

SKB University
Department of Commerce
M.Com CBCS Syllabus (Revised)

Organization Behaviour and Human Resource Management

Paper Code: MCOMCCT-101

Full Marks: 50

Module I (25 Marks): Organization Behaviour

1. **Introduction to Organisational Behaviour:** Organisational Behaviour– Concept, Significance; Organisational Behaviour Model,
2. **Individual and Group Level Variable:** Ability; Attitudes; Perception; Learning; Personality; Values. Definition, Types of Groups, Group Formation; Group Behaviours: Norms; Cohesion, Role; Group Decision Making: Techniques
3. **Organisational Level Variables:** Organizational structure, organizational Culture- Functions, Creation of Culture, Learning Cultures; Organisational Conflict: Traditional and Modern views of Conflict, Functional and Disfunctional Organisational Conflicts, Sources, Types of Conflict, Resolution of Conflict; Stress: Definition; Sources; Management of Stress,

Module II (25 Marks)

Human Resource Management

Unit 4: Introduction to Human Resource Management: Conceptual Framework of HRM, Trends Shaping HRM, Models of HRM, Decent Work, Recent Trends in HRM, Human Resource Planning, Recruitment & Selection.

Unit 5: Training, Development and Performance Management: Training Needs Analysis, Approaches to Training Needs Analysis, Training & Development Methods, Rationale for Evaluation, Types of Evaluation Techniques & Instruments, Performance Management, Performance Management Cycle, Performance Appraisal: Methods, Potential Appraisal, Competency Mapping.

Unit 6: Industrial Relations (IRs): Industrial Relations, Industrial Disputes, Employee Discipline, Morale and productivity, Employee Empowerment, Worker's Participation in the Management, Collective Bargaining, Trade Union, Industrial Dispute.

Corporate Reporting

Paper Code: MCOMCCT -102

Full Marks: 50

Module I (25 Marks)

1. Method of setting accounting standards, Economic and political issues in accounting standard setting.
2. Globalization of accounting standards, IFRS and its role.
3. Extension of the boundary of corporate reporting – limitations of GAAP reporting – Social Environmental reporting – Accounting and Reporting of Intellectual Capital.

Module II (25 Marks)

4. Fair Value Accounting
5. Disclosure in Company Accounts and Corporate Social Responsibility, Sustainability Reporting, Business Responsibility Reporting, Global Reporting Initiative (GRI)
6. Integrated Reporting.

International Business and Finance

Paper Code: MCOMCCT- 103

Full Marks: 50

Module I (25 Marks) International Business

1. **Introduction to International Business:** Concept, nature, scope and Importance of international business; Theories of international trade –absolute advantage, comparative advantage, H-O theory, Linder theory; Balance of Payments (BOP)- Principles of BOP Accounting, Components of BOP, Significance of Equilibrium and Disequilibrium in BOP, India's BOP and Economic Performance, Capital and Current Account Convertibility.
2. **Vehicles of International Business:** Concept of MNCs; Foreign Direct Investment and Cross-Border Acquisitions; Major Vehicles of FDI – costs and benefits of FDI to host and home countries; Modes of entry to a foreign market; Regionalism vs. Multilateralism; some important regional economic arrangements like EU and NAFTA, SAARC; Multilateralism and WTO.
3. **Foreign Exchange Market and Exchange Rate Determination:** Demand and Supply of Foreign Exchange –Exchange Rate – Devaluation and Up valuation of Domestic Currency – Different Exchange Rate Regimes and their Mechanism, Theories of Determination of Exchange Rate– Purchasing Power Parity, Interest rate Parity.

Module II (25 Marks) International Finance

4. **Introduction to International Finance:** International money and capital markets; International Monetary System; International Financial Markets; The Euro Markets; International economic institutions - IMF, World Bank, UNCTAD, Asian Development Bank.

5. Foreign Investment Analysis: International Portfolio Investment ; International Capital Budgeting; International Working capital Management- Current Asset Management – Financing Current Assets.

6. International Transfer Pricing and International Taxation: Concept and mechanisms of International Transfer Pricing, ALP; Concept and Issues of International Taxation- Double Taxation, Tax havens, Tax Treaties, Methods to avoid double taxation.

Marketing Management

Paper Code: MCOMCCT- 104

Full Marks: 50

Module-I

Unit-I: Customer's Need and Satisfaction, Marketing Concept, Selling vs Marketing, Marketing Environment, Factors influencing Buying Behaviour; Buying Decision Process; Market Segmentation, Marketing Mix. Concept on MIS

Unit-II: Product Management:

Concept of Product - Classification of Products - Product Levels– Product Mix - Product Mix Decisions - New Product – New Product Development Stages – Reasons for New Product Failure - Product Life Cycle Stages and Marketing Implications - Branding - Packaging & Labeling.

Unit-III: Price Management:

Pricing – Objectives of Pricing – Role of Price in Marketing Mix – Factors Influencing Price – Pricing under different competitive conditions – New Product Pricing - Skimming and Penetration Pricing – Pricing Methods – Cost based – Demand based – Competition based– Product line Pricing – Pricing strategies.

Module-II

Unit-IV: Marketing Communication

Promotion – Significance – Promotion Mix – Advertising – Objectives – Media – Media selection – Budget - Types of Advertising – Advertising Effectiveness, Publicity and public Relations, Personal Selling – Nature – Steps in Personal Selling. Direct Marketing – Forms of Direct Marketing.

Unit-V: Marketing Channel and Retailing:

Marketing Channels: Nature – Channel Levels - Channel Structure &. Participants – Functions Marketing Intermediaries - Channel Design Decisions - Channel Conflict and Resolutions - Online Marketing - Online Marketing Channels – objectives – Merits – demerits –Retailing: Meaning – Significance – Emerging trends – forms of retailing – formats of retail stores.

Unit-VI: Emerging Issues in Marketing-Service Marketing, Rural Marketing, Green Marketing, Social Marketing, Global Marketing

Financial Institutions and Markets

Paper Code: MCOMCCT- 105

Full Marks: 50

Module I (25 Marks) Financial Institutions

1. **Financial System - An overview:** Meaning and components of the Financial System; Role of Financial Institutions (FIs) in Financial System; Financial Systems and Development; Major issues in the Indian Financial System.

2. **Financial Institutions:** Banks- Apex Bank, Scheduled Commercial Banks, RRBs, Co-operative Banks, Private Banks and others , Credit Institutions; Development Financial Institutions; NBFCs: Types and Regulatory Authorities; RNBCs; Mutual Fund Institutions. Microfinance Institutions.

3. **Insurance:** Concept, Functions, Characteristics of Insurance, History of Insurance in India, Life Insurers and Non-life Insurers registered in India, Various life insurance products offered by LIC, Concept of Reinsurance, Scheme of Insurance Ombudsman.

Module II (25 Marks) Financial Markets

4. **Money Market and Capital Market:** Concept of Money Market, Difference between Money Market and Capital Market, Money Market Instruments –Treasury Bills, Commercial Papers and Certificates of Deposits –their features. Securities and Securities Market; Role of Securities Market in a Country's Economy; Structure of Indian Capital Market; Instruments Usually Traded In Capital Market; SEBI and its Functions and Role.

5. **Primary Market – Intermediaries and Activities:** Primary Market Intermediaries – Merchant Bankers, Lead Managers, Underwriters; Bankers to an Issue; Registrars to an Issue and Share Transfer Agent. . Primary Market Activities / Procedures – Pricing of Issues; IPO, FPO and OFS, Book Building Process – Concept, various terminologies used, various categories of investors, green shoe option; ASBA facility. Depositories & Depository Participants. Demat Accounts , Delivery Instruction Slips, Annual Maintenance Charge, Basic Services Demat account (BSDA) , Nomination of Shares and Transmission of Shares.

6. **Secondary Market (Stock Exchanges):** Role of Stock Exchanges in Security Trading; Role of Brokers and Sub-Brokers in Security Trading; Major Stock Exchanges in India - BSE, NSE; Concept of Stock Market Indices including sectoral indices; Listing of Securities on a Stock Exchange; Clearing and Settlement; Present Screen-Based Computerized Trading; Scrip-less Trading;

Business Ethics and Corporate Governance

Paper Code: MCOMCCT- 106

Full Marks: 50

Module I (25 Marks) Business Ethics

- 1. Introduction:** Meaning of ethics, difference between ethics and law. The nature of business ethics; the relationship between business ethics, corporate governance and ethical leadership; Kohlberg's six stages of moral development; various levels of ethical analysis.
- 2. Ethical Principles in Business:** The teleological approach; the deontological approach; the virtue ethics approach; universalism versus ethical relativism. Characteristics of Business Ethics. Ethical principles for Business Executives.
- 3. Business Ethics as a Strategic Response:** corporate philosophy; stakeholder theory versus stockholder theory.

Module II (25 Marks) Corporate Governance

4. Introduction: Historical background of corporate governance in India, Agency theory versus stakeholder theory, Concept and core principles of corporate governance.
5. Concept of Corporate mis-governance: some recent examples – Factors responsible for such mis-governance – Lessons from corporate failures around the globe, Legal and Regulatory framework of corporate governance.
6. Companies Act, 2013 with respect to improving quality of corporate governance practice, Clause 49 of the Listing Agreement (SEBI). Corporate Governance Report as a part of Annual Report of a Company – its major contents. Difference between corporate social responsibility and corporate governance.

SEMESTER-II

Strategic Management and Operations Management

Paper Code: MCOMCCT -201

Full Marks: 50

Module I: Strategic Management (25 Marks)

- 1. Introduction:** Concept of strategy; Strategic management process; levels of strategy, Importance of Strategic Management.
- 2. Strategic Position – External and Internal Analysis:** Concept of industry, Porter's Five Forces Model; strategic groups; industry life-cycle analysis; macro environment competencies and resources; competitive advantage; analyzing competitive advantages and profitability; value-chain analysis.
- 3. Functional–Level Strategy and Business-Level Strategy, Implementation of Strategy:** organizational design; control systems; organizational culture; strategic leadership for competitive advantage.

Module-II Operations Management

Unit-1 Basics of Operations Management: Introduction, scope and need of Operations Management; Operations Planning- capacity requirement planning , facility location , facility layout, Material requirements planning; Product Design; Process Design; Measurement techniques of productivity index; TQM basic tools.

Unit-2. Production Planning: Introduction; Job Allocation (Assignment Technique), Scheduling Queuing Models, Simulation and Line Balancing; Optimum Allocation of resources; Transportation Model and Linear Programming Technique; Learning Curve.

Unit-3. Spares Management and Project Management: Break down Maintenance; Preventive Maintenance; Routine Maintenance; Replacement of Machine; Spare Parts Management; Project planning; Gantt charts; PERT and CPM.

Income tax Procedures and Practice

Paper Code: MCOMCCT – 202

Full Marks: 50

Module I (25 Marks)

Direct Tax

1. Domestic Company – meaning and tax rates. Foreign Company – meaning and tax rates. Heads of incomes applicable to companies. Residential status of a company. Minimum Alternate Tax . Concept of tonnage tax and computation of tonnage income.
2. Tax on Capital Gains, Set off and carry forward of different types of losses including capital loss . Carry forward of losses in the case of reconstitutes entities.
3. Assessment Procedure, Returns, Assessments, Advance Payment of Tax, Filing of Returns in the cases of individual and corporate assesseees. Faceless Assessment Scheme.

Module II (25 Marks)

4. PAN – concept and application procedure for obtaining PAN by an individual and a company. TAN- concept , how to apply for TAN , its issuing authority, difference between TAN and TIN. Different forms for filing returns, Types of return, Scheme of furnishing electronic return (e-filing).
5. Type of deductors and Payment of TDS/TCS, Download, Preparation and Validation: E-TDS:24Q, 26Q,27Q, 27D, 27EQ and 24G.
6. Download & Preparation-Form-16, Form-16A,Form -16B, Form 16C, Form 26 AS, & others from www.tdscpc.gov.in & Conversion to PDF, E-Tutorial

Indirect Tax Laws and Procedures

Paper Code: MCOMCCT - 203

Full Marks: 50

Module-I

Unit 1: GST: Introduction to GST, Registration under GST, Supply under GST, Exemption, Place of Supply.

Unit 2: Time and Value of Supply: Introduction, Relevant definitions, Time of supply of Goods, Time of supply of Services, Value of supply of Goods, Value of supply of services.

Unit 3: Input Tax Credit:

Relevant definitions- Eligibility and conditions for claiming credit – Apportionment of credits and blocked credit – Credit on Capital goods – Availability of credit in special circumstances – Transfer of Input tax credit – Claim of Input tax credit – Matching, reversal and reclaim of Input tax credit, Recovery of Input tax credit and interest there on – Problems on claiming Input Tax Credit and Assessment of Tax Liability.

Module-II

Unit 4: Procedure Under GST: All procedures including registration, tax invoice, credit and debit notes, electronic way bill, accounts and records, GST Returns (GSTRs), payment of tax including reverse charge, refund, job work-Provisions relating to electronic commerce.

Unit 5: Administration of GST; Assessment and Audit- Inspection, Search, Seizure and Arrest Demand and Recovery-Offences and Penalties-Advance Ruling- Appeals and Revision.

Unit 6: Customs Act, 1962:

Introduction to customs duty - Customs Procedures – levy and collection of customs duty exemptions from customs duties – Valuation procedure for Imported and Exported Goods, Procedure of Import & Export and Customs Procedure, Recent Amendments to Customs Act- Problems.

Statistics for Business Decisions

Paper Code: MCOMCCT - 204

Full Marks: 50

Module-I

1. Theory of Probability: Concept of Probability, Classical definition, Relative Frequency Approach and Axiomatic Approach of Probability; Theorem of Total Probability, Conditional Probability and independence of events, Compound probability, Bayes' Theorem.

2.. Random Variable and Probability Distributions: Random variable; Probability functions; Expectation and Variance of a random variable, Probability mass function and probability density function, Binomial, Poisson, Uniform, Normal and Exponential Distributions; Their Characteristics and Applications.

3. Sampling and Sampling Distribution: Meaning and need for sampling, Census vs. sampling; Sampling and Non-Sampling Errors, Sampling Methods (Probability and Non-

Probability); Law of Large Number and Central Limit Theorem; Procedure of selecting random sample; Determination of optimal sample size; Sampling Distributions- Meaning, characteristics and applications.

Module II (25 Marks)

4. Correlation and Regression Analysis: Pearson's Correlation Coefficient, Spearman's and Kendall's Rank Correlation Coefficient; Partial and Multiple Correlations, Regression and OLS Estimation; Multiple Regression; Limitations of Correlation and Regression Analysis.

5. Estimation and Statistical Inference-I: Point and interval estimation of population mean, proportion and variance; Properties of a good estimator; Statistical Testing of Hypothesis: Related Concepts and Steps; Errors in Statistical Decisions; Large and Small Sample Parametric Tests: Z- Tests, T-Tests, Chi-Square Test, F - Test; ANOVA.

6. Statistical Inference-II: Theory of Attributes; Non-Parametric Tests: Frequency Chi-Square Tests; Sign Tests, Wilcoxon Signed-Rank Sum Test, Mann-Whitney U Test, Kruskal-Wallis Test.

Fundamentals of Business Research Methodology

Paper Code: MCOMCCT- 205

Full Marks: 50

Module I

Introduction to Research and Research methodology: Meaning, Purpose, Characteristics and Types - Process of Research: Literature review and research gap, Formulation of research problem, objectives and Hypotheses: Types of Hypotheses - Research plan and its components - Methods of Research: Survey, Observation, Case study, experimental, historical and comparative methods - Difficulties in Business research.

Techniques of Research: Meaning, Need and Importance - Classification: Statistical Techniques - Operations Research techniques - Role of Quantitative Techniques in Business and Industry - Quantitative Techniques in Decision making - Limitations.

Collection of Data: Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioral and Entrepreneurship, Sampling Design, Measurement Scale, Attitude measurement.

Module-II

Data Processing and Interpretation: Editing, coding, classification, and tabulation - Graphical and diagrammatic presentation. Statistical analysis of Data: Types of analysis-Descriptive analysis and inferential analysis. **Interpretation-** Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data.

Report Writing: Meaning and types of reports - Stages in preparation of Report - Characteristics of a good report - Structure of the report'- Footnotes and Bibliography - Checklist for the report.

Research and publication Ethics; Plagiarism, Research Integrity

Computer Application in Business (Practical)

Paper-MCOMCCT-206

Full Marks -50

Practical

- 1. Computer Based Business Applications:** Introduction and working with MS-Word and Working with Excel (**with special reference to financial and statistical applications**)– Creating Presentation with Power Point, Sound effect and Animation effect.
- 2. Introduction to Accounting Packages:** Preparation of Vouchers, Invoice and Salary Statements, Maintenance of Inventory Records - Maintenance of Accounting Records– Preparation of Balance Sheet – Preparation Annual Report.
- 3. Viva-Voce**

Semester -III

Financial Statement Analysis

Paper Code: MCOMCCT - 301

Full Marks: 50

Module I (25 Marks)

- 1. Introduction:** Meaning and objective of financial statement analysis – Origin of financial statement analysis – Demand for and supply of financial statement information – Sources of financial statement information – Traditional versus Modern approach to financial statement analysis
- 2. Tools and Techniques of Financial Statement Analysis:** Horizontal or trend analysis – Vertical analysis of common size statements – Use of accounting ratios and other statistical measures for analysis – Inter-firm and intra-firm comparisons – benchmark for comparison
- 3. Ratio Analysis:** Meaning of Ratio Analysis, Objectives of Ratio Analysis, Liquidity Analysis, Capital Structure Analysis, Profitability Analysis, DuPont Analysis, Stock Market related ratios, Limitations of Ratio Analysis, Points to be kept in mind for making Ratio Analysis effective.

Module II(25 Marks)

- 3. Cash Flow Analysis:** Cash Flow Statements (CFS)- Meaning of CFS, FFS vs. CFS, Sources and Uses of cash, Preparation of CFS, Guidelines for CFS, Cash Flow information based Ratios, Interpretation of Information derived from CFS
- 4. Distress Analysis:** Meaning of financial distress and corporate failure – Causes and symptoms of failure – Models for prediction of corporate failure

5. Modern Measures of Performance: Economic Value Added (EVA): Concept – Significance of EVA – Measurement of EVA. Integrated Ratio Approach: Concept and measurement; Balanced Score Card (BSC): Concept – Objectives – Perspectives of BSC - Multiple Scorecard Measures to a Single Strategy.

Corporate Restructuring and Corporate Valuation

Paper Code: MCOMCCT -302

Full Marks: 50

Module –I

Corporate Restructuring (25 Marks)

Unit 1: Mergers and Acquisitions: Meaning of Merger & Acquisition and purpose, valuation of the target, reverse merger, legal and regulatory requirements Companies Act, 2013. The SEBI Takeover Regulation Code, 1997. Accounting of Business Combinations & Restructuring (Ind AS)

Unit 2: Corporate Restructuring: Corporate restructuring and its various forms; motives, benefits, valuation and financing; Leveraged buyouts; Management buyouts; Demerger, split up, Spin offs; Divestiture.

Unit -3: Capital Restructuring and Buy back of Shares (Repurchases): Introduction, Legal aspects of share repurchases, Methods of share repurchases, Motives behind share repurchases, Share repurchases activities in India. Stock split, stock dividend, sweat equity.

Module-II (25 Marks)

Corporate Valuation

Unit 1: Business Valuation: Concept and Issues of valuation, Approaches to Equity Valuation- Dividend Discount Models, Free Cash Flow to Equity Models. Cost of capital approach and adjusted present value approach to firm valuation.

Unit 2: Relative Valuation: Fundamental Principles of Relative Valuation, Price-Earnings Ratio, PEG Ratio, Enterprise Value to EBIDTA Multiple, Price to Book Equity, Tobin's Q, Revenue Multiples.

Unit 3: Bond Valuation: Characteristics of Bonds, Bond Yields, Price-Yield Relationship, Interest Rate Sensitivity, Duration.

Corporate Financial Accounting and Auditing

Paper Code: MCOMMET (Major) -303

Full Marks: 50

Module-I (25 Marks)

Corporate Financial Accounting

1. Presentation of Financial Statements (as Per Schedule III) and Consolidated Accounts (Including Chain Holding)
2. Accounting for Financial Instruments
3. Accounting for Intangible assets and Impairment of Assets

Module-II (25 Marks)

Auditing

1. **Standards of Auditing;** Comptroller and Auditor General and its constitutional role.
2. **Audit Report and Auditor's Independence :** Essentials of good report, Types of Auditor's Report – Clean Report, Qualified Report, Adverse Report, Disclaimer of opinion, Piecemeal report, Auditor's Independence : Meaning and different issues.
3. **Risk Assessment and Internal Control System :** Elements of internal control, Review and documentation, Evaluation of Internal control system, internal control check list, Tests of control, Application of concept of materiality and audit risk.

Strategic Cost Management

Paper Code: MCOMMET (Major) -304

Full Marks: 50

Module-1

Unit 1: Strategic Cost Management: Strategic cost analysis and management, Strategic total cost Management, Conceptual Framework, Life Cycle Costing, Target Costing, Activity Based Cost Management-Meaning, Stages in ABC, Activity Based Cost System Installation and Operation, Activity Based Accounting,

Unit -2: Decision Making Techniques: (a) Decisions involving alternative choices – Optimum utilization of resources – Make or Buy – Evaluation of Orders – Multiple scarce resource problems- Product sales pricing.

(b) Pricing Decisions and Strategies – New Product Pricing, Use of Costs in Pricing, Sensitivity Analysis in Pricing Decisions, Bottom Line Pricing.

(c) Transfer Pricing - Objectives, Methods (Cost Based, Market Price Based, Negotiated Pricing), Advantages and Disadvantages, Criteria for setting Transfer Prices, Transfer Price in different situations, Situations causing Conflicts and resolving the Conflicts

Unit 3: Costing in Service sector: Introduction, Collection of Costing data in service sector, Costing methods used in service sector, Pricing by Service Sector, Transport, Canteen, Hotel, Boiler House, Power House, and Hospital.

Module-2

Unit 4: Standard Costing and Variance Analysis: Introduction, Types of Standards, Setting up of Standards, Application of Standard Costing, Control through Variance Analysis, Computation of Variances, Reporting of Variances, Accounting Procedure for Standard Cost, Disposition of Variances.

Unit 5: Activity-Based- Budgeting (ABB): ABB and Traditional Budgeting; ABB Process; Capacity Utilization; Role of ABB in Cost Management.

Just in Time and Lean Manufacturing: Concept, benefits and basic steps for implementation of JIT/ Lean Production

Unit 6: Cost of Quality and Total Quality Management(TQM): Quality Control, Quality Assurance, Quality Management. TQM-Basics, stages, Principles and control, Cost of Quality Report, Continuous Process Improvement.

Basics of Banking and Finance

Paper Code: MCOMOET-305

Full Marks: 50

Module I (25 Marks)

1. Meaning of Finance and Financial System, Components of Indian Financial System - Financial Regulators, Financial Institutions, Financial Markets, Financial Assets, and Financial Services.
2. Classification of Indian Banking System, Commercial Banks - Functions, Types of Accounts, Types of Loans, Reserve Bank of India (RBI) - Functions, Monetary Policy of RBI and Credit Control.
3. Introduction to Insurance, Life and General Insurance, Types of Insurance Policies and Products.

Module II (25 Marks)

4. Overview of Financial Markets - Money Market and Capital Market, Capital Market - Primary Market(New Issues Market) and Secondary Market (Stock Market), Money Market - Functions and Components (T-Bills, Gild-Edged Securities, Commercial Papers etc.).
5. Primary Market - Features and Functions, Basic Idea of Initial Public Offer(IPO) and Follow-on Public Offer (FPO), Methods of Raising Funds in New Issues Market.

6. Secondary Market - Features and Functions, Relationship and Distinction between Primary and Secondary Market, Basic Idea of Bombay Stock Exchange (BSE), National Stock Exchange (NSE) and SENSEX and NIFTY, Role of Securities Exchange Board of India (SEBI).

Outreach Programme

Paper Code MCOMORP- 306

Full Marks: 50

SEMESTER - IV

Security Analysis and Portfolio Management

Paper Code: MCOMCCT-401

Full Marks: 50

Module I (25 Marks) Security Analysis

- 1. Security Analysis:** Concept, Investment in Securities – real asset and financial assets, Derivative securities Comparison between Investment, Speculation and Gambling, Importance of Security Analysis
- 2. Fundamental analysis:** Economic analysis – Industry analysis – Company analysis (including forecasting future performance) **Technical analysis:** Charting techniques (trends – moving average – relative strength point and figure analysis etc. – Dow Theory – Key technical indicators.
- 3. Capital Market Efficiency** Random walk and efficient capital market – Nature and forms of efficient capital market – Efficient capital market anomalies - Implications of capital market efficiency – Role of financial analyst in efficient capital market

Module II (25 Marks) Portfolio Management

- 4. Portfolio Analysis:** Concept and estimation of risk and return of individual securities – Relationship between risk and return – Types of security risk – Systematic risk vs. unsystematic risk - Concept of portfolio and portfolio diversification – Portfolio management process – Implications of diversification for investors – Diversification strategies – Portfolio risk and return – Markowitz risk-return optimization principle.
- 5. Portfolio Selection and Capital Market Theory :**Markowitz (mean-variance) efficient frontier and optimal portfolio – Introduction of a risk free security in portfolio – Market portfolio

- Capital market line (CML) - Capital Asset Pricing Model (CAPM) – Features and assumptions
- Concept and estimation of Beta Co-efficient –Significance of Beta in portfolio decisions.

6. Evaluation of Portfolio Performance: Portfolio performance measures – Portfolio revision – Portfolio insurance – Mechanics of international diversification.

Advanced Financial Management

Paper Code: MCOMCCT - 402

Full Marks: 50

Module-I

Unit I- Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions. Finance as a strategic function. Agency problem. Stock price maximization and agency costs. Stakeholders' wealth maximization. Risk-return framework for financial decision making.

Unit II- Sources of Finance and Cost of Capital: Various sources of capital, An overview of cost of capital- Specific and WACC Analysis of Leverage and Trading on Equity, Equity shareholders' return, EBIT-EPS Analysis,

Unit III- Capital Structure: Theories of capital structure- MM Hypothesis without and with corporate taxes, Trade off theory, Pecking order theory, Signaling theory and effect of information asymmetry on capital structure. Optimal capital structure. Determinants of Capital structure in practice

Module-II

Unit IV- . Capital Budgeting: Nature, significance and kinds of capital budgeting decisions. Cash flow estimation. Capital budgeting techniques- NPV, Equivalent annual NPV, IRR, Incremental IRR and Modified IRR. Capital rationing. Capital budgeting decision under inflation. Capital budgeting decision under uncertainty.

Unit-V- Dividend Policy: Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation (Walter's model, Gordon's Model, MM Hypothesis, Bird-in-hand theory and Dividend signaling theory). Relevance of dividend policy under market imperfections.

Unit-VI: Leasing Decisions

Lease Financing – Evaluation of Lease vs Buy options; Leveraged Lease; Break-Even Lease rental determination; Cross Border leasing, Sale and Lease back; Hire Purchase Financing; Infrastructure, Project Financing

Risk Management and Financial Derivatives

Paper Code: MCOMCCT- 403

Full Marks: 50

Module -I

1. Types and Sources of Risk: The nature of risk - different ways of defining and classifying risk
Types of Risk: Interest rate risk, Liquidity risk, Foreign exchange risk, Credit risk, Market risk, Operational Risk, Solvency Risk; Process of Risk Measurement and Management.

2. Market Risk & Operations Risk: Introduction to Market Risk: Meaning & Definition, Types, Yield Curve & Types. Introduction to (Value at Risk) VaR Model: Meaning & Definition, Why VaR?, Calculation of VAR, Pros & Cons of VaR, Methods of VaR
Introduction to Operations Risk Management (ORM): Meaning & Definition, Features, Types & Causes of Operations Risk, ORM Process.

3. Credit Risk and Equity Risk Management: Introduction to Credit Risk, Meaning & Definition, Sources, Components, Classification of Credit Risk, Factors affecting Credit Risk. Introduction to Credit Risk Management – Meaning, Principles, Prudential Norms, Process, Tools of Credit Risk Management, Credit Risk Rating Model, Credit Risk Score by CIBIL – Mechanism.

Module -II

4. Introduction to Derivatives: Concept of derivatives; An overview of Indian Derivatives market; Types of Derivative products – Forwards, Futures, Options and Swaps ; Hedging mechanism ; Risks associated with Derivatives trading ; Who can trade in derivatives in India ? How to trade in derivatives ? Do's and Don'ts for investors in derivatives ;

5. Glossary : Spot Price, Forward Price, Strike Price, Expiration Date, European options, American options Contract Value, Margin, Various situations of option – In-the-Money, At-the-Money and Out of-the-Money.

6. Futures and Options on NSE: Index Futures on NSE, Stock Futures on NSE, Options on Index on NSE and Options on stocks on NSE. Numerical problems & illustrations in the area of these four financial derivatives on NSE.

Stock Market Trading and Corporate Meetings

Paper Code: MCOMCCT (Major) – 404

Full Marks: 50

Module I (25 Marks)

- 1. Introduction:** Concept of Off-Market Trading and Market Trading, Opening of Trading Account, Bank Account and Demat account for On-line Trading, Details of Delivery Instruction Slips, Do's and Don'ts in respect of Delivery Instruction Slips.
- 2. Use of BSE and NSE Terminals:** Opening and Closing Hours for trading, Concept of various Sock Indices on BSE and NSE, Trading Days and Trading Hours, Settlement of funds and securities, Concept of Computation of Nifty, Sensex and other indices during trading hours, Computation of Closing Indices and Closing Price of different stocks.
- 3. Online Trading:** Pre-requisites for On-line Trading –Trading Account, Demat Account and Bank Account ; Log-in for trading account, Market Watch, Buy/Sale Order, Asking Rate and Bid Rate, Limit Price Order and Market Price Order, modifying a trade order, Circuit Filter, Delivery-based Trading and Intra-day Trading, Squaring off intra-day order , Margin Money, Pledging of securities before trading, Order Book, Trade Book, Financial Ledger, Contract Note, Pay-in and Pay-out, Uploading of fund balance and securities balance by stock broker, NSDL e-CAS.

Module II (25 Marks)

Corporate Meetings

- 4. Company Meetings:** Various Types - General Meetings - Extra-Ordinary General Meeting and Annual General Meeting. Board Meetings. Provisions of the Companies Act 2013 regarding these meetings. Ordinary Businesses and Special Businesses. Ordinary Resolutions and Special Resolutions. Matters requiring approval of shareholders by Special Resolutions.
- 5. Annual Report:** Contents of Annual Report– Chairman's Speech, Directors' Reports, Corporate Governance Report, Segment Report, Audited Financial Results. CSR Report
- 6. Voting:** Voting through electronic means as per Companies Act 2013. Difference between physical Voting and e-Voting. Attendance Slip and Proxy Form in case of physical voting.

Dissertation

Paper Code: MCOMMEP: 405

Full Marks: 50

Note: In this paper, each student will have to select one topic on which he/she will conduct a study and submit a report in not less than 4000 words. This report may be based on primary data collected from a field survey or on secondary data available from published sources. Each project report will be examined by a board of examiners. There will be 30 marks on the preparation of Dissertation and 20 marks for the presentation of Dissertation and the viva voce. In this course, each student will have to make a presentation of the report submitted by him/her and face a viva voce before the board of examiners.

Ad-on Course (Management of Small Business)

Paper Code MCOMAO: 406

Full Marks: 50

Module –I (25 Marks)

Unit – I: Introduction

Concept, definition, Challenges and Opportunities of Small Business

Special features of Small Business Management

Dynamics of small business environment

Venture start up process –Entrepreneurial Vision, Goals and Elements of business plan

Incentives for small enterprises in India: Fiscal, financial and Marketing

Institutional Support for Small Business-Central / State level Institution.

Typical problems of Small Business Management

Unit – II: Human Resource Management and Marketing Management in Small Enterprise

Human Resource Management- Recruitment and Selection, Training and development, compensation administration

Marketing Management- Pricing and Distribution strategy

Module- II (25 Marks)

Unit – III: Financial and Production Management in Small Enterprises

Planning capital structure and financing project

Financial viability study

Location & Layout and Site selection and their influence on operation

Production Planning, Scheduling and Control in Small Business – Quality Control and Cost

Consciousness in Small Business

Unit – IV: Strategic Management for small enterprise

Strategic analysis of small business environment

Strategies at various levels: functional strategies, business level strategies, global strategies and corporate strategies.

Strategy Formulation, Implementation and evaluation in Small Enterprise

Strategic Cost Analysis- Strategic position, Value Chain and Cost Drivers