

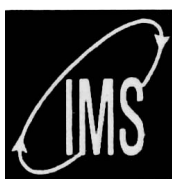


UTKAL UNIVERSITY

COURSES OF STUDIES

FOR

**MASTER OF COMMERCE
(FINANCE & CONTROL)**



ESTD. 1994

**Institute of Media Studies
Bhubaneswar**

UTKAL UNIVERSITY

VANIVIHAR

BHUBANESWAR – 751004, ODISHA

Course Curriculum for M.Com. (FC) Programme

(Credit Based Choice System e.f.2007-08)

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2.1 Management of Financial Institutions (MFI)	4
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4.1 Strategic Financial Management (SFM)	4
4.2 Corporate Governance and Business Ethics (CGBE)	4
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FIRST SEMESTER

MFC 1.1 MANAGEMENT CONCEPT AND ORGANISATION BEHAVIOUR

Objective

The objective of this course is to help students understand the conceptual framework of management and Organisational Behaviour.

Course Input

UNIT- I

Schools of Management Thought: Scientific, Process Human Behaviour and social System School: Decision Theory School: Quantitative and System school: contingency theory of Management: Functions of a manager.

Managerial Functions: Planning–concept, significance, type; Organizing – concept, principles, types of organizations, authority, responsibility, power, delegation, decentralization; staffing; Directing; Coordinating: Control – nature, process, and techniques.

UNIT II

Organizational Behaviour: Organisational behavior-concept and significance; Relationship between management and organisational Behaviour; Emergence and ethical perspective; Attitudes: Perception: Learning; Personality.

Motivation: Process of Motivation: Theories of Motivation – Need Hierarchy Theory, Theory X and Theory Y, Two Factor theory, Alderfer's ERG Theory, McClelland's Learned, Need theory, Victor Vroom's Expectancy Theory, Stacy Adams Equity Theory.

UNIT-III

Group Dynamics And Team Development: Group Dynamics –definition and importance, type of groups, group formation, group development, group composition, group performance factors; Team development.

Leadership: Concept; Leadership styles; Theories – Trail Theory, Behavioural Theory, Fielder's Contingency Theory; Harsey and Blanchard's Situational Theory Managerial Grid: Likert's Four Systems of Leadership.

UNIT- IV

Interpersonal and Organizational Communication: Concept of two-way communication; Communication Process; Banners to Effective Communication; Type of Organizational Communication ; Improving Communication; Transactional Analysis in Communication.

UNIT-V

Organizational Conflict: Dynamics and Management; Sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict.

Organisational Development: Concept; Need for change, Resistance to change; Theories of planned change; Organisational diagnosis; OD intervention.

References:

1. Griffin, Ricky W; organizational Behaviour, Houghton Mifflin Co. Boston.
2. Hellreigel, Don John W: Slocum Jr. and Richards W. Woodman: Organizational Behaviour, South Westrn College Publishing, Ohio.
3. Hersey, Poul, Kenneth H. Blanchard and Dewey E. Johnson Management of Organizational Behaviour: Utilizing Human Resource, Prentice Hall, New Delhi.
4. Koontz, Harold, Cyril O'Donnell and Heinz Wehrich: Essentials of Management, Tata McGraw-Hill, New Delhi.
5. Luthans Fred: Organisational Behaviour: Tata McGraw Hill, New Delhi.
6. Newstrom, John W. and Keith Davis; Organisational Behaviour: Human Behaviour at work, TMH, N. Delhi.
7. Robbins, Stephen P, and Mary Coulter: Management, Pretince Hill, New Delhi.
8. Robbins, Stephen P: Organisational Behaviour, Prentice Hall, New Delhi.
9. Steers, Richards M. and J. Stewart Black: Organisational Behaviour, Harper Collins College Publishers, NY.
10. Sukla, Madhukar: Understanding Organisations: Organisations Theory and Practice in India, PH, New Delhi.
11. Thom Hill: "Managing Change" Pearson Education, New Delhi.
12. Green Berg: "Behaviour in Organisation"
13. Ivancevich JM. Konopaske R and Matteson MT: Organisation Behaviour and Management, Tata McGraw Hill 7th Edition, 2006.
14. Aswathappa K: Organisational Behaviour. Himalaya Publishing House.
15. Prasad LM: Organisation, Behaviour, sultan Chand, New Delhi.
16. Moorhead G & Griffin R.W: organizational Behaviour Managing people & Organaisation, AITBS Publishers & Distributors, New Delhi.
17. Vashisth N. Students Guide to Management Taxman allied Services Pvt. Ltd. New Delhi.

MFC 1.2 ECONOMIC ANALYSIS FOR DECISION MAKING

Objective

This course develops managerial perspective to economic fundamentals as aids to decision making under given environment.

Course Input

UNIT I

Nature and Scope of Managerial Economics: Economic theory and managerial theory; Managerial economist's and responsibilities: M.E. and decision making. Nature of Economic Problem and Economic Analysis, Economic concepts and Principles. Objective of a firm; The nature of firm, theories of firms, maximizing verses satisfying. The concert of economic profit, measurement and policies on profit maximization.

UNIT-II

Demand Analysis: Individual and market demand function; Law of demand, determinants of demand; Elasticity of demand- its meaning and importance; Price elasticity. Income elasticity and cross elasticity; using elasticity in managerial decisions. Demand Function demand estimation, Expert Opinion, Market Experiments, Surveys, Demand forecasting technique.

UNIT-III

Production Theory: Production function – production function with one and two variable inputs; Estimation of production function; Cost Concept, Cost Distinctions, Cost Function.

UNIT-IV

Price Determination under different market conditions: Characteristics of different market structures; Price and output decisions under perfect competition, monopolistic competition and monopoly.

Pricing Practices: Methods of price determination. Pricing of multiple products, price discrimination international price discrimination and dumping; transfer pricing.

UNIT-V

Business Cycles: Nature and phases of a business cycle; Theories of business cycles. Inflation: Definition Characteristics and types; Inflation in terms of demand pull and cost-push factors; Effects of inflation. Economic environment in India since 1991 .Need to reform the reforms, New Economic Policy, Economic integration and preferential Trading Arrangement, International Trade Policy.

References:

- 1 Baumol, William J: Economic Theory and Operations Analysis, PH, London.
- 2 Baya, Michael R: Managerial Economics and Business Strategy, McGraw Hill Inc. New York.
- 3 Chopra, O.P. Managerial Economics, Tata McGraw Hill, Delhi.
- 4 Dean Joel: Managerial Economics, Prentice Hall Delhi.
- 5 Dholakia R.H. And A. L. Oze: Micro Economics. For Management Students, Oxford University Press, New Delhi.
- 6 Eaton, B Curtis and Diane Faton: Micro Economics, PH, Delhi.
- 7 Gough J. and S. Hills: Fundamentals of Managerial Economics, Macmillan London.
- 8 Haynes, W.W.V.L Moto and S Paul; Managerial Economics. PH, Delhi.
- 9 Petersen H. Craig and W. Cris Lewis: managerial Economics, PH Delhi.
- 10 Salvatore Dominick: Managerial Economics in a Global Economy, McGraw Hill, New Delhi
- 11 Varian H.R.: Internal Microeconomics: A modern Approach, East west press, New Delhi.
- 12 Dwivedi D.N.: Managerial Economics: Vikas publishing House, New Delhi.
- 13 Vershney RL and Maheshwari KL: Managerial Economics: Sultan Chand and Sons, New Delhi.
- 14 Adhikary M.” Business Economics, Excel Books, New Delhi.

MFC 1.3 FINANCIAL ACCOUNTING

Objective

The objective of this course is to enable students understand accounting principles, tools and technique used for taking business decisions.

Course Input

UNIT-I

Interdiction: accounting: the language of business and an information system: nature, scope and importance of financial accounting: Generally Accepted Accounting principles: Accounting Equation Ledger and Subsidiary Books.

UNIT-II

Final Accounts: Preparation of Trial Balance: Classified Profit and Loss account and Balance Sheet: Bank Reconciliation Statement.

UNIT- III

Final Accounts of computers- Profit & Loss A/C Balance Sheet, and Cash Flow Statement .

UNIT- IV

Computerized Accounting, Final Account of Nonprofit Organizations.

UNIT- V

Financial Statement Analysis: Horizontal Analysis Vertical Analysis, Trend Analysis, Ratio Analysis. Corporate Financial Reporting.

References:

1. Narayana Swamy: Financial Accounting.PHI
2. Benerjee, Ashook: "Financial accounting: A managerial Emphasis" Excel Books.
3. Bhattacharya: Accounting for management, Vikas
4. Dr. Jawahar Lal: Accounting for management, Himalaya Publishing House.
5. Homngren Sundem Elliott: Introduction to Financial accounting, Pearson Education.
6. Jawahar Lal & Srivastava Seema: Financial Accounting, S. Chand.
7. Maheswari: Accounting for management, Taxman.
8. Mohd Arif Pasha: Accounting for managers Vrinda.
9. Ashok Sehgal &Deepak Sehgal: Financial Accounting, Taxman.
10. Ramchandran, Kakani: Financial Accounting for Management, Tata McGraw.
11. Reimers: Financial Accounting, Pearson Education.
12. Tulsian: Financial Accounting, Pearson Education.
13. Srinivasan N. P and Murugan S. Accounting for Management, S. Chand.
14. Vinayakam N. and Charumati B. Financial Accounting, S. Chand.

MFC 1.4 QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Objective

The objective of this course is to make the students learn the application of statistical tools and techniques for decision making.

Course Input

UNIT- I

Data Sources: Primary and secondary: Primary data collection techniques –schedule, Questionnaire and interview.

Univariate Analysis: An overview of central tendency, dispersion and skewness.

UNIT-II

Correlation and Regression Analysis: Two variable cases.

Index Numbers: Meaning and types: Weighted aggregate indices – Laspeyre's and Paasch's indices; Laspeyre's and Paasch's indices compared; Indices of weighted average of (price-quantity) relatives; Test of adequacy; Special problems – shifting the base; splicing overlapping index series; Uses and problems.

UNIT- III

Probability Theory: Probability- classical, relative and subjective probability; Addition and multiplication probability models; Conditional probability and Baye's theorem.

Probability Distributions: Binomial, Poisson and Normal Distributions; Their characteristics and applications.

Statistical Decision Theory: Decision Environment; Expected profit under uncertainty and assigning probabilities; Utility Theory.

UNIT- IV

Sampling: Sampling and sampling (probability and non probability) methods; sampling and non-sampling errors; Law of large numbers and central limit Theorem Sampling distributions and their characteristics.

Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; sample size; Large and small sampling tests – Z tests, T tests and F tests.

UNIT-V

Non Parametric Tests: Chisquare test; Sing test; Wilcoxon Signed- R and Wald – Wolfowitz tests Kruskal-Wallis test.

Statistical Quality Control: Causes of variations in quality characteristics; quality control chart-purpose and logic; Constructing a control chart-computing the control limits (X and R charts);

Process under control and out of control; Warning limits; Control charts for attributes-fraction defectives and number of defects; acceptance sampling.

References:

1. Heinz Kohler: Statistics for Business & Economics, Harper Collins, New Delhi.
2. Hien, L W: Quantitative Approach to Managerial Decisions, PH New Jersey.
3. Hooda, RP: statistics for business and economics, MacMillan, New Delhi.
4. Kothari C.R.: Quantitative Technique.
5. Lawrence B. Mores: Statistics for Business & Economics. Harper Collins, NY.
6. Levin, Richards I and David S Rubin: Statistics of Management, PH, Delhi.
7. Viswanatham "Business Statistics: An Applied Orientation" Pearson Education, New Delhi.
8. Watsnam Terry J. And Keith Parramor: Quantitative Methods in Finance, International Thompson Business Press.

MFC 1.5 MARKETING MANAGEMENT

Objective

The Objective of This Course Is to Facilitate Understanding of The Conceptual Framework of Marketing And Its Applications in Decision Making Under Various Environmental Constraints.

Course Input

UNIT- I

Basics of Marketing: Meaning, Importance, Scope of Marketing; Marketing Elements and Strategies, Marketing Environment; Marketing and Economic Development Process; Marketing Organization.

UNIT-II

Marketing Management and Consumer Behavior: Marketing Management Process:- Planning & Market Segmentation, System; Consumers Behavior and Marketing Strategies.

UNIT-III

Product Management & Pricing Strategies: Meaning and Importance of Product Decision, Product Classification, Product Life Cycle (PLC) and Marketing Strategies; Branding & Packaging: Pricing Objectives, Factors of Pricing Methods, and Pricing Policies.

UNIT-IV

Promotion & Placement Strategies; Meaning And Importance of Communication And Promotion, Elements of Communication. Tools of Promotion. Objectives and strategies of

Promotion; Meaning and importance of Distributions, Physical Distribution System, Wholesaling and Retailing practices in India.

UNIT- V

Marketing in India Practice: Rural & Agricultural Marketing; International Marketing; Cyber marketing: Co-operative Marketing; Green Marketing.

References:

1. Etzel, M.J.: Marketing-Concepts and cases. Tata McGraw Hill, New Delhi.
2. Keegan: Global marketing management, Pearsons, New Delhi.
3. MKotler, Philip and Armstrong Gary: Principles of Marketing Pearsons New Delhi, 2006.
4. Kotler P.: marketing Management, Parsons, New Delhi.
5. Kumar Marketing & Branding, Pearsons, New Delhi.
6. Majumdar, Ramanuj: Product Management in India. Prentice Hill New Delhi.
7. Mathur: Stragic Marketing Management, McMillan.
8. Mohan Marketing of Higher Technology Products and Innovations. Parsons, New Delhi.
9. Perreault, W.D. and mc Carthy, EJr Basic Marketing, Tata McGraw Hill, 2007 .New Delhi.
10. Ramaswamy & Namkumari: marketing Management, McMillan, New Delhi.
11. Ramaswamy, Namkumari: Marketing Management, Macmillan, Calcutta.
12. Saxena, R: Case Studies in Marketing, the Indian Context, PH, New Delhi.
13. Srinivasan: Case Studies in Marketing, Prentice Hall of India. New Delhi.
14. Stanton, William: Fundamental of Marketing: Tata McGraw Hill Publication, New Delhi
15. McCarty: Marketing management.
16. Pillai R. S. N and Bagavathi, Modern Marketing: Principles and Practices, S. Chand.

MFC 1.6 FINANCIAL MANAGEMENT

Objective

The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial managements with a focus on the application of the relevant tools and techniques of financial decision-making aimed at shareholder's wealth maximization.

Course Input

UNIT-I

Introduction: nature and Scope of Financial Management; Financial Goals-Conflict of interest between the stakeholders; Functions of Financial manager, Changing Financial Environment, Emerging Challenges faced by the Finance Manager.

UNIT-II

Financing Decisions: Sources of Long term Capital-Equity, Debt, Term lone, Preference share, Hybrid Securities, Internal Funds-Issues relating Financing Decisions.

Cost of Capital: Computation of Cost of Equity-Cost of Debt-Cost of preference Capital-Cost of Internal reserve-Weighted Average Cost of Capital.

UNIT-III

Leverage and Capital Structure Analysis: Analysis of Operating Leverage and Financial Leverage-Combined financial and Operating Leverage.

Concept of Capital Structure: Determinants, Theories of Capital Structure, Relevance and Irrelevance, Problems of Optimal. Capital Structure.

UNIT-IV

Long Term Investment Analysis: investment Idea Generation-Tools and Techniques of Analysis –Risk Analysis in Capital Investment decisions.

Dividend Decisions: issues in Dividend Decisions-models and Theories of Dividend-Forms of Dividend Corporate Dividend Behavior.

UNIT- V

Short Term Asser Management: Strategic Planning and Estimation of Short Term Funding Need-Financing Sources-Computation of Cost of Short Term Fund.

Management of Cash, inventory and Receivables

References:

1. Arnold, G.C: Corporate Financial management, Financial Times Pitmom Publishing.
2. Atrill .p: Financial management for Non-Specialists, Prentice Hall.
3. Besant Raj. A: Corporate Financial Management, Tata McGraw Hill.
4. Block & Hirt: Foundation of Financial Management, Irwin Homewood.
5. Boltmam & Conn: Essentials of Managerial Finance, Hongnton & Mifflin.
6. Brealy, R.a and Myers, S: The Principle of Corporate Finance, McGraw Hill Internal.
7. Brigham and Ehrhardl: Financial Management- Theory and Practice, Thompson.
8. Brigham and Houston: Fundamentals of Financial Management Thompson.
9. Chandra Prasanna: Financial Management, Tata McGraw.
10. Cooper, Kaplani and E: Mastering Finance, Financial Times.
11. Damodaran Aswath: Applied Corporate Finance, Wiley Student Edition.
12. E.J. Mclancy: "Business Finance. Theory and Practice" Pearson Education.
13. Gitmam, L.J: Principles of Management Finance, Addison- Wasley.
14. Higgins, R.C: Analysis on Financial Management, Irwin, McGraw Hill
15. Hill and Sartoris: Short Term Financial Management, Prentice Hall.
16. Hompton, John: Financial Decision Making: Concept, Problem & Cassese, Prentice Hall India.
17. Joseph. P. Ogden, Frank.C.Jen and Philip. F.O' Conner: Advanced Corporate Finance: Policies and Strategies, Pearson Education.
18. Joy, O.M : Introduction to Financial Management, Irwin, Home wood
19. Keown, Scott & martin: Basic Financial Management, Prentice Hall India
20. Khan and Jain: Financial Management, Tata McGraw In addition, the studies are expected to refer to RBI Bulletins Economic time and Other business newspapers and Finance related Journals and Magazines on a regular basis to keep themselves update about the recent developments

MFC 1.7 BUSINESS AND FINANCIAL ENVIRONMENT

Objective

The Course develops ability to understand and scan business environment analysis opportunity and take decisions under uncertainty.

Course Input

UNIT-I

Glimpse of business Environment: Business in 21st century, Relevance of Business Environment. Scanning of Business Environment.

UNIT-II

Economic Environment: Fiscal Policy, Monetary Policy Physical Policy, Industrial Policy.

UNIT-III

Government and Business: Social Responsibility of Business, Institutional Frame work of Business, Globalization and India Business, MNC, Economic Planning in India.

UNIT-IV

National Economic Planning in India: Business Economic Problems in India, Poverty, Unemployment –infrastructure, Inflation, Industrial Sickness, Non Economic Policy.

UNIT-V

Institutional Support & Business, WTO, Trading Blocks IBRD/World Bank & IMF, UNCTAD, MNCs, Regional Associations/Centres.

References:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub, New Delhi
4. Aswathappa, K: Legal Environment of Business, Himalaya Publication Delhi.
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Daniels "international Business, Environment and Operations Pearson Education, New Delhi
7. Dhingra: The India Economy, Sultan Chand.
8. Hanke: Business Forecasting, PHI
9. Ghosh Economic Environment of Business, Vikas
10. Ghosh, Biswanath: Economic Environment of Business, Vikas Pub New Delhi.
11. Govt. of India; Economic Survey, Various Issues.
12. K. Aswathappa: Essential of Business Environment, Himalaya Publication.
13. Mishra & Puri Economic Environment of Business, Himalaya Publication.
14. Ramaswamy, V.S and Nama Kumari: Strategic Planning for Corporate Success, Macmillan New Delhi.
15. Sengupta Government and Business, Vikas
16. Sengupta, N.K: Government and Business in India, Vikeas Publication. New Delhi.
17. Justice Paul, International Business, PHI
18. Chrunillum, International Business, PHI

MFC 1.8 FINANCIAL MARKETS AND INSTRUMENTS

Objective

This course aims to provide students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Input

UNIT-I

Introduction: nature and role of financial system: Financial markets; Financial system and economic development; India financial system an overview measuring the health of the financial System.

Financial Markers: Money and capital markets constituents function and instruments; Recent trends in Indian Financial market. Regulation of the Indian Financial Market.

UNIT-II

Reserve Bank of India: Management and basic functions. Regulatory Role of RBI
Commercial banks: Functions; Present structure of banking: Recent developments and Challenges in commercial banking.

UNIT-III

Development Banks: Concept: objectives, and functions of development banks; IFCI SIDBI: State Development Banks, State Financial Corporations Changing Role and Challenges Faced by DFI's

Insurance Sector: Objectives, Functions, Changing Role, Risk Management; Insurance Regulatory and development Authority-Role and Factions.

UNIT-IV

Non-Banking Financial Institutions: Concept and role of non-banking financial institutions; Investment policies of non-banking financial institutions in India and recent guidelines.

Mutual Funds: Concept, performance appraisal, and regulation of mutual funds (With special reference to SEBI guidelines); Designing and marketing of mutual funds schemes; Latest mutual fund schemes in India-an overview.

UNIT-V

Merchant Banking: Concept, function and growth; Government policy on merchant banking service; SEBI guidelines; Future of merchant banking in India.

Foreign Investments: Types, trends and implications; Regulatory framework for foreign investments on India. FII, FDI, ADR. GDR and other sources of Funds. Implications of Foreign Investment in the Indian Economy.

References:

1. Gordon and Natarajan, Financial markets and Institutions, Himalayan publishing House.
2. Fabozzi, F. J., Modigliani, F. Jones F.J and Feri MG, Foundation of Financial markets 7 Institutions, PE, Delhi
3. Srivastava RM 7 Nigam D, Management of India Financial Institutions, Himalayan Publishing House.
4. Mishkin FS & Eakins S.G. Financial markets+ Institutions, PE, New Delhi.
5. Avdhani: investment and Securities Markets in India, Himalaya Publication, Delhi
6. Averbach, Robert D; Money, Banking and Financial Markets: Macmillan, London.
7. Bhole, L.M : Financial markets and Institutions, Tata McGraw hill, Delhi.
8. Ghosh, D: Banking Policy in India, Allied Publication, Delhi.
9. Giddy, I.H: Global Finance markets, A.I.T.B.S. Delhi
10. Khan, MY: Indian Financial System, Tata McGraw Hill, Delhi.
11. Reserve Bank of India, Various Reports, RBI Publication, Mumbai.
12. Varshney, P.N: Indian Financial System, Sultan Chand & Sons, New Delhi.
13. Verma JC, Guide to Mutual Funds and Investment Portfolio, Bharat Publishing House, New Delhi.
14. Gomez, et al, Financial Markets, Institution and Financial Services, PHI.

SECOND SEMESTER

MFC 2.1 MANAGEMENT OF FINANCIAL INSTITUTIONS

Objective

The objective of the present course is to provide a comprehensive knowledge to the student about the role of the depository financial institution in the economy and the way these institutions, specially the commercial banks manage the asset and liabilities side of the balance sheet.

Course Input

UNIT- I

Introduction: Financial Intermediaries and their Economic functions, Efficiency and stability of the financial institution – Role of financial regulations – Measuring the efficiency of Financial Intermediaries, Challenges before the financial institutions.

UNIT- II

Management of Capital and Liabilities: Risk based Capital Standards – Composition of bank capital-Basel Norms, Bank Liabilities- Composition – Funding costs and Banking risk.

UNIT- III

Management of Loans and Investment: Loan Management – Principles of sound bank lending – Credit analysis and pricing of Commercial loan, management of Non – performing Assets.

Investment Management – Objectives of Investment portfolio – Risk vs Returns Characteristics – Investment strategies.

UNIT- IV

Management of Income and liquidity: Income determination – Structure of Income and Expenditure – Allocation of Income – Determining factors of Income allocation.

Liquidity – Sources of Liquidity – Asset vs. liability liquidity – Estimation of liquidity needs and liquidity management theories – Management of primary Reserve and Secondary reserves – Problems of liquidity management.

UNIT -V

Strategic Management: Management of risk exposures, Corporate Governance in Banks, Commercial Banks and Inclusive growth.

Reference:

1. Srivastava R.M and Nigam Divya “Management of India Financial institutions” Himalaya Publishing House
2. Altman, Edward :Handbook of Financial Markets and Institutions” Wiley New York
3. Fabozzi, Frank J & Franco M. G “financial Markets and Institutions” prentice hall of India

4. Reed, Edward W "Commercial Bank Management" Harper and Row New York
5. Robicheck A.A. Coleman A.B and Hempal G.H "Management of Financial Institutions – Notes and Cases" Dryden press
6. Grosse H.D "Management policies of Commercial Banks" prentice Hall Inc
7. Roland, Robinson "Financial Intuitions" Richard D Irwin Inc Homewood Illenois
8. Bradley, S P and Dnigt B.C "Management of Bank Portfolio" John Wiley and Son Inc
9. Cooper S.K & Fraser D.R "The Financial Market Place" Addison- Wiley Publishing Company
10. Levison marc "Guide to financial Markers" The Economists
11. Rose and Fraser "Financial Institutions" Business Publications Inc
12. Jadhav Narendra "Challenges to Indian Banking: Competition, Globalisation and Financial Markets" McMillan India
13. Ploakoff, Murray E. ET al "Financial Institutions and Markets" Houghton Mifflin co
14. Hempel, George H & Yawitz, Jess B: Financial Management of Financial Institutions" Englewood Cliffs. NY
15. Panl Nadler "Commercial Banking in the Economy" Random House NY
16. Cross Howard & Hempal George "The Management of Bank Funds" Englewood Cliffs Prentice Hall
17. Lyon, Roger A "Management Policies Management in a Commercial Bank" Rutgers University Press
18. Crosse Howard "Management Policies for Commercial Banks" Prentice Hall Inc
19. Fabozzi, Modigliani, jones & Ferri "Foundations of Financial Markers and Institutions" Pearson Education.

MFC- 2.2 ACCOUNTING FOR MANGERIAL DECISIONS

Objective

The objective of the course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions

Course Input

UNIT-I

Introduction: Management Accounting as an area of accounting : Objectives, nature, and scope of Cost Accounting, and Management Account; Management Accounting and managerial decisions; Management accountant's position, role, and responsibilities.

Cost Classification: Statement of Costs, Cost Ascertainment, Job order Cost System and Process Cost system.

UNIT-II

Marginal Costing and Break: Even Analysis: Concert of Marginal Cost; and Absorption Costing; Cost –volume–profit analysis; break-even analysis; Decisions regarding sales-mix, make or buy decisions and discontinuation of a product line, etc

UNIT-III

Budgeting: Meaning and Importance, Essentials of budgeting; Types of Budgets-Functional, master, etc; Fixed and Flexible budget; Budgetary control; Zero-base budgeting; Performance budgeting.

UNIT-IV

Standard Costing and Variance Analysis: Standards costing as a control technique; Setting of standards; Variance analysis-meaning and importance, kinds of variance and their uses – materials, labour and overhead variance.

Responsibility Accounting: meaning and significance of responsibility accounting; Responsibility centers–cost center, profit center and investment center; Performance measurement of responsibility centers.

UNIT-V

Activity-Based Costing; Reporting to Management: Balanced Scorecard.

References:

1. Horngren Charles T, George Foster and Srikanta M. Dattar: Cost Accounting: A Managerial Emphasis, Pearson
2. Banerjee, B. Cost Accounting, PHI
3. Jawahar Lal, Cost Accounting, Tata McGraw
4. Horngren, C.T.Gary L. Sundem and William O. Stratton: Introduction to Management Accounting, Pearson
5. Khan, M.Y. and Cost accounting, Tata McGraw
6. Maheswari, S.N. Principles of Cost Accounting: Sultan Chand
7. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice PHI
8. Pandey, I.M. management Accounting, Vani
9. Kaplan, Management Accounting, PHI.
10. Kishor, R.M. Cost and management Accounting, Taxman
11. Druru, C, Management and Cost Accounting, Thomson.
12. Shukla, Grewal & Gupta, Cost Accounting, S. Chand

MFC 2.3 RISK AND INSURANCE MANAGEMENT

Objective

This course aims at developing necessary skills for applying the principles of financial analysis to management of funds by commercial banks and the insurance sector.

Course Input

UNIT-I

Basic Concepts of Risk management and Insurance: Meaning of risk, Basic categories of risk, methods of dealing with risk; Meaning and objective of risk management; Concepts and features of insurance; Types of insurance contract and fundamental principles of insurance; Cost benefit of insurance to the society.

UNIT-II

Insurance Regulatory Act, 1999 and insurance Marker: IRDA Act 1999, Meaning, Objectives, Duties, Powers and Functions of Authority, Globalization of Indian Insurance, Privatization and Challenges before the Insurance Industry, Need for Reforms and Reforms Strategy.

UNIT-III

Life Insurance: Definition, Features and Principles of Life insurance, Procedure for taking a policy, Policy conditions, Premium Plans, Calculation of Premium, Settlement of Claims.

UNIT-IV

Fire and marine Insurance; Principles, Policy conditions, Types of policies, Clauses and factors of Marine Insurance, Settlement of claims (Both Fire and marine Insurance).

UNIT-V

Re-Insurance and Investment: General Features, Common terms, Features and Objects, Right and Liabilities of Re insurance, principles of Re-insurance, Methods.

Investment: Investment Principles, Types, Legal and Social aspect of Investment, Policies of Insurance Companies.

References:

1. Arif khan, "Theory and Practice of Insurance" Educational Book house.
2. Sharma R. S, "Insurance Principles and practice" Vora, Delhi.
3. Greene and Trieschemann, "Risk insurance" South Western Publishing Co.
4. Grieder and Beadles, "Principles of Insurance"
5. Mishra M.N. "Insurance Principles & Practice" S Chand.
6. Palande, Shah & etc "Insurance in India" changing policies & Emerging Opportunities, Response Books.
7. Study material of Insurance Institute of India, Bombay.
8. Gangly Anand "Insurance Act" New Age International Publication.
9. Insurance Law manual, taxman, Delhi.
10. Holyake, "Insurance Management", AITBS Publication.
11. Darfman, Introduction to Risk Management and Insurance.

MFC 2.4 INVESTMENT ANALYSIS AND EQUITY RESEARCH

Objective

This course exposes the student to the various concepts of investment management and provides an in-depth study of various issues there under.

Course Input

UNIT-I

Elements of Investment: Meaning and Objective of Investment, Investment Vs Speculation Vs. Gambling, Approaches to Investment Decision Making, Risk In Investment, Investment Alternatives.

Non-Marketable Financial Assets, Non-Financial Assets, Bonds, Equities and Hybrid investments.

UNIT II

Securities Market: Primary Equity Market, Secondary Equity Market, trading and Settlement, buying and Selling of Shares, Stock Market Indices Depositories.

UNIT III

Fundamental Analysis: Economic analysis, Industry analysis and Company analysis.

UNIT IV

Technical Analysis: The Dow Theory, Different Charting Techniques, Technical Indicators.

Efficient Market Analysis: Weak, Semi strong and market, Testing of Different forms of Market, Efficiency and their significance.

UNIT V

Bond Valuation: Bond Characteristics, Risk in Bond, Bond prices and Bond Yields Duration. Equity Valuation: Balance sheet Valuation, Dividend Discounting Models.

References:

1. Agarwala, K.N and Deeksha Agarwala: Bulls, Bears and The Mouse, Macmillan.
2. Cheney, J. and E. Muses: Fundamentals of Investments, Paul, New York.
3. Clark James Francis: Investment Analysis and Management, McGraw Hill,
4. Dalton John M: How the Stock markets works, Prentice Hall Delhi.
5. Domodran: Investment Valuation, John Wiley, New York.
6. Fabozzi Frank J: Investment Management, PHI, International Edition.
7. Fischer Donal E. and Ronald J. Jordan: Security Analysis and Portfolio Management, PHI
8. French Don: Security and Portfolio Analysis, Memi publishing Co.
9. Kevin S: Portfolio Management, Prentice Hall, New Delhi.
10. Machi raju H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd.; New Delhi.
11. Merbert B. Mayo: Investments, Fryden Press.
12. Sharpe William F. Gordon J. Alexander and Jeffery j Bailey Investments, prentice Hall.
13. Smith Richard D: Profit Investments, West Publishing Company.
14. Chandra, P. Investment Analysis and Portfolio Management.
15. Kelvin, Security Analysis and Portfolio Management
16. Bhalla V. K. Investment, S. Chand

MFC 2.5 MERCHANT BANKUNG AND FINANCIAL SERVICES

Objective

To know conceptual, functional and regulatory aspects of Indian Capital Market, Merchant Banking and other financial services.

Course Input

UNIT-I

Indian Securities Market: Introduction to securities market, Market structure, Participants, Instruments and Regulations, Recent Developments. Globalisation of India Securities Market.

UNIT- II

Secondary market Operations: Conceptual issues on Regional Stock Exchanges, National Stock Exchange OTCEI; Organizational Structures; Functional Aspect; Trading and Settlement Mechanism.

UNIT- III

Evolution and Growth of Merchant Banking in India: Significance, Growth Functions and Regulations, Business Ethics.

UNIT- IV

Merchant Banking: Issue Management, Type of Issues, Marketing, Co-ordination and Pricing of Issues; processing, Allotment, Listing, Loan syndication, Portfolio Management, Wealth Management, Financial Planning.

UNIT- V

Depository Services and Credit Rating Services:

References:

1. F. J. Fabozi: Capital Market, PHI
2. Anthony Saunders: Financial Markets: Introductions, TMH.
3. Mein Kohn: Financial Institutions: Markets, Oxford.
4. Investment: Merchant Banking, Indian Institute of Bankers, McMillan.
5. A .C. Fernnado: India Financial System, Pearson.
6. Mishkin, Eakins: Financial Markers+ Institutions. PHI
7. Gerald Krefetz: Stock Market Logic, Vision Books.
8. C. P. Jones: Investment, Wiley.
9. N. Gopalswamy: Capital Market, McMillan.
10. F. J Fabozi: Foundations of Financial Markets: Institution, Pearson.
11. D. G. Luenbergcs: Investment Science, Oxford.
12. Pathak: Indian Financial System, Parsons.
13. Indian Financial System, Tata McGraw hill.
14. Machi Raju: Merchant Banking and Financial Services, Wiley Eastern.
15. S. Gurusammy: Financial Services and Markets, Thomson Publishing Hour.
16. Project Planning Analysis, Selection, Implementation and Review, TMGH.
17. SEBI Guidelines.
18. Tripathy, Financial Services, PHI.

MFC 2.6 INTERNATIONAL BUSINESS

Objective

The objective of the course is to help students understand the conceptual framework of international business and thereof make financial decisions.

Course Input

UNIT-I

Nature of International Business: Relevance of International Business, Process of Internationalization, Collaborative Strategies, Strategies for International Business. Barriers to trade- Tariff and Non- tariff, Trade and International Business.

UNIT-II

International Environment: Economic Environment: Economic System, Structure, FDI, Free Trade, Competition, Privatization, Deregulation, Cultural Environment, Political & Legal Environment.

UNIT-III

Export Import Strategies: Export Challenges, Choice of Entry Mode, Factors Favoring Export, stages of export, Pitfalls, Selection of market, Export Intermediaries, Key Export Documents, Import Strategies, Import documentation, third Party intermediaries- Direct selling, Direct Exporting, indirect selling, Export management and Trading Companies.

UNIT-VI

International Trade Theories: Comparative Cost Theory, theories of Specialisation, Theory of Country size, Factor Proportion Theory, Product Life Cycle Theory, Country Similarities Theory.

UNIT-V

Financing of Foreign Trade and Institutional Infrastructure: Financing of Operation Management of Foreign Exchange Risk, Settlement of International Transaction, Uses of Bills of Exchange, Forfeiting, Letter of Credit & Settlement, Factoring, IMF, World Bank, UNCTAD.

References:

1. International Business- Daniels, Radebaugh & Sullivan, Pearson Education.
2. International Business- Rugman & Hodgetts, Pearson Education.
3. International Business- Bennett, Pearson.
4. International Business Environment- Cherunijam, Himalaya.
5. International Business- Sharan.
6. Justin, P., International Business, PHI.
7. Cherunillum, International Business, PHI.

MFC 2.7 MUTUAL FUND AND PORTFOLIO MANAGEMENT

Objective

The objective of the course is to impart conceptual knowledge and skills relating to mutual fund and portfolio management.

Course Input

UNIT-I

Portfolio: Risk & Return, Measurement & Analysis, Non satiation and risk aversion, diversification, borrowing and lending, utility theory and indifference curves, choice of portfolio and efficient set theorem.

UNIT-II

Portfolio Analysis: market optimization, Sharpe's optimization, significance of Beta in the portfolio, investment objectives, process and policies.

UNIT-III

CAPM: Factor models, APT, Construction of Portfolio, Investment Strategy, execution, assets pricing, revision and measures of return and performance

UNIT-IV

Managed Portfolio: Investment timing, performance measurement and evaluation (different techniques), Foreign Portfolio Investment in India: Issues, Trends, Policies and Techniques.

UNIT-V

Mutual Funds: Concept' Origin, types, Regulation and Operations, Risk Factors, Performance Evaluation.

Reference:

1. SK. Barua, V. Raghunathan and J.R Varma: Portfolio Management, TMC.
2. Elton, Edwin j. and M.J Gruser: Modern Portfolio Theory and Investment analysis, John Wiley & Sons.
3. Graham, Benjamin & Davia L. Dodd: Security Analysis, m. Grow Hill.
4. V.K Bhalla: Investment Management, S. Chand, New Delhi.
5. Fisher, Donald E. Jordan: Security Analysis and Portfolio Management.
6. S. Francis, Jack Clarice: Portfolio Analysis.
7. Sharpe, Alexander, Belly: Investment, Prentice Hall of India.
8. Russel. J. Fuller, Farrel Jr. Modem Investment and Security analysis, M. Grow Hill.
9. Lee Chang, F. Joseph: Security Analysis & Portfolio management.
10. My. Khan: India Financial System, McGraw Hill.
11. Resort A. Strang: Portfolio Construction and Protection.

MFC 2.8 RESEARCH METHODOLOGY AND BUSINESS COMMUNICATION

Objective

This course aims at familiarizing the students with the process and techniques of scientific research and its relevance in the management decision making. This course also aims to help the students to acquire a broad view of communication skills.

Course Input

UNIT-I

Research : Meaning and Objectives, Types of Research,. Role of Scientific Research in functional areas: Finance, marketing, HRD and Production.

Research methodology, Research Process and Defining Research Problems.

UNIT-II

Research Design: Sample Design, Methods and Techniques of Data Collection, Data Processing, Analysis and Interpretation of Data, Use of Statistical Techniques in Analysis and Interpretations.

UNIT-III

Proposal for a Report: Report Writing, Categories of Report, Parts of a Report Presentation of a report, Summer Placement Report.

UNIT-IV

Communication: Process of Communication, Barriers of Communication, Oral Communication Skills, Written Communication Skills.

UNIT-V

Business Skills: Technical Skills, Human Skills, Communication Skills and Written Communication Skills.

Reference:

1. Wilkinson & Bhandarkar, "Methodology & Techniques of Social Research" (Himalaya).
2. Kothary, C.R. "Research Methodology, Methods & Technique" (Wiley Eastern).
3. Bajpai S. R. "Methods of Social Survey and Research" (Kitab Mahal, Kanpur).
4. Hansraj, "Theory & Practice in Social Research".
5. Pannerselvam, Research Methodology, PHI
6. Doobey, Social Survey research, PHI

THIRD SEMESTER

MFC 3.1 FINANCIAL DERIVATIVES AND RISK MANAGEMENT

Objective

This course will familiarize the students in the application of various tools and techniques of financial risk management.

Course Input

UNIT- I

Risk: Definition, types of Risk, Process of Risk Management, The tools of risk Management.

Derivatives, Definition and Evolution of Derivatives, Derivatives Markets, Types of Derivatives, Derivatives markets in India.

UNIT- II

Futures Market: Function of futures market, speculation and hedging, Price, spread and hedging, futures and price stabilization, test of efficiency, Financial futures as a mechanism of risk transference, spot and futures prices.

UNIT- III

Financial Futures: Interest Rate futures, Currency Futures (Foreign Exchange) Stock index futures and Financial Futures in India. Risk Management with Futures, Cost of Carry Model, Index Arbitrage, Purchasing Power Parity Theorem.

UNIT- IV

Options: Terminology and Methodology of Trading, types of Options, Option Pricing, Swaps, types of Swaps, Swaps Valuation, and other Derivatives, Speculation with Options, Risk Management with Options & Futures.

UNIT- V

Regulator Framework of Futures & Derivatives: Regulatory bodies in major International Markets, Regulatory framework in India, Regulatory Instruments and needs, Accounting for Derivative Transactions.

References:

1. John C. Hull : Options, Futures & other derivatives, Pearsons
2. T.V Somanathan : Derivatives, Tata McGraw Hill.
3. Redhead: Financial Derivatives, Prentice Hall.
4. Lasys Walter, Ixinton : Speculation, Hedg & Commodity Price Forecasting.
5. Hill J. and T. Schneeelesis : Risk Reduction, Potential of Financial Futures.
6. Jarrow and Rudd, Irwin: Optional Pricing, Homewood, Irwin.
7. Dubofsky and miller, Derivatives: Valuation and Risk Management, Oxford University Press, New York.
8. Watsham. T. Futures and Options in Risk management, Thompson, Asia.

9. Wilmott. P. The Theory and Practice of Financial Engineering, John Wiley and Sons, England.
10. Gupta, Financial Derivatives, PHI
11. Kumar, Financial Derivatives, PHI
12. Cox, J. and Rubinstein M. "Options Market" PHI.
13. Tucker, A.L. "Financial Futures, Options and Swaps" West Publishing Co, St Paul Minn.

MFC 3.2 INTERNATIONAL FINANCE

Objective

This course will help the students understand conceptual framework of international finance and use in making financial decisions.

Course Input

UNIT- I

Internationals Monetary and Financial System: Importance of Internationals Finance; Bretton Woods Conference and afterwards, IMF and the World Bank; European Monetary System.

Balance of Payment and International Linkages: Components; International flow of Goods, Services and Capital; Coping with current account deficit.

UNIT- II

Foreign Exchange Markets: Determining Exchange Rates; Fixed and Flexible Exchange Rate System; Exchange Rate Theories; Participants in the Foreign Exchange Markets; Spot Markets; Exchange Rate Quotes; LERMS; Factors affecting Exchange Rates-spot rates, forward exchange rates, forward exchange contracts.

UNIT- III

Foreign Exchange Risk: Transaction Exposure, Translation Exposure and Economic Exposure;

Management of Exposures-internal techniques, netting, marketing, leading and lagging, Pricing Policy, Asset and liability Management and techniques.

Management of Risk in Foreign Exchange Markets: Forex Derivatives- Swaps, Futures and Options and Forward Contracts.

UNIT- IV

International Capital and Money Market Instruments; GDRs, ADRs, Eurobonds, Euro loans, Repos, C.P.s, Floating Right Instruments, Loan Syndication and Euro Deposits.

UNIT- V

Multilateral Financial Institutions: Role of IMF, IBRD and other Development Banks; International Investors and Foreign Investment Institutions.

Current Developments: International Indebtedness; Capital Account Convertibility- Pros and Cons; Innovations in International Financial Instruments.

Reference:

1. Apte, P.G. International Financial Management, Tata McGraw hill, New Delhi,
2. Buckley, Adrian; multinational Finance, Prentice Hall, New Delhi.
3. Eitman D.K. and A.I Stonehill, Eitman, Multinational Business Cash Finance, Addison Wesley, New York.
4. Sharan V. International financial Management PHI, New Delhi.
5. Clark, E, International Financial, Thompson.
6. Henning C.N.W Piggott and W.H Scott: International Financial Management, McGraw Hill, International Edition.
7. Levi, Maurice D: International Finance, McGraw Hill, International Edition.
8. Rodriquefe R.M. and E.E. Carter: International Financial Management, Prentice Hall, International Edition.
9. Shaprio Alan C: Multinational Financial Management, Prentice Hall New Delhi.
10. Yadav S, P. K. Jain and Max P. Foreign Exchange Markets, Macmillan, New Delhi.
11. Zeneff D. and J Zwick: International Financial Management, Prentice Hall International Edition.
12. O' Connor DJ, Bueso AT: International Dimensions of Financial Management; Macmillan, New Delhi.
13. Pilbeam Keith: International Financial Macmillan Press, Hong Kong.
14. Melvin "International Money and financial Money and Finance "Pearson, New Delhi.

MFC 3.3 IT FOR MANAGERS

The objective of this course is to provide an understand of computers, computer operating system, and application of relevant software in managerial decision making.

Course- Input

UNIT-I

Modern Information Technology: Basic idea of Local Area Networks (LAN) and Wide Area Networks (WAN), E-mail, Concept and evolution of Internet, access devices, concept of a World Wide Web and internet browsing.

UNIT-II

Introduction to E-Commerce: Meaning and Concept; Electronic commerce versus traditional commerce: E-commerce and E-business; Business applications of e-commerce; Need for e-commerce, E-commerce models, Electronic Payment Systems: Special features required in payment systems for e-cheques, credit cards, smart cards, electronic purses and debit cards; Security in e-commerce.

UNIT-III

Financial Application of Spread Sheets: working with EXCEL – formatting, Financial functions, chart features, working with graphics in Excel. SPSS Applications.

UNIT-IV

Introduction to Accounting Packages: Company Creation, Group and Ledger Creation, Voucher Entry, Maintenance of accounting books and final accounts, financial reports generation. Practical Knowledge on Tally Package.

UNIT- V

Management Information System:

1. Diennes, Sheila S: Microsoft Office, Professional for Windows 95, Instance reference, BPB Publication, Delhi
2. Mansfield, Ron: The Compact guide to Microsoft office, BPB Publication, Delhi.
3. Norton, Peter: Working with IBM-PC, BPB Publication, Delhi.
4. O' Brian, J.A: Management Information Systems, Tata McGraw Hill, New Delhi.
5. Ullman, JO: principles of Database Systems, Galgotia Publication New Delhi.
6. Mudrick, Rose and Clapet, Information System for Modern Management, PHI.

MFC 3.4 STRATEGIC MANAGEMENT

Objective

The objective of this course is to enhance decision making abilities of students in situation of uncertainty in a dynamic business environment.

Course Input

UNIT- I

Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic Decision making; Mission and purpose, objectives and goals; Functional level strategies.

Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organisational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

UNIT- II

Strategy Formulation and Choice of Alternatives: Strategies- stability, growth, modernization, diversification, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Factors affecting strategic choice; Generic competitive strategies-cost leadership, differentiation focus, value chain analysis, bench marking.

UNIT- III

Functional Strategies: Marketing, production/operations and R&D Plans policies. Personnel and financial plans and policies.

UNIT-IV

Strategy Implementation: Inter-Relationship between formulation and implementation; Issues in strategy implementation; Resource allocation.

Strategy and Structure: Structural: considerations, structures for strategies Organisational design and change.

UNIT- V

Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation; and control, Problem in management and evaluation,

Global Issues in Strategic Management,

References:

1. David, "Strategic Management" PHI New Delhi.
2. Bhattachary, S.K. and N.Ventramin: Managing Business Enterprises: Strategies, Structure and System, Vikas Publishing House, New Delhi.
3. Budhiraja, S.B and M. B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
4. Christensen, C. Roland, Kenneth Andrews. Joseph L. Bower, Rochard G. Hamermesh, Michael Efarter Business Policy: Text and Cases, Richard D. Irwin, Inc, Homewood.
5. Coulter, Mary K: Strategic Management in Action, Prentice Hall New Jersey.
6. David, Fred R: Strategic Management Prentice Hall, New Jersey.
7. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw Hill. International Edition.
8. H. Igor, ansoff: Implanting Strategic Management, Prentice Hall. New Jersey.
9. Kazmi, Azhar: Business Policy, Tata McGraw Hill, Delhi.
10. Michael, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi.
11. Mintzberg henry and James Brian Quinn: The Strategy Process, PH, New Jersey.
12. Newmann Willaiam h. and James P. Logan: Strategy, Policy and central Management, South Western Publishing Co. Cincinnati, Ohio.
13. Sharma R.A.: Strategic Management The India Companies, Deep and Deep Publications, New Delhi
14. Srinivasan: Strategic Management- The Indian Context-PHI.
15. Aswathappa. K. and Reddy G.S., Business Environment for Strategic Management, Himalaya Publishing House.
16. Gosh P.K. Strategic Management and Business Policy, Sultan Chand.
17. Gupta, Golakata and Srinivasan, Business Policy and Strategic Management, PHI

MFC 3.5 TAX PLANNING AND MANAGEMENT

Objective

To provide a conceptual idea about the various provisions of the Income Tax Act. Related to the corporate sector and study the implications of these provisions on the tax planning of the companies.

Course Input

UNIT-I

Corporate Tax in India, Assessment of Corporate Assessment Concept of Tax Planning. Tax Management.

UNIT-II

MAT, TDS, Advance Payment Tax, Self assessment, Tax Planning as Residential Status, Specific Management decision, Make or Buy, Lease or Own, retain or replace, Shut down or Continue Double taxation relief.

UNIT- III

Tax Planning, With reference to: Depreciation, Capital gain, House Property, Amalgamation & Merger.

UNIT-IV

Tax Planning for settling up new undertaking: Basis of Location, Basis of nature of Business.

Foreign Collaboration and Tax Planning: Technician fees, Royalties.

UNIT-V

VAT, Rationale, Procedure of Calculation, Securities Transaction Tax, Banking Transaction Tax, Fringe benefit Tax, Service Tax.

References:

1. R.N. Lakhotia and Subash Lakhotia, "Tax Planning for non-resident Indians" Vision books (P) ltd.
2. R.N.Lakhotia, "Corporate Tax Planning", Vision books (P) ltd.
3. Singhanian, V.K.: Direct Taxes: Law and Practice, Taxman's Publication. Delhi.
4. Bhagabati Prasad, "Direct Tax Laws & Practices"

MFC 3.6 MARKETING OF SERVICES

Objective

The objective of this paper is to get the students conceptually clarified and getting them being acquainted with applications of the marketing concepts and strategies to services.

Course Input

UNIT-I

Introduction to Services: Meaning, definition, features and classification of services, Products Vs. Services; Economic development, Evolution & Growth of Service sector in India; Services Marketing Elements; Services Marketing Triangle; Strategic Planning; Factors stimulating the transformation of service economy.

UNIT-II

Services Marketing Planning: Service Marketing Research; Service Marketing Planning, Market Segmentation (STP) and Positioning; Consumer Behavior, Customer Expectations and Perception; Managing Demand of Services: Service Encounter Management; Strategic Service Marketing and developing Service Competitive Advantage (SCA).

UNIT III

Services Marketing Strategies: Gap Model and Service Quality Management; Service Expectations and Service Product Planning, Blue Printing and Interactive marketing : Pricing of Service Location and Placement of Services; internal and External Marketing.

UNIT-IV

Customer Relationship Management: Managing people, process and Physical Evidence; Basics of Customer Relationship Management-Understanding Customers Expectations, Perceptions and Building Customers Relationship. Service Recovery and Managing Customer Waiting Lines and Reservation.

UNIT- V

Marketing of services in India: Financial services, Tourism services, Education and Professional Services. Health services and I.T. & Communication services.

References:

1. Lovelock, C. "Services Marketing," Pearson Education Inc, New Delhi.
2. Zethimal, V.A. and Bitner, M.J. "Services Marketing" Tata McGraw Hill, New Delhi.
3. Shajahan, S, "Services Marketing" Himalayan Publishing House, New Delhi.
4. Rao, R. "Services Marketing" Pearson Education Inc, New Delhi.
5. Jha, S.M. "Service Marketing" Himalayan Publishing House. New Delhi.
6. Shanker Ravi, "Services Marketing" Excell Book. New Delhi.
7. Apte, G "Services marketing", oxford Publication, New Delhi.
8. Dyche, Jill, The CRM Hand Book" Pearson Education Inc, New Delhi.
9. Mukharjee, Kaushik, "Customer Relationship Management", PHI Publication, New Delhi.
10. Balaji, B. "Service Marketing & Management", S Chand & Company Ltd, New Delhi.
11. Mohamed, H.P. "Customer Relationship Management", Vikas Publishing House, New Delhi.
12. Avbdhani, V, "Marketing of Financial Service" Himalayan Publishing House, New Delhi.
13. Jha, S.M, "Social marketing", Himalayan Publishing House. New Delhi.

MFC 3.7 CORPORATE RESTRUCTURING AND FINANCIAL ENGINEERING

Objective

The objective of the present course is to provide the necessary knowledge and making the students aware of the various issues involved in M & A including corporate to provide elementary knowledge, relations and the concepts of financial engineering to the students.

Course Input

UNIT -I

Introduction: Concept, rational, types and motives of merger and Acquisition, Theories of merger, sources of value creation in merger & acquisition, Emerging trends and challenges in M & A market.

UNIT -II

Understanding Target Companies: Valuation: Different methods of valuation of Target co. & the firm. Fixation of exchange ratio. Measurement of cost & gains from M & A Financing m & A, methods and risk.

UNIT- III

Corporate Restructuring & Strategic alliances : Spin offs, Equity carve outs, stock splits, joint venture, share repurchase, LBO, MBO, International merger & restructuring.

UNIT-IV

Bid Strategies and Tactics: Defenses against take over, Evaluating merger performance, Post merger activities, Regulations of merger & acquisitions, Role of institutional players in M & A.

UNIT- V

Financial Engineering: Concept, Scope & features driving forces, financial engineers – conceptual & physical tools, innovation in debt & equity market, hybrid Securities, Future trends & challenges to Financial Engineering.

References:

The students are directed to keep in touch with the recent developments in the relevant areas by referring the journals, news papers and magazines. In addition, they should refer to the following books.

1. Weston, Size & Johnson- Takeover, restructuring and corporate Governance “Pearson education.
2. S. Shiva Ramu- Corporate growth through merger and acquisition response books.
3. Krekel, vander & Wouterse “Merger: An European approach to Techniques “business books limited.
4. Short Robert: Business Merger” Prentice hall Inc.
5. Mason, Merton, Period & Tufano” cases in financial engineering: Applied studies in financial Innovation” Prentice Hall.
6. Weston J. Fred “The role of merger in the growth of large firms” Green wood press.
7. P.S Sundarsanam “The essence of merger & acquisitions “PHI.
8. Buono & James “The human side of M & A” Jossey Bass publishers.
9. Verma J.C. “Bharat’s corporate merger & takeover” Bharat publishing House.
10. Hunt, Less, Grumbler & Vivians “Acquisitions- The Human Factor” London Business school.
11. Gaugham P.A. “Merger of Acquisition” Harper Collins.
12. Wright, Thompson, Chaplin & Robbie” Buy-ins and Buy onts” Graham & Trot man.
13. Weston, Chung & Hoag “Merger, restructuring & corporate control” PHI.
14. Marshall & Bansal “Financial engineering: A complete guide to financial innovation” PHI.
15. Sudi Sudarsanam “Creating value from merger and acquisitions: The challenger” person education.

MFC 3.8 TRAINING REPORTS

FOURTH SEMESTER

MFC 4.1 STRATEGIC FINANCIAL MANAGEMENT

Objective

The objective of the course is to examine role of the finance managers in the management of Strategic financial position of the firm. The strategic choice in investment and financing which enhance the share holder's value been inducted in the course.

Course Input

UNIT- I

Introduction: Concept of Strategic Financial Management: Type of Financing and Investment Strategy, Strategy Component, Inter-relation between strategic choices, Strategic Financial Planning Process, Types of Strategic Financial Plans, Forecasting financial positions.

UNIT- II

Management of Long Term Growth: Expansion strategy, Divestment strategy, Determinants of success in the Growth Strategy, Impact of inorganic growth on corporate stake holders, Financing the long term growth.

UNIT- III

Management Global Finance: Domestic Financial Management Vrs. International Financial management, Capital Account Convertibility, International Financial market. International Investment Decisions, Role of International Financing institution, Risk Associated with International financing and Investment operations.

UNIT- IV

Innovations in Financial Instruments: Sources of innovation, Characteristics and pricing of common stock and Bonds. Valuation of financial Securities: Hybrid Securities.

UNIT- V

Emerging Area in Strategic Financial Management: Corporate Risk Management, Corporate Governance, Managing Private Equity and Venture Capital Management of Financial Distress.

References:

1. Joseph. P. Ogden, Frank. C.jen and Philip. F.O' Conner: Advanced Corporate Finance: and Strategies, Pearson Education.
2. E.J Mclancy: "Business Finance: Theory and Practice" Pearson Education.
3. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing.
4. Atrill. P. Financial Management for Non-specialists, Prentice Hall.
5. Brealy, R.A and Myers, S. The Principle of Corporate Finance, McGraw Hill Internal.
6. Cooper, Kaplani and E: Mastering Finance, Financial Times.
7. Lery. H and Samet, M: Principles of Financial Management, Prentice Hall.
8. Lery. H and Samet, M: Capital Investment and Financing Decisions. Prentice Hall International.
9. Lumby, S: Investment Appraisal and Financing decisions, Chapman and Hall.

10. Samuels, J.M, Wirkes, F.M. and Bryshaw. R.E: management of Company Finance, Chapman and Hall.
11. Ross, Wester field and Jaffe: Corporate finance: Principles & Practice, Pearson Education.
12. Watson and Head: Corporate Finance: Principles & Practice, Pearson Education.
13. Brigham and Houston: Fundamentals of Financial Management, Thompson

In addition, the students are expected to refer to RBI Bulletins, Economic times and Other Business newspapers and Finance related journals and Magazines on a regular basis to keep themselves update about the recent developments.

MFC 4.2 CORPORATE GOVERNANCE AND BUSINESS ETHICS

Objective

The objective of the paper is to provide a theoretical understanding of the issues involved in corporate governance and business ethics from the perspective of a company manager engaged in welfare of the stakeholders.

Course Input

UNIT- I

Corporate Governance (CG): Meaning, Historical Perspective, Issues in CG, Theoretical basis of CG, CG mechanism, CG Systems, Good CG.

UNIT- II

Landmarks in the Emergence of CG: CG Committees, World Bank on CG, OECD Principles, Sarbanes, Oxley Act, 2002, Indian Committees and Guidelines, CII Initiatives.

UNIT- III

Agents & Institutions in CG : Rights & Privileges of shareholders, Investors Problems & Protection, CG & other Stakeholders, Role Of Regulators & Government

UNIT-IV

Business Ethics: Importance & Need for Business Ethics, Unethical behavior & issues, Corporate Governance Ethics, Ethics in Global Business,

UNIT- V

Ethics and CSR: Importance & Scope of CSR, Social Responsibility & Indian Corporations, Environmental Concerns, Ethics in the Business Decisions.

References:

1. Femado A.C. Corporate Governance, Pearson Education.
2. Hartman L.P. Business Ethics, Tata McGraw-Hill.
3. Agalgatti b. H. & Krishna S. Business Ethics, Niraj Publication.
4. Prasad, Corporate Governance, PHI
5. Valesqueze, Business Ethics, PHI.
6. Das, Corporate Governance in India,

MFC 4.3 COMMODITY MARKETS AND FUTURES

Objective

The objective of the course is to acquaint the students with the concepts of commodities futures and markets.

Course Input

UNIT- I

Commodity Market: Concepts, Characteristics, Types of commodity markets in India, Organized, unorganized and regulated markets, Commodity exchange and the type of commodity's traded in India.

UNIT- II

Commodity Futures: Concepts, spot and future transactions, Origin of forward contracts, characteristics & requirement of futures markets, types of exchanges and futures, margin & players, Contract innovation and success.

UNIT- III

Futures Market & Prices: Contract innovation, electronic futures trading, Basis and Spread, Model of Futures Prices, Arbitrage and cost of carry models, Future prices and expectations, Futures prices and risk aversion.

UNIT- IV

Agricultural, metallurgical and other future contracts using futures markets: Price discovery, Speculation and hedging, Commodities with seasonal production and consumption stability.

UNIT- V

Regulation of Futures markets: Regulatory instruments in India, Issues in regulation, FMC, NDE, MCX & other exchanges.

References:

1. Stanton, Fundamentals of Marketing, Tata McGraw Hill.
2. Kotler P. marketing Management, PHI.
3. Robert W. Kolb, Future Markets, PHI
4. Lexington, Mas D.S Heota & Co.: Speculatra, hedging & Commodity Price Forecasting.
5. Pring m.J.: hard book of Commodity and Futures, McGraw Hill.
6. P. Rithken, Oprion: theory, strategy and Application, Foresman and Co.
7. S. Telser, Chicago bord of Trade: Returns to Speculators, CBOT.
8. L. Venkatramanan, The Theory of Futures Trading- Asian Publishing House.
9. J.Williams, The Economic Function of Futures Market, Cambridge University Press.
10. Kleinman G., Commodity Futures and Options, Taxman.
11. Kolb R., Option: An Introduction, Miami, Kolb Publishers.
12. Hull, Options, Futures, and Other Derivatives, PHI.

MFC 4.4 RETAILING & BRAND MANAGEMENT

Objective

The objective of this course is to facilitate understanding of the conceptual aspects of Retail Management, supply Chain management and Brand management.

Course Input

UNIT- I

Introduction to Retailing: meaning, importance, Recent trends, Retail management Decision Process, Types, Opportunities.

UNIT- II

Retailing Management Decision: Retail market Segmentation and Location study, Retail Customer buying Behavior; Retail marketing strategy; Retail Locations and site selection.

UNIT- III

Strategic Retail Marketing: Product and merchandise management, Pricing Strategies, Communication- Mix and Retailing Promotion; Store layout and management; Servicing Retail Customers.

UNIT- IV

Supply Chain Management: Fundamentals of SCM; Demand Management, Operation management; Logistic Management, Procure management; information and Technology; Performance Management and Control.

UNIT- V

Brand management: meaning and Importance types, brand Planning; brand Positioning; Brand Equity.

References:

1. Burman, Barry, Evans, J.E. "Retail management", Pearson Education New Delhi.
2. Levy, Michael, Weitz, a, Barton, "Retail management", Tata-McGraw Hill New Delhi.
3. Pradhan, Swapna, "Retail management" Tata-McGraw hill, New Delhi.
4. Gilbert, D., "Retail management" Pearson education, New Delhi.
5. Bajaj, C., Tal Rajnish., Srivastava, Nidhi. "Retail management" Tata-McGraw Hill, New Delhi.
6. Taylor, David A, "Supply Chain management", Pearson education, New Delhi.
7. Alteker. R.V., "Supply Chain management: PHI Publishing House, New Delhi.
8. Handfiled, R.B., Nicholas, E.L., "Supply Chain Redesign", Pearson Education, New Delhi.
9. Ogden,J.R., "Integrated Retail management" Biztantra publication.
10. Chunawalla., S.A., "Brand Management", Himalayan Publishing house. New Delhi.
11. Henry, D., "brand management", Himalayan Publishing house, new Delhi.
12. Ramesh Kumar, S, "marketing and Branding", Pearson.
13. Education, New Delhi.

MFC 4.5 BUSINESS AND CORPORATE LAW

Objective

The objective of this course is to familiarize students with the relevant provisions of various laws influencing business.

Course Input

UNIT- I

Indian Contract Act. Negotiable instruments Act. Indian Stamp Act. Copy Right Act.

UNIT- II

MRTP Act, Indian Competition Act 2002, Consumer Protection Act, Patent Act.

UNIT-III

Workmen Compensation Act, sick Industries Companies Act.

UNIT- IV

FERA and FEMA- 2000, Exim- Policies.

UNIT-V

Securities and Exchange Board of India: (Amendment) Act. Indian Companies (Amendment) Act. Information Technology Act, Trademark Act.

References:

1. Avadhani V.A: SEBI Guidelines and Listing of Companies, Himalaya Publishing house, Delhi.
2. Indian Contract Act, 1872.
3. SEBI Act 1992, Nabhi Publication, Delhi.
4. Securities (Contract and Regulation) Act, 1956.
5. Taxman's Company Act, (Latest), V.S Datey.
6. Taxman's masters Guide to Companies Act, 1998.
7. Taxman's mercantile Law,(latest).
8. The Companies Act, 1956.
9. The negotiable Instruments Act. 1881.
10. Singh, Avtar, Law Relating to Monopolies, Restrictive and Unfair Trade Practices, Eastern Book' Co.
11. Bhandari ML: Guide to Company Law Procedure- Vols I,II and III; Jain Book Agency, New Delhi.
12. Ramaiya A; Guide to Companies Act; Wadhwa Publishing, Nagpur.

MFC 4.6 ACCOUNTING STANDARDS AND CORPORATE REPORTING

Objective

To provide an understanding of the accounting standards of ASB and IASB, and to study the corporate reporting practices in India.

Course Input

UNIT-I

Accounting Standards: Meaning and Importance, Historical development,

Accounting Standards in India: Objectives, Process of Standard Setting, Scope of Accounting Standards.

UNIT- II

Brief Idea: About first fifteen accounting standards developed by ASB. (Special emphasis on AS-1, 2, 3, 6,10and14)

UNIT- III

Brief Idea: About other Accounting Standards, Developed by ASB. (Special emphasis on AS-17.18.20.21.25and28)

UNIT- IV

IASB & IFRS: International Accounting Standards, Need for harmonization and standardization, US GAAP.

UNIT- V

Corporate Disclosure: Annual Reports: Directors Report & Auditors Report, accounting Reports, Modern Trends in Corporate disclosure.

References:

1. N.Das Gupta: Accounting Standards: Indian International, Sultan Chand.
2. L.S. Porwal: Accounting Theory, Tata McGraw.
3. S. Rathore: International Accounting, Tata McGraw Hill.
4. E.R. Brown lee II, K.R. Ferris & M.E. Haskins: Corporate Financial Reporting, Irwin.
5. D.S.Rowat: Students Guide to Accounting Standards, Taxman.
6. A.K. Basu (University of Calcutta): International Accounting harmonization.
7. Jawahar Lal, Corporate Financial Reporting, Taxman.
8. Das Mohapatra, International Accounting, PHI.

MFC 4.7 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Objective

The objective of the Present course is to sensitize the student about then role of SME sector in the economic development of the country. The present course also include discussion on various functions of a small scale units including tools and techniques of project preparation and appraisal.

Course Input

UNIT- I

SME; Enterprise Evolution & function; Definition of SSI Unite and SSI units Entrepreneur, Scope and Objective of SSI Units, Advantages & short comings of Small Industries, Small Industry and economic development, Developing Entrepreneurial Skill.

UNIT-II

Project Management: Project and Project management, Project Identification, Project Formulation, Project.sss