

चौधरी चरण सिंह विश्वविद्यालय, मेरठ



2003 -04 एवं आगे के वर्षों के लिये

पाठ्यक्रम : वाणिज्य

बी०कॉम० प्रथम	—	2003—04
बी०कॉम० द्वितीय	—	2004—05
बी०कॉम० तृतीय	—	2005—06
	एवम्	
एम०कॉम० प्रथम	—	2003—04
एम०कॉम० द्वितीय	—	2004—05

विश्वविद्यालय अनुदान आयोग के निर्देशानुसार
एवं पाठ्यचर्या के आधार पर तैयार किया गया पाठ्यक्रम

जुलाई 2003

CCS University, Meerut
Faculty of Commerce and Business Administration
Revised Syllabus to be implemented w.e.f. July, 2003
Bachelor of Commerce

A candidate seeking admission to B. Com. Program shall offer three main groups throughout his degree. These groups with their details are as follows:

B.Com. Part I: (2003-04 and onwards):

<u>Group</u>	<u>Course</u>	<u>Course Title</u>	<u>Course code</u>	<u>M.M.</u>
Commerce:	I	Business Communication	C101	50
	II	Business Law	C102	50
Accounts:	III	Financial Accounting	C103	50
	IV	Business Mathematics	C104	50
Management:	V	Business Economics	C105	50
	VI	Business Environment	C106	50
Qualifying Course:		Elementary Accounts	C180	50

Note: Qualifying course is compulsory for those candidates who have not passed 10+2 with Commerce stream.

B.Com. Part II: (2004-05 and onwards):

Commerce:	VII	Company Law	C 201	50
	VIII	Income Tax	C202	50
Accounts:	IX	Corporate Accounting	C203	50
	X	Cost Accounting	C204	50
Management:	XI	Business Statistics	C205	50
	XII	Entrepreneurship Development	C206	50

B.Com. Part III: (2005-06 and onwards):

Commerce:	XIII	Auditing	C301	50
	XIV	Money and Public Finance	C302	50
Accounts:	XV	Management Accounting	C303	50
	XVI	Information Technology	C304	50
Management:	XVII	Principles of Marketing	C305	50
	XVIII	Principles of Finance	C306	50
	OR			
	XIX	Fundamentals of Insurance	C307	50
	XX	Indian Banking System	C308	50
	OR			
	XXI	Internet & World Wide Web	C309	50
	XXII	Essentials of E-Com.	C310	50

NOTE: U.G.C. sponsored Vocational Courses will be offered in place of Commerce Group.

DETAILED SYLLABUS

B.Com. Part I (2003-04 and onwards):

Course I: Business Communication: C 101:

Objective: The objective of this course is to develop effective business communication skills among the students.

Contents:

Unit I: Introducing business communication, basic forms of communication, communication models and processes, effective communication, theories of communication, audience analysis.

Self-development and communication, development of positive personal attitudes.

Corporate communication, formal and informal communication net works, grapevine, miscommunication (barriers), improving communication.

Unit II: Practices in business communication, group discussions, mock interviews, seminars, effective listening exercises, individual and group presentations and report writing, principles of effective communication, non-verbal aspects of communication, body language, Kinesics, Proxemics, Para language.

Unit III: Writing skills, planning business messages, reporting and editing, the first draft, reconstructing the final draft, business letters and memo formats, appearance request letters, goods news and bad news letters, persuasive letters, sales letters, collection letters, office memorandum.

Unit IV : Report writing: Introduction to a proposal, short report and formal report, report preparation, oral presentation – principles of presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Unit V: Effective listening: Principles of effective listening, factors affecting listening exercise, oral, written and video sessions, interviewing skills, appearing in interviews, conducting interviews, writing resume and letter of application, modern forms of communicating: Fax, e-mail, video conferencing etc.

Course II: Business Law: C 102:

Objective: The objective of this course is to provide a brief idea about the framework of the Indian business law.

Contents:

Unit I : Law of Contract (1872): Nature of contract, classification, offer and acceptance, capacity of parties to contract, free consent, consideration, legality of objects, agreement declared void, performance of contract, discharge of contract, remedies for breach of contract.

Special contract: Indemnity, guarantee, bailment and pledge, agency.

Unit II : Sale of Goods Act(1930): Formation of contract of sales, goods and their classification, price, conditions and warranties, transfer of property in goods, performance of the contract of sales, unpaid seller and his rights, sale by auction, hire purchase agreement.

Unit III : Negotiable Instrument Act (1981): Definition of negotiable instruments, features, promissory note, bill of exchange and cheque, holder and holder in due course, crossing of a cheque, types of crossings, negotiation, dishonor and discharge of negotiable instrument.

Unit IV: The Consumer Protection Act, 1986: Salient features, definition of consumer, grievance redressal machinery.

Unit V: Foreign Exchange Management Act, 2000: Definitions and main provisions.

Course III: Financial Accounting: C 103:

Objective: To impart basic accounting knowledge as applicable to business.

Contents:

Unit I: Meaning and scope of Accounting, need, development, definition of accounting, book-keeping and accounting, persons interested in accounting, branches of accounting, and objectives of accounting.

Accounting principles, international accounting standards (only outlines), accounting standards in India (in brief).

Unit II: Royalty accounts, departmental and branch accounts including foreign branch.

Unit III: Hire purchase accounts and installment payment system, Insolvency accounts of sole trader and partnership firms.

Unit IV: Partnership accounts: Essential characteristics of partnership, partnership deed, final accounts, adjustments after closing the accounts, fixed and fluctuating capital, goodwill, joint life policy, change in profit sharing ratios, admission of a partner, retirement of a partner, death of a partner.

Unit V: Amalgamation of partnership firms, dissolution of a partnership firm, modes of dissolution of a firm, accounting entries, insolvency of partners, sale of a firm to a company, gradual realization of assets and piecemeal distribution.

Course IV: Business Mathematics: C 104:

Objective: The objective of this course is to enable the students to have such minimum knowledge of Mathematics as is applicable to business and economic situations.

Contents:

Unit I: Simple and compound interest and annuities, concept of present value, valuation of simple loan and debenture, problems relating to sinking funds, ratios and proportions.

Unit II: Algebra: Laws of indices, linear and quadratic equations, the progression (AP, GP and HP), elementary permutations and combinations, set theory- kinds of sets, elementary operations on sets and Venn diagram.

Unit III : Matrices and determinants: Definition of a matrix, types of matrices, algebra of matrices, properties of determinants, calculation of values of determinants up to third order, adjoint and inverse matrices, solution of a system of linear equations having unique solution and involving not more than three variables.

Unit IV: Elementary trigonometry- Relations between trigonometrical functions, trigonometrical ratios of standard and allied angles, trigonometrical ratios of sum and difference of angles and multiple angles.

Functions, limits, differentiation: derivatives up to second order of different functions including implicit functions.

Unit V: Simple problems of maxima and minima, integration- meaning, standard forms, methods of integration by substitution, by parts and by partial fractions, definite integration.

Course V: Business Economics: C 105:

Objective: This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

Contents:

Unit I: Introduction: meaning, importance, difference with the traditional economics, and elasticity of demand: concept and measurement of elasticity of demand, price, income and cross elasticity, average revenue, marginal revenue and elasticity, importance of elasticity of demand.

Unit II : production function: Law of variable proportions, iso-quants, economic regions and optimum factor combination, expansion path, returns to scale, internal and external economies, ridge lines, theory of costs: short run and long-run cost curves-traditional and modern approaches.

Unit III: Market structure and business decisions, perfect competition, imperfect competition, monopoly and oligopoly – characteristics and price determination, models of oligopoly, price leadership and kinked demand curve.

Unit IV: Factor pricing I : Marginal productivity theory and demand for factors, nature of supply of factor inputs, determination of wage rates under perfect competition and monopoly, exploitation of labor ; rent- concept, Ricardoen and modern theories of rent, quasi rent/

Unit V: Factor pricing II: Interest: concept and theories of interest; Profit- nature, concepts and theories of profit.

Course VI: Business Environment: C 106:

Objective: This course aims at acquainting the students with the emerging issues in business at the national and international levels in the light of the policies of liberalization and globalization.

Contents:

Unit I: Indian business environment: Concept, components and importance, economic trends (overview): income, savings and investment, industry, trade and balance of payments, SWOT analysis.

Unit II: Problems of growth: unemployment, poverty, regional imbalances, social injustice, inflation, parallel economy, industrial sickness.

Unit III: Role of Government: Money and fiscal policy, industrial policy, industrial licensing, privatization, devaluation, export-import policy, regulation of foreign investment, collaborations in the light of recent changes.

Unit IV: Five year plans, major policies, resource allocation.

Unit V: International environment: international trading environment (overview): trends in world trade and the problems of developing countries, foreign trade and economic growth, international economic institutions-WTO, World Bank and IMF.

Qualifying course: Elementary Accounts: C 180:

Objective: The objective of this course is to impart the elementary knowledge of accounts to non-commerce students who join B.Com. Program.

Contents:

Unit I : Book-keeping and Accounting, accounting transactions, accounting cycle, journal, rules of debit and credit, compound journal entry, opening entry, relationship between journal and ledger, rules regarding posting, trial balance, sub-division of journal.

Unit II: Capital and revenue expenditure and receipts, accounting concept of income, final accounts: manufacturing account, trading account, profit and loss account, balance sheet, adjustment entries.

Unit III: Classification of errors, location of errors, rectification or errors, suspense account, effect on profit, bank reconciliation statement.

Unit IV: bill of exchange, depreciation and sinking fund,

Unit V: Consignment, joint venture, accounts of non-trading institutions.

B.COM. II (2004-05 and onwards)

Course VII: Company Law: C 201:

Objective: The objective of this course is to provide basic knowledge of the provisions of Companies Act, 1956 along with relevant case law.

Contents:

Unit I: Kinds of company, promotion and incorporation of companies.

Unit II: Memorandum of association, articles of association, prospectus, and shares share capital, members, transfer and transmission of share capital:

Unit III: Capital management- borrowing powers, mortgages, charge, debentures.

Unit IV: Directors: managing director, whole time director; company meetings- kinds, quorum, voting, resolutions, minutes.

Unit V: Majority powers and minority rights, prevention of oppression and mismanagement; winding up-kinds and conduct.

Course VIII: Income Tax: C 202:

Objective: It enables the student to know the basics of Income Tax and its implications.

Contents:

Unit I: Basic concepts: Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person, tax evasion and tax planning.

Unit II: Basis of charge, scope of total income, residence and tax liability, income which does not form part of total income.

Unit III: Heads of income: salaries, income from house property, profit and gains of business or profession, capital gains, income from other sources.

Unit IV: Computation of total income and tax liability of an individual, HUF and firm, aggregate of income, set off and carry forward of losses, deductions from GTI.

Unit V: Tax management: TDS, advance payment of tax, assessment procedure, tax planning for individuals, tax administration: authorities, appeals and penalties.

Course IX: Corporate Accounting: C 203:

Objective: This course enables the students to develop awareness about corporate accounting conformity with the provisions of companies act.

Contents:

Unit I: Issue, forfeiture, re-issue of shares, redemption of preference shares, issue and redemption of debentures.

Unit II: Final accounts and disposal of profits of a company.

Unit III: Valuation of goodwill and shares, computation of managerial remuneration, pre and post incorporation profits, underwriting and underwriters accounts.

Unit IV: Accounting for amalgamation of companies as per Indian Accounting Standard 14, accounting for internal reconstruction excluding inter-company holdings and reconstruction schemes.

Unit V: Consolidated balance sheet of holding companies with one subsidiary only; accounts of banking companies.

Course X: Cost Accounting: C 204:

Objective: The course exposes the students to the basic concepts and the tools used in cost accounting.

Contents:

Unit I: Introduction: nature and scope of cost accounting, cost concepts and classification, methods and techniques, installation of costing system, concept of cost audit.

Accounting for material: material control, concept and techniques, pricing of material issues, treatment of material losses, EOQ, ABC analysis.

Unit II: Accounting for labor: labor cost control procedure, labor turnover, idle time and overtime, methods of wage payment-time and piece rates, incentive schemes.

Accounting for overheads: classification and departmentalization, absorption of overheads, determination of overhead rates, under and over absorption and its treatment, MHR.

Unit III: Cost ascertainment: Unit costing, job, batch and contract costing.

Unit IV: Operating costing, process costing including inter-process profits, joint and by products, equivalent production.

Unit V: Cost records: integral and non-integral systems, reconciliation of cost and financial Accounts.

Course XI: Business Statistics: C 205:

Objective: It enables the students to gain understanding of statistical techniques as are applicable to business.

Contents:

Unit I: Introduction: statistics as a subject, descriptive statistics compared to inferential statistics, uses of statistics in business, limitations and misuse of statistics, primary and secondary data, collection and editing of data, census and sample investigations.

Unit II: Classification and tabulation: methods of classification, statistical series, kinds of tables, tabulation, measures of central tendency- mode, median, partition values, mean, weighted mean, combined mean, geometric mean, harmonic mean, moving average, presentation of data through graph and diagram(one and two dimensional only).

Unit III: measures of dispersion and skew ness: range, inter-quartile range, percentile range, quartile deviation, mean deviation, standard deviation with their co-efficient, coefficient of variation, co-efficient of skew ness.

Unit IV: Correlation: methods of simple correlation-Karl Pearson formula in grouped and ungrouped

Data, Ranking method, con-current deviations method and least squares method,

Regression equations and regression co-efficient.

Unit V: analysis of time series: measurement of long term trend, short term variations and irregular fluctuations;

Construction of index numbers: simple and weighted;

Indian statistics relating to population, statistical organization at centre and U.P.

Course XII: Entrepreneurship Development C206:

Objective: It provides exposure to the student to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

Contents:

Unit I: The entrepreneur: definition, role, kinds, concept of entrepreneurship, theories of entrepreneurship, role of socio-economic environment, characteristics of entrepreneur-leadership, risk-taking, decision-making and business planning.

Unit II: Promotion of a venture-opportunities analysis, external environment analysis-economic, social and technological, competitive factors, and legal requirements for establishment of a new unit, rising of funds, venture capital sources and documentation required.

Unit III: Entrepreneurial behavior: innovation and entrepreneur, entrepreneurial behavior and psycho theories, social responsibility, Plant layout, scheduling and sequence analysis and Gantt chart.

Unit IV: entrepreneurial development programs, their role, relevance and achievements, role of Government in organizing EDP's, critical evaluation.

Unit V: Role of entrepreneur: role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries, role in export promotion and import substitution, forex earnings and augmenting and meeting local demand.

B.COM.III Year (2005-06 and onwards)

Course XIII: Auditing: C301:

Objective: This course aims at imparting knowledge about the principles and methods of auditing and their applications.

Contents:

Unit I: Introduction: meaning and objectives of auditing, types of audit, internal audit, audit programme, audit note book, working papers and evidences, considerations for commencing an audit, routine checking and test checking.

Unit II: Internal check system, internal control, vouching, verification of assets and liabilities, audit process and audit procedure.

Unit III: Audit of limited companies: appointment of auditor, powers, duties and liabilities, divisible profits and dividend, audit report- standard report and qualified report.

Unit IV: Special audit of banking companies, educational institutions and insurance companies; investigation, audit of non-profit companies where fraud is suspected.

Unit V: Trends in auditing, nature and significance of cost audit, tax audit and management audit.

Course XIV: Money and Public Finance: C 302:

Objective: The course exposes the students to the working of money and financial system prevailing in India.

Contents:

Unit I: Money: functions, alternative measures to money supply in India, their different components: meaning and changing relative importance of each.

Finance: role of finance in an economy, kinds of finance, financial system, components, financial intermediaries, markets and instruments and their functions.

Unit II: Indian banking system: definition of bank, commercial banks- importance and functions, structure of commercial banking system in India, meaning and importance of non performing assets, co-operative banking in India.

Process of credit creation by banks and determination of money supply.

Unit III: Development banks and their main features, Reserve Bank of India: functions, instruments of monetary and credit control, main features of monetary policy since independence.

Unit IV: Meaning and Importance of Public Finance, Public Expenditure – Principles, effects and Growth, Public revenues – Cannons of Taxation, Types of Taxes, effects, incidence of Taxation and Taxable capacity.

Unit V: Meaning, importance and forms of public debts, Tax Vs. Debt, Methods of Redemption of Debt, Deficit Financing.

Meaning and importance of Financial Administration, Budgetary procedure of Central Govt.

Course XV: Management Accounting: C 303:

Objective: This course provides the students an understanding of the application of accounting techniques for management.

Contents:

Unit I: Management accounting: meaning, nature, scope and functions of management accounting, role of management accounting in decision making, management accounting vs. financial accounting, tools and techniques of management accounting.

Unit II: financial statements: meaning and types of financial statements, limitations of financial statements, objectives and methods of financial statement analysis, ratio analysis, classification of ratios- profitability, liquidity, turnover, advantages of ratio analysis, limitations of accounting ratios.

Unit III: Funds flow statement as per Indian Accounting Standard 3, Cash flow statement,

Absorption and marginal costing, marginal and differential costing as a tool for decision making- make or buy, change of product mix, pricing, break even analysis, exploring new markets, shutdown decisions.

Unit IV: Budgeting for profit planning and control: meaning of budget and budgetary control, objectives, merits and limitations, types of budget, fixed and flexible, control ratios, zero base budgeting, responsibility accounting, performance budgeting

Unit V: Standard costing and variance analysis: meaning of standard cost and standard costing, advantages and application, variance analysis- material, labor and overhead.

Course XVI: Information Technology: C 304:

Objective: The objective of this course is to familiarize the students with the innovations in information technology and how it affects business. An understanding of the ground rules of these technologies will enable the students to appreciate the nitty-gritty of E-commerce.

Contents:

Unit I: Information revolution and information technology: development of IT in business, basic features of IT, impact of IT on business environment and social fabric, computing and dissemination of information and knowledge and convergence of technologies.

Unit II: Fundamentals of computer: Data, information and EDP, levels of information, data processing, electronic data processing.

Number systems and codes: binary, octal, decimal, hexagonal and their conversion codes used in computers.

Computer arithmetic and Gates: binary arithmetic, complements, addition and subtraction, conversion from one system to another, logic Gates, their truthable and applications, minimization and K-maps.

Computer processing system: definition of computer, hardware\software concepts, generation of computers, types of computers, elements of digital computer, CPU and its functions, various computer systems.

I/O devices: basic concepts of I/O devices, various input devices, keyboard, mouse, MICR, OCR, microphones

Various output devices-VDU, printer, plotter, spooling, L.S.

Storage devices- primary and secondary memory, types of memories, memory capacity and its enhancement, memory devices and their comparison, auxiliary storage, tapes, disks(magnetic and optical), various devices and their comparison.

System software: role of software, different system software, O.S. - utilities, elements of O.S . . . its types and variations, DOS and windows, computer and networks, LAN, WAN.

Unit III: Word processing: meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check, the saurus etc. in word processors(MS-word).

MS-excel, Lotus 123, Tally, programming under a DBMS environment: the concept of data base management system, data field, records, files, linking of data files.

Unit IV: Electronic data interchange (EDI): introduction, basics, standards, financial EDI, application of EDI. advantages of EDI, future of EDI, information audit, difference with traditional concept of audit

Unit V: the internet and its basic concepts: history, development in India, technological foundation of internet, distributed computing, internet protocol suite, client-server computing, domain name system, domain name service, generic top-level domain, country code top-level domain, application of internet in business, education, governance etc.

Course XVII: Principles of Marketing: C 305:

Objective: The objective of this course is to help students to understand the concept of marketing and its applications.

Contents:

Unit I: Introduction, nature and scope of marketing, importance of marketing as a business function and in the economy, marketing concepts-traditional and modern, selling vs. marketing, marketing mix, marketing environment.

Unit II: Consumer behavior and market segmentation: nature, scope and significance of consumer behavior, market segmentation-concept and importance, bases for market segmentation.

Unit III: Product: concept of product, consumer and industrial goods, product planning and development, packaging-role and functions, brand name and trade mark, after-sale-service, product life cycle concept.

Pricing: importance of price in marketing mix, factors affecting price of a product/service, discounts and rebates

Unit IV: Distribution channels: concept and role, types of distribution channels, factors affecting choice of a distribution channel, retailer and wholesaler,

Physical distribution: concept, transportation, warehousing, inventory control, order processing.

Unit V: Promotion: methods of promotion, optimum promotion mix, advertising media- their relative merits and limitations, characteristics of an affective advertisement, personal selling. Selling as a career, classification of a successful sales person, functions of a salesman.

Course XVIII: Principles of Finance C 306:

Objective: The objective of this course is to help students understand the conceptual framework of financial management.

Contents:

Unit I: Financial management: financial goals, profit vs. wealth maximization, financial function- investment, financing, dividend decisions, financial planning.

Unit II: capital budgeting-nature of investment decisions, investment evaluation criteria-payback period, accounting rate of return, net present value, internal rate of return, profitability index, NPV and IRR comparison.

Cost of capital, significance of cost of capital, calculating cost of debt, preference shares, equity capital and retained earnings, combined (weighted) cost of capital.

Unit III: operating and financial leverage, their measure, effect on profit, analyzing alternate financial plans, combined financial and operating leverage, capital structure-theories and determinants.

Unit IV: Dividend policies, issues in dividend policies, Walter's model, Gordon's model, MM hypothesis, form of dividends and stability in dividends, determinants.

Unit V: management of working capital: nature of working capital, significance of working capital, operating cycle and factors determining or working capital requirements, management of working capital- cash, receivables and inventories.

Course XIX: Fundamentals of Insurance: C 307:

Objective: This course enables the students to know the fundamentals of insurance'

Contents:

Unit I: Introduction to insurance: purpose and need of insurance, insurance as a social security tool, insurance and economic development, fundamentals of agency law, definition of an agent, agent regulations, insurance intermediaries, agent's compensation.

Unit II: procedure for becoming an agent, Pre-requisites for obtaining a license, duration of license, cancellation of license , revocation or suspension/termination of agent appointment, code of conduct, unfair practices.

Unit III: functions of an agent, proposal form and other forms for grant of cover, financial and medical underwriting, material information, nomination and assignment, procedure regarding settlement of policy claims.

Unit IV: company profile, organizational set-up of the company, promotion strategy, market share, important activities, structure, product, actuarial profession, product pricing- actuarial aspects, distribution channels.

Unit V: fundamental principles of life insurance, marine, fire, medical, general insurance, contracts of various kinds, insurable interest.

Course XX: Indian Banking System: Code 308:

Objective: This course enables the students to know the working of the Indian banking system.

Contents:

Unit I: Indian banking system: structure and organization of banks, Reserve bank of India, apex banking institutions, commercial banks, regional rural banks, co-operative banks, development banks-IDBI, IFCI and ICICI.

Unit II: State bank of India, brief history, objectives, functions, structure and organization, working and progress. Unit III: Banking Regulation Act, 1949: history, social control, banks regulation act as applicable to banking companies, public sector banks and to co-operative banks.

Unit IV: regional rural and co-operative banks in India: function, role, progress and performance.

Unit V: Reserve Bank of India: objectives, organization, functions and working, monetary policy, credit control measures and their effectiveness.

Course XXI: Internet & World Wide Web: C 309:

Objective: This course aims at familiarizing the students with the basic concepts and ground rules of internet and the various services it offers including a website, security of data/information of the internet and how to access information from depositories in the world wide web.

Contents:

Unit I: The mechanism of the internet: distributed computing, client-server computing, internet protocol suite, protocol stack, open system interconnection reference model based on the international organization for standardization(ISO), application layer, presentation layer, session, layer, transport layer, network layer, data link layer and physical layer, TCP/IP protocol suite model, mechanism of transmission of data at the destination, mechanism to log onto the network, mechanism of sending and receiving e-mail.

Unit II: Internet enabled services: electronic mail(E-mail), Usenet and newsgroup, file transfer protocol(FTP), talent, finger, internet chat(IRC), frequently asked questions(FAQ), the world wide web consortium(W3C)- origin and evolution, standardizing the web, W3C members, W3C recommendations, browsing and searching, browsing and information retrieval, exploring the world wide web, architecture of world wide web, HYPERLINK, hypertext markup language(HTML), hypertext transfer protocol(HTTP), address-URL.

Unit III: designing web site/ web page, WW operations, web standards, HTML – concept and version , naming scheme for HTML documents, HTML editor, explanation of the structure of the homepage, elements in HTML documents, XHTML, CSS, Extensible Style sheet Language(SXL), tips for designing web pages.

Unit IV: security of data/ information, security, network security, PINA factor- privacy, integrity, non-repudiation, authentication, SSL, encryption, digital signature, digital certificate, server security, firewall, password, biometrics, payment security, virus protection, hacking.

Unit V: Web browsing, browsers, basic functions of web browsers, browsers with advanced facility, internet explorer, Netscape navigator, Netscape communicator, search engine/directories, directory, general features of the search engines, approached to website selection, major search engines, specialized search engines, popular search engines/ directories, guidelines for effective searching, a general approach to searching.

Course XXII: Essentials of E-Commerce: Code 310:

Objective: The objective of this course is to familiarize the students with the basics of e-commerce and to comprehend its potential.

Contents:

Unit I: Internet and Commerce: business operations, e-commerce practices vs. traditional business practices, concepts b2b, b2c, c2c, b2g, g2h, g2c, benefits of e-commerce to organization, consumers and society, limitations of e-commerce, management issues relating to e-com., operations of e-commerce, credit card transaction, secure hypertext, transfer protocol(SHTP), electronic payment system, secure electing transaction(SET), Set's encryption, process, cyber cash, smart cards, Indian payment models.

Unit II: applications in B2C: consumers' shopping procedure on the internet, impact on disintermediation, global market, strategy of traditional departmental stores, products in b2c model, success factors of e-brokers, broker- based service online, online travel tourism services, benefits and impact of e-com. on travel industry, real estate market, online stock trading and its benefits, online banking and its benefits, online financial services and their future, e-auctions benefits, implementation and impact.

Unit III: applications in B2B: application of b2b, key technologies for b2b, architectural models of b2b, characteristics of the supplier-oriented marketplace, buyer-oriented marketplace and intermediary-oriented marketplace, benefits of b2b on procurement re-engineering, just in time delivery in b2b, internet based EDI from traditional EDI, integrating EC with back end information systems, marketing issues in b2b;

Unit IV: applications in governance, EDI in governance, e-government, e-governance-applications of the internet, concept of government to business, business to government and citizen to government, e-governance models, private sector Interface in e-governance.

Unit V: emerging business models: retail model, media model, advisory model, made to order manufacturing model, do it yourself model, information service model, emerging hybrid models, emerging models in India.

FACULTY OF COMMERCE AND BUSINESS ADMINISTRATION
REVISED SYLLABUS, 2003
MASTER OF COMMERCE
SCHEME OF EXAMINATION

A candidate seeking admission to M.Com. programme shall offer the following 12 papers divided in two years:

M.Com. 1st Year (2003-04 and onwards):

<u>COURSE</u>	<u>COURSE TITLE</u>	<u>COURSE CODE</u>	<u>M.M.</u>
I	Management Concepts & Organizational Behavior	I 101	75
II	Business environment	I 102	75
III	Managerial Economics	I 103	75
IV	Statistical Analysis	I 104	75
V	Corporate Financial Accounting	I 105	75
VI	Accounting for Managerial Decisions	I 106	75
Qualifying Course: Elementary Accounts		I 180	.100

NOTE 1: Eligibility for admission to M Com. is B.Com. /BA / B.Sc. /BCA /BBA.

NOTE 2: Qualifying course is compulsory for those candidates who have not passed B. Com. or BBA and desire to appear in M.Com. Part I examination.

M.Com. Part II (2004-05 and onwards):

VII	Computer Applications in Business	I 201	75
VIII	Corporate Legal Framework	I 202	75
IX	Corporate Tax Planning & Management	I 203	75

And any of the following three optional groups (each consisting of three courses):

		<u>Area</u>	
Optional Group I		Finance	
XI	Financial Management	I 205	75
XII	Project Planning & Control	I 206	75
XIII	Security Analysis & Portfolio Management	I 207	75
Optional Group II		Marketing	

XIV	Marketing Management	I 208	75
XV	Advertising & Sales Management	I 209	75
XVI	International Marketing	I 210	75
Optional Group III		International Marketing	
XVII	International Business Environment	I 211	75
XVIII	International Marketing	I 212	75
XIX	Foreign Trade Policy, Procedure & Documentation	I 213	75

DETAILED SYLLABUS

Course I: Management Concepts & Organizational Behavior: I 101.

Objective: The objective of this course is to help students understand the conceptual framework of management and organizational behavior.

Contents:

Unit I: Schools of management thought: scientific process, human behavior and social system school, decision theory school, quantitative and system school, contingency theory of management, functions of a manager.

Functions: planning: concept, significance, types; organizing: concept, principles, theories, types of organization, authority, responsibility, power, delegation, decentralization, Staffing, Directing, Co-coordinating, Control: nature, process and techniques.

Unit II: Organizational behavior: Concept, significance, relationship between management and organizational behavior, emergence and ethical perspective, attitudes, perception, learning, personality, transactional analysis.

Unit III: Motivation: process of motivation, theories of motivation- need hierarchy theory, X and Y theories, two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

Group dynamics: definition and importance, types of groups, group formation; team development.

Unit IV: Leadership: concept, styles, theories- trait theory, behavioral theory, Fielder's contingency theory, Harsey and Blanchard's situational theory, managerial grid, Likert's four systems of leadership

Organization conflicts: dynamics and management, sources, patterns, levels and types of conflict, traditional and modern approaches to conflict, resolution of conflicts.

Unit V: Interpersonal and organizational communication: concept of two-way communication. Communication process, barriers to effective communication, types of organizational communication, improving communication'

Organizational development: concept, need for change, resistance to change, theories of planned change, organizational diagnosis, OD intervention.

Course II: Business environment: I 102:

Objective: This course develops ability to understand and scan business environment, analyze opportunities and take decisions under uncertainty.

Contents:

Unit I: Theoretical framework of business environment: concept, significance and nature of business environment, elements of environment- internal and external, changing dimensions of business environment, techniques of environmental scanning and monitoring.

Unit II: Economic environment of business: significance and elements of economic environment, economic systems and business environment, economic planning in India, Government policies- industrial policy, fiscal policy, monetary policy, EXIM policy, public sector and economic development, economic reforms, liberalization and structural adjustment programmes.

Unit III: Political and legal environment of business: critical elements to political environment, Government and business, changing dimensions of legal environment in India, MRTP Act, FEMA and licensing policy, Consumer Protection Act.

Unit IV: Socio-cultural environment: critical elements of socio- cultural environment, social institutions and systems, social values and attitude, social groups, emerging rural sector in India, Indian business system, social responsibility of business, consumerism in India,

Unit V: International and technological environment: multinational corporations, foreign collaborations and Indian business, non-resident Indians and corporate sector, international economic institutions- WTO, World Bank, IMF and their importance to India, foreign trade policies, technological environment in India, policy on research and development, patent laws, technology transfer.

Course III: Managerial Economics: I 103:

Objective: This course develops managerial perspective to economic fundamentals as aid to decision making under given environmental constraints.

Contents:

Unit I: Nature and scope of managerial economics: objectives of a firm, economic theory and managerial theory, managerial economist's role and responsibilities, fundamental economic concepts- incremental principle, opportunity cost principle, discounting principle, equi-marginal principle.

Demand analysis: individual and market demand function, law of demand, determinants of demand, elasticity of demand- meaning, importance, price elasticity, income elasticity and cross elasticity, using elasticity of demand in managerial decisions.

Unit II: Theory of consumer choice: cardinal utility approach, indifference approach, revealed preference and theory of consumer choice under risk, demand estimation for major consumer durable and non-durable products, demand forecasting techniques

Unit III: Production theory: production functions- production with one two variable inputs, stages of production, economies of scale, estimation of production function, cost theory and estimation, economic value analysis, law of variable proportions, law of returns to scale.

Unit IV: Price determination: characteristics of different market structures, price determination, and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly.

Pricing practices: methods of price determination in practice, pricing of multiple products, price discrimination, and international price discrimination and dumping, transfer pricing.

Unit V: Business cycle: nature and phases of a business cycle, theories of business cycle- psychological, profit, monetary, innovation, cobweb, Samuelson and Hicks theories.

Inflation: definition, characteristics and types, causes and effects of inflation.

Course IV: Statistical Analysis: I 104:

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

Contents:

Unit I: Introduction to statistical tools and techniques, their use in statistics.

Probability theory: classical, relative and subjective, addition and multiplication models, conditional probability and Bayes's theorem, Bernoulli theorem.

Theoretical frequency distribution: Binomial, Poisson and normal distribution, their characteristics and applications.

Unit II: Statistical decision theory: decision environment, expected profit under uncertainty and expected monetary value under risk, decision tree, utility of theory.

Simulation: meaning, importance, developing of model, numerical problems.

Unit III: Inferential statistics: sampling of attributes, sampling of large and small variables, test of significance- t, F, Z and chi-square tests.

Unit IV: Analysis of variance: one way and two way classification, design of experiments.

Statistical quality control: meaning, importance, control charts for attributes and variables.

Unit V: Linear programming: meaning, importance, formulation of LPP, graphical method of solution, problems relating to two variables including the case of mixed constraints, cases have no solution, multiple solutions, unbounded solution and redundant constraints.

Simplex method- solution of problems up to three variables including cases of mixed constraints, duality, and transport problem.

Course V: Corporate Financial Accounting: I 105:

Objective: The objective of this course is to expose students to advanced accounting issues and practices.

Contents:

Unit I: nature and objects of financial accounting: basic concepts and principles, accounting standards (only outlines), Depreciation accounting.

Unit II: Liquidation of companies: preparation of statement of affairs, deficiency account, liquidator's final statement of account, receiver's receipt and payment account, list of contributories.

Accounts of holding companies having more than one subsidiary.

Unit III: Double account system including accounts of electricity companies.

Human resource accounting: meaning, importance and presentation.

Unit IV: Inflation accounting: meaning, objective, role, limitations of historical accounting during inflation, inflation accounting techniques- CPP and CCA, numerical problems.

Unit V: accounts of insurance companies: general insurance business- revenue account, P&L account, P&L appropriation accounts and balance sheet.

Accounts of life insurance Corporation of India and other companies doing similar business.

Course VI: Accounting for Managerial Decisions: I 106:

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

Contents:

Unit I: Introduction to accounting: management accounting as an area of accounting, objectives, nature and scope of financial accounting, cost accounting and management accounting; management accounting and managerial decisions, management accountant's position, role and responsibilities.

Responsibility accounting: meaning and significance of responsibility accounting, responsibility centres- cost centre, profit centre and investment centre, problems in transfer pricing, objectives and determinants of responsibility centres.

Unit II: budgeting: definition of budget, essentials of budgeting, types of budget- functional, master etc., fixed and flexible, budgetary control, zero-base budgeting, performance budgeting

Standard costing: standard costing as a control technique, setting of standards and their revision, variance analysis- material, labor and overhead variances, disposal of variances, relevance of variance analysis to budgeting an standard costing.

Unit III: analysis of financial statements: horizontal, vertical and ratio analysis; funds flow and cash flow analysis as per accounting standard 3.

Unit IV: marginal costing and break even analysis: concept of marginal cost, marginal costing and absorption costing, marginal costing vs. direct costing, cost volume profit analysis, break even analysis, assumptions and practical applications of break even analysis, decisions regarding sales-mix, make or buy decisions, discontinuation of product line etc.

Unit V: contemporary issues in management accounting: value chain analysis, activity based costing, quality costing, target and life cycle costing.

Reporting to management: objectives of reporting, reporting needs at different managerial levels, types of reports, modes of reporting, reporting at different levels of management.

Qualifying course: Elementary accounts: I 280:

Objective: The objective of this course is to impart the elementary knowledge of accounts to non-commerce students who join M.Com. Programmed.

Contents: unit I; meaning and scope of accounting, need, development, definition of accounting, book-keeping and accounting, persons interested in accounting, braches of accounting, objectives of accounting, accounting principles, accounting standards in India.

Unit II; accounting transactions, accounting cycle, journal, subsidiary books, cash book, ledger, trial balance, rules of debit and credit, compound journal entry, opening entry, closing entry, reconciliation statement. Rectification of errors, suspense account, bill of exchange.

Unit III: final accounts: manufacturing account, trading account, profit and loss account, and balance sheet with adjustments.

Unit IV: depreciation, consignment, joint venture, accounts of non-trading institutions,
Unit V: royalty accounts, hire purchase accounts, partnership accounts- general adjustments, valuation of goodwill, incoming and outgoing of a partner, dissolution of a firm (only basic problems).

M.Com. Part II (2004-05 and onwards):

Course VII: Computer applications in business: I 201:

Objective: The objective of this course is to provide an understanding of computers, computer operating system and application of relevant softwares in managerial decision making.

Contents:

Unit I: Computer hardware: computer system as information processing system, computer system differences- types of computer systems, hardware options- input devices, output devices, storage devices, communication devices, configuration of hardware devices and their applications.

Personal computers: PC and its main components, hardware configuration, CPU and clock speed, RAM and secondary storage devices, other peripherals used with PC, factors influencing PC performance, PC as a virtual office.

Unit II: Modern information technology: basic idea of LAN and WAN, E-mail internet technologies, access devices, concept of a world wide web and internet browsing, multimedia.

Introduction to operating systems: software needs, operating systems, application softwares, programming languages, DOS, windows- window explorer, print manager, control panel, paintbrush, calculator, desk top, my computer, settings, find, run, UNIX.

Unit III: word processing: introduction and working with MS – word in MS office, word basic commands, formatting – text and documents, sorting and tables, working with graphics, introduction to mail-merge.

Spread sheets; working with excel- formatting functions, chart features, working with graphics in excel, using worksheet as data base in accounting, marketing, finance and personnel areas.

Unit IV: presentation with power-point: power-point basics, working with graphics in power-point, show time, sound effects and animation effects.

Introduction to lotus smart suite for data sheet analysis: structure of spreadsheet and its applications to accounting, finance and marketing functions of business, creating a dynamic/ sensitive worksheet, concept of absolute and relative cell reference, using various built-in functions- mathematical; statistical, logical and finance functions, goal seeking and back solver tools, using graphics and formatting o worksheet, sharing data with other desk-top applications, strategies of creating error- free worksheet.

Unit V: Introduction to accounting packages: preparation of vouchers, invoice and salary statements, maintenance of inventory records, maintenance of accounting books and final accounts, financial reports generation, practical knowledge on wings accounting and wings trade (softwares), tally etc.

Introduction to statistical packages: usage of statistical packages for analysis in research- lotus and excel, SPSS, SYSTAT.

Course VIII: Corporate legal framework: I 202:

Objective: The objective of this course is to provide knowledge of relevant provisions of various laws influencing business operations.

Contents

Unit I: The Companies Act, 1956: definition, type of companies, memorandum of association, articles of association, prospectus, share capital and membership, meetings and resolutions, company management, managerial remuneration, winding up and dissolution of companies.

Unit II: The Negotiable Instruments Act, 1881: Definition, types of negotiable instruments, negotiation, holder and holder in due course, endorsement and crossing of cheque, presentation of negotiable Instruments.

Unit III: SEBI Act, 1992: organization and objectives of SEBI, powers under Securities Contract Regulation Act, 1956 transferred to SEBI, role of SEBI in controlling the security markets.

Unit IV: MRTP Act, 1969: monopolistic trade practices, restrictive trade practices, unfair trade practices.

The Consumer Protection Act, 1986: salient features, definition of consumer, rights of consumer, grievance redressed machinery.

Unit V: Fema Act, 1999, WTO- regulatory framework, basic principles and charter, provisions regarding preferential treatment of developing countries, technical standards, anti-dumping duties, TRIPS and TRIMS,

Course IX: Corporate tax planning and management: I 203:

Objective: This course aims at making students conversant with the concept of corporate tax planning and Indian tax laws as also their implications for corporate management.

Contents:

Unit I: introduction to tax management: concept of tax planning, tax avoidance and tax evasion, corporate taxation and dividend tax, tax planning for new business- tax planning with reference to location, nature and form of organization of new business.

Unit II: tax planning for financial management decisions: tax planning relating to capital structure decision, dividend policy, inter-corporate dividend and bonus shares.

Unit III: tax planning for managerial decisions: tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions, repair, replace, renewal or renovation and shut down or continue decisions.

Unit IV: special tax provisions: tax provisions relating to free trade zones, infrastructure sector and backward areas, tax incentives for exporters, tax planning with reference to amalgamation of companies.

Unit V: tax payment: tax deduction and collection at source, advance payment of tax.

Course X: Financial management: I 204:

Objective: The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various environmental constraints.

Contents:

Unit I: Financial management: meaning, nature, scope of finance, financial goals- profit vs. wealth maximization, finance function- investment, financing and dividend decisions.

Capital structure theories: traditional and MM hypothesis- without taxes and with taxes, determining capital structure in practice.

Unit II: capital budgeting: nature of investment decisions, investment evaluation criteria- net present value, internal rate of return, profitability index, pay back period, accounting rate of return, NPV and IRR comparison, capital rationing, risk analysis in capital budgeting.

Cost of capital: meaning and significance of cost of capital, calculation of cost of debt, preference capital, equity capital and retained earnings, combined cost of capital (weighted).

Unit III: leverages: meaning, importance, measurement, effects of operating and financial leverage on profit, calculation of different leverages, analyzing alternate financial plans.

Evaluation of alternative ways of existing and new financing for expansion plans, effect on EPS and dividend rates.

Unit IV: Dividend policies: issues in dividend decisions, Walter's model,

Gordon's model, MM hypothesis, dividend and uncertainty, relevance of dividend, dividend policy in practice, forms of dividends, factors affecting dividend decisions, stability in dividend policy, corporate dividend behavior.

Capitalization: meaning, importance, approaches, over and under capitalization, over-trading.

Unit V: Meaning, significance and types of working capital, calculating operating cycle period and estimation of working capital requirements, financing of working capital and norms of bank finance, sources of working capital, factoring services, various committee reports on bank finance, dimensions of working capital management- management of cash, receivables and inventory

Course XI: Project planning and control: I 205:

Objective: the objective of this course is to enable students learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

Contents:

Unit I: Identification of investment opportunities: project ideas, screening of ideas, environment scanning and opportunity analysis, and Government regulatory framework;

Market and demand analysis: information required for market and demand analysis, sources of information- primary and secondary, demand forecasting.

Unit II: Technical analysis: materials and inputs: production technology, production mix, plant location and layout, selection of plant and equipment

Cost of project and means of financing: major cost components, means of financing, planning capital structure, various financing schemes of financial institutions.

Unit III: profitability, financial projections & tax considerations: cost of production, break even analysis, projected balance sheet, profit and loss account and cash flow statement, provisions and considerations for computing taxable income.

Appraisal criteria and appraisal process: methods of appraisal under certainty, uncertainty and risk, investment appraisal in practice, process followed by financial institutions, project appraisal techniques.

Unit IV: Social cost benefit analysis: rationale for social cost benefit analysis, methodology of SCPA, L&M approach and UNIDO approach, measurement of the impact on distribution, SCBA in India.

Unit V: Network techniques for project implementation, monitoring and control: PERT and CPM techniques, critical path, event slacks and activity floats, scheduling to match availability of manpower, measures of variability and probability of completion by a specified date, project implementation practices in India.

Course XII: Securities analysis & portfolio management: I 206

Objective: The objective of this course is to help students understand various issues in securities analysis and portfolio management.

Contents:

Unit I: Investments: nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis, concept of return and risk, security return and risk analysis, measurement of return and risk.

Financial assets: types and their characteristics, sources of financial information.

Security markets: primary market- role, functions and methods of selling securities, allotment procedure, new financial instruments; secondary market.

Unit II: public issue: SEBI guidelines on public issue, size of issue, pricing of issue, promoters' contribution, appointment of merchant bankers, underwriters, brokers, registrar and managers, bankers and allotment of shares.

Secondary market: role, importance, type of brokers, trading mechanism, listing of securities in stock exchange, screen based trading, depository' role and need, depositories act, 1996.

Valuation of securities: bonds, debentures, preference shares and equity shares, fundamental analysis, economic analysis, industry analysis and company analysis.

Unit III: Technical analysis: trends, indicators, indices and moving averages applied to technical analysis

Efficient market hypothesis: weak, semi-strong and strong market and its testing techniques.

Unit IV: portfolio analysis: estimating rate of return and standard deviation of portfolio, effect of combining the securities, Markowitz risk-return optimization, single index model or market model, portfolio total risk, portfolio market risk and unique risk, Simple Sharpe's optimization solution.

Unit V: capital market theory: capital market line, security market line, risk free lending and borrowings, factor models, principle of arbitrage, arbitrage portfolios.

Portfolio performance evaluation: measure of return, risk adjusted measure of return, market timing, evaluation criteria and procedures

Course XIII: Marketing Management: I 207:

Objective: The objective of this course is to facilitate understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints.

Contents:

Unit I: Introduction: concept, nature, scope and importance of marketing, marketing concept and its evolution, marketing mix, strategic marketing planning- an overview.

Market analysis and selection: marketing environment- macro and micro components and their impact on marketing decisions, market segmentation and positioning, buyer behavior, consumer vs. organizational buyers, consumer decision- making process.

Unit II: product decisions: concept of a product, classification of products, major product decisions, product line and product mix, branding, packaging and labeling, product life cycle, strategic implications, new product development and consumer adoption process.

Unit III: pricing decisions: factors affecting price determination, pricing policies and strategies, discounts and rebates.

Distribution channels and physical distribution decisions: nature, functions and types of distribution channels, distribution channel intermediaries, channel management decisions, retailing and wholesaling

Unit IV: Promotion decisions: communication process, promotion- mix- advertising, personal selling, sales promotion, publicity and public relations, determining advertising budget, copy designing and its testing, media selection, advertising effectiveness, sales promotion- tools and controlling techniques.

Marketing research: meaning, scope and process.

Unit V: marketing organization and control: social, ethical and legal aspects of marketing, marketing of services, international marketing, green marketing, cyber marketing, relationship marketing and other developments in marketing.

Course XIV: Advertising and Sales Management: I 208:

Objective: The objective of this course is to acquaint students with the theory and practice of advertising as well also management of a firm's sales operations.

Contents:

Unit I: advertising: definition, advertising as a tool of marketing, advertising effects- economic and social, advertising and consumer behavior, advertising scene in India.

Advertising objectives and advertising budgets; advertising media- print media, broadcasting media, non- media advertising, media planning and scheduling, advertising on internet, media selection decisions.

Unit II: media design and development: copy development, types of appeal, copy testing; measuring advertising effectiveness: managing advertising ad agency, client relationship, promotional scene in India, techniques for testing ad effectiveness; self regulatory laws in advertising,

Unit III: Selling: concept, objectives and functions of sales management, fundamentals of selling, selling process, salesmanship, product and customer knowledge.

Sales planning: importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget; principles of determining sales organization

Unit IV: sales force management: estimating manpower requirements for sales department, planning for manpower- recruitment, selection, training and development, placement and induction, motivating and leading sales force, compensation and promotion policies, sales meetings and contests.

Unit V: control process: analyzing of sales volume, cost and profitability, managing expenses of sales personnel, evaluating sales force performance.

Course XV: International marketing I 209:

Objective: The objective of this course is to expose students to the conceptual framework of international marketing management'

Contents:

Unit I: introduction to international marketing: nature, significance, complexities in international marketing, transition from domestic to international marketing, international market orientation- EPRG framework, and international market entry strategies.

International marketing environment: internal environment, external environment- geographical, demographic, economic, socio-cultural, political and legal environment, impact of environment on international marketing objectives;

Unit II: foreign market selection: global market segmentation, selection of foreign markets, international positioning

Product decisions: product planning for global markets, standardization vs. product adaptation, new product development, management of international brands, packaging and labeling, provision of sales related services.

Unit III: pricing decisions: environmental influences on pricing decisions, international pricing policies and strategies.

Promotion decisions: complexities and issues, international advertising, personal selling, sales promotion and public relations.

Unit IV: distribution channels and logistics: functions and types of channels, channel selection decisions, selection of foreign distributors, agents and managing relations with them, international logistics decisions.

International marketing planning, organizing and control: issues in international marketing planning, international marketing information system, organizing and controlling, international marketing operations.

Unit V: emerging issues and developments in international marketing: ethical and social issues, international marketing of services, information technology and international marketing, impact of globalization, WTO.

Course XVI: International business environment: I 210:

Objective: This course exposes the students to the environment dynamics of international business and their impact in international business operations of a firm.

Contents:

Unit I: international business: nature, importance, scope, framework for analyzing international business environment – geographical, economic, socio-cultural, political and legal environment.

International economic environment- world economic and trading situation, economic institutions and agreements- WTO, UNCTAD, IMF, World Bank, Generalized system of preference, SGTP, international commodity agreements.

Unit II: regional economic co-operation: types and rationale of regional economic groups, theory of customs union, EU, NAFTA, ASEAN, SAFTA and other groupings.

Multinational corporations: conceptual framework of MNCs, MNCs and host and home country relations, technology transfer-importance and types.

Unit III: foreign exchange markets: determining exchange rates, fixed and flexible exchange rate system, participants in the foreign exchange markets, cash and spot exchange market, exchange rate quotas, LERMS. Factors affecting exchange rates- spot rates, forward exchange rates, forward exchange contracts, overview of FEMA.

Unit IV: foreign exchange risk: transaction, exposure, translation, economic exposure, management of exposure - internal techniques, netting, marketing, leading and logging, pricing policy, assets and liability management, management of risk in foreign exchange market: forex derivatives- swaps, futures, options and forward contracts.

Unit V: foreign investment: capital flows- types and theories of foreign investment, foreign investment flows and barriers, recent developments in international business, ecological issues, social aspects, IT And international business.

Course XVII: International Marketing: I 211

Objective: The objective of this course is to expose students to the conceptual framework of international marketing management'

Contents:

Unit I: introduction to international marketing: nature, significance, complexities in international marketing, transition from domestic to international marketing, international market orientation- EPRG framework, and international market entry strategies.

International marketing environment: internal environment, external environment- geographical, demographic, economic, socio-cultural, political and legal environment, impact of environment on international marketing objectives;

Unit II: foreign market selection: global market segmentation, selection of foreign markets, international positioning

Product decisions: product planning for global markets, standardization vs. product adaptation, new product development, management of international brands, packaging and labeling, provision of sales related services.

Unit III: pricing decisions: environmental influences on pricing decisions, international pricing policies and strategies.

Promotion decisions: complexities and issues, international advertising, personal selling, sales promotion and public relations.

Unit IV: distribution channels and logistics: functions and types of channels, channel selection decisions, selection of foreign distributors, agents and managing relations with them, international logistics decisions.

International marketing planning, organizing and control: issues in international marketing planning, international marketing information system, organizing and controlling, international marketing operations.

Unit V: emerging issues and developments in international marketing: ethical and social issues, international marketing of services, information technology and international marketing, impact of globalization, WTO.

Course XVIII: Foreign trade policy, procedure & Documentation: I 212

Objective: The objective of this course is to familiarize students with the policies, procedure and documentation relating to export- import transactions.

Contents:

Unit I: international trade: theories of international trade- absolute and comparative advantage theories, modern theory of trade- Hecksher- Ohlin theory, terms of trade, theory of international trade in services, balance of payment and adjustment mechanism.

Commercial policy instruments: tariffs, quotas, anti-dumping countervailing duties, technical standards, exchange controls and other non-tariff measures.

Unit II: India's foreign trade and policy: competition and direction of foreign trade, India's foreign trade policy, export promotion infrastructure and the institutional set up, deemed exports and rupee convertibility, policy on foreign collaborations and counter trade arrangements, Indian joint ventures abroad, project and consultancy exports.

Unit III: instruments of export promotion: export assistance and promotion measures, EPCG scheme, import facilities, duty drawback, duty exemption scheme, tax concessions, marketing assistance, role of state trading houses, 100% export- oriented units, export houses and trading houses, EPZs, SEZs.

Documentation framework: types and characteristics of documents, export contract and in exposure co terms, processing of an export order.

Unit IV: export financing methods and terms of payment: methods of payment, negotiations of export bills, documentary credit and collection. Pre and post shipment export credit, bank guarantees, foreign exchange regulations, cargo credit and exchange risks: marine insurance- procedures and documentation for cargo loss claims, ECGC schemes for risk coverage and procedure for filing claims, institutions for credit- pre and post shipment.

Unit V: quality control and pre- shipment inspection: process and procedure, excise and customs clearance regulations, procedures and documentation, management of imports: procedure for procurement through imports, import financing, customs clearance of imports, managing risk involved in importing, transit-risk. Credit- risk and exchange- risk.
