VIDYANT COLLEGE
Of
MANAGEMENT AND SOCIAL SCIENCE
TUJUNG,M.Rampur

Courses of Studies for:

02 Years Master Degree Course in

Master of Business Administration (MBA)

With Effect from the Session 2023-24 onwards

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MAA MANIKESWARI UNIVERSITY REGULATION
For the
MBA (In Finance Management)
(Semester Scheme)

REGULATIONS

1. The Master of Business Administration **(In Finance Management)** (MBA), two year full-time professional Degree Programme, shall have four semesters. After successful completion of the four semesters, a MBA Degree will be awarded with Distinction to qualified students.

2. Duration:
The duration of the programme shall be 2 years with 4 semesters. Odd semester is from July to December (i.e. 1st , 3rd , semester) and even semester is from January to June (i.e. 2nd , 4th semester). The examination shall be held tentatively in the month of December and May for odd and even semesters respectively.

3. Number of Papers (Semester wise):
During the course a student has to take the following papers with marks along with their respective credits as given below.

Semester No. of Papers Credit Marks

Semester	**No. of Paper**	**Credit**	**Marks**
I	8	40	800
II	8	40	800
III	8	40	800
IV	8	40	800
TOTAL	**32**	**160**	**3200**

4. Eligibility Criteria for Admission:
The candidate should have passed +3 Examination of any stream from Odisha or its equivalent in any discipline with minimum 40% marks in aggregate. The selection would be based on the career and written test with equal weightage.

5. Attendance:
A student has to attend a minimum of 75% of classes in a Semester to be permitted to sit for the semester examination. However, a student with 60% of attendance would be permitted for end semester examination with submission of a medical certificate. In case a candidate is unable to acquire the stipulated attendance at the end of any semester, he/she shall not be allowed to appear the end semester examination of that semester.

6. Classes:
There will be approximately 40 classes of one hour duration for each 100 marks paper in a semester.

7. Examination:
A paper having no practical shall consist of three components as:
(i) Mid-Semester Exam. 20%

(ii) End-Semester Exam. 70%
(iii)Continuous evaluation in terms of class tests, Quizzes, class participation etc. 10%
The papers having practical examinations shall consist of three components as:
(i) Mid-Semester Exam. (Theory) 20%
(ii) End-Semester Exam. (Theory) 50%
(iii) Practical Exam. 30%

A candidate has to secure at least 40% marks both in theory and practical separately to pass the paper and 50% in aggregate in order to pass the examination. The class/division will be awarded on the average performance in the four semesters for MBA (Hons.).

Percentage	**For MBA (Hons)**
50%, but less than 60%	2nd Class (Hons)
60% and above	1st Class (Hons)

Students securing 50% marks in aggregate in first two semesters in first attempt shall be awarded Distinction at MBA examination. Distinction will not be awarded to candidates with back papers. There shall be no provision for third class. A student securing less than 40% in any paper shall be required to sit for the said paper twice within two consecutive next end-term examinations. However, if a candidate has failed in aggregate, he/she shall have the option of appearing either in all papers or in specified paper (s) of his/her choice. His/her class test and Mid-term marks will remain valid. A student would berequired to complete the course within five academic years from the date of admission.

Special Examination:
If a candidate fails to clear the paper(s), in two repeat chances, he/she has to sit for a special examination (one chance). In that case his/her previous Mid-term, Class test and End-term marks of all papers in that semester will be cancelled. He/she will have to reappear at all components (class test, midterm test and end term test) again for all the papers in that semester. No more chances will be allowed to a student if he/she fails in the special examination. His/her studentship will be cancelled.

Hard Case Rule:
A case will be treated as hard case, if a candidate in a semester fulfills one of the following cases:

a. The aggregate falls short of 50% by a maximum of 4 marks and the candidate has passed in all the papers.
b. The aggregate is short fall by a maximum of 4 marks and failed in up to two papers by a maximum of 4 marks in all the papers taken together.
c. There is failure in a maximum of two subjects by not exceeding 4 marks taken together having passed in the aggregate.

The hard case will be resolved by awarding extra marks to the tune of short fall in appropriate papers and accordingly revising the aggregate. When the aggregate only falls short, the extra marks to the extent of shortfall will be added to the paper in which the candidate has secured the highest mark.

8. Evaluation process:

(i) Valuation System:
The semester system of examination will have internal system of valuation with a Conducting Board to pass the result.
(ii) Class Tests/ Quizzes/ Presentation:

There shall be class tests/ quizzes/ presentation etc. for each paper carrying maximum of 10 marks/ 5 marks for 100/50 marks paper respectively.

(ii) Mid Semester Examination:
The duration of the examination will be of one hour and maximum marks will be 20 for a 100 marks paper and 10 for 50 marks paper. The concerned faculty member should ensure that the coverage prior to mid-term examination is minimum first and second unit of the paper and the questions will be set from the covered units. The questions will be set in such a manner that to answer them knowledge of both the units will be required. If a candidate fails to appear or failed in the mid-term examination, with the permission of the concerned course teacher he/she can appear at the compensatory mid-term examination before the end semester examination. This would be held once only.

(iii) End Semester Examination:
The end semester examination will be held on consecutive days. There will be one sitting per day. The duration of the examination will be 3 hours for a 70 marks and 2 hours for a 35 marks paper.

(iv) Question Paper Setting:
Examination Question Paper Pattern (Mid-Term and End Term):
There shall be 3 types of questions – Long (500 – 700 words), Short (100-150 words) and MCQ (1 Word/option)
9.1 Distribution of Marks for Mid-Term carrying 20 Marks:
    Two long questions of 5 mark each. (Out of choice of three)
    Five MCQ questions carrying 1 mark each (Out of choice of eight)
9.2 Distribution of Marks for End-Term carrying 80 Marks:
Five long questions carrying 7 Marks each
(Out of a choice of eight) (Answer in 500-700 words) 5 x 7 Marks = 35 Marks
Four short type questions carrying 5 Marks each
(Out of a choice of eight) (Answer in 100-150 words) 4 x 5 Marks = 20 Marks
Five short type questions carrying 3 Marks each
(Out of a choice of eight) (Answer in 30-60 words) 5 x 3 Marks = 15 Marks
Ten MCQ type questions carrying 1 Mark each
(Out of a choice of eleven) (Answer in 1-2 words) 10 x 1 Mark =10

The questions for the Mid-term examination only shall be set by the faculty member teaching the subject.

(v) Dissertation and Viva-voce Presentation:

During the 6th semester, each student will be required to prepare a dissertation on any topic/ problem of his/her interest under the guidance of a faculty member. The dissertation shall be evaluated for 70 marks and leaving 30 marks for viva voce examination of the 6th semester (i.e. 70% for report and 30% for viva). Absence in the viva will amount to failure in that paper. The dissertation evaluation and the viva voce will be conducted by the internal as well as external examiners.

Grading System:
Grade Mark Secured from 100 Points

Outstanding	**‘O’**	**100-90**	**10**
Excellent	**‘E’**	**89-80**	**9**
Very Good	**‘A’**	**79-70**	**8**
Good	**‘B’**	**69-60**	**7**
Fair	**‘C’**	**59-50**	**6**
Failed	**‘F’**	**Below 50**	**0**

N.B. A Candidate has to secure 40% or above to pass in each of the Papers

A transitory letter grade I (carrying points 2) shall be introduced for cases where the results are incomplete. This grade shall automatically be converted into appropriate grade(s) as and when the results are complete.

A student's level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as:
SGPA- Semester Grade Point Average

CGPA- Cumulative Grade Point Average

(a) POINT - Integer e q u i v a l e n t of each letter grade

(b) CREDIT- Integer signifying the relative emphasis of individual course item(s) in a semester as indicated by the Course structure and syllabus.

CREDIT POINT - (b) X (a) for each course item

CREDIT INDEX - Σ CREDIT POINT of course items

GRADE POINTAVERAGE - $\frac{CREDIT\ INDEX}{\sum CREDIT}$

SEMESTER GRADE POINT AVERAGE (SGPA) =$\frac{CREDIT\ INDEX\ for\ a\ semester}{\sum CREDIR}$

CUMULATIVE GRADE POINT AVERAGE =$\frac{CREDIT\ INDEX\ of\ all\ previous\ semester\ upto\ a\ semsester}{\sum CREDIT}$

In addition to the points, marks / percentage would also be awarded and shall also be reflected in the Mark Sheet.
After successfully completion of the first semester examination students would awarded Master Degree in Business Administration In addition to grade specified Class / Division shall be awarded at MBA level as follows:

50%and above but less than 60%: 2nd Class Hons.

60% and above : 1st Class Hons.

(However, in case of Distinction, a student has to secure 50% of marks in the first four semesters in one / first chance)

The regulation is subject to modification as and when necessary. The Syllabus shall remain valid from 2023-24 Admission year onwards. The Regulation will supersede all previous regulations.

SEMESTER-I

PAPER CODE	COURS TITLE	CREDIT HRS	TOTAL MARK DEPT+UNIT
1.1	Management Concept & Organizational Behavior	5	30+70=100
1.2	Economic Analysis for Decision Making	5	30+70=100
1.3	Financial Accounting	5	30+70=100
1.4	Quantitative Techniques for Management	5	30+70=100
1.5	Marketing Management	5	30+70=100
1.6	Financial Management	5	30+70=100
1.7	Business and Financial Environment	5	30+70=100
1.8	Financial Market and Instrument	5	30+70=100
TOTAL		**40**	**800**

SEMESTER- II

PAPER CODE	COURS TITLE	CREDIT HRS	TOTAL MARK DEPT+UNIT
2.1	Management of financial Institutions	5	30+70=100
2.2	Accounting for Managerial Decisions	5	30+70=100
2.3	Risk and Insurance Management	5	30+70=100
2.4	Investment Analysis & Equity Research	5	30+70=100
2.5	Merchant Banking and Financial Services	5	30+70=100
2.6	Interregional Business	5	30+70=100
2.7	Mutual Fund & Portfolio Management	5	30+70=100
2.8	Research Methodology & Business Communication	5	30+70=100
TOTAL		**40**	**800**

SEMESTER-III

PAPER CODE	COURS TITLE	CREDIT HRS	TOTAL MARK DEPT+UNIT
3.1	Financial Derivatives & Risk Management	5	30+70=100
3.2	International Finance	5	30+70=100
3.3	I.T for Management	5	30+70=100
3.4	Strategic Management	5	30+70=100
3.5	Tax Planning & Management	5	30+70=100
3.6	Services Marketing	5	30+70=100
3.7	Corporate Restructuring & Financial Engineering	5	30+70=100
3.8	Internship	5	30+70=100
TOTAL		**40**	**800**

SEMESTER- IV

PAPER CODE	COURS TITLE	CREDIT HRS	TOTAL MARK DEPT+UNIT
4.1	Strategic Financial Management	5	30+70=100
4.2	Corporate Governance and Business Ethics	5	30+70=100
4.3	Commodities Market and Future	5	30+70=100
4.4	Retail Management	5	30+70=100
4.5	Business & Corporate Law	5	30+70=100
4.6	Accounting Standards & Corporate Reporting	5	30+70=100
4.7	Entrepreneurship & Small Business Management	5	30+70=100
4.8	Final Project and Viva Voca	5	30+70=100
TOTAL		**40**	**800**

1ST SEMESTER

1.1- MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Objective:

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

Course Input

UNIT- I: Schools of Management Thought: Scientific, Process, Human Behaviour and Social System School; Decision Theory School; Quantitative and System school; Contingency Theory of Management; Functions of a manager.
Managerial Functions: Planning-concept, significance, types; Organizing- concept, principles, theories, types of organizations, authority, responsibility, power, delegation, decentralization; staffing; Directing; Coordinating; Control-nature, process, and techniques elements.

UNIT- II: Organizational Behavior: Organizational behavior- concept and Significance; Relationship between management and organizational Behavior; Emergence and ethical perspective; Attitudes; Perception; Learning; Personality; Transactional Analysis.
Motivation: Process of Motivation; Theories of Motivation – Need hierarchy theory, Theory X and Theory Y, Two Factor Theory,
.

UNIT-III: Group Dynamics and Team Development: Group Dynamics – definition and importance, types of groups, group formation, group development, group composition, group performance factors; Principle centered approach to team development.
Leadership: Concept; Leadership styles; Theories –Trait theory, Behavioural theory, Fielder's Contingency Theory.

UNIT-IV: Interpersonal and Organisational Communication: Concept of two ways Communication; Communication Process; Barriers to Effective Communication; Types of Organisational Communication; Improving Communication; Transactional Analysis in Communication.

UNIT-V: Organisational Conflict: Dynamics and management; Sources, patterns, levels, and types of conflict; Traditional and modern approaches to conflict; Functional and dysfunctional organizational conflicts; Resolution of conflict.

References:

1. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
2. Hellreigel, Don, John W. Slocum Jr. and Richards W. Woodman: Organisational Behaviour, South Western College Publishing, Ohio.
3. Hersey, Poul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resource, Prentice Hall, New Delhi.
4. Ivancevich; John and Micheeol T. Matteson: Organisational Behaviour and Management , Business publication inc., Texas.
5. Koontz, Harold, Cyril O'Donnell and Heinz Weihrich: Essentials of Management, Tata McGraw-Hill, N. Delhi
6. Luthans Fred: Organisational Behaviour, Tata McGrawHill, New Delhi.
7. Newstrom, John W. and Keith Davis: Organisational Behaviour: Human Behaviour at work, TMH, N. Delhi

1.2- ECONOMIC ANALYSIS FOR DECISION MAKING

Objective

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

Course Input

UNIT-I: Nature and Scope of Managerial Economics: Economic theory and managerial theory; Managerial economist's role and responsibilities; M.E. and decision making. Nature of Economic Problem and Economic Analysis, Economic concepts and Principles. Objective of a firm; The nature of firm, maximizing verses satisfying, constrained decision making. The concept of economic profit. Measurement and policies on profit maximization.

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

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

UNIT-IV: Price Determination under different market conditions: Characteristics of different market structures; Price and output decisions under perfect competition, monopolistic competition and Monopoly. Pricing Practices: Methods of price determination, Pricing of multiple products; Price discrimination; International price discrimination and dumping; Transfer pricing.

UNIT-V: Business Cycles: Nature and phases of a business cycle; Theories of business cycles. Inflation: Definition, Characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation.

References:

1. Baumol, William J: Economic Theory and Operations Ananlysis, PH , London
2. Baya, Michael R: Managerial Economics and Business strategy, McGraw Hill Inc. Mew York
3. Chopra , O. P.: Managerial Economics , Tata McGraw Hill , Delhi
4. Dean Joel: Managerial Economics, Prentice Hall, Delhi.
5. Dholakia R. H. and A. L. Oza: Micro Economics for management students, Oxford University Press, New Delhi
6. Eaton, B. Curtis and Diane Faton: Micro Economics , PH, Delhi.
7. Gough J. and S. Hills: Fundamentals of Managerial Economics, MacMillan London.

1.3- FINANCIAL ACCOUNTING

Objective

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

Course Input

UNIT-I: Introduction: Accounting: the language of business and an information system; Nature, scope and importance of financial accounting; Generally Accepted Accounting Principles; Accounting Equation; Accounting Standards.

Accounting Books: Journal, Ledger and Subsidiary Books.

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

UNIT-III: Final Accounts of Companies –Profit & Loss A/C, Balance Sheet, and Cash Flow Statement

UNIT-IV: Computerized Accounting Final Accounts of Non-profit Organizations.

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

References:

1. Narayana Swamy: Financial Accounting, PHI
2. Benerjee, Ashook: "Financial Accounting: A Managerial Emphasis", Excel Books
3. Bhattacharya: Accounting for Management, Vikas
4. Dr. Jawahar Lal: Accounting for Management, Himalaya Publishing House
5. Horngren Sundem Elliott: Introduction to Financial Accounting, Pearson Education
6. Jawahar Lal & Srivastava Seema: Financial Accounting, S. Chand.
7. Maheswari: Accounting For Management, Taxman

1.4- QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Objective

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

Course Input

UNIT-I: Data Sources: Primary and Secondary; Primary data collection techniques – schedule, questionnaire and interview.
Univariate Analysis: An overview of central tendency, dispersion and skewness.

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

UNIT-III:Probability Theory: Probability- classical, relative and subjective probability; Addition and multiplication probability models; Conditional probability and Baye's theorem.
Probability Distributions: Binomial, Poisson and normal distributions; Their characteristics and applications.
Statistical Decision Theory: Decision Environment; Expected profit under uncertainty and assigning probabilities; Utility Theory.

UNIT-IV: Sampling: Sampling and Sampling (probability and non-probability) methods; Sampling and non-sampling errors; Law of large numbers and central limit Theorem; Sampling distributions and their characteristics.
Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; sample size; Large and small sampling tests –
Z tests, T tests and F tests.

UNIT-V: Non Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed – Rank tests; Wald – olfowitz tests; Kruskal-Wallis test. Statistical Quality Control: Causes of variations in quality characteristics; Quality control chart- purpose and logic; Constructing a control chart – computing the control limits (X and R charts); Process under control and out of control; Warning limits; Control charts for attributes- fraction defectives and number of defects; Acceptance sampling.

References:

1. Heinz Kohler: Statistics for Business & Economics, Harper Collins, New Delhi
2. Hien, L.W: Quantitative Approach to Managerial Decisions, PH New Jesery
3. Hooda, R.P: Statistics for Business and Economics, Macmillan, New Delhi
4. Kothari C.R.: Quantitative Technique
5. Lawrence B. Morse: Statistics for Business & Economics. Harper Collins, NY
6. Levin, Richards I, and David S Rubin: Statistics of Management, PH, Delhi
7. Viswanatham "Business Statistics: An Applied Orientation", Pearson Education, New Delhi

1.5- MARKETING MANAGEMENT

Objective

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

Course Input

UNIT-I: Basics of Marketing: Meaning, Importance, Scope of Marketing; Marketing elements and Strategies, Marketing Environment; Marketing and Economic Development Process; Marketing Organisation.

UNIT-II: Marketing Management and Studying Consumers Behaviour: Marketing Management Process:-Planning & Market Segmentation, Marketing Research & Marketing Information System; Consumers Behaviour and Marketing Strategies

UNIT-III: Product Management & Pricing Strategies: Meaning and Importance of product decesion, Product Classification, Product Life Cycle (PLC) and marketing Strategies; Branding & Packaging; Pricing objectives, factors of pricing methods, and pricing policies.

UNIT-IV: Promotion & Placement Strategies; Meaning and importance of Communication and Promotion, elements of communication, tools of promotion, Objectives and Strategies of Promotion; Meaning and importance of Distribution, Physical Distribution System, Wholesaling
and Retailing practices in India.

UNIT-V: Marketing in Indian Practice: Rural & Agricultural Marketing; International Marketing; Cyber Marketing; Co-operative Marketing; Green Marketing.

References:

1. Etzel, M.J.: Marketing-Concepts and Cases, Tata McGraw Hill, New Delhi.
2. Keegan: Global Marketing Management, Pearsons, New Delhi.
3. Kotler Philip and Armstrong Gary: Principles of Marketing, Pearsons, New Delhi, 2006
4. Kotler, P.: Marketing Management, Pearsons, New Delhi.
5. Kumar: Marketing & Branding, Pearsons, New Delhi.
6. Majumdar, Ramanuj : Product Management in India, Prentice Hall, New Delhi
7. Mathur: Stragic Marketing Management, McMillan.

1.6- FINANCIAL MANAGEMENT

Objective

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

Course Input

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

UNIT-II: Financing Decisions: Sources of Long term Capital-Equity, Debt, Term Loan, Preference share, Hybrid Securities, Internal Funds- Issues relating Financing Decisions. Cost Of Capital: Computation of Cost of Equity-Cost of Debt-Cost of Preference Capital-Cost of Internal reserve-Weighted Average Cost of Capital.

UNIT-III: Leverage and Capital Structure Analysis: Analysis of Operating Leverage and Financial Leverage-Combined Financial and Operating Leverage Concept of Capital Structure-Determinants-Theories of Capital Structure-Relevance and Irrelevance-Problems of Optimal. Capital Structure

UNIT-IV: Long Term Investment Analysis: Investment Idea Generation-Tools and Techniques of Analysis-Risk Analysis in Capital Investment Decisions.
Dividend Decisions: Issues in Dividend Decisions-Models and Theories of Dividend-Forms of Dividend-Corporate Dividend Behavior.

UNIT-V: Short Term Asset Management: Strategic Planning and Estimation of Short Term Funding Need-Financing Sources- Computation of Cost of Short Term Fund. Management of Cash, Inventory and Receivables

References:

1. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing
2. Atrill. P: Financial Management for Non-Specialists, Prentice Hall
3. Besant Raj. A: Corporate Financial Management, Tata McGrow Hill
4. Block & Hirt: Foundation of Financial Management, Irwin Homewood.
5. Boltmam & Conn: Essentials of Managerial Finance, Hongnton & Mifflin
6. Brealy, R.A and Myers, S: The Principle of Corporate Finance, McGraw Hill Internal.
7. Brigham and Ehrhardl: Financial Management- Theory and Practice, Thompson

1.7- BUSINESS AND FINANCIAL ENVIRONMENT

Objective

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

Course Input

UNIT-I: Glimpse of Business Environment: Business in 21st century, Relevance of Business Environment, Types of Business Environment. Scanning of Business Environment.

UNIT-II: Economic Environment: Fiscal Policy, Monetary Policy, Physical Policy, Industrial Policy.

UNIT-III: Government and Business, Social Responsibility of Business, Institutional Frame work of Business, Globalization and Indian Business.

UNIT-IV: National Economic Planning in India and Business Economic Problems in India, Poverty, Unemployment –infrastructure, Inflation, Industrial Sickness, Non Economic Policy and MNCs.

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

References:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub, New Delhi
4. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Daniels "International Business, Environment and Operations ", Pearson Education, New Delhi
7. Dhingra: The Indian Economy, Sultan Chand

1.8- FINANCIAL MARKETS AND INSTRUMENTS

Objective

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

Course Input

UNIT-I: Introduction: Nature and role of financial system; Financial markets; Financial system and economic development; Indian financial systeman overview. Measuring the health of the Financial System.

Financial Markets: Money and capital markets; constituents, functionand instruments; Recent trends in Indian Financial Market. Regulation of the Indian Financial Market.

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

UNIT-III: Development Banks: Concept; objectives, and functions of development banks; IFCI, SIDBI; State Development Banks, State Financial Corporations. Changing Role and Challenges faced by DFI's Insurance Sector: Objectives, Functions, Changing Role, Risk Management; Product Profile; Insurance Regulatory and Development Authority-Role and Functions.

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

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

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

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

References:

1. Avdhani: Investment and Securities Markets in India, Himalaya Publication,Delhi.
2. Averbach,Robert D; Money, Banking and Financial Markets; MacMillan, London.
3. Bhole,L.M. :Financial Markets and Institutions,Tata McGraw Hill,Delhi.
4. Ghosh,D:Banking Policy in India,Allied Publication ,Delhi.
5. Giddy,I.H:Global Finance Markets,A.I.T.B.S.,Delhi.
6. Khan,M.Y: Indian Financial System,Tata McGraw Hill, Delhi.
7. Reserve Bank of India, Various Reports,RBI Publication, Mumbai.

2ND SEMESTER

2.1- MANAGEMENT OF FINANCIAL INSTITUTIONS

Objective

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

Course Input

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

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

UNIT-III: Management of Loans and Investments Loan Management – Principles of sound bank lending – Credit analysis and pricing of Commercial loan, Management of Nonperforming
Assets. Investment Management – Objectives of Investment Portfolio – Risk vrs Return Characteristics- Investment strategies.

UNIT- IV: Management of Income and Liquidity Income determination – Structure of Income and Expenditure – Allocation of Income – Determining factors of Income allocation. Liquidity – Sources of liquidity – Asset vs. liability liquidity – Estimation of liquidity needs and liquidity management theories – Management of Primary reserve and Secondary reserve – Problems of liquidity management.

UNIT-V: Strategic Management: Management of risk exposures, Corporate Governance in Banks, Commercial Banks and Inclusive growth

References:

1. Srivastava R.M and Nigam Divya “Management of Indian Financial Institutions” Himalaya Publishing House

2. Altman, Edward “Handbook of Financial Markets and Institutions” Wiley New York
3. Fabozzi, Frank J & Franco M.G “Financial Markets and Institutions” Prentice Hall of India
4. Reed, Edward W “Commercial Bank Management” Harper and Row New York
5. Robicheck A.A, Coleman A.B and Hempal G.H “Management of Financial Institutions – Notes and Cases” Dryden Press
6. Grosse H.D “Management policies of Commercial Banks” Prentice Hall Inc
7. Roland, Robinson “Financial Institutions” Richard D Irwin Inc Homewood Illenois

2.2- ACCOUNTING FOR MANAGERIAL DECISIONS

Objective

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

Course Input

UNIT-I: Introduction: Management Accounting as an area of Accounting; Objectives, nature, and scope of Cost Accounting, and Management Accounting; Management Accounting and managerial decisions; Management accountant’s position, role, and responsibilities. Cost Classification: Statement of Costs, Cost Ascertainment, Job Order Cost System and Process Cost System.

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

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

UNIT-IV: Standard Costing and Variance Analysis: Standard costing as a control technique; Setting of standards; Variance analysis- meaning and importance, kinds of variance and their uses – materials, labour and overhead variance; Responsibility Accounting: Meaning and significance of responsibility accounting; Responsibility centers – cost center, profit center and investment center; Performance measurement of responsibility centers.

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

References:

1. Horngren Charles T, George Foster and Srikanta M. Dattar: Cost Accounting: A Managerial Emphasis, Pearson
2. Banerjee, B. Cost Accounting, PHI
3. Jawahar Lal, Cost Accounting, Tata McGraw
4. Horngren, C.T. Gary L. Sundem and William O. Stratton: Introduction to Management Accounting, Pearson
5. Khan, M. Y., and Jain, P. K., Cost Accounting, Tata McGraw
6. Maheswari, S. N., Principles of Cost Accounting, Sultan Chand
7. Lall, B.M., and I.C. Jain: Cost Accounting: Principles and Practice, PHI

2.3- RISK AND INSURANCE MANAGEMENT

Objective

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

Course Input

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

UNIT-II: Insurance Regulatory Act,1999 and Insurance Market IRDA ACT 1999, Meaning, Objectives, Duties, Powers and Functions of Authority, Globalization of Indian Insurance, Privatization and Challenges before the Insurance Industry, Need for Reforms and Reforms Strategy.

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

UNIT-IV: Fire and Marine Insurance:
Principles, Policy conditions, Types of policies, Clauses and factors of Marine Insurance, Settlement of claims (Both Fire and Marine Insurance).

UNIT-V: Re-Insurance and Investment: General Features, Common terms, Features and Objects, Rights and Liabilities of Re-insurance, Principles of Reinsurance, Methods. Investment: Investment Principles, Types, Legal and Social aspect of Investment, Policies of Insurance Companies.

References:

1. Arif Khan, “Theory and Practice of Insurance” Educational Book House.
2. Sharma R. S., “Insurance Principles and practice” Vora, Delhi.
3. Greene and Trieschemann, “Risk Insurance”, South Western Publishing Co.
4. Grieder and Beadles, “Principles of Insurance”
5. Mishra M. N. “Insurance principles & Parctice”, S. Chand.
6. Palande, Shah & etc “Insurance in India” changing policies & Emerging Opportunities, Response Books.
7. Study Material of Insurance Institute of India, Bombay.

2.4 INVESTMENT ANALYSIS AND EQUITY RESEARCH

Objective

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

Course Input

UNIT-I: Elements of Investment: Meaning and Objective of Investment, Investment Vs. Speculation Vs. Gambling, Approaches to Investment Decision Making, Risk in Investment, Investment Alternatives. Non-Marketable Financial Assets, Non-Financial Assets, Bonds, Equities
and Hybrid investments.

UNIT-II: Securities Market, Primary Equity Market, Secondary Equity Market, trading and Settlement, Buying and Selling of Shares, Stock Market Indices Depositories.

UNIT-III: Fundamental Analysis: Economic analysis, Industry analysis and Company analysis

UNIT-IV: Technical Analysis: The Dow Theory, Different Charting Techniques, Technical Indicators Efficient Market Analysis: Weak, Semi strong and market, Testing of Different forms of Market, Efficiency and their significance.

UNIT-V: Bond Valuation: Bond Characteristics, Risk in Bond, Bond prices and Bond Yields Duration. Equity Valuation: Balance Sheet Valuation, Dividend Discounting Models.

References:

1. Agarwala, K.N and Deeksha Agarwala: Bulls, Bears and The Mouse, Macmillan,
2. Cheney, J. and E. Muses: Fundamentals of investments, paul, New York.
3. Clark James Fransis: Investment Analysis and Management, Mc Graw Hill,
4. Dalton John M: How the Stock markets works, Prentice Hall Delhi.
5. Domodran: Investment Valuation, John wiley, New York.
6. Fabozzi Frank J: Investment Management, PH, International Edition.
7. Fischer Donal E. and Ronald J. Jordan: Security Analysis and Portfolio Management, PHI

2.5- MERCHANT BANKING AND FINANCIAL SERVICES

Objective

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

Course Input

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

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

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

UNIT-IV: Merchant Banking: Issue Management- Type of Issues, Marketing, Co-ordination and Pricing of Issues; Processing, Allotment, Listing, Loan Syndication, Portfolio Management, Wealth Management, Financial Planning

UNIT-V: Depository Services and Credit Rating Services,

References:

1. F.J. Fabozi : Capital Market , PHI
2. Anthony Saunders : Financial Markets: Introductions , TMH.
3. Mein Kohn : Financial Institutions: Markets , Oxford.
4. Investment: Merchant Banking, Indian Inst. Of Bankers, Mcmillan.
5. A.C. Fernnado : Indian Financial System, Pearson.
6. Mishkin, Eakins : Financial Markets: Institutions.
7. Gerald Krefetz : Stock Market Logic, Vision Books.

2.6- INTERNATIONAL BUSINESS

Objective

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

Course Input

UNIT-I: Nature of International Business: Relevance of International Business, Process of Internationalization, Collaborative Strategies, Strategies For International business. Barriers to trade-Tariff and Non-Tariff, Triad and international Business.

UNIT-II: International Environment: Economic Environment: Economic system, structure, FDI , Free trade, competition, privatization, deregulation, Cultural Environment, Political & Legal Environment

UNIT-III: Export Import Strategies: Export Challenges, Choice of entry mode, Factors favoring export, Stages of Export, Pitfalls, Selection of market, Export intermediaries, Key export documents, Import Strategies, Import documentation, Third party intermediaries- Direct selling, Direct exporting, Indirect selling, Export management and Trading Companies.

UNIT-VI: International Trade Theories: Comparative Cost Theory, Theories of Specialisation, Theory of Country size, Factor Proportion Theory, Product Life Cycle Theory, Country similarities Theory.

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

References:

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

2.7- MUTUAL FUND AND PORTFOLIO MANAGEMENT

Objective

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

Course Input

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

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

UNIT-III: CAPM, Factors Models, APT, Construction of Portfolio, Investment Strategy, execution, assets pricing, revision and measures of return and performance

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

UNIT-V: Mutual Funds: Concepts, Origin, types, Regulation and Operations, Risk Factors, Performance Evaluation.

References:

1. SK. Barua, V. Raghunathan and J.R Varma: Portfolio Management, TMC.
2. Elton, Edwin J. and M.J. Gruser: Modern Portfolio Theory and Investment Analysis, John Wiley & Sons.
3. Graham, Benjamin & Davia L. Dodd: Security Analysis, M. Grow Hill
4. V.K. Bhalla: Investment Management, S. Chand, New Delhi
5. Fisher, Donald E. Jordan: Security Analysis and Portfolio Management
6. S. Francis, Jack Clarice: Portfolio Analysis
7. Sharpe, Alexander, Belly: Investment, Prentice Hall of India.

2.8- RESEARCH METHODOLOGY AND BUSINESS COMMUNICATION

Objective

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

Course Input

UNIT-I: Research: Meaning and Objectives, Types of Research, Role of Scientific Research in functional areas: Finance, Marketing, HRD and Production.
Research Methodology, Research Process and Defining Research Problems.

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

UNIT-III: Proposal for a Report: Report Writing, Categories of Report, Parts of a Report, Presentation of a Report, Summer Placement Report.

UNIT-IV: Communication: Process of Communication, Barriers of Communication, Oral Communication Skills, Written Communication Skills.

UNIT-V: Business Skills: Technical Skills, Human Skills, Conceptual Skills, Strategic Skills, Personal Communication Skills and Written Communication Skills.

References:

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

3RD SEMESTER

3.1- FINANCIAL DERIVATIVES AND RISK MANAGEMENT

Objective:

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

Course Input

UNIT-I: Risk: Definition, types of Risk, Process of Risk Management, The tools of risk Management. Derivatives: Definition and Evolution of Derivatives, Derivatives Markets, Types of Derivatives, Derivatives markets in India.

UNIT-II: Futures Market: Functions of future market, Speculation and hedging, Price spread and hedging, futures and price stabilization, tests of efficiency, Financial futures as a mechanism of risk transference, spot and futures prices.

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

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

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

References:

1. John C. Hill : Options, Futures & other derivatives, Pearsons
2. T.V. Somanathan :Derivatives, Tata Mc Graw Hill
3. Redhead : Financial Derivatives, Prentice Hall
4. Lasys Walter, lexinton : Speculation, Hedg & Commodity Price Forecasting
5. Miller, H. ----: Financial Innovation and Market ----
6. Hill J. and T. Schneelesis : Risk Reduction, Potential of Financial Futures
7. Jarrow and Rudd, Lrwin : Optional Pricing, Homewood, Irwin

3.2- INTERNATIONAL FINANCE

Objective

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

Course Input

UNIT-I: International Monetary and Financial System: Importance of International Finance; Bretton Woods Conference and afterwards, IMF and the World Bank; European Monetary System.
Balance of Payment and International Linkages: Components; International flow of Goods, Services and Capital; Coping with current account deficit.

UNIT-II: Foreign Exchange Markets: Determining Exchange Rates; Fixed and Flexible Exchange Rate System; Exchange Rate Theories; Participants in the Foreign Exchange Markets; Spot Markets; Exchange Rate Quotes; LERMS; Factors affecting Exchange Ratesspot rates, forward exchange rates, forward exchange contracts; Foreign Exchange and Currency Possession; Information and Communication.

UNIT-III: Foreign Exchange Risk: Transaction Exposure, Translation Exposure and Economic Exposure; Management of Exposuresinternal techniques, netting, marketing, leading and lagging, Pricing Policy, Asset and Liability Management and Techniques. Management of Risk in Foreign Exchange Markets: Forex Derivatives- Swaps, Futures and Options and Forward Contracts.

UNIT-IV: International Capital and Money Market Instruments; Salient features of different international markets, GDRs, ADRs, IDRs, Eurobonds, Euro loans, Repos, C.P.s, Floating Rate Instruments, Loan Syndication and Euro Deposits.

UNIT-V: Multilateral Financial Institutions: Role of IMF, IBRD and other Development Banks; International Investors and Foreign Investment Institutions.
Current Developments: International Indebtedness; Capital Account Convertibility- Pros and Cons; Innovations in International Financial Instruments.

References:

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi,
2. Buckley, Adrian; Multinational Finance, Prentice Hall, New Delhi.
3. Eitman D.K. and A.I Stonehill, Eitman, Multinational Business Cash Finance, Addison Wesley, New York.
4. Henning C.N., W Piggot and W.H. Scott: International Financial Management, McGraw Hill, International Edition.
5. Levi, Maurice D: International Finance, McGraw Hill, International Edition.
6. Rodriqufe R.M. and E.E. Carter: International Financial management, Prentice Hall, International Edition.
7. Shaprio Alan C: Multinational Financial Management, Prentice Hall, New Delhi.

3.3- IT FOR MANAGERS

Objective

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

Course Input

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

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

UNIT-III: Financial Application of Spread Sheets: working with EXCELformatting, Financial functions, chart features, working with graphics in Excel. SPSS Applications.

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

UNIT-V: Management Information System:

References:

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

3.4- STRATEGIC MANAGEMENT

Objective

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

Course Input

UNIT-I: Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Functional level strategies. Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organisational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

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

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

UNIT-IV: Strategy Implementation: Inter-relationship between formulation and implementation; Issues in strategy implementation; Resource allocation. Strategy and Structure: structural considerations, structures for strategies Organisational design and change.

UNIT-V: Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation and control, Problem in management and evaluation, Global Issues in Strategic Management.

References:

1. David, "Strategic Management", PHI, New Delhi.

2. Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
3. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
4. Christensen, C. Roland, Kenneth R. Andrews. Joseph L. Bower, Rochard G. Hamermesh, Michael E. Porter; Business Policy: Text and Cases, Richard D. Irwin, Inc, Homewood.
5. Coulter, Mary K: Strategic Management in Action, Prentice Hall New jersey.
6. David, Fred R: Strategic Management, Prentice Hall, New Jersey.
7. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw Hill, International Edition.

3.5- TAX PLANNING AND MANAGEMENT

Objective

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

Course Input

UNIT-I: Corporate Tax in India, Assessment of Corporate Assessee- Headwise Concept of Tax Planning. Tax Management.

UNIT-II: MAT, TDS, Advance Payment Tax, Self assessment, Tax Planning as residential status, Specific Management decision, Make or Buy, Lease or Own, retain or replace, Shut down or Continue, Double taxation relief.

UNIT-III: Tax Planning with reference to: Depreciation, Capital gain, House Property, Amalgamation & Merger.

UNIT-IV: Tax Planning for settling up new undertaking: Basis of Location, Basis of nature of business Foreign Collaboration and Tax Planning: Technician fees, Royalties

UNIT-V: VAT, Rationale, Procedure of Calculation, Securities Transaction tax, Banking Transaction Tax, Fringe benefit tax, service tax.

References:

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

3.6- MARKETING OF SERVICES

Objective

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

Course Input

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

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

UNIT-III: SERVICES MARKETING STRATEGIES: Gap Model and Service Quality Management; Service Expectations and Service Product Planning, Blue Printing and Interactive Marketing; Pricing of Services; Customer Education and Promotion of Services; Service Location and Placement of Services; Internal and External Marketing.

UNIT-IV: CUSTOMER RELATIONSHIP MANAGEMENT: Managing People, Process and Physical Evidence; Basics of Customer Relationship Management-Understanding Customers expectations, Perceptions and Building Customers Relationship. Services Recovery and Managing Customer Waiting lines and Reservations..

UNIT-V: MARKETING OF SERVICES IN INDIA: Financial services, Tourism Services, Education and Professional Services, Health services and I.T. & Communication services.

References:

1. Lovelock,C., “Services Marketing”, Pearson Education Inc, New Delhi.
2. Zethimal,V.A., and Bitner,M.J., “Services Marketing”, TataMacGrawHill, New Delhi.
3. Shajahan, S., “Services Marketing”, Himalayan Publishing House, New Delhi.
4. Rao, R., “Services Marketing”, Pearson Education Inc, New Delhi.
5. Jha, S.M., “Services Marketing”, Himalayan Publishing House, New Delhi.
6. Shanker, Ravi., “Services Marketing”, Excell Book, New Delhi.
7. Apte,G., “Services Marketing”,Oxfoed Publication,New Delhi.

3.7- CORPORATE RESTRUCTURING AND FINANCIAL ENGINEERING

Objectives

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

Course Input

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

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

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

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

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

References:

1. Weston, Size & Johnson-"Takeover, restructuring and corporate Governance "Pearson education.
2. S. Shiva Ramu- Corporate growth through merger and acquisition response books.
3. Krekel, vender & Wouterse "Merger: An European approach to Techniques "Business books limited.
4. Short Robert "Business Merger" Prentice hall Inc.
5. Mason, Merton, Period & Tufano" cases in financial engineering: Applied studies in financial Innovation" Prentice hall.
6. Weston J. Fred "The role of merger in the growth of large firms" Green wood press.
7. P.S. Sundarsanam "The essence of merger & acquisitions "PHI.

MFC 3.8 Internship REPORTS

4TH SEMESTER

4.1- STRATEGIC FINANCIAL MANAGEMENT

Objective

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

Course Input

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

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

UNIT-III: Management of Global Finance: Domestic Financial Management Vrs. International Financial Management, Capital Account Convertibility, International Financial Market ,International Investment Decisions, Role of International Financing Institutions, Risk Associated with International financing and Investment operations.

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

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

References:

1. Joseph. P. Ogden, Frank.C.Jen and Philip.F.O' Conner: Advanced Corporate Finance: Policies and Strategies, Pearson Education

2. E.J. Mclancy: “Business Finance: Theory and Practice”, Pearson Education.
3. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing
4. Atrill. P: Financial Management for Non-Specialists, Prentice Hall
5. Brealy, R.A and Myers, S: The Principle of Corporate Finance, McGraw Hill Internal.
6. Cooper, Kaplani and E: Mastering Finance, Financial Times.
7. Lery.H and Sarnet,M: Principles of Financial Management, Prentice Hall

4.2- CORPORATE GOVERNANCE AND BUSINESS ETHICS

Objectives

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

Course Input

UNIT-I: Corporate Governance (CG): Meaning, Historical Perspective, Issues in CG, Theoretical basis of CG, CG Mechanism, CG Systems, Good CG.

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

UNIT-III: Agents & Institutions in CG, Rights & Privileges of Shareholders, Investors Problems & Protection, CG & other Stakeholders, Role of Regulators & Government

UNIT-IV: Business Ethics: Importance & Need for Business Ethics, Unethical Behavior & Issues, Corporate Governance Ethics Ethics in Global Business,

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

References:

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

4.3- COMMODITIES MARKET AND FUTURES

Objective

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

Course Input

UNIT-I: Commodity Market: Concepts, Characteristics, Types of commodity markets in India, Organized, unorganized and regulated markets, Commodity exchange and the types of commodity traded in India.

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

UNIT-III: Future Market & Prices: Contract innovation, electronic future trading, Basis and Spread, Model of Future Prices, Arbitrage and cost of carry models, Future prices and expectations, Future prices and risk aversion

UNIT-IV: Agricultural, Metallurgical and other future contracts using future markets: Price discovery, Speculation and hedging, Commodities with seasonal production and consumption stability.

UNIT-V: Regulation of Future Markets: Regulatory instruments in India, Issues in regulation, FMC, NCEDEC, MCX & other exchanges.

References:

1. Stanton, Fundamentals of Marketing, Tata McGraw HIl
2. Kotler P., Marketing Management, PHI
3. Robert W. Kolb, Future Markets, PHI
4. Lexington, Mas D.S. Heota & Co.: Speculatra, Hedging & Commodity Price Forecasting
5. Pring M.J.: Hand book of Commodity and Futures, McGraw Hill
6. P.Ritehken, Option: Theory, Strategy and Application, Foresmanand Co.
7. S. Telser, Chicago Board of Trade : Returns to Speculators, CBOT

4.4- RETAILING & BRAND MANAGEMENT

Objective

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

Course Input

UNIT-II: introduction to Retailing: Meaning, importance, Recent trends, Retail Management Decision Process, Types, Opportunities.

UNIT-II: Retailing Management Decision: Retail Market Segmentation and Location study, Retail Customer Buying Behavior; Retail Marketing strategy; Retail Locations and Site selection.

UNIT-III: Strategic Retail Marketing: Product and Merchandise Management, Pricing Strategies, Communication- Mix and Retailing Promotion; Store Layout and Management; Servicing Retail Customers.

UNIT-IV: Supply Chain Management: Fundamentals of SCM; Demand Management, Operation Management; Logistic Management, Procure Management; Information and Technology; Performance Measurement and Control.

UNIT-V: Brand Management: Meaning and Importance, types, Brand Planning; Brand Positioning; Brand Equity.

References:

1. Burman,Barry, Evans,J.E., “Retail Management”, Pearson Education ,New Delhi.
2. Levy,Michael, Weitz,a,Barton, “Retail Management”, Tata- McGraw Hill, New Delhi.
3. Pradhan, Swapna, “ Retail Management”, Tata-McGraw Hill, New Delhi.
4. Gilbert, D., “ Retail Management”, Pearson Education ,New Delhi.
5. Bajaj,C.,Tal Rajnish., Srivastava,Nidhi., “ Retail Management”, Tata-McGraw Hill, New Delhi
6. Taylor,David A., “Supply Chain Management”, Pearson Education ,New Delhi.

7. Altekar.,R.V., “Supply Chain Management”, PHI Publishing House, New Delhi.

4.5- BUSINESS AND CORPORATE LAW

Objective

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

Course Input

UNIT-I: Indian Contract Act. Negotiable Instruments Act. Indian Stamp Act. Copy Right Act.

UNIT –II: MRTP Act, Indian Competition Act 2002, Consumer Protection Act, Patent Act.

UNIT- III: Workmen Compensation Act, Sick Industries Companies Act, Appeals and Others.

UNIT- IV: FERA and FEMA-2000, Exim-Policies, Competition Act.

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

References:

1. Avadhani V. A: SEBI Guidelines and Listing of Companies, Himalaya Publishing House, Delhi
2. Indian Contract Act, 1872.
3. SEBI Act 1992, Nabhi Publication, Delhi.
4. Securities (Contract and Regulation) Act, 1956.
5. Taxmsan’s Company Act, (Latest), V. S. Datey.
6. Taxman’s Masters Guide to Companies Act, 1998
7. Taxman’s Mercantile Law, (Latest).

4.6- ACCOUNTING STANDARDS AND CORPORATE REPORTING

Objective

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

Course Input

UNIT-I:Accounting Standards: Meaning and Importance, Historical development,
Accounting Standards in India: Objectives, Process of Standard Setting, Scope of Accounting Standards.

UNIT-II: Brief idea about first fifteen accounting standards developed by ASB.
(Special emphasis on AS-1,2,3,6, 10 and 14)

UNIT-III: Brief idea about other Accounting Standards, Developed by ASB.
(Special emphasis on AS-17,18,20,21,25 and 28)

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

UNIT-V: Corporate Disclosure: Annual Reports: Directors Report & Auditor’s Report, Accounting Reports, Modern Trends in Corporate disclosure.

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

4.7- ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Objective

The objective of the course is to sensitize the student about then role of SME sector in the economic development of the Country. The present course also includes discussion on various functions of a small scale units including tools and techniques for setting up small scale units.

Course Input

UNIT-I: SSI Units: Entrepreneur, evaluation and Functions, Definition of SSI Unit and entrepreneur Scope and Objective of SSI Units, Advantages & Short comings of small Industry and economic development, Developing entrepreneurial Skill.

UNIT- II: Business Plan: Scope & Value of business plan, Sources of Information of business ideas, Potential lenders and investors, Business acquisition and franchising, Use of PERT & CPM, Use of Electronic media & Internet Brand Production plan and Organisation plan, Short-comings in the business plan.

UNIT-III: Project Management: Project Identification, Project Formulation, Project Selection, Project Implementation, Preparation of Project Report. Techno-Economic Feasibility Analysis, Social-Cost- Benefit Analysis

UNIT-IV: Small Industry Support System: Need and Importance of Support System, NSIC, SIDU, SSIB, SISI, DIC, SIDBI, ICOS, Commercial banks, Venture Capital, Lease Financing Specialized institutions.

UNIT-V: Global Competition & Survival: Global Competitiveness- Strategies for SSIs, Sickness in SSIs- Symptoms reasons and remedies, Future growth Potential for SSIs.rvival: Global Competitiveness- Strategies for SSIs, Sickness in SSIs- Symptoms reasons and remedies, Future growth Potential for SSIs.

References:

1. V. Desai, Management of SSI
2. C.S.V. Mrtny: SSI and Entrepreneurship Development
3. R.V. Badi, E.N.V. Badi, Entrepreneurship
4. Dullisy: Entrepreneurship
5. Khanka S. S., Entrepreneurship Development, S. Chand.

4.8 FINAL PROJECT AND VIVA VOCE