Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Second Year Semester III and IV Under Choice Based Credit, Grading and Semester System

(To be implemented from Academic Year 2017-2018)

Faculty of Commerce
### Master of Commerce (M.Com) Programme

**Under Choice Based Credit, Grading and Semester System**

**Course Structure**

(To be implemented from Academic Year- 2017-2018)

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Semester III</th>
<th>Credits</th>
<th>No. of Courses</th>
<th>Semester IV</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elective Courses (EC)</td>
<td></td>
<td>1</td>
<td>Elective Courses (EC)</td>
<td></td>
</tr>
<tr>
<td>1,2 and 3</td>
<td>*Any one group of courses from the following list of the courses (Group – A/B/C/D/E)</td>
<td>18</td>
<td>1,2 and 3</td>
<td>**Any one group of courses from the following list of the courses (Group – A/B/C/D/E)</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>✓ Project Work</td>
<td>✓ Project Work</td>
<td>2</td>
<td>✓ Project Work</td>
<td>✓ Project Work</td>
</tr>
<tr>
<td>4</td>
<td>Project Work - I</td>
<td>06</td>
<td>4</td>
<td>Project Work - II</td>
<td>06</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td>24</td>
<td></td>
<td><strong>Total Credits</strong></td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses*
<table>
<thead>
<tr>
<th>1</th>
<th>*List of group of Elective Courses (EC) for Semester III (Any Three out of Five)</th>
<th>1</th>
<th>**List of group of Elective Courses (EC) for Semester IV (Any Three out of Five)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group A: Advanced Accounting, Corporate Accounting and Financial Management</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Advanced Financial Accounting</td>
<td>06</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Direct Tax</td>
<td>06</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Advanced Cost Accounting</td>
<td>06</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Advanced Auditing</td>
<td>06</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Financial Services</td>
<td>06</td>
<td>5</td>
</tr>
<tr>
<td><strong>Group B: Business Studies (Management)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Human Resource Management</td>
<td>06</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Rural Marketing</td>
<td>06</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Entrepreneurial Management</td>
<td>06</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Strategies and practices</td>
<td>06</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Organizational Behaviour</td>
<td>06</td>
<td>5</td>
</tr>
<tr>
<td><strong>Group C: Banking &amp; Finance</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Commercial Bank Management</td>
<td>06</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Financial Markets</td>
<td>06</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Accounting of Banking Sector</td>
<td>06</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Treasury Management</td>
<td>06</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Debt Market</td>
<td>06</td>
<td>5</td>
</tr>
<tr>
<td><strong>Group D: E-Commerce</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Database Management System</td>
<td>06</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Internet &amp; Web-Designing (skill based)</td>
<td>06</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Network Infrastructure and Payment System</td>
<td>06</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Logistic &amp; supply chain Management in E-Commerce</td>
<td>06</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Business Models in E-Commerce &amp; ICT Applications</td>
<td>06</td>
<td>5</td>
</tr>
<tr>
<td>1</td>
<td>List of group of Elective Courses (EC) for Semester III (Any Three out of Five)</td>
<td>1</td>
<td><strong>List of group of Elective Courses (EC) for Semester IV (Any Three out of Five)</strong></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td><strong>Group E : Business Economics</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Economics of Growth and Development</td>
<td>06</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Applied Econometrics</td>
<td>06</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Agriculture Economics</td>
<td>06</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Monetary Economics</td>
<td>06</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Industrial Economics</td>
<td>06</td>
<td>5</td>
</tr>
</tbody>
</table>

*Note: Group selected in Semester III will continue in Semester IV*
**Master of Commerce (M.Com) Programme**

*Under Choice Based Credit, Grading and Semester System*

*Course Structure*

*(To be implemented from Academic Year- 2017-2018)*

**Semester III**

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Semester III</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elective Courses (EC)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Group A: Advanced Accounting, Corporate Accounting and Financial Management (Any Three out of Five)</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Advanced Financial Accounting</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>Direct Tax</td>
<td>06</td>
</tr>
<tr>
<td>3</td>
<td>Advanced Cost Accounting</td>
<td>06</td>
</tr>
<tr>
<td>4</td>
<td>Advanced Auditing</td>
<td>06</td>
</tr>
<tr>
<td>5</td>
<td>Financial Services</td>
<td>06</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td>18</td>
</tr>
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</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and Financial Management

1. Advanced Financial Accounting

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Foreign Currency Conversion (As per Applicable Accounting Standards)</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Final Accounts &amp; Statutory Requirements for Banking Companies</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Accounting &amp; Statutory Requirements of Insurance Companies</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Accounting &amp; Statutory Requirements of Co-operative Societies</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Foreign Currency Conversion (As per Applicable Accounting Standards)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Requirements as per Accounting Standards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Foreign Branches</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Final Accounts &amp; Statutory Requirements for Banking Companies</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Final Accounts of Banking Companies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provisioning of Non-Performing Assets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Form &amp; Requirements of Final Accounts</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Accounting &amp; Statutory Requirements of Insurance Companies</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Accounting Provision for Insurance Act and Insurance Regulation and Development Authorities for</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1) Life Insurance Business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2) General Insurance Business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Forms and Requirements of Final Accounts for</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1) Life Insurance Business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2) General Insurance Business</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Accounting &amp; Statutory Requirements of Co-operative Societies</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Accounting Provisions of Maharashtra State Co-operative Societies Act and Rules</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Forms and Requirements of Final Accounts</td>
<td></td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and Financial Management

2. Direct Tax

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Definitions and Basis of Charge</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Heads of Income</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Deductions u/s 80 and Exclusions from the Total Income</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Computation of Income and Tax of Individual, Firm and Company (Excluding MAT) and Provisions for Filing Return of Income - Sec 139(1) and Sec 139(5)</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Definitions and Basis of Charge</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Definitions: Person, Assessee, Income</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Basis of Charge: Previous Year, Assessment Year, Residential Status, Scope of Total Income, Deemed Income</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Heads of Income</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Income from Salary</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Income from House Property</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Profits and Gains from Business and Profession</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Income from Capital Gains</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Income from Other Sources</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Deductions u/s 80 and Exclusions from the Total Income</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Deductions: 80C, 80CCF, 80D, 80DD, 80DDB, 80E, 80U</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Exclusions: Exemptions related to Specific Heads of Income to be Covered with Relevant Provisions, Agricultural Income, Sums Received from HUF by a Member, Share of Profit from Firm, Income from Minor Child, Dividend</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Computation of Income and Tax of Individual, Firm and Company (Excluding MAT) and Provisions for Filing Return of Income - Sec 139(1) and Sec 139(5)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Computation of Income &amp; Tax of Individual and Partnership Firm</td>
<td></td>
</tr>
</tbody>
</table>

**Note:**

1. *The Syllabus is restricted to study of particular sections, specifically mentioned rules and notifications only*

2. *All modules/units include computational problems/ Case study*

3. *The Law in force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations*
Revised Syllabus of Courses of 
Master of Commerce (M.Com) Programme at Semester III 
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and 
Financial Management

3. Advanced Cost Accounting

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Process Costing</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Cost Allocation and Activity Based Costing Systems</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Responsibility Accounting</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Strategic Cost Management</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Process Costing</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Introduction - Features of process, Concept of Process Loss, Abnormal Loss, Normal Loss, Abnormal Gain.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Computation of Inter Process Profit – Advantages and Disadvantages</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C) Computation of Equivalent Production – Weighted Average and FIFO.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Cost Allocation and Activity Based Costing Systems</strong></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Responsibility Accounting</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Responsibility Accounting – Meaning, Features, Objective, Assumptions, Problems, Responsibility Centre’s – Cost, Profit, Revenue and Investment.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Concept of Controllability – Introduction, Measuring Managerial Performance (ROI and Residual Income Approach)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C) Preparation of Managerial Reports using Segmented Costs and Controllable costs approach.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Strategic Cost Management</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Transfer Pricing – Introduction, Advantages and Disadvantages, Setting Transfer Pricing – Negotiated transfer pricing, Cost Based transfer pricing.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Target Costing – Introduction, Concept, Objectives, Comparison between Target Costing and Cost Plus Pricing.</td>
<td></td>
</tr>
</tbody>
</table>

**Note – All Topics include practical sums.**
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and
Financial Management

4. Advanced Auditing

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Company Audit</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Special Audits</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Audit under other laws</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Auditing in Computerized Environment</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>60</td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Company Audit</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Introduction to Audit - Audit of Ledgers, General Considerations, Scrutiny of Ledgers of Assets, Personal and Revenue Accounts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Company Audit - Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit, Special audit, Reporting requirements under the Companies Act, 2013.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Concepts of true and fair and materiality and audit risk in the context of audit of companies.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Audit reports; qualifications, notes on accounts, distinction between notes and qualifications, detailed observations by the statutory auditor to the management vis-a-vis obligations of reporting to the members</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Special Audits</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Special points in audit of different types of undertakings, i.e., Educational institutions, Hotels, Clubs and Hospitals.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Audit under other Laws</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Cost audit, Environmental Audit, Energy Audit., Audit under different statutes, viz; income tax, other direct tax laws and indirect taxes</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Auditing in Computerized Environment</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Audit under computerised environment: Computer auditing; specific problems of EDP audit, Need for review of internal control especially procedure controls and facility controls; techniques of audit of EDP output; Use of computers for internal and management audit purposes; test packs, computerised audit programmes; involvement of the auditor at the time of setting up the computer system</td>
<td></td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

**Group A: Advanced Accounting, Corporate Accounting and Financial Management**

5. Financial Services

*Modules at a Glance*

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Financial Services and Merchant Banking</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Venture Capital and Securitization</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Hire Purchase Finance and Housing Finance</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Stock Broking and Depository Services</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Financial Services and Merchant Banking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Introduction to Financial Services - Overview of Financial Services in India, Growth, Structure and Types of financial services.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Merchant Banking - Merchant Banking – Meaning, nature and functions; merchant banking in India, role in issue management; classification and regulation of merchant bankers by SEBI</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Venture Capital and Securitization</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Venture Capital- Meaning and Definition of Venture Capital, Characteristics of Venture Capital, Forms/Types of Venture Capital Assistances, Venture Capital Process, Modes of Venture Capital Assistance</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Hire Purchase Finance and Housing Finance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Hire Purchase Finance - Meaning, concepts of hire purchase finance, installment credit and consumer credit; sources of finance in India</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Housing Finance – Introduction, Need, nature of housing finance, fixed and floating rate home loans; sources of housing finance in India, growth of housing finance in India; Role of National Housing Bank; concept of mortgage and reverse mortgage; housing loans and mortgage loans, types of mortgage loans</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Stock Broking and Depository Services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Stock Broking – Meaning, types of stockbrokers, sub-brokers; stock broking in , E-broking – meaning, Indian experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Depository Services – Meaning, role of depositories and their services, Advantages of depository system; Functioning of depository system; Depositories in India – NSDL &amp; CSDL; Depository participants (DPSs) and their role Custodial services - meaning; obligations and responsibilities of custodians; code of conduct</td>
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</tr>
</tbody>
</table>
Master of Commerce (M.Com) Programme
*Under Choice Based Credit, Grading and Semester System*

*Course Structure*

*(To be implemented from Academic Year- 2017-2018)*

**Semester III**

<table>
<thead>
<tr>
<th>No. of Courses</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td><em>Elective Courses (EC)</em></td>
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</table>

**Group B: Business Studies (Management)**
*(Any Three out of Five)*

| 1          | Human Resource Management                          | 06      |
| 2          | Rural Marketing                                   | 06      |
| 3          | Entrepreneurial Management                        | 06      |
| 4          | Marketing Strategies and practices                | 06      |
| 5          | Organizational Behaviour                          | 06      |

**Total Credits** 18
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

1. Human Resource Management

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Human Resource Management</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Human Resource Development</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Latest Development in H.R.M. and Labour Legislation</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Emerging Issues In H.R.M</td>
<td>15</td>
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</table>

Total 60
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<thead>
<tr>
<th>SN</th>
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<tbody>
<tr>
<td>1</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td></td>
<td>• <strong>Human Resource Management (HRM).</strong> – Concept, Traditional HRM v/s Strategic HRM, Objectives of HRM, Organisation Structure of HRM Department – Changing Role of H.R. Manager.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Human Resource Planning</strong> - Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Recruitment and Selection of managerial personnel</strong> - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection.</td>
</tr>
<tr>
<td>2</td>
<td>Human Resource Development</td>
</tr>
<tr>
<td></td>
<td>• <strong>Training and Development</strong> - Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Performance Appraisal</strong>- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Career Advancement and Succession Planning</strong>- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning.</td>
</tr>
<tr>
<td>3</td>
<td>Latest Development in H.R.M. And Labour Legislation</td>
</tr>
<tr>
<td>4</td>
<td>Emerging Issues In H.R.M</td>
</tr>
<tr>
<td></td>
<td>• <strong>Health and Safety</strong> – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees</td>
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<tr>
<td></td>
<td>• <strong>Work life balance</strong> – Need and Importance, Employee Engagement, Managing Millennials (Gen Y)</td>
</tr>
<tr>
<td></td>
<td>• <strong>Talent Management</strong> – Concept, Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), H.R. Practices at Global level</td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

2. Rural Marketing

*Modules at a Glance*

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Rural Marketing</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Consumer Behaviour and Rural Marketing</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Agricultural Marketing</td>
<td>15</td>
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<tr>
<td>4</td>
<td>Recent Trends in Rural Marketing</td>
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<td><strong>Total</strong></td>
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<tr>
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<tr>
<td>1</td>
<td>Introduction to Rural Marketing</td>
<td></td>
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<tr>
<td></td>
<td>- <strong>Indian Rural Market</strong>: Profile, Rural Vs Urban Market, Importance of Branding, Scope and Importance of Transportation Networking in rural markets.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <strong>Problems of Rural Consumer</strong>: Adulteration, Short Weight and Measures, Unfair Warranties and Guarantees, Unreasonable Pricing, Challenges and Future of Rural Marketing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Consumer Behaviour and Rural Marketing</td>
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<tr>
<td></td>
<td>- <strong>Consumer Behaviour</strong>: Characteristics of Buying Behaviour- Awareness, Understanding, Consumer Purchase Decision, Importance of Rural Marketing Communication, Salesmen Influence.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <strong>Government Schemes</strong>: Rural Development Programmes and Schemes of Government, Entrepreneurship Development Programme, Role of Food Corporation of India (FCI), Role of Khadi and Village Industries Commission (KVIC).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <strong>Role of Banks in Rural Marketing</strong>: Role of Agricultural Cooperative Banks, Commercial Banking for Rural Marketing</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Agricultural Marketing</td>
<td></td>
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<tr>
<td></td>
<td>- <strong>Agricultural Marketing</strong>: Importance, Prospects and Issues, Role of Cooperatives and Self Help Groups (SHG) in Rural Marketing</td>
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<tr>
<td></td>
<td>- <strong>Commodity Boards</strong>: Role and Contribution of Commodity Boards in generating revenue to government and employment in rural India.</td>
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<tr>
<td></td>
<td>- <strong>Agricultural Exports</strong>: Composition and Contribution of Agricultural Exports in generating revenue for India- Food Grains, Organic products, Marine Products, Role of Agricultural &amp; Processed Food Products Export Development Authority (APEDA)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Recent Trends in Rural Marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <strong>E-Commerce</strong>: Importance of E-Commerce and Impact of E- Marketing on rural consumers, Concept of Digital Village, Role of Social Media in rural marketing.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <strong>Information Technology</strong>: Impact of IT in Agricultural Marketing, E-Chaupal, Project Shakti, Web-casting-online training and guidance to farmers.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <strong>Online Marketers</strong>: Role of Online Marketers, Growth and Challenges</td>
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</tbody>
</table>
**Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester III**  
*(To be implemented from Academic Year- 2017-2018)*

**Group B: Business Studies (Management)**

### 3. Entrepreneurial Management

**Modules at a Glance**

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Entrepreneurship Development Perspective</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Creating Entrepreneurial Venture</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Project Management</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Assistance and Incentives for Promotion and Development of Entrepreneurship</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
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<tr>
<td>SN</td>
<td>Modules/ Units</td>
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<tr>
<td>---</td>
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</tr>
<tr>
<td>1</td>
<td><strong>Entrepreneurship Development Perspective</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Entrepreneurship</strong> – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Entrepreneurial Culture</strong> - Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Theories of Entrepreneurship</strong> - Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Creating Entrepreneurial Venture</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Entrepreneurial Environment</strong> - Significance, SWOC Analysis, Problems of Entrepreneurship</td>
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<tr>
<td></td>
<td>• <strong>Financial Analysis of Entrepreneurial Venture</strong> - Significance, Tools of Financial Analysis, Sources of development finance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Social Entrepreneurship</strong> - Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Project Management</strong></td>
<td></td>
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<tr>
<td></td>
<td>• <strong>Project</strong> - Concepts and Classification of Project, Search of Business Idea, Project Cycle.</td>
<td></td>
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<tr>
<td></td>
<td>• <strong>Project formulation</strong>-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM.</td>
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</tr>
<tr>
<td></td>
<td>• <strong>Project Management</strong> – Concept, Phases, Project Identification and Project Feasibility Analysis.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Assistance and Incentives for Promotion and Development of Entrepreneurship</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Incentives</strong> – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational.</td>
<td></td>
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<tr>
<td></td>
<td>• <strong>NPSD</strong> - National Policy for Skill Development and Entrepreneurship 2015.</td>
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<tr>
<td></td>
<td>• <strong>Institutions in aid of Entrepreneurship Development</strong> - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs</td>
<td></td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

4. Marketing Strategies and practices

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Marketing Strategies</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Developing Marketing Strategies &amp; Plans</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Market Environmental Trends &amp; Building Customer Value</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Recent Trends in Marketing Strategies</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
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<tr>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Marketing Strategies</td>
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<tr>
<td></td>
<td>• <strong>Introduction</strong>: Marketing Strategies – Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps</td>
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<tr>
<td></td>
<td>• <strong>Marketing Opportunities and Plan</strong>: Analysing Marketing Opportunities, Future of Marketing, Effective Marketing Plan.</td>
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<tr>
<td></td>
<td>• <strong>New Marketing Strategies</strong>: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Developing Marketing Strategies &amp; Plans</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Marketing Mix</strong>: Marketing Strategy Implementation - Steps, Marketing Mix 4 P’s – Importance, Alternative Marketing Mix Prepositions- Profit, People, and Planet.</td>
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<tr>
<td></td>
<td>• <strong>Marketing Plans</strong>: Marketing Planning- Importance, Types and Content, Strategic Business Unit - Structure, SWOT Analysis.</td>
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</tr>
<tr>
<td>3</td>
<td>Market Environmental Trends &amp; Building Customer Value</td>
<td></td>
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<tr>
<td></td>
<td>• <strong>Environmental Analysis</strong>: Analysing the Macro Environment, Theories of Marketing- PESTLE Analysis, VRIO Analysis, Porter’s Competency Model, and Customer Perceived Value (CPV).</td>
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<tr>
<td></td>
<td>• <strong>Customer Value</strong>: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques</td>
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<tr>
<td></td>
<td>• <strong>Customer Loyalty</strong>: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors.</td>
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</tr>
<tr>
<td>4</td>
<td>Recent Trends in Marketing Strategies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>E-Marketing</strong>: Concept, Pros and Cons, Digital Marketing – Concept and features, Experiential Marketing – Concept and features, Hospitality Marketing Management.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Social Marketing</strong>: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe.</td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

5. Organizational Behaviour

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Organisational Setting</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Foundation of Individual Behaviour</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Group Dynamics and Behaviour</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Emerging Challenges</td>
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</tr>
<tr>
<td></td>
<td>Total</td>
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<tr>
<td>SN</td>
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<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Organisational Setting</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Introduction to Organisational Behaviour (OB)</strong> – Concept, Nature, Foundation, Disciplines and Scope of OB.</td>
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<tr>
<td></td>
<td>• <strong>Evolution of OB</strong> – Evolution – Stages, Human Relations Approach – Hawthorne Experiments, Models of OB.</td>
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<tr>
<td></td>
<td>• <strong>Organisation Design</strong> – Key factors, Steps in Organisation Structure, Organisations for future - Types.</td>
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</tr>
<tr>
<td>2</td>
<td><strong>Foundation of Individual Behaviour</strong></td>
<td></td>
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<tr>
<td></td>
<td>• <strong>Factors affecting Individual behaviour</strong> – Personal, Psychological, Organisation System, Environmental.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Personality &amp; Perception</strong> – Nature of personality, Determinants of personality, Personality Traits, Factors Influencing Perception, Managing perception Process, Perception and OB</td>
<td></td>
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<tr>
<td></td>
<td>• <strong>Attitude</strong> – Nature, components, work related attitudes, Barriers to attitudinal Change, Measures to attitudinal change.</td>
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</tr>
<tr>
<td>3</td>
<td><strong>Group Dynamics and Behaviour</strong></td>
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<tr>
<td></td>
<td>• <strong>Group</strong> – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems.</td>
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<tr>
<td></td>
<td>• <strong>Work place behaviour</strong> – Determinants of Group Behaviour, Power and Politics – Sources of Power, Types of Organisational politics.</td>
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<tr>
<td></td>
<td>• <strong>Conflict</strong> – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Emerging Challenges</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Stress Management</strong> – Sources, Effects, Strategies, Stress and Performance.</td>
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<tr>
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<td>• <strong>Organisation culture</strong> – Cultural Dimensions, Creating Organisational Culture, Maintaining Organisational Culture.</td>
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<tr>
<td></td>
<td>• <strong>Workforce Diversity</strong> – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.</td>
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</tbody>
</table>
### Master of Commerce (M.Com) Programme

**Under Choice Based Credit, Grading and Semester System**

**Course Structure**

*(To be implemented from Academic Year- 2017-2018)*

**Semester III**

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Semester III</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>Elective Courses (EC)</td>
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<tr>
<td></td>
<td><strong>Group C: Banking and Finance (Any Three out of Five)</strong></td>
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<tr>
<td>1</td>
<td>Commercial Bank Management</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>Financial Markets</td>
<td>06</td>
</tr>
<tr>
<td>3</td>
<td>Accounting of Banking Sector</td>
<td>06</td>
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<tr>
<td>4</td>
<td>Treasury Management</td>
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<td>Debt Market</td>
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<td><strong>Total Credits</strong></td>
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</table>
Revised Syllabus of Courses of 
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

Commercial Bank Management

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Overview of Commercial Banking in India</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Credit Management in Banks</td>
<td>18</td>
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<tr>
<td>3</td>
<td>Human Resource Management in Banks</td>
<td>12</td>
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<tr>
<td>4</td>
<td>Evolving Trends in Modern Banking</td>
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<td>SN</td>
<td>Modules/ Units</td>
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<tr>
<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Overview of Commercial Banking in India</strong></td>
<td></td>
</tr>
</tbody>
</table>

A) **Overview of Commercial Banking in India** - Role and Functions of Commercial Banks, Introduction to Bank Management, Management of Banks in Rural Areas.

B) **Customer Relationship Management in Banks** - Meaning and Objectives of CRM in banks, Strategies for Expanding Customer Base, Banking Ombudsman Scheme, Customer Retention, Handling Customer Grievances

C) **Services to Different Categories of Customers** - Retail, Corporate, International and Rural.

| 2 | **Credit Management in Banks** |

A) **Credit Management in Banks** – Principles of Sound Bank Lending, Loan Policy, Compliance with RBI guidelines, Credit Appraisal and Credit Decision Making, Monitoring and Review of Loan Portfolio, Management of Non-Performing Assets (NPAs), Classification of NPAs, Debt Restructuring- SARFAESI Act, 2002.


| 3 | **Human Resource Management in Banks** |

A) **Human Resource Management in Banks** – Importance of HRM in Banks, Policies relating to Human Resource Development in India, Selection, Training, Pay Structure in Public Sector Banks and Private Sector Banks, Workers Participation in Management, Motivations and Morals, Performance Evaluation, Promotion, Transfer Policy and VRS schemes in Public Sector Banks

| 4 | **Evolving Trends in Modern Banking** |

A) **Evolving Trends in Modern Banking** – Internet Banking, Mobile Banking, EFT services, Outsourcing of Non-core Services, Mergers and Acquisitions in Banking Sector.

B) **Financial Inclusion** – Need and Importance of Financial Inclusion, Micro Credit SHGs, RBI Guidelines for Micro Credit, Portfolio Securitization, SHG-2, NRLM and SRLM, Priority Sector and its Classification.
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

Financial Markets

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Financial system</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Overview of Capital Market</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Overview of Money Market</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Overview of Derivatives Market</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
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<tr>
<td>SN</td>
<td>Modules/ Units</td>
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<tr>
<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Financial System</td>
<td></td>
</tr>
</tbody>
</table>
|    | **A) An Overview of Financial System** - Structure of Indian financial system, the nature and role of financial system, Relationship between financial system and economic development, Constituents of Financial System – Primary and Secondary, Development of Financial Markets in India, Components of financial system.  
|    | **B) Theories** – Prior savings theory, Credit creation theory, Theory of post savings, Financial regulation theory, Financial liberalization theory. |
| 2  | Overview of Capital Market |
|    | **B) Ownership Securities** – Equity Shares, Preference Shares, No-par stock- (Introduction, Features and Types)  
|    | **C) Creditorship Securities** – Debentures – Introduction, Features, and Types |
| 3  | Overview of Money Market |
|    | **A) Money market**- Meaning, Features, Structure of money market, Regulatory framework, RBI/FIMMDA/FEDAI, Disadvantages of Money market, Characteristics and Features of developed money market, Recent development in money markets- DFHI, STCI  
|    | **B) Money Market Instruments**- T Bills, Money at short and call notice, Commercial bills, Promissory notes, Certificate of deposits Commercial-papers, Banker’s Acceptance CBLO, IBPC, MMMF and LAF |
| 4  | Overview of Derivatives Market |
|    | **A) Derivatives Market** - Meaning, Importance and Need for Derivatives Market, Kinds of financial derivatives and financial derivatives in India.  
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

**Group C: Banking and Finance**

**Accounting of Banking Sector**

**Modules at a Glance**

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Introduction of Banking Companies</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Accounting Systems &amp; Provisions in Banks</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Calculation of Interest and Annuities</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Preparation of Final Accounts and Reporting</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
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<tr>
<td>---</td>
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</tr>
</tbody>
</table>
| 1 | Introduction of Banking Companies | • Definition and features of banking companies  
• Types of banks  
• Different types of accounts maintained by banks  
• Bank products & services  
• Cash Management Services and its Importance |
| 2 | Accounting Systems & Provisions in Banking Companies | • Significant Features of Accounting Systems of Banking Companies  
• Books required to be maintained by banks  
• Income recognition, Classification of assets and advances, Provisions, Classification of investments  
• Provisions of Banking Regulation Act- 1949 applicable to banking companies:- Business, Capital and Reserve, Reserve funds, Dividend, Cash reserves, Loans and advances, Unclaimed deposits, Accounts and auditing |
| 3 | Calculation of Interest and Annuities | • Calculation of Simple Interest & Compound Interest; Calculation of Equated Monthly Instalments; Fixed and Floating Interest Rates;  
• Calculation of Annuities, Interest Calculation using Products/Balances; Amortization of a Debt; Sinking Funds |
| 4 | Preparation of Final Accounts and Reporting | • Disclosure Requirements of Banks and Additional Disclosures prescribed by RBI  
• Disclosures required under BASEL norms.  
• Preparation of Financial Statements of Banking Companies as per regulatory requirements |
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester III (To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

Treasury Management

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Treasury Management</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Treasury Operations</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Risk Analysis &amp; Control</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Regulatory, Supervising &amp; Compliance Framework</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
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<tr>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Treasury Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Concept &amp; Evolution of Treasury</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Including other important terminology in treasury:- Arbitrage; Bank Rate; Options; Capital Adequacy; Capital Fund; CRR; CDSL; Clearing House; DP; Hedging; LAF; OMOs; RTGS; Refinance; SLR; SWIFT; T-Bills; Tier-I &amp; II Capital]</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Objectives &amp; Role of Treasury</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Structure of Treasury &amp; Functions of Treasurer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Scope &amp; Functions of Treasury Management</td>
<td></td>
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<tr>
<td></td>
<td>- Internal Treasury Control System</td>
<td></td>
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<tr>
<td></td>
<td>- Role of Information Technology in Treasury Management</td>
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<tr>
<td></td>
<td>[Negotiated Dealing System(NDS); Straight-Through-Processing(STP)]</td>
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<tr>
<td>2</td>
<td>Treasury Operations</td>
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<tr>
<td></td>
<td>- Liquidity Management</td>
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<tr>
<td></td>
<td>[Objectives-CRR-SLR-RTGS-CCIL]</td>
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<tr>
<td></td>
<td>- Treasury Management in Commercial Banks</td>
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<tr>
<td></td>
<td>[NPA &amp; Capital Adequacy Norms (CRAR); Investment Policy Statement; Back office support &amp; Accounting]</td>
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<tr>
<td></td>
<td>- FOREX Market Operations</td>
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<td></td>
<td>[International Financial System &amp; FOREX Market; Instrument traded; Exchange Rate mechanism; Indian FOREX market; RBI &amp; Exchange Market]</td>
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<tr>
<td></td>
<td>- Risk Management in Market Operations</td>
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<tr>
<td></td>
<td>[Gilt-edged Markets; Exchange Rate &amp; Currency Risk; Interest Risk Management]</td>
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<td></td>
<td>- Impact of Treasury Operations</td>
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<td></td>
<td>[Structural &amp; Statutory changes; Exchange Rate &amp; Currency Risk; Interest Risk Management]</td>
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<tr>
<td></td>
<td>- Practical Problems on FOREX Valuation</td>
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<tr>
<td></td>
<td>[FEDAI Guidelines &amp; Valuation]</td>
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</tr>
<tr>
<td>3</td>
<td>Risk Analysis &amp; Control</td>
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</tr>
<tr>
<td></td>
<td>- Interest Rate risk: Investment /Trading Book</td>
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<tr>
<td></td>
<td>- Value at Risk [VaR]</td>
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<td></td>
<td>- FOREX (Market ) Risk</td>
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<td>- Risk Management in banks [RBI Guidelines]</td>
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<td></td>
<td>- Treasury &amp; Asset-Liability Management(ALM)</td>
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<tr>
<td></td>
<td>[Meaning &amp; Objectives of ALM; Market Risk-Liquidity &amp; Interest Risk; Role of Treasury in ALM; Use of Derivatives in ALM; Policy Environment]</td>
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</tr>
<tr>
<td>4</td>
<td>Regulatory, Supervising &amp; Compliance Framework</td>
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<tr>
<td></td>
<td>- Ethics, Morals &amp; Code of Conduct- The Dealing Room [General Principles from FIMMDA]</td>
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<td>- RBI guidelines &amp; Policy</td>
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<tr>
<td></td>
<td>[Organizational set up; Industrial Sickness; NPAs in Scheduled Commercial banks]</td>
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<td></td>
<td>- Tax Environment in treasury</td>
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<td></td>
<td>[Corporate Taxation; Need for Tax Planning; Tax changes during 2004 to 2007 &amp; at Present; Tax on Investments; Tax Compliance]</td>
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<tr>
<td></td>
<td>- MIS for Treasury Operations</td>
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<tr>
<td></td>
<td>[Current Monetary &amp; Credit Policies; Fiscal &amp; Budgetary Policies; Foreign Trade &amp; Exchange Policies; Financial Market Trends; International Developments]</td>
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</tr>
<tr>
<td></td>
<td>- Global framework in Treasury Operations</td>
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</tbody>
</table>
**Revised Syllabus of Courses of**  
**Master of Commerce (M.Com) Programme at Semester III**  
**(To be implemented from Academic Year- 2017-2018)**

**Group C: Banking and Finance**

**Debt Market**

**Modules at a Glance**

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Indian Debt Market</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Central Government Securities and State Government Bonds</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Corporate Bond Market</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Valuation of Bonds</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
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<td>Modules/ Units</td>
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</tr>
<tr>
<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Indian Debt Market</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Indian Debt Markets: A Profile of Products and Participants, Market Segments, Participants in the Debt Markets, Secondary Market for Debt Instruments</td>
<td></td>
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<tr>
<td></td>
<td>B) Debt Instruments: Instrument Features, Modifying the coupon of the bond, Modifying the term to maturity of a bond, Modifying the principal repayment of a bond, Asset backed securities</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Central Government Securities and State Government Bonds</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Corporate Bond Market</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B) Bond Market Indices and Benchmarks I-Bex : Sovereign Bond Index, NSE – MIBOR</td>
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<tr>
<td>4</td>
<td>Valuation of Bonds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Valuation of Bonds - Bond Valuation: First principles, Time path of a bond, Valuing a bond at any point on the time scale, Accrued Interest, Yield, Weighted Yield, YTM of a Portfolio, Realised Yield, Yield–Price relationships of bonds</td>
<td></td>
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<tr>
<td></td>
<td>B) Yield Curve and Term Structure of Interest Rate - Yield Curve: The Simple Approach, Bootstrapping, Alternate Methodologies to Estimate the Yield Curve, Theories of the Term Structure of Interest Rates</td>
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</tr>
<tr>
<td></td>
<td>C) Duration - Introduction and Definition, Calculating Duration of a Coupon Paying Bond, Computing duration on dates other than coupon dates, Modified Duration, Rupee Duration, Price Value of a Basis Point, Portfolio Duration, Limitations of Duration</td>
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</table>
Master of Commerce (M.Com) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester III

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Elective Courses (EC)</th>
<th>Semester III</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Group D: E-Commerce (Any Three out of Five)</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Database Management System</td>
<td></td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>Internet &amp; Web-Designing (skill based)</td>
<td></td>
<td>06</td>
</tr>
<tr>
<td>3</td>
<td>Network Infrastructure and Payment System</td>
<td></td>
<td>06</td>
</tr>
<tr>
<td>4</td>
<td>Logistic &amp; supply chain Management in E-Commerce</td>
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<td>06</td>
</tr>
<tr>
<td>5</td>
<td>Business Models in E-Commerce &amp; ICT Applications</td>
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<td>06</td>
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<td><strong>Total Credits</strong></td>
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</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

1. Database Management System

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Database Management System (DBMS)</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Relational Database Design</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Transaction Management and Recovery System</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>SQL Concept</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>60</td>
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<tr>
<td>SN</td>
<td>Modules/ Units</td>
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</tr>
<tr>
<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Database Management System (DBMS)</td>
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</tr>
<tr>
<td></td>
<td>• Concept of Database, Database Management System: Concept, features, Importance and Evolution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Environment, Classifications, Advantages and Issues of using DBMS, Functional component</td>
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<tr>
<td></td>
<td>• Three Level of Architecture, Implications of the Database Approach, Database Languages and Interfaces, The Database System Environment</td>
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</tr>
<tr>
<td>2</td>
<td>Relational Database Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Codd’s rule, Entity relationship model, Entity Types, Attributes, Keys,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Roles and Structural Constraints, Constraints on Relationship Types, Basic Relational Algebra Operations • Additional Relational Operations</td>
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<tr>
<td></td>
<td>• Roles and functional Dependencies, Normalization, Mapping the ER model to Relational DB</td>
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</tr>
<tr>
<td>3</td>
<td>Transaction Management and Recovery System</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Transaction Management: Transaction Concept, Transaction State, Implementation of Atomicity and Durability, Implementation of Isolation - Testing for serializability.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Recovery System: Failure Classification, Storage Structure, Recovery and Atomicity - Log - Based Recovery - Recovery with Concurrent Transactions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Buffer Management - Failure with loss of non-volatile storage, Advance Recovery systems, Remote Backup systems.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>SQL Concept</td>
<td></td>
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<tr>
<td></td>
<td>• Basics of SQL: Form of Basic SQL Query - Examples of Basic SQL Queries, Multi table Queries,</td>
<td></td>
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<tr>
<td></td>
<td>• Introduction to Nested Queries, Correlated Nested Queries</td>
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<tr>
<td></td>
<td>• NULL values - Comparison using Null values - Disallowing NULL values, Complex Integrity Constraints in SQL Triggers and Active Data bases.</td>
<td></td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

2. Internet & Web-Designing (skill based)

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Internet</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Internet Security Management</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Web designing</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>New trends</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
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</tr>
<tr>
<td>----</td>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Internet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Concept, Evolution of internet, Significance, Limitations, Types of Network</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Internet Network Services and functions of internet, current trends on internet,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Internet Technology and Protocol, Internet Connectivity, TCP/IP, Router, Internet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Addressing Scheme</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Internet Security Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Management Concepts and Information Privacy and Copyright Issues, Network</td>
<td></td>
</tr>
<tr>
<td></td>
<td>etiquettes</td>
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<tr>
<td></td>
<td>• Overview of Internet Security, Firewalls, Internet Security, basics of asymmetric</td>
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<tr>
<td></td>
<td>cryptosystems.</td>
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<tr>
<td></td>
<td>• Governance on internet, impact of internet on society, Internet Applications,</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Web designing</td>
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<tr>
<td></td>
<td>• WWW- Concept, Web technology, Functioning of websites, Creating a Basic Web Page,</td>
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<tr>
<td></td>
<td>Web Page Layout Techniques,</td>
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<tr>
<td></td>
<td>• Type of websites, Hypertext Markup Language (HTML)-Essential HTML for content,</td>
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<tr>
<td></td>
<td>Cascading Style Sheets (CSS)-Selector Type, Common Properties, Photoshop Elements</td>
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<tr>
<td></td>
<td>and Principles of Design</td>
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<tr>
<td></td>
<td>• Interactivity tools, Difference between web designer and web developers, web</td>
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<tr>
<td></td>
<td>graphics</td>
<td></td>
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<tr>
<td>4</td>
<td>New trends</td>
<td></td>
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<tr>
<td></td>
<td>• Multimedia and Graphics, JavaScript, Adobe Dreamweaver, Facebook Page</td>
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<tr>
<td></td>
<td>Designing, You Tube Videos</td>
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<tr>
<td></td>
<td>• Utilities: Gif Animation, On-Page Search Engine Optimization, Google Webmasters</td>
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<tr>
<td></td>
<td>Tools, Mobile website development</td>
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<td></td>
<td>• Email Network and server, Email Protocol,</td>
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</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

3. Network Infrastructure and Payment System

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Network infrastructure for e-commerce</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Internet Protocol, Security and Protection</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>E-payment System</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Security Protocol, Threats and Measures</td>
<td>15</td>
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<tr>
<td>1</td>
<td><strong>Introduction to Network infrastructure for E-Commerce</strong></td>
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<tr>
<td></td>
<td>• Requirements for Network infrastructure for e-commerce, Market forces influencing I-way, Component of I-way, Global Information distribution Network,</td>
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<tr>
<td></td>
<td>• Network Access equipment, Strategic Alliances and I-Way Infrastructure, Public policy issues shaping I-way</td>
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<tr>
<td></td>
<td>• Telephone based infrastructure, Cable/ TV based infrastructure, Wireless infrastructure, Commercial online infrastructure, Narrow band V/S Broad band Network,</td>
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<tr>
<td>2</td>
<td><strong>Internet Protocol, Security and Protection</strong></td>
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<tr>
<td></td>
<td>• TCP/IP Internet protocol for Network Infrastructure, Wireless Access Protocol (WAP), Mobile Network Infrastructure</td>
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<tr>
<td></td>
<td>• Internet, Intranet and extranet as E-commerce infrastructure, Network Infrastructure Security- External and Internal Attack</td>
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<tr>
<td></td>
<td>• Integrated Services Digital Network (ISDN), Protecting Network infrastructure - Steps in hacking Network Infrastructure, A new model to protect Network infrastructure</td>
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<tr>
<td>3</td>
<td><strong>E-payment System</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• E-Payment System- Concept, Online Payment System – prepaid e-payment service, postpaid e-payment system;, Advantages and Limitations of Payment System, Role of E-payments,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Classification of Payment System, Scope of Payment system, Payment mediation services V/S Payment system</td>
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<tr>
<td></td>
<td>• Payment processing Network, Payment Processing Settlement, Payment Gateway</td>
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<tr>
<td>4</td>
<td><strong>Security Protocol, Threats and Measures</strong></td>
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</tr>
<tr>
<td></td>
<td>• Security Protocol, Digital certificates, Security threats in E-com environment, Credit &amp; legal risk of e-payment system.</td>
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<tr>
<td></td>
<td>• Credit Card based Payment System, Electronic Payment security- Encryption, Digital signatures, Digital Certificate, Public Key Infrastructure (PKI)</td>
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<tr>
<td></td>
<td>• Secure Socket Layer (SSL), 3D SET and Secure, Case studies in E-payment system.</td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year-2017-2018)

Group D: E-Commerce

4. Logistic & supply chain Management in E-Commerce

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Logistic in E-Commerce</td>
<td>15</td>
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<tr>
<td>2</td>
<td>Warehouse and E-logistics</td>
<td>15</td>
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<tr>
<td>3</td>
<td>Introduction to Supply Chain Management (SCM)</td>
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<td>4</td>
<td>Logistics/Supply Chain Management in the Global Environment-</td>
<td>15</td>
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<tr>
<td>1</td>
<td>Logistic in E-Commerce</td>
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</tr>
<tr>
<td></td>
<td>• Logistic in e-commerce – Features, Significance, Evolution, E-Commerce logistics in developed market,</td>
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<tr>
<td></td>
<td>• ICT infrastructure for future logistics, E- logistics for transport modes and nodes, Airfreight, Rail-freight, Road-freight, Sheep-Freight</td>
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<td></td>
<td>• Automating E-logistics- B2C E-commerce fulfillment, E-fulfillment dimension, Inventory Management</td>
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<tr>
<td>2</td>
<td>Warehouse and E-logistics</td>
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<tr>
<td></td>
<td>• Warehouse Management System (WMS)- Functions, Connectivity of WMS solution into ERP, Warehousing challenges of e-commerce,</td>
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<td></td>
<td>• Radio Frequency Identification (RFID)- Cost and benefits, RFID to enhance data capture processes in warehouse environment</td>
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<td></td>
<td>• GS1 keys used in logistics and E-procurement, The Global Data Synchronization Network (GDSN), Electronic Product Code Information System (EPCIS)</td>
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<tr>
<td>3</td>
<td>Introduction to Supply Chain Management (SCM)</td>
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<tr>
<td></td>
<td>• SCM- Concept, Significance, IT applications, Evolution of global SCM</td>
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<td></td>
<td>• Value Chain Management- Concepts and features, Challenges, Sustainability</td>
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<tr>
<td></td>
<td>• E-Supply Chain planning(Component); E-Supply chain fusion; Channel Management and Channel Integration</td>
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<tr>
<td>4</td>
<td>Logistics/Supply Chain Management in the Global Environment-</td>
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<tr>
<td></td>
<td>• Managing the Global Supply Chain, Impact of Globalization on Logistics and Supply Chain Management,</td>
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<tr>
<td></td>
<td>• Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management.</td>
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<tr>
<td></td>
<td>• New trends in logistics and SCM- Technology in SCM, Artificial intelligence, Single window system for Global SCM</td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

5. Business Models in E-Commerce & ICT Applications

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to E-enterprise and Business Models</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>E-commerce Business Models</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Introduction to Information Communication Technology(ICT)</td>
<td>15</td>
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<tr>
<td>4</td>
<td>Vital ICT Applications</td>
<td>15</td>
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<tr>
<td>SN</td>
<td>Modules/ Units</td>
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<td>----</td>
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<tr>
<td>1</td>
<td><strong>Introduction to E-enterprise and Business Models</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• E-Commerce and E-enterprise- Concepts, Features, types of Business models, Difference between E-commerce and E-business,</td>
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<tr>
<td></td>
<td>• Eight key elements of a business model, E-tailing Business Models, Primary revenue Models in e-commerce.</td>
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<tr>
<td>2</td>
<td><strong>E-commerce Business Models</strong></td>
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<tr>
<td></td>
<td>• Marketing and Business strategies: B2C and B2B E-commerce, Role of Websites in B2C</td>
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<tr>
<td>3</td>
<td><strong>Introduction to Information Communication Technology (ICT)</strong></td>
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<td></td>
<td>• Evolution of computers – Features and design – Managing Hardware, Software, Computer Languages . Operating Systems – DOS</td>
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<tr>
<td></td>
<td>• Information Communication Technology (ICT)- Concept, Importance, Components, Use of ICT in E-commerce,</td>
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<tr>
<td></td>
<td>• Role of ICT in driving E-commerce business, ICT and E-commerce relationship, ICT Infrastructure and E-commerce</td>
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</tr>
<tr>
<td>4</td>
<td><strong>Vital ICT Applications</strong></td>
<td></td>
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<tr>
<td></td>
<td>• E-Governance: Models – G2G, G2B, G2C, Benefits and risks of E-Governance, ICT in manufacturing – overview of CAD in conjunction with CAM,</td>
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<tr>
<td></td>
<td>• E-environment- Geographical Information System (GIS) weather forecasting, E-education- statistical packages (SPSS), Computer aided learning/e-learning in schools and over the Internet.</td>
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</tbody>
</table>
|    | • E-health –Stress, Repetitive Strain Injury (RSI), Eyestrain, Extremely Low Frequency (ELF) radiation. Computers, health and the law.
Master of Commerce (M.Com) Programme

Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester IV

<table>
<thead>
<tr>
<th>No. of Courses</th>
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<td><strong>Group A:</strong> Advanced Accounting, Corporate Accounting and Financial Management (Any Three out of Five)</td>
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<td>1</td>
<td>Corporate Financial Accounting</td>
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<td>06</td>
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<tr>
<td>2</td>
<td>Indirect Tax- Introduction of Goods and Service Tax</td>
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<tr>
<td>3</td>
<td>Financial Management</td>
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<td>06</td>
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<tr>
<td>4</td>
<td>International Financial Reporting Standards</td>
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<td>06</td>
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<tr>
<td>5</td>
<td>Personal Financial Planning</td>
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Total Credits 18
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and
Financial Management

1. Corporate Financial Accounting

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Corporate Financial Reporting</td>
<td>15</td>
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<tr>
<td>2</td>
<td>International Financial Reporting Standards (IFRS) &amp; Ind - AS</td>
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<tr>
<td>3</td>
<td>Valuation of Business for Amalgamation &amp; Merger</td>
<td>15</td>
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<td>4</td>
<td>Consolidated Financial Statement</td>
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<tr>
<td>1</td>
<td><strong>Corporate Financial Reporting</strong></td>
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<td>• Introduction of Financial Reporting</td>
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<td>• Need for reporting</td>
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<td>• Contents of Financial Report</td>
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<td>• Recent trends in Financial reporting</td>
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<tr>
<td>2</td>
<td><strong>International Financial Reporting Standards (IFRS) &amp; Ind - AS</strong></td>
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<td></td>
<td>• Accounting Standards (AS) – applicability, interpretation, scope and compliance in India</td>
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<td>• Introduction to I.F.R.S</td>
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<td>• Ind – AS</td>
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<td>• Specific Ind AS:</td>
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<td>Borrowing Costs</td>
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<td>Operating Segments</td>
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<td>Earning per share</td>
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<td>Income Taxes</td>
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<td>Accounting for fixed assets</td>
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<td>3</td>
<td><strong>Valuation of Business for Amalgamation &amp; Merger</strong></td>
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<td></td>
<td>Meaning, Need &amp; Approach</td>
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<td></td>
<td>Methods of valuation</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Consolidated Financial Statement</strong></td>
<td></td>
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<tr>
<td></td>
<td>Meaning, Stand Alone Financial Statements</td>
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<tr>
<td></td>
<td>Consolidated Financial statements – Applicability, Advantages &amp; Disadvantages</td>
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<td></td>
<td>Procedure of Consolidation of Balance-sheet &amp; Profit &amp; Loss Account (Excluding cross holding, Chain Holding &amp; Foreign Subsidiary)</td>
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</table>
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV (To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and Financial Management

2. Indirect Tax- Introduction of Goods and Service Tax

Modules at a Glance

<table>
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<tr>
<th>SN</th>
<th>Modules</th>
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<tbody>
<tr>
<td>1</td>
<td>Overview of Goods and Service Tax</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Registration under GST</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Collection of Tax under Integrated Goods and Services Tax Act, 2017</td>
<td>10</td>
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<tr>
<td>4</td>
<td>Place of supply of goods or services or both under Integrated Goods and Services Tax Act, 2017</td>
<td>10</td>
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<tr>
<td>5</td>
<td>Payment of GST</td>
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<tr>
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<td><strong>Overview of Goods and Service Tax</strong></td>
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<tr>
<td></td>
<td>Introduction and Meaning of GST and IGST</td>
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<td>Scope of GST</td>
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<td>Present/old Tax Structure v/s GST</td>
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<td>GST in Other Countries</td>
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<td>Existing taxes proposed to be subsumed under GST</td>
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<td>Principles adopted for subsuming the taxes</td>
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<td>Dual GST</td>
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<td>Benefits of GST</td>
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<td>GST Council</td>
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<td>GST Network (GSTN) and GST regime</td>
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<tr>
<td>2</td>
<td><strong>Registration Under GST</strong></td>
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<tr>
<td></td>
<td>Rules and Procedure of registration</td>
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<td>Special provisions relating to casual taxable person and non-resident taxable person</td>
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<td>Amendment of registration</td>
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<td>Cancellation of registration</td>
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<td>Revocation of cancellation of registration</td>
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<td>3</td>
<td><strong>Collection of Tax under Integrated Goods and Services Tax Act, 2017</strong></td>
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<tr>
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<td>Sec 5 and Sec 6</td>
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<td>4</td>
<td><strong>Place of supply of goods or services or both under Integrated Goods and Services Tax Act, 2017</strong></td>
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<td>Sec 10 and Sec 12</td>
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<td>5</td>
<td><strong>Payment of GST</strong></td>
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<tr>
<td></td>
<td>• Introduction</td>
<td></td>
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<td></td>
<td>• Time of GST Payment</td>
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<td>• How to make payment</td>
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<td>• Challan Generation &amp; CPIN</td>
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<td>• TDS &amp; TCS</td>
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</tbody>
</table>

*Note: Relevant Law/Statute/Rules in force and relevant Standards in force on 1st April immediately preceding commencement of Academic Year is applicable for ensuring examination after relevant year*
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and Financial Management

3. Financial Management

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tr>
<td>1</td>
<td>Types of Financing</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Investment Decisions : Capital Budgeting</td>
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<tr>
<td>3</td>
<td>Management of Working Capital</td>
<td>12</td>
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<tr>
<td>4</td>
<td>Financial Planning</td>
<td>12</td>
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<td>5</td>
<td>Financial Policy and Corporate Strategy</td>
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<tr>
<td><strong>1</strong></td>
<td><strong>Types of Financing</strong></td>
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<td>Introduction</td>
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<td>Needs of Finance and Sources: Long Term, Medium Term, Short Term</td>
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<td>Long Term Sources of Finance</td>
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<tr>
<td></td>
<td>Owners Capital / Equity Capital</td>
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<td>Preference share capital</td>
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<td>Retained Earning</td>
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<td>Debentures or Bonds</td>
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<td>Loans from Financial Institutions / Banks</td>
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<td>Short Term Sources of Finance</td>
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<td>Trade Credit</td>
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<td>Accrued Expenses and Deferred Income</td>
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<td>Advances From Customers</td>
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<td>Commercial Papers</td>
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<td>Bank Advances: Loans, O/D, Clean O/Ds, Cash Credit, Advances against goods, Bills Purchased, Discounted, Advances against documents of title of goods, Advances against supply of bills, Term Loans</td>
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<td>Inter Corporate Deposits</td>
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<td>Certificate of Deposits</td>
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<td>Public Deposits</td>
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<td><strong>2</strong></td>
<td><strong>Investment Decisions : Capital Budgeting</strong></td>
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<td>• Introduction</td>
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<tr>
<td></td>
<td>• Nature of Capital Budgeting</td>
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<td></td>
<td>• Purpose of Capital Budgeting</td>
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<td></td>
<td>• Capital Budgeting Process</td>
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<td></td>
<td>• Types of Capital Investment</td>
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<tr>
<td></td>
<td>• Decisions Project Cash Flows and Net profit Approval</td>
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<tr>
<td></td>
<td>• Basic Principle of Measuring Project Cash Flows</td>
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<td></td>
<td>• Increment principle, Long Term Funds Principle, Exclusion of Financial Cost Principle, Post Tax Principle</td>
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<tr>
<td></td>
<td>• Probability technique for measurement of cash flow</td>
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<tr>
<td></td>
<td>• Capital Budgeting Techniques : Net Return Value; Internal Rate of Return; Profitability Index Methods</td>
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</tr>
<tr>
<td></td>
<td>• A Comparison; Project Selection Under Capital Rationing</td>
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</tr>
<tr>
<td></td>
<td>• (Note: Problems on computation of cash flow, ranking of projects on various techniques, selection and analysis with / without capital rationing. Comparison of IRR with Required rate of return i.e. cut off rate, IRR and mutually exclusive projects with unequal lives, multiple IRR)</td>
<td></td>
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<tr>
<td>SN</td>
<td>Modules/ Units</td>
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<tr>
<td>3</td>
<td>Management of Working Capital</td>
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<td>Meanings, Concepts and policies of working capital</td>
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<td>Management of working capital</td>
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<td>Issues in working capital</td>
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<td></td>
<td>Estimating working capital needs (only Theory)</td>
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<td></td>
<td>Operating or working capital cycle (only Theory)</td>
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<td></td>
<td><strong>Management of components of working capital</strong></td>
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<tr>
<td></td>
<td>• <strong>Management of Cash and Marketable Securities</strong>: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India.</td>
<td></td>
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<td></td>
<td>• <strong>Receivable Management</strong>: Objectives; Credit Policies; Credit Terms; and Collection Policies.</td>
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<td></td>
<td>• <strong>Inventory Management</strong>: Objectives; and Techniques.</td>
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<tr>
<td>4</td>
<td>Financial Planning</td>
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<tr>
<td></td>
<td>• Introduction</td>
<td></td>
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<tr>
<td></td>
<td>• Meaning of Budget</td>
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<tr>
<td></td>
<td>• Essentials of a budget,</td>
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<td></td>
<td>• Types of Budgets</td>
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<td>• Advantages of Budgeting</td>
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<td></td>
<td>• Zero Based Budget</td>
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</tr>
<tr>
<td></td>
<td>• (Note: Practical Questions on Sales Budget, Production Budget, Material Budget, Cash Budget and Master Budget)</td>
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<td>5</td>
<td>Financial Policy and Corporate Strategy</td>
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<td></td>
<td>• Meaning of strategic financial management</td>
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<td></td>
<td>• Strategic financial decision making framework</td>
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</tr>
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<td></td>
<td>• Functions of Strategic Financial Management</td>
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<td></td>
<td>• Financial Planning</td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and Financial Management

4. International Financial Reporting Standards

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Conceptual Foundations of Financial Statements</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Presentation of Financial statements</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Indian Accounting Standards for Assets, Liabilities and Revenue</td>
<td>15</td>
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<tr>
<td>4</td>
<td>Presentation of Single Entity Financial Statements Covered by IFRS Convergence</td>
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<td>Modules/ Units</td>
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<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>Conceptual Foundations of Financial Statements</td>
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<tr>
<td></td>
<td>• The objective of financial reporting;</td>
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<tr>
<td></td>
<td>• The main assumptions;</td>
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<td></td>
<td>• Qualitative characteristics of financial reporting;</td>
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<tr>
<td></td>
<td>• Elements of Financial Statements: recognition and measurement</td>
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</tr>
<tr>
<td>2</td>
<td>Presentation of Financial statements</td>
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<tr>
<td></td>
<td>Presentation of financial statements</td>
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<tr>
<td></td>
<td>Accounting standards: Role/objectives of accounting standards, Development of accounting standards in India - Requirements of international accounting standards - International organizations engaged in accounting harmonization - IASB - FASB - Role of IASB in developing IFRS</td>
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<td>IFRS :- Introduction, scope</td>
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<td>Indian Accounting standards (Ind AS) :</td>
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<td></td>
<td>Introduction</td>
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<tr>
<td></td>
<td>Road map</td>
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<td></td>
<td>Comparison of Ind AS, IFRS and AS</td>
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<td></td>
<td>Definition of financial elements</td>
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<td></td>
<td>Principles of recognition, measurements, presentation and disclosure. ( Theory and Practical )</td>
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<tr>
<td>3</td>
<td>Indian Accounting Standards for Assets, Liabilities and Revenue</td>
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<td></td>
<td>Valuation of Inventories</td>
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<td>Cash flow statement</td>
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<td>Accounting for tangible non-current assets</td>
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<td>Accounting for intangible assets</td>
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<td>Accounting for impairment of assets</td>
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<td>Accounting for borrowing costs</td>
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<td>Investment property</td>
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<td>Revenue from contracts with customers</td>
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<td>Income tax</td>
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<td></td>
<td>Employee benefits</td>
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<td>Provisions, contingent liabilities and contingent assets ( Theory and Practical )</td>
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<tr>
<td>4</td>
<td>Presentation of Single Entity Financial Statements Covered by IFRS Convergence</td>
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<tr>
<td></td>
<td>Ind AS 1: Accounting policies, Accounting estimates</td>
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<td>IAS 8 and Ind AS 8- Events after reporting date</td>
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<tr>
<td></td>
<td>IAS 10 and Ind AS 10 - Structure and contents of financial statements</td>
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<td>Preparation of financial statements: Statement of Financial Position (SOFP) - Statement of Profit or Loss (SOPL) - Statement of Changes in Equity (SOCE) - Cash Flow Statement (SOCF) (IAS 7 and Ind AS 7). ( Theory and Practical )</td>
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</table>
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group A: Advanced Accounting, Corporate Accounting and Financial Management

5. Personal Financial Planning

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Understanding Personal Finance</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Risk Analysis &amp; Insurance Planning</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Retirement Planning &amp; Employees Benefits</td>
<td>15</td>
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<td>4</td>
<td>Investment Planning</td>
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<td>Modules/ Units</td>
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<tr>
<td><strong>1</strong></td>
<td><strong>Understanding Personal Finance</strong></td>
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<td></td>
<td>Introduction</td>
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<tr>
<td></td>
<td>• Time value of money applications</td>
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<tr>
<td></td>
<td>• Personal financial statements, Cash flow and debt management, tools and budgets</td>
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<td></td>
<td>Money Management</td>
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<tr>
<td></td>
<td>• Tax planning</td>
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</tr>
<tr>
<td></td>
<td>• Managing Checking and Savings Accounts</td>
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<tr>
<td></td>
<td>• Maintaining Good Credit</td>
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<td>• Credit Cards and Consumer Loans</td>
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<td>• Vehicle and Other Major Purchases</td>
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<td>• Obtaining Affordable Housing</td>
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<tr>
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<td>Income and Asset Protection</td>
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<tr>
<td></td>
<td>• Managing Property and Liability Risk</td>
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<td>• Managing Health Expenses</td>
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<tr>
<td><strong>2</strong></td>
<td><strong>Risk Analysis &amp; Insurance Planning</strong></td>
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</tr>
<tr>
<td></td>
<td>• Risk management and insurance decision in personal financial planning,</td>
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<tr>
<td><strong>3</strong></td>
<td><strong>Retirement Planning &amp; Employees Benefits</strong></td>
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<tr>
<td></td>
<td>Retirement need analysis techniques, Development of retirement plan, Various retirement schemes such as Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plan and Post-retirement counselling.</td>
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<tr>
<td><strong>4</strong></td>
<td><strong>Investment Planning</strong></td>
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<tr>
<td></td>
<td>Risk Return Analysis</td>
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<td></td>
<td>Investing in Stocks and Bonds, Mutual Fund, Derivatives, Investing in Real Estate, Asset Allocation, Investment strategies and Portfolio construction and management.</td>
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Master of Commerce (M.Com) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure
(To be implemented from Academic Year- 2017-2018)

Semester IV

<table>
<thead>
<tr>
<th>No. of Courses</th>
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<tbody>
<tr>
<td>1</td>
<td>Elective Courses (EC)</td>
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<tr>
<td>Group B: Business Studies (Management) (Any Three out of Five)</td>
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</tr>
<tr>
<td>1</td>
<td>Supply chain management and logistics</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>Advertising and sales Management</td>
<td>06</td>
</tr>
<tr>
<td>3</td>
<td>Retail Management</td>
<td>06</td>
</tr>
<tr>
<td>4</td>
<td>Tourism Management</td>
<td>06</td>
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<td>5</td>
<td>Management of Business Relations</td>
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<td><strong>Total Credits</strong></td>
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Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

1. Supply chain management and logistics

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Supply Chain Management</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Perspectives of SCM</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Introduction to Logistics</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Design of SCM, Logistics and Use of Internet</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
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<tr>
<td>----</td>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Supply Chain Management (SCM)</td>
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</tr>
<tr>
<td></td>
<td>• Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management.</td>
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<tr>
<td></td>
<td>• Principles and Strategies: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting.</td>
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<tr>
<td></td>
<td>• Participants in SCM: Supply chain intermediaries- Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels.</td>
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<tr>
<td>2</td>
<td>Perspectives of Supply Chain Management</td>
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<tr>
<td></td>
<td>• Global perspectives: Measuring and analyzing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain.</td>
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<tr>
<td></td>
<td>• Indian Perspectives: Measuring and Analyzing the value and efficiency of domestic Supply Chain Networks, Economic effects of supply chains.</td>
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<td></td>
<td>• Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM.</td>
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</tr>
<tr>
<td>3</td>
<td>Introduction to Logistics</td>
<td></td>
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<tr>
<td></td>
<td>• Logistics Management: Concept and Process, Competitive Advantages and Three C’s, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control, Bull-whip effect</td>
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<tr>
<td></td>
<td>• Transportation and Warehousing: Transport Functions and Participants in Transportation Decisions, Transport Infrastructure- Forms, Warehouse Functions and Operations</td>
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<td></td>
<td>• Packaging and Materials Management- Consumer and Industrial Goods Packaging - Importance, Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling</td>
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<tr>
<td>4</td>
<td>Design of SCM, Logistics and Use of Internet</td>
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<td>• SCM Plan- Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods</td>
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<td></td>
<td>• Use of Internet in SCM- E-market places, E-procurement, E-logistics, E-fulfilment,</td>
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<tr>
<td></td>
<td>• Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modelling of supply chains using Markov chains, Inventory Control- Importance, Pareto’s Law</td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

2. Advertising and sales Management

*Modules at a Glance*

<table>
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<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertising Fundamentals and Media</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Creativity, Social and Regulatory Framework of Advertising</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Sales Management</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Sales Planning and Controlling</td>
<td>15</td>
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<td><strong>60</strong></td>
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<tr>
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</tr>
<tr>
<td>1</td>
<td><strong>Advertising Fundamentals and Media</strong></td>
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</tr>
</tbody>
</table>
|    |  ▪ **Basics of Advertising** : Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Heirarchy of Effects (Lavidge and Steiners)  
|    |  ▪ **Ad Agency** : Various Functional Department, Types, Measures for gaining and reasons for loosing clients, Evaluation Criteria for Selecting an Advertising Agency,  
|    |  ▪ **Media** : New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget |
| 2  | **Creativity, Social and Regulatory Framework of Advertising** |
|    |  ▪ **Creativity & Research** : Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.  
|    |  ▪ **Society** : Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising  
|    |  ▪ **Regulatory framework of advertising** : Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF) |
| 3  | **Sales Management** |
|    |  ▪ **Introduction** : Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman.  
|    |  ▪ **Sales force management** : Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel  
|    |  ▪ **Sales organisation** : Concept, Objectives, Structure and Steps in Developing a Sales Organisation |
| 4  | **Sales Planning and Controlling** |
|    |  ▪ **Sales planning** : Concept, Process, Sales Forecasting - Methods and Limitations  
|    |  ▪ **Sales controlling** : Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory  
|    |  ▪ **Recent trends** - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT |
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

3. Retail Management

*Modules at a Glance*

<table>
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<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Retail Management</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Retail Management Strategy</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Retail Location, Layout and Merchandising</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Use of Technology and Career options</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
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<tr>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Retail Management</td>
<td></td>
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<tr>
<td></td>
<td>• Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment-Economic, Legal, Technological &amp; Competitive</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context</td>
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<tr>
<td></td>
<td>• Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Retail Management Strategy</td>
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<tr>
<td></td>
<td>• Retail Strategies: Promotional Strategies, Retail Planning Process, Retail - Market Segmentation - Concept and Significance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing</td>
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<td></td>
<td>• Consumer Strategies: Consumer Behaviour in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.</td>
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<tr>
<td>3</td>
<td>Retail Location, Layout and Merchandising</td>
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<tr>
<td></td>
<td>• Retail Location &amp; Merchandising: Importance, Types, Steps involved in choosing a Retail Location.</td>
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<tr>
<td></td>
<td>• Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising</td>
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<tr>
<td></td>
<td>• Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing</td>
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<td>4</td>
<td>Use of Technology and Career options</td>
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<td>• Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system</td>
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<td></td>
<td>• E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance</td>
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<td></td>
<td>• Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager</td>
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</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

4. Tourism Management

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Tourism Management</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Tourism Marketing</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Tourism Practices</td>
<td>15</td>
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<td>4</td>
<td>Tourism Development</td>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Tourism Management</td>
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<tr>
<td></td>
<td>• Tourism – Concept, Characteristics Importance and Types of Tourism</td>
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<td>• Tourism Destination: Concept, Elements, Tourism Destination Planning – Process and Importance.</td>
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<tr>
<td>2</td>
<td>Tourism Marketing</td>
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<td>• Tourism Product: Concept, Characteristics, Types, Tourism Product Planning- Need and Importance.</td>
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<td>• Tourism Pricing: Influencing factors, Pricing objectives, Tourism Pricing Policies</td>
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<td>• Tourism Promotion: Importance, Elements of Tourism Promotion, Role of Advertising, Promotional Plan – Implementation Procedure</td>
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<tr>
<td>3</td>
<td>Tourism Practices</td>
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<td></td>
<td>• Travel Intermediaries: Travel Agency and Tour operators – Definition and Differentiation, Types, Importance and Functions.</td>
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<td>• Setting up of Travel Agency and Tour Operations and their Approval: Business setting Procedure and process, Types of organization to be set up- Proprietorship, Partnership, Franchise, Approval from Ministry of Tourism and IATA</td>
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<td></td>
<td>• International Tourism: Concept, Importance, Role of Institutions and organizations in promoting International Tourism -WTTC, IATO, TAAI, ITDC.</td>
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<tr>
<td>4</td>
<td>Tourism Development</td>
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<td></td>
<td>• Sustainable Tourism Development: Concept, Principles, Approaches to Sustainable Tourism, Code of Conduct for safe and sustainable Tourism in India</td>
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<td>• Future Growth and Development of Indian Tourism - Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India Campaign.</td>
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</tbody>
</table>
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group B: Business Studies (Management)

5. Management of Business Relations

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
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<tr>
<td>1</td>
<td>Introduction to Management of Business Relations</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Customer and Channel Relationship Management</td>
<td>15</td>
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<tr>
<td>3</td>
<td>Employee Relationship Management</td>
<td>15</td>
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<tr>
<td>4</td>
<td>Supplier, Investors and Community Relationship Management</td>
<td>15</td>
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<td><strong>Total</strong></td>
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<td>Modules/ Units</td>
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</tr>
<tr>
<td>1</td>
<td>Introduction to Management of Business Relations</td>
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<tr>
<td></td>
<td>• <strong>Business Relations</strong> - Need, Importance of Business relations, Business Relationship Management (BRM) Competencies.</td>
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<tr>
<td></td>
<td>• <strong>Business Relation Manager</strong>- Role, qualities, Skills.</td>
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<tr>
<td></td>
<td>• <strong>Business Relations</strong>- Principles, Steps, Trends, Impact of Communication on Business Relations.</td>
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<tr>
<td>2</td>
<td>Customer and Channel Relationship Management</td>
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<tr>
<td></td>
<td>• <strong>Customer Relations Management</strong>: Concept, Characteristics of an empowered customer, Approaches &amp; Types, Role of Customer Relations Manager.</td>
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<td></td>
<td>• <strong>Designing and developing customer Value</strong>: Turning customers to loyal clients, Strategic Framework for CRM, E-CRM: Concept and Benefits, Steps, Successful CRM implementation.</td>
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<td>• <strong>Channel Relationship</strong> - Concept, importance, Challenges, Elements contributing to effective channel relationships.</td>
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<tr>
<td>3</td>
<td>Employee Relationship Management</td>
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<td></td>
<td>• <strong>Employee Relationship Management</strong> - Concept, Objectives of Employee Relations, Approaches to Employee Relations,</td>
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<td></td>
<td>• <strong>Role of Employee Relations Manager</strong>, Prospects &amp; Importance of Industrial Relations, Problems &amp; Challenges of Employee Relations, Key Drivers for shifting from Industrial Relations to Employee Relations,</td>
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<tr>
<td></td>
<td>• <strong>Strategic Framework for ERM</strong>. Factors influencing ERM, Essentials of an effective ERM, ERM strategy.</td>
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<tr>
<td>4</td>
<td>Supplier, Investors and Community Relationship Management</td>
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<td></td>
<td>• <strong>Supplier Relations</strong> – Concept, Supplier Segmentation Pyramid, Supplier Improvement Process for better relations, Challenges.</td>
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<td></td>
<td>• <strong>Investors Relations</strong> – Concept, Focus, Keys to successful investors relations, Enhancing shareholders loyalty and retention.</td>
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<td>• <strong>Stakeholder relations</strong>- Types of stakeholders, Role of business in social development, strategies to improve community relations, impact of community relations on business.</td>
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Master of Commerce (M.Com) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2017-2018)

Semester IV

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Semester IV</th>
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<tr>
<td>1</td>
<td>Elective Courses (EC)</td>
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<td><strong>Group C: Banking and Finance (Any Three out of Five)</strong></td>
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<tr>
<td>1</td>
<td>International Finance</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>Financial Services</td>
<td>06</td>
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<tr>
<td>3</td>
<td>Auditing of Banking Sector</td>
<td>06</td>
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<td>4</td>
<td>Investment Management</td>
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<td>5</td>
<td>Currency Derivatives</td>
<td>06</td>
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<td><strong>Total Credits</strong></td>
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Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

International Finance

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to International Finance</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>International Monetary System and Foreign Exchange Market</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Currency Futures and Options</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Global Financial Market</td>
<td>15</td>
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<td><strong>Total</strong></td>
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<tr>
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<td>----</td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to International Finance</td>
<td></td>
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<tr>
<td></td>
<td>B) <strong>Balance Of Payments</strong> – Meaning, Components, Factors- Deficit and Surplus in BOP, Capital Account Convertibility and Current Account</td>
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</tr>
<tr>
<td>2</td>
<td>International Monetary System and Foreign Exchange Market</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) <strong>International Monetary System</strong> – Introduction to Exchange rate regime, The International Monetary Fund - Objectives and Funding Facilities, International Liquidity and Special Drawing Rights and Introduction to The European Monetary System</td>
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<tr>
<td></td>
<td>B) <strong>Foreign Exchange Market</strong> - Major Participants in Spot market and Forward market, Exchange Rate Quotation, Determination of exchange rates in spot and forward market, Factors influencing exchange rates and Types of Foreign Exchange Rates and Interest rate</td>
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</tr>
<tr>
<td>3</td>
<td>Currency Futures and Options</td>
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</tr>
<tr>
<td></td>
<td>A) <strong>Currency Futures</strong> - Futures Contracts, Features, Trading Process- Hedging in currency futures market and Speculation in currency futures market, Determination of Futures prices, Forward prices and expected spot prices on delivery.</td>
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<tr>
<td></td>
<td>B) <strong>Currency Options</strong>: Features, Terminology, Types of options, options pricing, hedging with currency options and Speculation with currency options.</td>
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<tr>
<td>4</td>
<td>Global Financial Market</td>
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<tr>
<td></td>
<td>A) <strong>International Instruments</strong> – Introduction, Gains from International Market International Equities and Bonds Market, Short term and Medium term Instruments and Types of risks and tools.</td>
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</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

Financial Services

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Evolution of Financial Services</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Marketing of Financial Services</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Mutual Funds and Merchant Banking</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Portfolio Management and Other Financial Services</td>
<td>15</td>
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</tr>
<tr>
<td>1</td>
<td>Evolution of Financial Services</td>
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<tr>
<td>2</td>
<td>Marketing of Financial Services</td>
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</tr>
<tr>
<td></td>
<td>A) <strong>Categories of Financial Products</strong> – Insurance, Banks, Stocks, Mutual Funds, Pension Plans, other Savings Products, Financial Services Marketing Environment – Micro and Macro Environmental Forces, Marketing Mix for Financial Services, Promotional Strategies, Customer Relations and Servicing.</td>
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<tr>
<td></td>
<td>B) <strong>Treasury Management</strong> – Structure and Organization, Functions and Responsibilities of a Treasurer, Cost Centre, Profit Centre, Integrated Treasury, Treasury and Asset Liability Management, Liquidity Management: CRR/CCIL/RTGS and Types of Exposure and Elimination of Exposure</td>
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</tr>
<tr>
<td>3</td>
<td>Mutual Funds and Merchant Banking</td>
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</tr>
<tr>
<td></td>
<td>A) <strong>Mutual Funds Concept</strong> – History of Mutual fund Industry in India, Advantages Different Scheme, Fund Accounting and Valuation (Practical Problems on Mutual Fund)</td>
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<tr>
<td></td>
<td>B) <strong>UTI</strong>: Objective, Functions, Regulation, Performance Measurement and Evaluation of Mutual Fund Schemes, Unit holder’s Protection.</td>
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<tr>
<td></td>
<td>C) <strong>Merchant Banking</strong> – Facets of Merchant Banking, Functions, Legal and Regulatory Frameworks, Relevant Provisions of Companies Act, SEBI Guidelines, Role in Issue Management, Appraisal of Projects, Designing Capital Structure and Instruments and Issue Pricing</td>
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</tr>
<tr>
<td>4</td>
<td>Portfolio Management and Other Financial Services</td>
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</tr>
<tr>
<td></td>
<td>B) <strong>Other Financial Services</strong> – Leasing and Hire Purchase, Factoring and Forfaiting, Consumer Finance, Securitization, Venture Capital, Loan Syndication, Custodial and Depository Services, Credit rating</td>
<td></td>
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</tbody>
</table>
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV (To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

Auditing of Banking Sector

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tr>
<td>1</td>
<td>Auditing Concepts</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Auditing of Banks</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Verification of Assets and Balances of Banking Companies</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Introduction to Concurrent Audit</td>
<td>15</td>
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<tr>
<td>1</td>
<td>Auditing Concepts</td>
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<td>• Nature, Scope and Significance of Auditing</td>
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<td>• Audit Engagement, Audit Program, Audit Working Papers, Audit Note Book, Audit Evidence</td>
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<td>2</td>
<td>Auditing of Banks</td>
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<tr>
<td></td>
<td>• Meaning and Appointment of Bank Auditors</td>
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<td>• Internal control system in Banks</td>
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<td>• Categories of Bank Audit: Concurrent audit, Internal Audit/ Information Systems Audit and Statutory audit</td>
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<td>• Banking Regulation Act in pursuant to accounts and auditing of banking companies - Sec 29 to Sec 34A</td>
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<td>• Guidance Note on Audit of Banks by ICAI</td>
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<td>Verification of Assets and Balances of Banking Companies</td>
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<td>• Cash, bank balances, money at call and short notice</td>
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<td>• Investments</td>
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<td>• Advances</td>
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<td>• Other assets</td>
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<td>• Capital</td>
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<td>• Reserves and surplus</td>
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<td>• Deposits</td>
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<td>• Borrowings</td>
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<td>• Other liabilities and provisions</td>
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<td>4</td>
<td>Introduction to Concurrent audit</td>
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<tr>
<td></td>
<td>• Concurrent audit system: Meaning, scope, coverage, Types of activities, Appointment of auditors and reporting</td>
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<td>• Internal Audit/ Information Systems Audit – Meaning, Scope</td>
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<td>• Statutory audit of banks/bank branches</td>
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<td>• Audit of bank branch and reporting</td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group C: Banking and Finance

Investment Management

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Portfolio Management – An Introduction</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Portfolio Revision and Evaluation</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Fundamental and Technical Analysis</td>
<td>20</td>
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<tr>
<td>4</td>
<td>Efficient Market Theory and CAPM</td>
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<tr>
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<td><strong>Portfolio Management – An Introduction</strong></td>
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</table>
|    | **A)** Portfolio Management – An Introduction  
|    | Investment - Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors  
|    | Investment Environment in India and factors conducive for investment in India.  
|    | **B)** Portfolio Analysis and Selection  
| 2  | **Portfolio Revision and Evaluation** |
|    | **A)** Portfolio Revision and Evaluation - Portfolio Revision – Meaning, Need, Constraints and Strategies. Portfolio Evaluation – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance.  
|    | **B)** Bond Valuation– Meaning, Measuring Bond Returns – Yield to Maturity, Yield to call and Bond Pricing. Bond Pricing Theorems, Bond Risks and Bond Duration. (Practical Problems on YTM and Bond Duration) |
| 3  | **Fundamental and Technical Analysis** |
|    | **B)** Technical Analysis - Dow Theory , Meaning and Principles of Technical Analysis, Price Chart, Line Chart, Bar Chart, Japanese Candlestick Chart, Trends and Trends and Trend Reversals, Chart Patterns, Support and Resistance, Reversal Patterns, Continuation Patterns and Elliot Wave Theory, Mathematical Indicators – Calculation of Moving Averages (Simple and Exponential Moving Average), Oscillators and Relative strength Index, Market Indicators and Fundamental Analysis V/s Technical Analysis |
| 4  | **Efficient Market Theory and CAPM** |
**Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV**
*(To be implemented from Academic Year- 2017-2018)*

**Group C: Banking and Finance**

**Currency Derivatives**

**Modules at a Glance**

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Currency Markets</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Regulatory Framework for Currency Derivatives</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Strategies using Currency Derivatives</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Clearing and Settlement of Currency Futures</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
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<td>Modules/ Units</td>
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</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Currency Markets</td>
<td></td>
</tr>
<tr>
<td>A)</td>
<td>Introduction to Currency Markets – Brief history of foreign exchange markets, Major Currency pairs, Overview of international currency markets, Basics of currency markets and peculiarities in India, Settlement date or value date, OTC forward rate, Exchange Rate arithmetic cross rate, Impact of market economics on currency prices and economic indicators</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Regulatory Framework for Currency Derivatives</td>
<td></td>
</tr>
<tr>
<td>B)</td>
<td>Code of Conduct and Investor Protection - Adherence to SEBI codes of conduct for brokers/ sub-brokers, Adherence to codes of conduct specific to currency derivatives segment, Grievance redressal mechanism for investors.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Strategies using Currency Derivatives</td>
<td></td>
</tr>
<tr>
<td>B)</td>
<td>Trading in Currency Futures - Currency futures contract specification, Other terminologies with respect to contract specifications, Trader workstation screen (TWS), Entities in the trading system, Types of orders, Price Limit Circuit Filter and Rules, regulations and bye laws of Exchange.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Clearing and Settlement of Currency Futures</td>
<td></td>
</tr>
<tr>
<td>A)</td>
<td>Clearing and Settlement in Currency Futures- Clearing vs. Settlement, Clearing entities, Clearing mechanism, Regulatory guidelines on open position limits and Settlement mechanism.</td>
<td></td>
</tr>
</tbody>
</table>
### Semester IV

<table>
<thead>
<tr>
<th>No. of Courses</th>
<th>Elective Courses (EC)</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Group D: E-Commerce (Any Three out of Five)</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>E-Commerce Security and Law</td>
<td>06</td>
</tr>
<tr>
<td>2</td>
<td>Advance technology for E-Commerce</td>
<td>06</td>
</tr>
<tr>
<td>3</td>
<td>Management Information System</td>
<td>06</td>
</tr>
<tr>
<td>4</td>
<td>Digital Marketing</td>
<td>06</td>
</tr>
<tr>
<td>5</td>
<td>International Business, Law and Taxation</td>
<td>06</td>
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<tr>
<td><strong>Total Credits</strong></td>
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<td><strong>18</strong></td>
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</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

1. E-Commerce Security and Law

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to E-Commerce Security</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Security Threats and Measures</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Introduction to Cyber Law</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Cyberspace Laws</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>60</td>
</tr>
</tbody>
</table>
### Modules/ Units

<table>
<thead>
<tr>
<th>SN</th>
<th>Introduction to E-Commerce Security</th>
</tr>
</thead>
</table>
| 1  | **E-commerce security**: Concept, Need/Importance, Security Issues in E-Commerce- Security risks of e-commerce,  
|    | Threats and Risk Management: Type of threats, Sources of threats, Security tools & Risk – Types of security, management approach  
|    | Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server |

| 2  | Security Threats and Measures |
|    | Current threats, Cryptography, public key certificates and infrastructures, authentication and authorization certificates,  
|    | Mobile code security, security of agent-based systems, secure electronic transactions, electronic payment systems, intellectual property protection,  
|    | Symmetric and Asymmetric Cryptosystem, Role of electronic signature, EDI Security |

| 3  | Introduction to Cyber Law |
|    | Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations,  
|    | Threats in Computer Systems: Virus, Cyber Crime, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.  
|    | The problems of internet jurisdictions, Law relating to Electronic records, Importance of Electronic Records as Evidence. |

| 4  | Cyberspace Laws |
|    | Cyberspace and Internet in India- Penalties, Offences and Compensation  
|    | Protection of Cyber Consumers in India and CPA 1986, International efforts related to cyberspace laws, Trace an IP address,  
|    | Security Tools, Client server network security, Encryption and concepts of public and private key infrastructure |
Revised Syllabus of Courses of Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

2. Advance technology for E-Commerce

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Advanced technology for E-commerce</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Information Publishing Technology</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>E-commerce Success with Contain Marketing</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>New Trends</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
</tbody>
</table>
| 1  | **Introduction to Advanced technology for E-commerce**  
|    | • Advanced technology for E-commerce: Concept of E-commerce, Internet & WWW, Functions,  
|    | • Types of technology, Electronic Data Interchange (EDI)- Benefits, Transaction and examples, Multimedia technology – desktop Video Conferencing  
|    | • Securing Network Transaction: Cryptology, Digital Signature, E-mail security  
| 2  | **TCP/IP and Information Publishing Technology**  
|    | • Internet Protocols – OSI Model, TCP/IP, FTP; LAN, WAN  
|    | • Information Publishing Technology - HTML, URL, HTTP, HTML FORM, CGI SERVICES,  
|    | • eXtensible Markup Language (XML) – Application and Architecture, Data Mining and Web Mining  
| 3  | **Mobile Agents & WAP**  
|    | • Mobile Agents- Concept, Mobility and security issues, Client Server Approach v/s Mobile Agent based approach,  
|    | • Mobile computing, Mobile users in Global E-commerce, Coalition Formation  
|    | • Wireless Application Protocol (WAP) - Benefits and Architecture, Web Server and client (Web Browser).  
| 4  | **New Trends**  
|    | • New E-commerce Technology Trends, Broadband technologies, Affiliate Marketing, Content marketing - challenges,  
|    | • Key performance indicators (KPIs), Complex Server and Network Infrastructure, transitioning to Virtualization & Cloud Computing, use of fully or partially outsourced IT support  
|    | • Supercharged Kiosks, Role of Instant Messaging (IM), Digital literacy and multimedia design |
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

3. Management Information System

*Modules at a Glance*

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Management Information System (MIS)</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Business &amp; Designing Information System</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Information and System Concept</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Decision Support System &amp; Development of MIS</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Management Information System (MIS)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- MIS: Concept, Characteristics, Components, Strategic uses, Challenges of Global information system</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Information System Resources: Selection of Business Software and Hardware, Business Network and Data Warehouses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Business Intelligence, Knowledge Management, System Planning and Development</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Business &amp; Designing Information System</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Classification of MIS: Transaction Process System (TPS), Process Control System (PCS), Enterprise Collaboration System (ECS), Business information system,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- System Design: Conceptual Design, Objectives, Methods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Structuring Data of MIS: Pyramid structure, Querying, Aggregating and Visualizing Data</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Information and System Concept</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Information: Concept, Types, Dimensions of Information, Information Quality</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- System: Kinds, Elements of system, Human as information processing system</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Need of IT Industry, Scope of Infrastructure Management, Attributes of Computing System</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Decision Support System &amp; Development of MIS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Decision Making: Concept, Types, Simon’s Model, Decision Making and MIS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Supporting Management Decision: Key Performance Indicators (KPI), Planning and Implementation.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Development of MIS: Steps in developing a right MIS, System Development Approaches, System analysis and design- Determinants and requirement</td>
<td></td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

4. Digital Marketing

*Modules at a Glance*

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Digital Marketing &amp; SEO</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Google analytics and SMO</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>SEM and Social Media</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Email and Mobile Marketing</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
</tr>
<tr>
<td>SN</td>
<td>Modules/ Units</td>
<td></td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Digital Marketing &amp; SEO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Digital Marketing - Introduction, Features, Strategies, Types, Aligning Internet with Business Objectives,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• User Behaviour &amp; Navigation, Branding &amp; User Experience, Customer Insights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Search Engine Optimization (SEO) – Search Engines Basics, Functioning of Search Engines, On&amp;off-page Optimization,</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Google analytics and SMO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Google Analytics–Concepts, steps, Accounts-profiles and users navigation, Basic metrics,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The main sections of Google Analytics reports-Traffic Sources, Direct referring and search traffic;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Social Media Optimization (SMO) - Concepts, Pros &amp; Cons, bookmarking &amp; aggregating, content, content sharing, knowledge sharing; connecting to social networking</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>SEM and Social Media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Search Engine Marketing (SEM) - Concept, Understanding Google search - Organic &amp; Paid, Overview of Google Adwords, Google Adsense, Microsoft AdCenter and Yahoo Search Marketing,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Campaign Management, Pay Per Click (PPC) Management, Conversion Tracking, Targeting &amp; Analytics, Keyword Selection,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Conversion Metrics- CPA, CTR, Campaigns - Google PPC Campaigns, LinkedIn Campaigns, Facebook Campaign, YouTube Advertising</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Email and Mobile Marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• E-mail Marketing - User Behaviour, Segmentation, Key Metrics, Best Practice Case Studies, E-marketing strategies,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Tracking landing pages, Choosing your metrics, A/B and Multivariate testing, Analyzing test results, Setting your budgets;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Mobile Marketing - Concept, SMS Strategy, Mobile Advertising, Mobile Optimized Websites, Mobile Apps, Proximity Marketing,</td>
<td></td>
</tr>
</tbody>
</table>
Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)

Group D: E-Commerce

5. International Business, Law and Taxation

Modules at a Glance

<table>
<thead>
<tr>
<th>SN</th>
<th>Modules</th>
<th>No. of Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>Use of Internet in the International Business</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>International Outsourcing and Ethics</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>International Law and Taxation</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Government Intervention in International Business</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>60</td>
</tr>
<tr>
<td>SN</td>
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</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Use of Internet in the International Business</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• International Business: Concept, Features, External and Internal Factors of International business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Internet and International business: Significance, Use of Internet, Impact of E-commerce and Barriers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• International E-commerce business: Concept of E-business, Features, Evolution,</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>International Outsourcing and Ethics</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Global outsourcing: Concept, Forms, Drivers, Development in IT-BPO Sector</td>
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</tr>
<tr>
<td></td>
<td>• International Outsourcing in India: Benefits, Growth Drivers of India, Limitations</td>
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</tr>
<tr>
<td></td>
<td>• Ethics in International e-Business, Constraint in e-Business in India, International e-Commerce Benchmarking,</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>International Law and Taxation</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• International Legal environment in E-commerce, European Community Law, Intellectual Property Law, Pillaging Patent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• United States Taxation of International e-Commerce, Law and Policy of Organisation for Economic Co-operation and Development (OECD)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• International Taxation and e-Commerce: Direct and Indirect taxation, Relevance of E-commerce, Effect of E-commerce on consumption taxes, Emerging Tax Policy,</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Government Intervention in International Business</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Instruments of Government Intervention: Tariff and Non-Tariff Barriers, Investment Barriers,</td>
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</tr>
<tr>
<td></td>
<td>• Policies regarding e-commerce: FDI Policy, Foreign Trade Policy, Export-Import Policy- Methods of E-payment, e-Documentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rationale for Government Intervention: Defensive and offensive rationale, Economic Freedom and Government Support</td>
<td></td>
</tr>
</tbody>
</table>
Scheme of Examination:
The performance of the learners will be evaluated in two components. One component will be the Internal Assessment component carrying 40% marks and the second component will be the Semester End Examination component carrying 60% marks.

Internal Assessment:
The Internal Assessment will consist of one class test of 40 marks for each course excluding projects. The question paper pattern will be shown as below:

**Question Paper Pattern**  
*Internal Assessment*

Maximum Marks: 40 marks  
Questions to be set: 03  
Duration: 1½ hours

<table>
<thead>
<tr>
<th>Question No</th>
<th>Particular</th>
<th>Marks</th>
</tr>
</thead>
</table>
| Q-1         | Objective Questions  
Students to answer 10 sub questions out of 15 sub questions.  
(*Multiple choice/ True or False/ Match the columns/ Fill in the blanks) | 10 Marks |
| OR          | Objective Questions  
A) Sub Questions to be asked 08 and to be answered any 05  
B) Sub Questions to be asked 08 and to be answered any 05  
(*Multiple choice/ True or False/ Match the columns/ Fill in the blanks) |
| Q-2         | Concept based short questions  
Students to answer 5 sub questions out of 8 sub questions. | 10 Marks |
| Q-3         | Practical problems or short questions  
Students to answer 02 sub questions out of 03 sub questions | 20 Marks |
# Question Paper Pattern

**(Practical Courses)**

Maximum Marks: 60  
Questions to be set: 04  
Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

<table>
<thead>
<tr>
<th>Question No</th>
<th>Particular</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q-1</td>
<td>Practical Question</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-1</td>
<td>Practical Question</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-2</td>
<td>Practical Question</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-2</td>
<td>Practical Question</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-3</td>
<td>Practical Question</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-3</td>
<td>Practical Question</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-4</td>
<td>Objective Question (Multiple Choice/ True or False/ Fill in the Blanks/ Match the Columns/ Short Questions.)</td>
<td>15 Marks</td>
</tr>
<tr>
<td>Q-4</td>
<td>Short Notes (Any three out of five)</td>
<td>15 Marks</td>
</tr>
</tbody>
</table>

Note:  
*Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.*
**Question Paper Pattern**  
*(Theoretical Courses)*

Maximum Marks: 60  
Questions to be set: 04  
Duration: 2 Hrs.  
All Questions are Compulsory Carrying 15 Marks each.

<table>
<thead>
<tr>
<th>Question No</th>
<th>Particular</th>
<th>Marks</th>
</tr>
</thead>
</table>
| Q-1         | Full length Question  
OR  
Full length Question | 15 Marks |
| Q-2         | Full length Question  
OR  
Full length Question | 15 Marks |
| Q-3         | Full length Question  
OR  
Full length Question | 15 Marks |
| Q-4         | Objective Question  
(Multiple Choice/ True or False/ Fill in the Blanks/ Match the Columns/ Short Questions.)  
OR  
Short Notes (Any three out of five) | 15 Marks |

**Note:**  
*Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.*
Master of Commerce (M.Com) Programme
Guidelines for Project Work at
Second Year Semester III and IV

Under Choice Based Credit, Grading and Semester System

(To be implemented from Academic Year 2017-2018)

Faculty of Commerce
Introduction

Inclusion of project work in the course curriculum of the M.Com. programme is one of the ambitious aspect in the programme structure. The main objective of inclusion of project work is to inculcate the element of research work challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study in his/ her own words. It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.

• There are two modes of preparation of project work
  1. Project work based on research methodology in the study area
  2. Project work based on internship in the study area

Guidelines for preparation of Project Work

Work Load

Work load for Project Work is 01 (one) hour per batch of 15-20 learners per week for the teacher. The learner (of that batch) shall do field work and library work in the remaining 03 (three) hours per week.

1. General guidelines for preparation of project work based on research methodology

• The project topic may be undertaken in any area of Elective Courses.
• Each of the learner has to undertake a Project individually under the supervision of a teacher-guide.
• The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
• University/college shall allot a guiding teacher for guidance to the students based on her / his specialization.
• The project report shall be prepared as per the broad guidelines given below:
  ▪ Font type: Times New Roman
  ▪ Font size: 12-For content, 14-for Title
  ▪ Line Space : 1.5-for content and 1-for in table work
  ▪ Paper Size: A4
  ▪ Margin : in Left-1.5, Up-Down-Right-1
  ▪ The Project Report shall be bounded.
  ▪ The project report should be 80 to 100 pages
Title of the problem of the Project

A Project Submitted to
University of Mumbai for partial completion of the degree of
Master in Commerce
Under the Faculty of Commerce

By

Name of the Learner

Under the Guidance of

Name of the Guiding Teacher

Name and address of the College

Month and Year
Index

Chapter No. 1
Title of the Chapter
Page No.
(sub point 1.1, 1.1.1, .... And so on)

Chapter No. 2
Title of the Chapter

Chapter No. 3
Title of the Chapter

Chapter No. 4
Title of the Chapter

Chapter No. 5
Title of the Chapter

List of tables, if any, with page numbers.
List of Graphs, if any, with page numbers.
List of Appendix, if any, with page numbers.
Abbreviations used:
Structure to be followed to maintain the uniformity in formulation and presentation of Project Work

(Model Structure of the Project Work)

- **Chapter No. 1: Introduction**
  
  In this chapter Selection and relevance of the problem, historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be incorporated by the learner.

- **Chapter No. 2: Research Methodology**
  
  This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner.

- **Chapter No. 3: Literature Review**
  
  This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.

- **Chapter No. 4: Data Analysis, Interpretation and Presentation**
  
  This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, table of information’s, presentation of graphs etc. can be provided with interpretation by the learner.

- **Chapter No. 5: Conclusions and Suggestions**
  
  In this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypotheses.

*Note: If required more chapters of data analysis can be added.*

- Bibliography
- Appendix
Certificate

This is to certify that Ms/Mr has worked and duly completed her/his Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of ____________________ and her/his project is entitled, “________________________

________________________

Title of the Project

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her/ his own work and facts reported by her/his personal findings and investigations.

Name and Signature of
Guiding Teacher

Date of submission:

Seal of the College

Faculty of Commerce, University of Mumbai
On separate page

Declaration by learner

I the undersigned Miss / Mr. __________________________ Name of the learner ___________ here by, declare that the work embodied in this project work titled “_______ Title of the Project _______”, forms my own contribution to the research work carried out under the guidance of __________________________ Name of the guiding teacher __________________________ is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name and Signature of the learner

Certified by

Name and signature of the Guiding Teacher
To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the University of Mumbai for giving me chance to do this project.

I would like to thank my Principal, _________ for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our Coordinator ______________, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide ___________ whose guidance and care made the project successful.

I would like to thank my College Library, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported me throughout my project.
2. Guidelines for Internship based project work

- Minimum 20 days/100 hours of Internship with an Organisation/ NGO/ Charitable Organisation/ Private firm.
- The theme of the internship should be based on any study area of the elective courses
- Project Report should be of minimum 50 pages
- Experience Certificate is Mandatory
- A project report has to be brief in content and must include the following aspects:
  - **Executive Summary:**
    A bird’s eye view of your entire presentation has to be precisely offered under this category.
  - **Introduction on the Company:**
    A Concise representation of company/organization defining its scope, products/services and its SWOT analysis.
  - **Statement and Objectives:**
    The mission and vision of the organization need to be stated enshrining its broad strategies.
  - **Your Role in the Organisation during the internship:**
    The key aspects handled, the department under which you were deployed and brief summary report duly acknowledged by the reporting head.
  - **Challenges:**
    The challenges confronted while churning out theoretical knowledge into practical world.
  - **Conclusion:**
    A brief overview of your experience and suggestions to bridge the gap between theory and practice.
- The project report based on internship shall be prepared as per the broad guidelines given below:
  - Font type: Times New Roman
  - Font size: 12-For content, 14-for Title
  - Line Space: 1.5-for content and 1-for in table work
  - Paper Size: A4
  - Margin: in Left-1.5, Up-Down-Right-1
  - The Project Report shall be bounded.
  - The project report should be 80 to 100 pages
Evaluation pattern of the project work

The Project Report shall be evaluated in two stages viz.

<table>
<thead>
<tr>
<th>Evaluation of Project Report (Bound Copy)</th>
<th>60 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction and other areas covered</td>
<td>20 Marks</td>
</tr>
<tr>
<td>Research Methodology, Presentation, Analysis and interpretation of data</td>
<td>30 Marks</td>
</tr>
<tr>
<td>Conclusion &amp; Recommendations</td>
<td>10 Marks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conduct of Viva-voce</th>
<th>40 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the course of Viva-voce, the questions may be asked such as importance / relevance of the study, objective of the study, methodology of the study/ mode of Enquiry (question responses)</td>
<td>10 Marks</td>
</tr>
<tr>
<td>Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study</td>
<td>20 Marks</td>
</tr>
<tr>
<td>Overall Impression (including Communication Skill)</td>
<td>10 Marks</td>
</tr>
</tbody>
</table>

Note:
- The guiding teacher along with the external evaluator appointed by the University/College for the evaluation of project shall conduct the viva-voce examination as per the evaluation pattern

Passing Standard

- Minimum of Grade E in the project component
- In case of failing in the project work, the same project can be revised for ATKT examination.
- Absence of student for viva voce: If any student fails to appear for the viva voce on the date and time fixed by the department such student shall appear for the viva voce on the date and time fixed by the Department, such student shall appear for the viva voce only along with students of the next batch.