

Tilak Maharashtra Vidyapeeth
M.Com. Programme (Regular / External)
Semester Pattern Syllabus- 2012-13

Semester - III

Compulsory Subject

MCC – 311 - Business Finance

UNIT I - Business Finance

Financial Plan: Characteristics, factors to be considered while preparing, Limitations.

UNIT II - Sources Of Finance

Financial Problems of SSI Unit in India. Co-operative Sector: Govt. Participation in Capital-Share; Capital Limitations in Raising Equity Capital and Borrowings.

UNIT III - Foreign Sources

Foreign Direct Investment-Meaning, Need, Govt. Regulations, Foreign Institutional Investment in India Capital Market- Meaning, Need, Limitations, Govt. Regulations- OCB (Overseas Corporate Bodies), Globalization of capital market-Meaning difficulties-ECBs (External Commercial Borrowings), Euro-issues. GDRs/ADRs.

UNIT IV - Capital Market

Trading Mechanism- Listing of Shares and other Instruments (Debentures, Govt. Securities, Derivatives), OTCEI and National Stock Exchange-Need, objectives. Trading and Settlement System, Construction and Types of Stock Market, BSE Sensex-Nifty, CRISIL-500 (Standard and Poor), Scrip less Trading (Dematerialization and Rematerialization) : Meaning, Need and Advantages, Depository : Meaning, Functions, Benefits, Depository System in India and its Marking.

UNIT V - Share Ownership in India

Individual and Institutional, Portfolio Management-Meaning, Functioning and Advantages, Mutual Funds-Types (Open & Closed Ended Funds, Income Funds, Balanced Fund, Growth Fund, Index Fund, Regular Income Schemes).

UNIT VI - Financial Services Relating To Raising of Capital

Merchant Banking- Meaning, Services rendered, Management of Capital Issues, Categories, Credit rating-Meaning, Need and Methodology, Project Appraisal

MCC – 312 – Global Business Environment

UNIT I - Business Environment

Meaning of Business Environment and its importance, nature and scope, Levels of Environment -Macro environment and International Business Environment.

UNIT II - Environment-Variou approaches-Variou aspects

Natural, Social, Economical, Political, Technological, Legal and Cultural, Business Environment in India-before Independence and after Independence-Globalization and its impact on business environment in 21st Century

UNIT III - Business Environment and Problems of Pollution

Types of pollution - Water, Air and Noise, Sources and effects, various measures for controlling the pollution.

UNIT IV - Indian Industrial Environment

Growth of industries in public and private sectors in India-Small and Cottage industries-mergers and acquisitions, Foreign investment, Foreign Technology and MNCs.

UNIT V - Global environment

Natural, social, cultural, demographic, and technological environment and its impact on world trade.

Specialization I- Advanced Marketing

MCM- 311- International Marketing

UNIT I - Introduction – Importance of International Marketing –

international marketing environment: Social, political, cultural, legal, technological, demographic, GATT and WTO, International, Product policy- standardization vs adaptation domestic vs international product line, Management of international product line, strategy for product development

UNIT II - International Marketing Strategy – decision criteria for entering into foreign

markets – direct Export and indirect export – packaging, branding and promotion – special forms, International Promotion- trade fairs and exhibitions – sales distribution - transportation and insurance for exports.

UNIT III- International Marketing Intelligence – international marketing information

agencies – sources of information – export promotion councils, specialized institutions such as STC, MPEDA, APEDA, India Trade Promotion Organization, EXIM bank, Export Inspection Council, Institute of Packaging, Indian Institute of Foreign Trade and ECGC.

UNIT IV- Export and Import procedures and documentation – export promotion – Economic

Promotion Zones – current import and export policy of India – requirements under FEMA, Export Act, 1963(Quality Control and Inspection) , Indian Customs Act 1962, Export Import Control Act 1947 as amended in 1992, Documents in exports – master document – standard documents –Export invoice, packing list, bill of lading, certificate of origin, auxiliary documents: letter of Credit, inspection certificate – documentation for drawback of import duty.

UNIT V - Export finance and Risk Management – forms of export credit – pre-shipment and

post shipment credit-international commercial payments-terms of credit in export – risks and risk Management tools in international marketing.

MCM – 312 -Sales Promotion and Administration

UNIT I- Recent Trends in Sales Promotion

Concept, Media, Public Relation, Sales Promotion, Consumer Promotion, Trade Promotion

UNIT II - Sales Management

Concept, Development of Sales Department, Objectives of Sales Management, Co-ordination role of Sales Management ,Controlling role of Sales Management ,Sales Control – Informal & Formal, Types of Sales Organization, Promotion Management

UNIT III- Sales Personnel Management

Training Sales Force – Contents , Methods of Sales Training ,Evaluation of Training Programme , Compensating & Motivating Plans , Standard of Performance , Controlling Sales force.

UNIT IV - Sales Territory & Quota Management

Managing the territories ,Types of Sales Quota , Sales meetings & contest – Objective, Planning

UNIT V - Internet as Promotional Tool

Internet as media , Portals , Credit card transactions , Types of Website , Search engine – mobile, Internet

UNIT VI - Legal Aspect of Marketing

Indian Contract Act, 1872 , Sales of Goods Act, 1930 , Negotiable Instrument Act 1881 , Sales Tax Act.

Specialization – II - Advanced Accountancy

MCA-311 - Advanced Accounting

UNIT I - Insurance company Final Accounts

Life Insurance - types of policy and certain terms, Preparation of final Accounts, Life Insurance Revenue Accounts, General Insurance, General Insurance revenue Account, Final Accounts, Practical Problems

UNIT II - Accounting for Professional's

Meaning of profession like Doctors, Lawyers etc., Preparation of Income & Expenditure Account, Preparation of Receipt & Payment Account, Preparation of Balance sheet, Practical Problems,

UNIT III - Problems on Accounting Standards

Problems on , AS – 1-Disclosure Requirements, 2- Valuation of Inventory, 3- Cash flow statement, 4- Contingencies and Events occurring after Balance sheet date, 5 – Net Profit & Loss for the period, Prior period items and changes in accounting Policies

UNIT IV - Consignment Accounts

Remittances by consignee, Consignment Journal Entries and Ledger Accounts, Consignment without Loss Practical Problems

UNIT V - Recent Trends in Accounting (Theory)

Creative Accounting, Social Responsibility Accounting, Value Added Statement

MCA-312 - Costing

UNIT I- Introduction to Cost Accounting

Concept of cost, Costing, Cost Accounting, and Cost Accountancy, General Principles of Costing, Objectives and Importance of Cost Accounting, Classifications of cost, Cost centre and cost unit, Techniques and Methods of Costing, Difference between cost accounting and financial accounting

UNIT II- Methods of costing -

Job costing, Batch costing, unit costing (Theory only)
Contract costing & process costing (Theory & Practical problems)

UNIT III- Marginal costing -

Meaning of Managerial costing, **Decision making** -Make or buy, shut down, product mix, sales mix, Application of Marginal costing, Cost profit-volume analysis, Break-even analysis, Practical problems.

UNIT IV- Type of Budget

Meaning of the term Budget & Budgetary control, Advantages of Budget, Limitations of Budget, Production Budget, Sales Budget, Cash Budget, Master Budget, Revenue Budget , (Problem on – production & sales Budget only.)

UNIT V- Variance Analysis

Meaning of Variance, Reporting of Variance, Material – cost Variance (Practical problems), Price Variance, Usage Variance, Mix Variance, Yield Variance, Labour – Cost Variance (Practical problems), Rate Variance, Efficiency Variance, Mix Variance

Specialization III - Banking & Finance

MCB-311 - Corporate Banking

UNIT I - Corporate Banking

Corporate Banking : Meaning and importance, various services provided viz., Cash Management, Salary Payment, Debt Management, Factoring and Forfaiting, Trusteeship, Custodial services, Business advisory, Off shore services, Trade services, Forex Management, etc.

Corporate Deposits: Importance of Institutional deposits vis-a-vis retail deposits

UNIT II - Corporate Finance

Corporate Finance: Working capital finance, Fund and Non fund based limits and Import-Export finance. Corporate Debt Restructuring. Case Studies.

UNIT III- Investment Banking

Meaning and scope of Investment Banking, Evolution, overview of current state of Investment Banking in India

Merchant Banking : Advisory services for equity / debt issues, Management, placement and distribution of equity / debt.

UNIT IV- Mergers and Acquisitions and Advisory Services

Mergers and Acquisitions, Divestitures: Identification, Structuring, Negotiation and Execution, arranging finances etc.

Corporate advisory services: Capital restructuring, Project advisory, Private equity and Venture capital, Loan Syndication etc.

UNIT V - Project and Infrastructure Finance I

Characteristics of Project Finance - Technology selection, Assessment of technical collaborator - Market Analysis : International competitiveness and SWOT analysis
Assessing the project cost - Means of financing projects - Estimation of project cash flows - Use of free and equity cash flow valuation for assessing projects -
Financial Analysis : Break-even point analysis, Decision tree, Scenario analysis and Internal Rate of Return, Sensitivity analysis

Common risks in projects - Risk mitigation methodologies in projects -
Securitisation as a tool for risk mitigation - Project planning - Network techniques for project implementation - Disbursement, supervision and follow up of project by lender

UNIT VI - Project and Infrastructure Finance II

Infrastructure financing cash flow deal agreement with parties involved - SPV -
Monitoring and follow-up of the project

Case Studies in Power Project; Airport Project; Road Project, Telecom Project; Hydrocarbons and Ports.

Specialization III Banking & Finance

MCB-312 - Retail Banking

UNIT I - Introduction to Retail Banking

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

UNIT II - Retail Products I

Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring. Important Asset Products - Home Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Auto / Vehicle Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Personal Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

UNIT III - Retail Products II

Educational Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments., Credit / Debit Cards - Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit , Points., Other Products / Remittances / Funds Transfer

UNIT IV - Marketing / Selling of retail products MIS and Accounting

Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans, Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking., Selling Process in retail products-Direct Selling Agents., Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process.

UNIT V- MIS and Accounting

Regulations and compliance, Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information from disbursement till final settlement of the loan amount. Analytics / Alerts., Accounting entries - Loan process and the relevant accounting including EMI Computation.

UNIT VI - Other issues related to Retail Banking

Securitisation, mortgage based securities., Trends in retailing - New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities., Recovery of Retail Loans - Defaults, Rescheduling, recovery process. SARAFAESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents - RBI guidelines.