

PROF. RAJENDRA SINGH (RAJJU BHAIYA) UNIVERSITY, PRAYAGRAJ

M.Com. Examination & Syllabus Scheme (Credit and Grading System)

Annexure-21

Course Code	Course Title	Credits	T/P	EVALUATION (MM=100)			
				Internal		External	
				CIE	Practical	ETE	
Semester-I							
COM-501	CORE	ACCOUNTING FOR MANAGERIAL DECISIONS	5	T	25	-	75
COM-502	CORE	ADVANCE BUSINESS ECONOMICS	5	T	25	-	75
COM-503	CORE	BUSINESS MANAGEMENT	5	T	25	-	75
COM-504	CORE	ECONOMIC ENVIRONMENT	5	T	25	-	75
COM-531	CORE	FIELD WORK/MINOR PROJECT/PRACTICAL	4	P	-	100	-
Semester-II							
COM-505	CORE	STATISTICAL ANALYSIS	5	T	25	-	75
COM-506	CORE	MARKETING MANAGEMENT	5	T	25	-	75
COM-507	CORE	FINANCE MANAGEMENT	5	T	25	-	75
COM-508	CORE	HUMAN RESOURCE MANAGEMENT	5	T	25	-	75
COM-532	CORE	FIELD WORK/MINOR PROJECT/PRACTICAL	4	P	-	100	-
Semester-III							
COM-601	CORE	ENTERPRENEURSHIP AND SMALL BUSINESS	5	T	25	-	75
COM-602	CORE	ORGANIZATIONAL BEHAVIOUR	5	T	25	-	75
COM-603	CORE	CORPORATE MANGEMENT	5	T	25	-	75
COM-604	CORE	STRATEGIC MANAGEMENT	5	T	25	-	75
COM-631	CORE	FIELD WORK/MINOR PROJECT/PRACTICAL	4	P	-	100	-
Semester-IV							
COM-605	CORE	RESEARCH METHODOLOGY	5	T	25	-	75
COM-606	CORE	MANAGEMENT INFORMATION SYSTEM	5	T	25	-	75
COM-651	Elective (Group-1)	ADVERTISING MANAGEMENT	5	T	25	-	75
COM-652		SALES MANAGEMENT	5	T	25	-	75
COM-653	Elective (Group-2)	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	5	T	25	-	75
COM-654		MANAGEMENT OF FINANCIAL SERVICES	5	T	25	-	75
COM-655	Elective (Group-3)	MANAGEMENT OF INDUSTRIAL RELATION	5	T	25	-	75
COM-656		LABOUR LEGISLATION IN INDIA	5	T	25	-	75
COM-632	CORE	FIELD WORK/MINOR PROJECT/PRACTICAL	4	P	-	100	-

Note: Select any one group in IVth Semester.

There is:

CIE: Continuous Internal Evaluation.

Practical: 100% Internal

ETE: End Term Examination (University Examination).

M.COM-SEMESTER I

PAPER CODE : MCOM-101

ACCOUNTING FOR MANAGERIAL DECISIONS

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

Unit-I Management Accounting : Meaning, Nature Objectives, Scope, Techniques, Principles, Functions, Importance, Limitations, Management Accounting vs Financial and cost Accounting, Management Accountant-Role, Status, functions and responsibility.

Unit-II Financial Statement Analysis : Parties interested in Financial Statement, Essentials of a good financial Statement, importance of Financial Statement, Analysis and Interpretation Horizontal, Vertical; Comparative and Trend Analysis, Ratio Analysis meaning Utility, Classification of Ratios, Profitability Ratio, Activity Ratio and Financial Position ratios.

Unit-III Fund Flow and Cash Flow Statement : Concepts, Meaning of the term fund and preparation of fund flow statement and cash flow statement (As-3).

Unit-IV Reporting to Management : Meaning, Objective, Methods Principle of Reporting, Kinds of Reports, Reporting at different levels of management, Contemporary issues in Management Accounting, Social Reporting, Environmental Reporting, Management Assessment and Development.

References :

- | | | | |
|---|---------------|---|--|
| 1 | Shukla M.B | : | Management Accounting- Kitab Mahal Allahabad |
| 2 | Maheswari S N | : | Management Accounting |
| 3 | Khan & Jain | : | Management Accounting |
| 4 | Kulshreshtha | : | Management Accounting Concepts & Cases |

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PAPER CODE : MCOM-102

ADVANCED BUSINESS ECONOMICS

Objective: The objective of this course is to develop ability to apply the concepts, tools, and techniques of Economics in analysing interpreting business decisions.

Unit-I Introduction : Concept, Nature and Scope of Business Economics. Role and Responsibilities of Business Economics; Significance of Business Economics in Decision Making. **Principles of Business Economics :** Opportunity Cost Principle, Incremental Principle, Time Perspective Principle, Discounting Principle, Equi Marginal Principle. Demand Analysis : Law of demand and Elasticity of demand.

Unit-II Consumption Analysis Consumer's Equilibrium: Traditional and Modern Approaches.

Production Analysis : Production Function, Production Laws: Law of Variable Proportions and laws of returns to scale.

Unit-III Cost Analysis : Cost Output Relationship, Cost Control and Cost Reduction, Significance of cost Analysis.

Pricing Analysis : Pricing of Output under Perfect competition, Monopoly, Discriminating Monopoly, Oligopoly, and Monopolistic Competition: Pricing Policies.

Unit-IV Factor Pricing : Theories of Distribution, Rent, Wages, Interest, and Profit. **Business Cycle :** Concept, Types, Phases, Impacts, and Control Measures of Business Cycle.

Suggested Readings :

- 1 G.S. Gupta, Managerial Economics, IMH.
- 2 Joel Dean, Managerial Economics, PHI.
- 3 Baumol, Economic Analysis and Business Decisions.
- 4 R.I. Varshney and K.L. Maheshwari: Managerial Economics, S. Chand & Sons, Delhi.

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PAPER CODE : MCOM-103

BUSINESS MANAGEMENT

Objective : The objective is to impart a basic understanding of Management; its functions and process: as applicable to business organizations.

Unit-I Introduction to Management and Organizations Critical Analysis of Management Theories, Essentials of Planning Types of Managerial Plans Management by Objectives Decision Making -Its Importance, Process and Types.

Unit-II Nature of Organising Different Types of Organisational Structures Authority- Responsibility Relationship. Organisational Climate and Culture Reinventing Organisations.

Unit-III Directing and Motivating Leadership. Approaches and Leadership Styles Communications Process: Organisational Communication Channels, Barriers and Masseur.

Unit-IV Process of Control and Control Types Essentials of Effective Control Co-ordination Recent Trends and issues in Management.

Suggested Readings :

1. Wehrich, Cannice and Koontz , Management- A Global Entrepreneurial Perspective
2. Robbins, S.P. and mary Coulter : Management.
3. Stoner, Freeman and Gilbert, Jr.: Management
4. Jam, J.K. : Principles and Functions of Management (English & Hindi)
5. Saxena, S.C.: Prabandh Ke Siddhant (Hindi)

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PAPER CODE : MCOM-104

ECONOMIC ENVIRONMENT

Objective: The objective is to provide an awareness of various economic issues and challenges being faced by India in the globalised economy.

Unit-I Meaning of Environment. Eco-system and Environment. Environmental Protection and Sustainable Development, Factors Affecting Economic Development, Legal and Social efforts for Environment Protection in India.

Unit-II **Competition :** Meaning of Competition, Salient Features of Competition Act 2002, Combinations, Regulation of Combination, CCI-Competition Commission of India, CAT-Competition Appellate Tribunal. **Consumerism, Salient features of Consumer Protection Act 1986.**

Unit-III **Institutional Economic Environment-I:** Pre WTO scenario, Difference between GATT and WTO; WTO Agreement-Trade Related Intellectual Property Rights (TRIPS), Trade Related Investment Measures (TRIMs), Dispute Settlement Mechanism.

Unit-IV **Institutional Economic Environment-II:** International Collaborative Arrangements and Strategic Alliances. **Regional Economic Groupings in Practice :** levels of Regional Economic Integration: Regionalism vs. Multilateralism, Structure and Functions of EU, NAFTA, ASEAN and SAARC. FDI-Meaning and Need, Methods, Policies with regard to FDI. ~~Recent Trends.~~

Multinational Corporations and Foreign Capital.
~~ILMA-Current Account Transaction, Capital Account Transaction.~~

Money Laundering-Meaning, Process, Impact of Money Laundering on the Economic Development, Prevention of Money Laundering (Global and Indian Initiative), Regulation of Parallel Economy

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Suggested Readings :

1. Ghosh: Economic Environment of Business
2. Morrison J.: The International Business Environment.
3. Mishra & Puri. Economic Environment.
4. Ruddra Dutt & Sundaram: Indian Economy
5. Francis Cherunilam: Business Environment.
6. Shukla M B. Business Environment.

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M. COM-SEMESTER II

PAPER CODE : MCOM-201

STATISTICS ANALYSIS

Objective : The objective of this paper is to acquaint students with the principles of business statistics so that they should be able to use various statistical tools for the analysis of economic and business data.

Unit-I Regression Analysis: Regression Equations. Regression Coefficients. Multiple Correlation and Multiple Regression Analysis : Partial Correlation. Coefficient of Multiple Correlation, Multiple Regression Analysis

Unit-II Theoretical Frequency Distributions: Binomial, Normal and Poisson Distribution. Probability Theory: Addition and Multiplication Theorems of Probability. Application of Addition Theorem. Multiplication Theorem. Bayes' Theorem.

Unit-III Association of Attributes: Theory of Association, Criterion of Independence. Coefficient of Association, Partial Association, Illusory Association. Consistency of Data. Contingency. Chi-square Test Methods and Uses.

Unit-IV Business Forecasting: Elements. Importance. Limitations and Theories of Business Forecasting. Sampling: Hypothesis Testing, Standard Error. Sampling of Attributes, Sampling of Variables- Large and Small Sample. t-test. Partial Comparison Test.

Suggested Readings :

1. Goode and Hatt: Methodology of Social Sciences Research.
2. Roy, Ramendu, Principle of Statistics, Prayag Pustak, Allahabad
3. Gupta, S.P. Statistical Methods, Sultan Chand
4. Kothari, C.R : Research Methodology, New Age Publication, New Delhi
5. Roy, Ramendu: Sankhiki Ke Siddhant, Prayag Pustak Bhawan, Allahabad

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PAPER CODE : MCOM-202
MARKETING MANAGMENT

- Unit-I** Nature and Scope of Marketing. Marketing Environment. Marketing Mix. Market Segmentation. Consumer Behaviour.
- Unit-II** Product Decisions: Product Mix, product Life Cycle, New Product Development, Branding and packaging. Pricing Methods and Strategies
- Unit-III** Promotion Decisions : Promotion Mix. Advertising. Publicity. Personal Selling Sales Promotion. Internet. Channel Management Decision.
- Unit-IV** Marketing Research. Marketing Planning Marketing Organization. Marketing Control: Emerging Issues and Developments in Marketing.

Suggested Readings :

- 1 Kotler. Philip & Keller K.L. : Marketing Management
- 2 Baines. Paul & Others : Marketing
- 3 Perreault. W.D & McCarthy. : Basic Marketing. A Global Managerial Approach
F. J
- 4 Etzel. M.J., Walker. B.J. Stanton. : Marketing. Concepts and Cases
W.J. & Pandit. Ajai

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PAPER CODE : MCOM-203

FINANCIAL MANAGEMENT

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

Unit-I Financial Management: Meaning, nature and Scope, Financial goal: Profit Vs. Wealth Maximization, Finance Functions-Investment, Financing and dividend decisions, Function of Finance Manager in Modern age.

Unit-II Investment Decision: Nature, Investment Evaluation Criteria-Net Present Value, Internal Rate of Return, Profitability Index, Payable Period, Accounting Rate of Return, N.P.V. and I. R. R. Comparison, Capital Rationing, Risk and Uncertainty in capital budgeting.

Unit : III Financing Decisions: Sources of Short Term Financing, Long Term Sources of Financing Concept and Approaches of Capital Structure Decision-NI, NOI, Traditional and Modigliani Miller Approach, Leverage Analysis-Financing Operating and Combined Leverage and its implications, EBIT-EPS analysis.

Unit : IV Cost of Capital: Significance, Calculation of Combine cost of Capital (Weighted), Cost of Equity and CAPM, Dividend Decisions: Relevancy and Irrelevancy Theory of dividend decision. (Walter's model, Gordon's Model and Modigliani miller Model), Factors affecting dividend decision.

Suggested Readings :

1. Chandra, Prasanna : Financial Management.
2. Khan, M.Y & Jain, P K. : Financial Management
3. Kuchhal, S.C. . Financial Management
4. Pandey, I.M. : Financial Management
5. Shukla, M.B. Financial Management
6. Suvastava, R M. Financial Management

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PAPER CODE : MCOM-204

HUMAN RESOURCE MANAGEMENT

Objective : The objective of the course is to develop a sound knowledge and understanding of different aspects of managing people and offer insights into recent trends in the field to the students so as to enable them to effectively manage human resource in organizations.

Unit : I Human Resource Management : Evolution . Nature, Functions and Objectives, HRM vs HRD. Roles and Characteristics of HR manager.

Human Resource Planning : Concept and Nature

Unit : II Job Analysis Process, job description, Job Specification.

Job Design : Concept and Approaches, Recruitment: Types, Process, Selection: Process, Methods.

Unit : III Performance Appraisal and Management : Process, Methods- Traditional and Modern, Challenges.

Training and Development : Concept, Significance, On- the- job Training Methods, Off the job Training methods.

Unit : IV Wage and Salary Administration : Concept, Process, Essentials of a Sound Wage and Salary Structure, Factors Affecting Wage and Salary Structure: Rewards, Incentives: Fringe Benefits : Nature and Types. **Industrial Relation** : Concept and Nature, Characteristics of Industrial Labour industrial Disputes: Nature, Causes and Settlement.

Suggested Readings :

1. VSP Rao - Human Resource Management, Excel Books.
2. K Aswathappa - Human Resource Management, McGraw Hill.
3. Garry Dessler: Human Resource Management, Pearson Education.
4. C B Matoria: Personnel Management, Himalaya Publishing House.
5. A Monappa & M S Sayadin . Personnel management, McGraw Hill.

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M.COM-SEMESTER III

PAPER CODE : MCOM-301

ENTREPRENEURSHIP AND SMALL BUSINESS

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

Unit-I Entrepreneurship: Nature, Scope and Importance. Emergence of Entrepreneurial Class In India. Theories of Entrepreneurship, Entrepreneurship and Environment, Creativity And Innovation.

Unit-II Entrepreneurship Development Programme (EDP) - Nature Scope And importance, Institutions Established by the Government For EDP Government Assistance and incentives. Women Entrepreneurship: Social Entrepreneurship, Entrepreneurship.

Unit-III Promotion of a venture: Project Management. Financial Management: Raising of funds, Private Equity And venture capital. Production, Human Resource Management And Marketing Management Practices in Small Scale Sector.

Unit-IV Small Business: Nature, Scope and Importance of Small Business, Government Support System, Infrastructural facilities, Latest Government policy with regard to Small Scale Sector, SME: Rating, Strategies for Growth.

Reference:

1. Desai, Vasant Entrepreneurship and Small Business Management
2. Duker, Peter: Innovation and Entrepreneurship
3. Gupta, C.B. : Entrepreneurship Development
4. Kenneth, P. Van : Entrepreneurship and Small Business Management
5. Shukla, M. B.: Entrepreneurship and Small Business Management
6. R.C. Agrawal Udyamita Vikas. (Hindi)
7. S. S. Khanka, Entrepreneurship Development

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PAPER CODE : MCOM-302
ORGANISATIONAL BEHAVIOUR

Course inputs

- Unit-I Organisations Behaviour :** Concept, Nature, Significance, Relationship with other fields, Challenges and Opportunities for Organisations Behaviour, Approaches of Organisations Behaviour-Human Behaviour Approach, Social system Approach, System and Contingency Approach.
- Unit-II Industrial Dimensions of Organisations Behaviour-Perception-** Concept, Nature, Process, **Attitude-** Concept, Process and Measurement, **Personality-** Concept, Determinants of personality, **Learning-** Concept, Components, Factors affecting Learning, Learning Theories.
- Unit-III Group Dimensions of Organisations Behaviour: Group-** Concept, Types of Group, Group Formation and Group Decision Making, **Motivation-** Concept Theories of Motivation, **Leadership-** Concept, Nature, Determinations and style, **Theories of Leadership-** Trait, Behavioural and Situational Theories.
- Unit-IV Organisations Power and Politics, Organisations change-** Concept, Nature Resistance to change, management Resistance to change, **Conflict-** Concept, Source & Types, Resolution of Conflict, **Organisations Culture-** Concept, Element, Implication & Process.

Suggested Readings :

1. Robbins, SP : Organisations Behaviour
2. Prasad, L M : Organisations Theory and Behaviour.
3. Luthans F. : Organisations Behaviour.
4. Davis K : Human Behaviour at Work Organisations Development .
5. Dwivedi, R.S. : Human Relations and Organisations Behaviour.

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PAPER CODE : MCOM-303
CORPORATE MANAGEMENT

Objective : To equip the students with the skills for decision making at top level of management.

Course inputs

Unit-I Professional Management: Nature, Scope and Importance. Role of Professional Management in Corporate Sector. Company Management and Control. Managerial Remuneration. Role of financial Institutions in Corporate Management. Their Shareholding and Management Control.

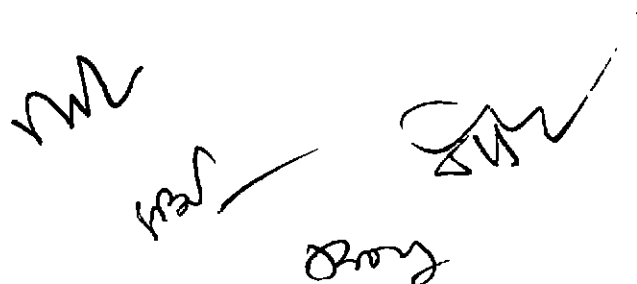
Unit-II Corporate restructuring. Nature, Scope and Importance Mergers and Acquisitions- Nature, Scope and importance, Present status of mergers and acquisitions in India. Nature, scope and importance of governing Board. Chief Executive and Board.

Unit-III Turn-around management. Nature Scope and importance. Turnaround Strategies in India Multinational Corporations: Nature. Objectives. Scope and Importance. Working of MNCs in India.

Unit-IV Corporate Governance. Nature. Objectives, Scope and Importance Committee Recommendations. Corporate Governance Practices in India. Management discussions and Analysis: Nature, Objectives, Scope and Importance. MDA Reporting in India.

Suggested Readings :

1. Joshi, Vasudha. "Corporate Governance: The Indian Scenario". Foundation Books.
2. Shukla, M.B & Gupta, Ranjita. "Corporate Management: Principles and Practice", Kitab Mahal.
3. Singh, M.K . "New Concepts in Corporate Management". Globus Press .
4. Dube, Indrajit. "Corporate Governance". Lexisnexis.
5. Das, S.C . "Corporate Governance in India: An Evaluation". PHI Publication.

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PAPER CODE : MCOM-304
STRATEGIC MANAGEMENT

Course inputs

- Unit-I** Concept, Definition and Nature of Strategy, Vision, Mission, Goal & Objective. Strategic Management: Definition and Process. Models of Strategic decision making. Strategic Intent. Strategic Business Unit.
- Unit-II** Environmental Scanning-Concept of Environment and its Components, SWOT Analysis, Environmental Scanning and Appraisal, Strategic advantage analysis and diagnosis. Concept of Synergy, Core Competence.
- Unit-III** Strategic Analysis & Choice- Stability, Growth, Turnaround, Retrenchment, Diversification, Vertical and Horizontal integration, Strategic alliance, Divestment, Business Portfolio analysis BCG & GFC matrix, Strategic choice.
- Unit-IV** Strategic Implementation and Control-Inter-relation between formulation and implementation, Issues in Strategy implementation, Structure and Non-Structural resource allocation, Overview of Strategic Evaluation, Strategic Control, Techniques of Strategic evaluation and Control.

Suggested Readings :

1. Kazami : Strategic Management & Business Policy.
2. R. Srinivasana : Strategic Management.
3. Lynch : Corporate Strategy
4. P. Subbarao : Business Policy and Strategic Management.
5. Haberberg & Rieple : Strategic Management.
6. Hill & Jones : An Integrated approach to Strategic Management.
7. U.C. Mathur : Strategic Management.
8. D. Acharya & A. Nanda : Strategic Management & Entrepreneurship.
9. Amta Mital : Cases in Strategic Management.

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M.COM-SEMESTER IV

PAPER CODE : MCOM- 401

RESEARCH METHODOLOGY

Objective : To equip the students with the basic understanding of managerial communication and research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Unit-I Research Methodology: Introduction, Objectives of Research, Types of Research, Research Approaches, Research Process, Defining the Research Problem, Literature Survey, Hypothesis, Testing;

Unit-II Methods of Data Collection, Data Analysis and Statistical Techniques. Sampling Theory: Introduction, Basic Principles, Sampling Plan, Sample Design, Sampling Techniques, Questionnaire Designing.

Unit-III Examining Relationships and Trends using Statistics, Selecting an Appropriate Statistical Technique, Analysis of Data; Use of SPSS and other Statistical Software Packages. Advanced Techniques for Data Analysis: ANOVA, Factor Analysis, Scaling Techniques, Probable Errors, Testing of Hypothesis (z-Test, t-Test, etc.)

Unit-IV Research Report Writing, Significance, Steps in Research Report Writing, Layout of Research Report, Types of Research Report, Mechanics of writing a Research Report, Presentations.

Suggested Readings :

1. Kothari, C.R., "Research Methodology: Methods & Techniques", New Age International Publishers, New Delhi.
2. Gupta, S.P., "Statistical Methods", Sultan Chand & Sons.

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3. Sinha, K.K. "Business Communication", Taxmann Publication.
4. Chawla, Deepak & Sodhi, Neena, "Research Methodology: Concepts & Cases",
Vikas Publishing House, New Delhi.
5. Bhattacharya, D.K., "Research Methodology", Excel Books.
6. Ramendu Roy, Subhojit Banarjee: Fundamental of Research Methodology,
Kitab Mahal, Allahabad.
7. Tanushree Roy & Ramendu Roy : शोध कार्यप्रणाली, Pravalika Publications,
Allahabad.

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PAPER CODE : MCOM-402

MANAGEMENT INFORMATION SYSTEM

Objective : To acquaint the students with the basics of Information technology and related aspects.

Unit-I Management Information System (M.I.S.): Meaning, elements, characteristics, objectives and role of M.I.S., Principles of good MIS, Installation of MIS, Basic Requirements of MIS, Implementation of MIS, Problems in Installation of MIS, Guidelines for making MIS effective.

Unit-II Development of system analysis, system Definition, system Analysis, tools for making system analysis, system design, Testing, system evaluation, Types of information system, comparison of human and computer system (Alternative Framework).

Unit-III Information System for Decision Making: meaning, Types of decisions, Decision making process, Basic Information system related to production, Finance, Human resource and marketing.

Unit-IV Data communication and networking: Meaning, Basic elements of communication, Data transmission modes, Transmission channels, Transmission media, Types of Database system, Network topologies, LAN, WAN and MAN. Base of MIS: Reporting-meaning, Principles of reporting, Classification of reports.

References:

1. Bentley, Fravol : MIS and Data Process.
2. Benartjee, UK and Suchdeva : MIS-A new framework.
3. Gordon & Davis : MIS, Conceptual foundation structure & Development.
4. Kanter Jerome : Management Oriented MIS.
5. Murdie & Ross : Information system for modern Management.

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GROUP-A PAPER CODE : MCOM-403

ADVERTISING MANAGEMENT

Objective: The objective of the course is to acquaint students with the theory and practice of Advertising and Media Planning in order to enable them to take up the challenges in the World of Advertising and Media.

Unit-I Advertising : Meaning, Functions, Importance and Features, Social and Economic Aspects; Types; Advertising Objectives; Advertising V/s Personal Selling, Advertising V/s Sales Promotion, Advertising V/s Publicity, Advertising as a Marketing Tool.

Unit-II Message Designing. Development & Layout:

Advertising Copy: Meaning, Objectives and Attributes of an affective Advertising copy; Types of Advertising Copy.

Copy Layout: Meaning, Elements and Types of Layout, Principles of Good Layout.

Unit-III Advertising Effectiveness: Meaning, Objectives and Techniques of Testing Effectiveness. Advertising Budget: Meaning, Advertising Budget Procedure Factors Influencing Advertising Budget. Advertising Budget Allocation.

Unit-IV Advertising Agencies and Media: Meaning, Features, Need and Functions of Advertising Agencies, Selection and Modes of paying the Agency. Meaning and Role of Media; Types of Media-Print Media, Electronic Media, Out Door Media, Other Media, Media Planning.

Suggested Readings:

1. Aaker, David A., Batra, Rajiv Mayers, John G.; Advertising Management.
2. Chunawala, S.A. Foundation of Advertising- Theory & Practice
3. Sandage & Fryburger : Advertising Theory and Practice.
4. Hall, J.S. Rolland : Theory & Practice of Advertising.

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GROUP-A PAPER CODE : MCOM-404

SALES MANAGEMENT

Objective :

The objective of the course is to Provide a conceptual understanding of the subject and familiarize the students with process of management of sales.

Unit-I Introduction

Sales Management : Meaning, Objectives, Characteristics, Functions and Importance.

Salesmanship : Meaning Features and Significance. Qualities of a Good Salesman.

Selling Process : Meaning, Stages in Selling Process Prospecting, Pre-approach, the Approach, Presentation and Demonstration, Handling the Objections, Closing the Sale.

Unit-II Sales Forecasting and Planning:

Sales Forecasting: Meaning, Factors Governing Sales Forecasting, Steps in Sales Forecasting, Types and Limitations of sales Forecasting
Sales Planning: Meaning, Importance and Process.

Sales Territories : Meaning, Objectives, Advantage and reasons of Revising Sales Territories; Factors Determining size of Sales Territories;

Unit-III Sales Quota : Meaning, and Concepts Reasons to Fix Sales Quota; Factors Considered while setting Sales Quota; Types of Sales Quota, Methods of Setting Sales Quota.

Sales Organisation: Meaning Objectives and Importance; Types of Sales Organisation.

Sales Manager: Duties, Responsibilities and Qualities.

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Unit-IV Sales Force Management:

Recruitment and Selection: Meaning Importance, Process Sources and Methods.

Training and Placement: Meaning, Importance, Objectives and Limitations of Sales Force Training, Areas of Sales Training Methods of Sales Training; Sales Force Placement.

Compensation of Sales Force: Meaning, Needs and Methods, Essentials of Sound Compensation Plane.

Control: Meaning, Importance and Process of Sales Force Control, Sales Force Performance Appraisal.

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GROUP-B PAPER CODE : MCOM-405

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective : To impart knowledge to students regarding the theory and practice of management of investment.

Unit-I Concept, Nature and Scope of Security Analysis, Investment Vs. Speculation, Effective Investment Programme, Sources of Investment Information. Risk and return Analysis, Primary Market, Secondary Market, Operation of Indian Capital Market.

Unit-II **Valuation of securities:** Bond Analysis, Bond Valuation, Risk Immunization, Common Stock Analysis, Inquiry Valuation.

Unit-III Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis, Efficient Market Theory.

Unit-IV Portfolio Management, Capital Market Theory, Portfolio Selection and its Models, Markovitz Portfolio Theory, Efficient frontier, Sharp Single Index Model, Capital Assets Pricing Model, Characteristic lines, Optimum Portfolio, Arbitrage Pricing Theory.

Suggested Readings:

1. Pandian, P., "Security Analysis & Portfolio Management", Vikas Publishing House.
2. Fischer, L.M. & Ormiston, A., "Security Analysis & Portfolio Management", Prentice Hall of India.
3. Ronald J. Jordan & Donald E. Fischer, "Security Analysis & Portfolio Management", Pearson India.
4. Chandra Prasanna, "Investment Analysis & Portfolio Management", Mcgraw Hills Education.
5. Kevin, S., "Security Analysis & Portfolio Management", PIII Learning.

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GROUP-B PAPER CODE : MCOM-406

MANAGEMENT OF FINANCIAL SERVICES

Objective : To familiarize the prospective managers with the various financial services and institutions and their role in the overall financial system.

Unit-I Financial services- Concept, Nature, Types and Scope of Financial Services, Fund Based and Non-Fund Based Financial Services.

Unit-II Origin of Merchant Banking in India:- Nature, Characteristics, Functions and Importance, Services rendered by Merchant Bankers, Underwriting, Concept, Nature, Features, Importance. Functions and Evolution of Underwriting business, SEBI Guidelines with regard to Underwriting.

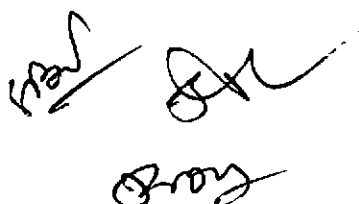
Unit-III Nature, Objective and Features of Credit Rating, Credit rating Agencies in India, Depositories.

Unit-IV Other Financial Services:- Lease Financing, Hire Purchase, Venture Capital, Mutual Funds Housing Finance, E-Banking.

Suggested Readings:

1. Avadhani, V.A. : Investment and securities Markets in India.
2. Bholu L.M. : Financial Market and Institution.
3. Bhalla, V.K. : Financial Market and Services.
4. James, C.Van Horne : Functions and Analysis of Capital Market.
5. James, C. Van Horne : Financial Market Rates and flow.





GROUP-C PAPER CODE : MCOM-407

MANAGEMENT OF INDUSTRIAL RELATIONS

Objective :

To introduce the students to the conceptual and practical aspects of Industrial Relations at the Micro and Macro levels.

- Unit-I Industrial Relations:** Nature, Scope, Objectives, Importance, Historical Evolution of Industrial Relation in India, Parties to Industrial Relations, Different Perspectives & Approaches, Role of State in Industrial Relations, Role of Management & Trade Unions. Present IR scenario in India.
- Unit-II Industrial Relations & Industrial Disputes,** Reasons for Industrial Disputes & conflicts; IR Mechanism to prevent industrial disputes & conflicts; Collective Bargaining, Tripartite & Bipartite Bodies, Ethical Codes & Standing Orders.
- Unit-III Management of Grievances,** Concept and Causes of Grievances, Grievance Redressal Machinery, Objectives of Grievance Redressal Machinery, Salient Features of Grievance Redressal Machinery, Employee Discipline, Types of Discipline, Disciplinary Action.
- Unit-IV Worker's Participation in Management:** Concept, Objectives of Worker's Participation in Management, Forms of Workers' Participation in India, Factors influencing Participation, Employee Empowerment, Quality Circle, Industrial Relations & Technological Change, Industrial Relations & HRM.

Suggested Readings:

1. Mamoria, C.B., Mamoria, S, & Gankar, S.V. "Dynamics of Industrial Relations", Himalaya Publishing House

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- 2 Venkatratnam, C S "Industrial Relations", Oxford Publications
- 3 Mishra, Abhishek " Industrial Relations: An Insight", Quality Books & Publishers, Kanpur
4. Tripathy, P C. "Personnel Management and Industrial Relations", Sultan Chand & Sons, New Delhi.
- 5 Munappa, Arun. "Industrial Relations", Tata McGraw Hill.

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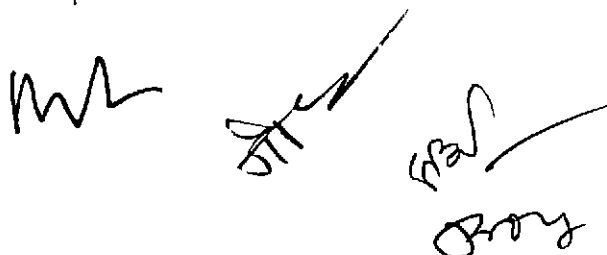
GROUP-C PAPER CODE : MCOM-408

LABOUR LAGISLATION IN INDIA

- Unit-I** Objectives of Labour laws, Industrial Disputes, Act, 1947- objectives
Scope, Lay off, Strike, Lockout, Retrenchment.
- Unit-II** Workmen Compensation Act-1923 Employer, Partial disablement,
Total disablement, wages workman rules regarding workmen
compensation, Factories Act-1948 Definition, Health of workers in
factories, Safety of workers in factories.
- Unit-III** **Payment of Wages Act, 1936:** Object of the Act. Definitions. Rules
of payment of wages. Deductions from wages. Enforcement of the Act.
Minimum Wages Act, 1948: Definition Minimum, fair and Living
Wages. Fixation and revision of minimum wages. Payment of
minimum wages. Enforcement of the Act.
- Unit-IV** **Trade Union Act, 1926:** Features. Definition. Registration of Trade
Unions. Rights and Liabilities of Registered trade unions. Funds of
trade union.
Employee's Provident Fund and Miscellaneous Provisions Act, 1952:
Introduction. Definition, Schemes under the Act.

Suggested Readings:

1. Ghaiye, B.R.: Laws and Procedure of Developmental Enquiry in Private and Public Sector.
2. Malhotra, O.P. : The Law of Industrial Disputes.
3. Malik, P.C. : Handbook of Industrial Law.
4. Saini, Debis : Labour Judiciary, adjudication and Industrial Justice.
5. Seth, D. D. . Industrial Dispute Act, 1947

The bottom of the page contains several handwritten signatures and initials in black ink. From left to right, there is a stylized signature, a set of initials 'ST', another signature, and a signature that appears to be 'Gony'.