S. Kamat: Cases in Co-operative Management
3. K.K.Taimani: Co-operative Organisation and Management
4. I L O: Co-operative Management and Administration
5. B.C. Mehta: Consumer Co-operation in India
6. Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I Semester II
Business Practices and Environment Special Paper III.
Subject Title :- Modern Business Practices
Course Code :- 211

Objective: To improve knowledge and understanding of students about chambers of commerce and trade, Associations, Public enterprises, Public utilities and Agri. business.

Unit No.	Name of the Topic	Periods
1	Organizations – Introduction, Importance, Objectives and functions of (1) Maharashtra Chamber of Commerce, Industries and Agricultural and their local branches (2) Maratha Chamber of Commerce, Industries & Agriculture (3) Indian Merchants Chamber. (4) Nagar Chamber of Commerce (Deccan) (5) Federation of Indian Chamber of Commerce and Industries (FICCI) (6) Confederation of Indian Industries (CII)	12
2	Public Enterprises and Public Utilities :- Objectives, functions and Organization of public Enterprises and Public Utilities - Management practices of Public enterprises in India - Efficiency – Autonomy and control of public Enterprises - Recent practices and policies in public Enterprises and Public Utilities- Before LPG & after LPG	12
3	Agricultural Business Practices :- Characteristics of Agricultural Business - Nature of Indian Agriculture – Government policies related to agricultural business - Problems and prospects of Agricultural Business - Agricultural Taxation policy. Agricultural products and Farms Services :- Nature and disposal of Agricultural by e-products - Farm waste - cost of recycling of farm waste.	12
4	Scheme of support for Women Entrepreneur in Maharashtra Maharashtra Rural Credit Programme: (1) Swarna Jayanti Gram Swarozgar Yojana (SJGSRY) (2) Swayamsidha Programe (3) Ramai Mahila Shakshamikaran (4) Rashtriya Sam Vikas Yojana (RSVY) (5) Krushi Saptak Yojana (6) Tribal Development Project (TDP) (7) Tejaswini Rural Women Empowerment Programme (8) Rajarshree Shahu Maharaj Swayamrozar Yojana. Minority Women Empowerment Programme Mahila swavalamban nidhi (MSN) Problems of Small Scale Industries.	12

Recommended Books for study

1. Principles of Business Organization Acharya Govekar A.R , Sheth and Co
2. Principles of Practice of Marketing Mamoria, Joshi Kitab Mahal
3. Regulated Markets W. R. Natu
4. Marketing Co-Operative Way G.S. Kamat Maharastra state Co-op Union
5. Future Trading and Control Ram Desai
6. Bombay Money Market H.T.Y.B.A Parekh
7. Commodity Marketing and P.L. Gadgil Shubhada Sarswat, Distributive Trade Punc
8. Environment & Development : China & India

M.Com. Part I Semester II
Business Practices and Environment Special Paper IV
Subject Title :- Business Environment Analysis.
Course Code :- 212

Unit No.	Name of the Topic	Periods
1	Indian Industrial Environment - Growth of industries in public & private sectors in India, Co-operative sector in India - small and cottage industries. mergers and acquisitions. Foreign investment - Foreign Technology and MNCs Global Environment - Natural Social, Cultural, Demographic and Technological environment and its impact on World Trade.	12
2	Financial Environment of Business - Indian Money Market - Growth of capital Market in India - Financial Institutions - Role of Public, Private, and Co-operative Banks - Role of foreign banks and non Banking Institutions. Security Market :- Meaning, function, structure, constitution & management of Security Market.	12
3	Environmental Analysis- Meaning and importance - Techniques of Analysis, Verbal and Written Information, Search and scanning, Spying, Forecasting, Limitations of these techniques, Competitions analysis – Rivalry Amongst existing firms, threat of new entrants, treat of substitutes – Bargaining power of suppliers and buyers.	12
4	Selected Biography of Reliance Group of Industries Chordiya, Pravin Masale, Big Bazar founder Bhavarlal Jain	12

Recommended books for study

Global Economy and Business Francis Cheranilan Himalaya publishing house
 Environment Text & Cases (Edn 2001)
 Business Environment Chllaaghan, ELlison Edward Arnold
 Economic Environment SYBA K Misha, Puri Himalaya publishing house of Business
 Indian Business trough ages FICCI Oxford University Press

Recommended Journals/Periodicals

1. Arth Vijnyan 2. The Economic Times 3. Economic and Political Weekly, ode: 203

M.Com. Part I Semester II
Business Administration Special Paper III.
Subject Title :- Business Ethics and Professional Values
Course Code :- 213

	No. of Lectures	Credit 04
Unit I Introduction Nature , concept and definition of term Business Ethics , Profession and Values, Indian Ethos, Ethics and Values – Work Ethos – Importance of Human Values. Guidelines of Socio Ethical System at General Level. Meaning of Social Ethics, Issues related to Socio Ethics Factors affecting Social Ethics.	12	01
Unit II –Indian Ethical Practices in A) Marketing and Advertising : B) Copy rights and Patents C) Employment D) Gender Discrimination E) Accounting Disclosures	12	01
Unit III Dilemmatic situations in Professional Ethics, Code of Ethics and conduct 1. Corporate Governance 2. Corporate Social Responsibility 3. Corporate Citizenship	12	01
Unit- IV Indian Approach to Business Ethics Gandhian Approach in Management and Trusteeship Gandhi’s Doctrine of Satya and Ahinsa , Concept , importance and relevance of trusteeship Principle in Modern Business, Emergence of new values in Indian Industries after economic reforms of 1991.	12	01
	<hr/> 48	<hr/> 04
Books Recommended Reference Books 1.Wg- Cdr – B.R.Chavala , Swastik Publishers . 2.Management by Values 3.S.K.Chakraborti , Oxford University Press 4FOUNDATIONS TO Managerial Work – Contribution from Indian Thought – S. K.Chakraborti , Himalaya Publications 5.A Study in Business Ethics Rituparna Raj 6.Ethics in Management S.A. Sherlekar , Himalaya Publication 7. Business Ethics and Corporate Governance S. K. Bhatia		

M.Com. Part I Semester II
Business Administration Special Paper IV.
Subject Title :- Elements of Knowledge Management
Course Code :- 214

	No. of Lectures	Credit 04
1. Introduction to Knowledge Management Process Knowledge management :- an integrated approach Meaning knowledge management, Difference between data, information, knowledge and wisdom, Early forms of Knowledge Management and Evolution of Knowledge Management	12	01
2. Organizational Learning Individual learning, Team learning, Drives of organizational learning, Organizational learning frameworks, Knowledge acquisition, Information distribution, Information interpretation, Organizational memory, Unlearning, Organizational routines	12	01
3. Knowledge Management Tools & Change Management Organizing knowledge tools, Capturing knowledge tools Evaluating knowledge sharing knowledge, Storing and presenting knowledge, The nature of change, Personal response to change, welcome and resistance, Leadership and, Change management strategies, Gaining commitment for change, Reward and recognition. Cultural change management, Politics of change	12	01
4. Knowledge Management Culture Understanding of organizational culture and climate Norms, artifacts and symbols, Value, beliefs, attitudes and assumption, Typologies of organizational culture, Measuring organizational cultural creating knowledge –sharing cultural stickiness.	12	01
	4	04

Books Recommended

Sr.No.	Author	Title	Publisher
01	Elias Award and Hassan Gazai	Knowledge Management	Pearson
02	Arpita Gopal and Chandranii Singh	E-world Emerging Education Pvt. Ltd.	
03	Amrit Tiwan	Knowledge Management Toolkit	Pearson Education Pvt.Ltd.
04	Bukowitz W R Williams R.I.	Knowledge Management Field Work	London Pearson Education
05	Egaallo C F	Building the Knowledge Management Network	Willey Dream tech India Ltd
06	Pettigrew A , Whipp R	Change Management for Competitive Success	Infinity Books

M.Com. Part I Semester II
Advanced Banking & Finance Special Paper III
Subject Title -: Banking Law & Practices
Course Code -: 215

- 1. Introduction to Prevention of Money Laundering Act, 2002 -:** **12**
Provisions relating to: Preliminary (Section 1 and 2) Offence of money laundering (Section 3 and 4) Attachment, adjudication and confiscation (Section 5 and 11) Obligation of banking companies, financial institutions and intermediaries (Section 12 and 15) Summons, searches and seizures (Section 16 and 24) The RBI guidelines, Money Laundering Act Post 2002
- 2. Banker customer relationship -:** **12**
Definition of a banker and a customer Banker customer relationship as debtor-creditor, agent-principal and trustee-beneficiary Features of the relationship Banker's duty of secrecy of customers' accounts: Credit Information Bureau of India limited Right of set off, Garnishee order, Law of limitation, Termination of relationship, Role of Banking Ombudsman Customer's service: Goiporia Committee Norms, Damodaran Committee Recommendations
- 3. Asset - Liability Management -:** **12**
Definition of assets and liabilities, Asset liability mismatches on the grounds of locations, maturity, return and currency Risks while managing the assets and liabilities: Liquidity risk, Interest rate risk, Pre-mature withdrawal and pre-payment risk, Price Risk, Foreign exchange and sector based risk, Strategies to manage these risks, RBI guidelines for asset and liability management. Management of loan portfolio with special reference to Non Performing Assets (NPAs): Definition of NPA, Income Recognition and Asset Classification Norms (IRAC Norms) Strategic approach in reduction of nonperforming assets Management of investment Portfolio- Regulatory aspects, Overview of Basel I and II
- 4. Hi-tech banking and Mergers and Acquisition in banking sector -:** **12**
Role and uses of Technology up gradation- Impact of Technology on Banks-Protecting the confidentiality and secrecy of data, Meaning of Merger and Acquisition: Recent cases of mergers and acquisition in Banking sector of India - Consolidation of Banks.

TOTAL 48

List of Books and Journals

1. Tannan's 'Banking', Law and Practice in India Banking
2. P.N. Varshney, Banking: Law and Practice
3. Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services
4. All relevant and recent Bare Acts, Indian Institute of Bankers: Laws and Practices relating to banking
5. All journals published by Indian Institute of Banking and Finance
6. Indian Banking Associations Bulletin
7. RBI Bulletin
8. Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan Publisher India Ltd.

M.Com. Part I Semester II
Advanced Banking & Finance Special Paper IV
Subject Title -: Monetary Policy
Course Code -: 216

- 1. Money supply measures :-** **10**
Money supply measures of the Reserve Bank of India
Concept of High powered money
Recommendations of the Working Group on 'Money Supply :
Analytics and methodology of compilation (Chairman : Dr. Y.V.Reddy), 1998
. Money supply and price stability.
- 2. Monetary management** **10**
Objectives of monetary policy: Price stability, Generation of employment, Exchange Rate
Stability, Balanced growth etc., conflict between objectives.
- 3. A) Instruments of monetary policy :-** **10**
-Mechanism and effectiveness of following instruments.
i) Quantitative Instruments: Variations in Bank Rate, Open Market Operations and
Variable Reserve Ratio
ii) Qualitative Instruments: Margin Requirements, Credit Rationing, Moral Suasion,
Direct Action, Publicity
**B) A review of monetary policy of the Reserve Bank of India in the last five
Years - Recent policy changes announced by the R.B.I.**
- 4. Development and promotional role of the Reserve Bank of India in Financial Inclusion and
its implications.** **10**
1. R.B.I. and rural credit: priority sector advance, regional rural banks, development of Farm
sector and non-farm sector.
2. R.B.I. and industrial finance: establishment of institutional, lending policy for Commercial
banks, coordination between term lending institutions, bridge loans, Rehabilitation of sick
industrial units.
3. R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to Promote
Exports.

TOTAL 48

Recommended books/ Journals

1. Reserve Bank of India functions and working (latest edn.) R.B.I.
2. Monetary Economics for India, Dr. Narendra Jadhav
3. Central Banking for emerging market economies, A. Vasudevan
4. Monetary and Financial Sector Reforms in India: A central banker's perspective, Dr. Y.V. Reddy
5. Indian Economy: Essays on money and finance, Dr. C.Rangarajan.
6. Reserve Bank of India Bulletin
7. Annual Report on Trend and Progress of Banking in India

M.Com. Part I Semester II
Advanced Marketing Special Paper III
Subject Title :- Customer Relationship Management & Retailing
Course Code :- 217

Objectives : To impart knowledge regarding customer relationship management, & retailing techniques, process and tools and develop an understanding of the CRM & retailing functions techniques and strategies

Unit No.	Name of Topic	Periods
1	CRM An Introduction: Evolution of Relationship as a Marketing tool, Emergence of CRM Practice/ Factors responsible for the growth of CRM . CRM Cycle, Importance of CRM	08
2.	Emerging CRM Customer Retention Management, Reasons for Customer Switching and Strategies for Retention Customer Recall Management, Customer Recall Strategies CRM a Cost benefit analysis. CRM Benefit, CRM Cost and CRM Value	08
3	CRM and I.T eCRM an I.T Tool, e CRM in Business, Features of e- CRM Technologies of E CRM Important CRM Softwares—Oracle, Clarify, People Soft and My Sap CRM. Applications of e CRM	08
4.	Latest Development in CRM : Changing Roles of CRM , Customer Experience Management, Customer Profitability, Customer Classification based on Profitability, Customer Profitability as a strategic Management Tool, Customer Profitability and company Value, Customer Experience Management and Customer Profitability Management, Customer Lifetime Value	08
5	CRM Implementation Issues Challenges of CRM Implementation, Essentials of CRM Principle, Customer Satisfaction, Importance of Customer Satisfaction, Customer Expectation, Customer Perception	08
6	People factor in CRM— Customer Centric Organisational Structure Employee Organisation Relationship Employee Customer Orientation	08
	Total	48

Books Recommended

1. Strategic Marketing Management - David Aaker
2. Customer Relationship Management – Jaddish Seth, Parvaityar, Shainesh
3. Handbook of Relationship Marketing – Jagdish Sheth, Atual Parvatiyar
4. Leading Through Relationship Marketing – Richard Batterley
5. Relationship Marketing – S. Shajahan
6. Customer Relationship Management – Jagdish Seth., Atul Parvatiyar, G. Shainesh
7. Retail Management – Gibson Vedamani
8. Channel Management & Retail Marketing – Meenal Dhotre
9. Retail Marketing Management – David Gilbert
10. Retailing Management – Swapna Pradhan
11. Retail Management – Ron Hasty & James Rear don
12. Retail Marketing Management – Swapna Pradhan

M.Com. Part I Semester II
Advanced Marketing Special Paper IV.
Subject Title -: Services Marketing
Course Code -: 218

Objective :

To impart knowledge regarding services marketing, process and tolls and develop understanding of the services marketing functions techniques and strategies

Unit No.	Name of Topic	Periods
1	Introduction: Definition and character of Services. Origin of Services Marketing. Types of Services./ Classification of Services. Difference between goods and services . Reasons for growth of Service Sector	08
2	Understanding Customer Needs related to services, , The Purchase Process for Services , The Service Offering , How Customers Evaluate Service Performances Understanding Customer Behaviour at Different Points in the Service Experience ,Customer Expectations in Services Customer Perceptions in Services	08
3	Product Mix and Services Marketing , Price Mix and Services Marketing . Physical Distribution/ Place Mix and Services Marketing.	08
4	Physical Evidence and Services Marketing , People and Services Marketing , Process and Services Marketing. Use of Marketing by service firms, Problems and Strategies in Services Marketing, The Financial and Economic Impact of Service	08
5	Organising for Service Leadership -- Service Leadership , Inter functional Conflict , Ensuring that Service Encounters are Customer-Oriented Listening to Customers through Research	08
6	CRM and Services CRM practices in Indian Service Businesses: Banking and Finance: recent customer service initiatives in the Banking Industry, Customer involvement in Banking, Customer centric communication in banks. Hospitality Industry: Customer Centric initiatives by Hotels , Customer Issues in hospitality industry, Aviation Industry: Customer Service initiatives by aviation sector	08
Total		48

Books Recommended
<ol style="list-style-type: none"> 1. Services Marketing - Zeithaml & Bitner 2. Services Marketing: Integrating Customer Focus Across the Firm – Valarie A. Zeithaml 3. Services Marketing - Christopher Lovelock 4. Service Marketing - Rampal & Gupta 5. Essence of Services Marketing - Ardian Payne 6. Services Marketing - S.M.Jha 7. Services Marketing - Helen Woodruffe