

Tilak Maharashtra Vidyapeeth
M.Com. Distance Programme
Semester Pattern Syllabus- 2013-14

Semester - I

Compulsory Subject

MCC – 101 - Management Accounting

UNIT I- Introduction

Management Accounting-Need and importance- Meaning, Definition- Objectives and Scope, its distinction between Financial and Cost accounting- Advantages and limitations of Management accounting; Management Accountant-Role-Essential qualities.

UNIT II- Financial Statement Analysis

- (a) Interpretation and criticism of financial statements-Trend percentages-Inter firm Comparison-Necessity and limitations.
- (b) Ratio Analysis-Meaning, advantages, limitations, Balance sheet ratios, Profit & Loss A/c Ratios, Liquidity, Solvency ratios, Overall Performance ratios (Advanced Problems).
- (c) Fund flow statement and cash flow statement-advantages of fund flow statement, distinction between Fund flow and Cash flow statement.

UNIT III- Working Capital Management

Concept and definition of working capital-Determination of working capital-Assessment of working capital needs-Study of Components of working Capital- Such as cash Management, Accounts receivable management and inventory management

UNIT IV - Long Term Investment Decisions

Capital budgeting-Meaning-Importance-Evaluation technique and methods- Pay back-Discounted, Cash flow-Net present value Internal rate of return, Relationship between risk and returns.

UNIT V - Cost Of Capital

Meaning-Definition and assumptions-Explicit and implicit cost, Measurement of specific cost, cost debt.
Preference shares-Equity shares, Retained Earnings-Weighted average cost of capital.

Compulsory Subject

MCC – 102 - Principles of Management and Management Information System (MIS)

UNIT I - Management

Nature of Management-Principles of Management-process of management. Planning, Organizing, Leading, Motivating and Controlling
Decision-making concepts, Types of decision, Steps in decision-making, Administrative problems in decision making-
Management by treatment of Mathematical and non-Mathematical techniques-Linear Programmes, Queuing theory, Game theory, Critical Path Method (CPM),
Decision Tree Analysis
Pioneers of Management thought-F.W. Taylor and his scientific management, Henry Fayol and his Administrative Management, Michael Porter, Tom Peters, Elton Mayo and his Hawthorne experiments; Chester Barnard and his Social system theory, Peter Drucker and his thoughts.
Management system and Processes-Scientific Management-Creativity in Management-Traditional and Professional management in India.

UNIT II - Organizing

Classical, Neo-classical and Modern theories of Organization structure- Process of Creating Organization Structure- Departmentation; span of control; Delegation of Authority-Levels of Management, Centralization and Decentralization- Formal and Informal Organization structure-Types of Organisation, Management of Conflict-Group Dynamics-

UNIT III - Direction, Motivation And Communication

Principles of Direction-Theories of Motivation
(a) Maslow's Need Hierarchy (b) Herzberg's Hygiene Theory
(c) McGregors Theory X and Y (d) McCliand's Achievement Theory and Morale building, Interpersonal and group behavior -Communication Network, Barriers in Communication-Effective Communication.

UNIT IV - Leadership and Control

Theories of Leadership-Leadership style-Linkert's system of Management Leadership-Management Grid, Fieldler's model of Leadership, Leadership styles in Indian Organization,
Concept of Managerial Control- Basic Control Process, Advance control techniques-Operation Research Programme Evaluation and Review Technique (PERT)

UNIT V - Management Information System (MIS)

Introduction: Basic components of a Management Information System [MIS] and Management Science-Features and Importance of Management, Levels of Management and MIS.
Role and Effect of Computer on Management Information System.

Specialization I - Advanced Marketing

MCM – 103 - Marketing Techniques

UNIT I - Introduction

Evolution of Marketing – Components of Marketing, Functions of Marketing, Significance of Marketing, Relevance of Marketing in developing economy.
Marketing organization and Environment – Meaning, Scope, importance and different forms of organization, Marketing Environment – Meaning , factors, Internal and external Marketing organization

UNIT II - Marketing Mix & Price Mix

Definition, meaning elements and importance of marketing mix.
Product mix – Product Planning and development product testing. Product Life Cycle – Managing the product in product life cycle.
Branding and Packaging – Meaning, Need, objectives and factors influencing pricing decision, pricing method

UNIT III -Promotion Mix & Physical Distribution

Elements of promotion mix, Sales promotion system. Recent trends in promotion strategy, marketing communication
Physical Distribution – Definition, Characteristics, Intermediate - Types of Channel – factors considered in Channel decision, Direct selling, shopping malls etc. New Product Decision Process - Types of new products - Test Marketing of a new product.

UNIT IV - Salesmanship & Advertising

Meaning, elements, importance of sales organization. Sales forecasting and budgeting – Qualities of good salesman. Role of sales manager.
Advertising – Setting the advertising objectives – Role of advertising, Recent trends in modern advertising - Evaluating marketing communication programs - Message evaluation, reorganization test etc.

UNIT V - Market Segmentation

Meaning, definition, different ways to segmentation – essentials of effective market segmentation, comparison between differential marketing and concentrated marketing. Tele Marketing, e-Marketing, Service Marketing, Rural Marketing – features, importance, difficulties of rural markets.
Market Evaluation and Controls - Types, process, obstacles to marketing control - Marketing Audit

MCM – 104 - Consumer Behaviour

UNIT I - Introduction

Definition – Consumer Behaviour & Marketing, Stages in Marketing, Application of Consumer Behaviour Science, Changing Role of Product, Marketer and Consumer, Customer Behaviour – Family – Woman, Rural Consumer, Special Area Consumer

UNIT II - Consumer Perception

Meaning, Concept and importance of Consumer Perception, Formation of Perception – Perception Process, Consumer Perceptions in Services Sector, Perception & Brand.

Consumer Perception of Risks.

UNIT III - Consumer Learning And Attitude

Learning Theories – Stimulus Response Theory, Generalization, Cognitive Learning Theory, and Branding.

Attitude – Definition and Importance, Formation of Attitude, Attitude Motivate, Role of Influences- Influences of Family, Influence of Groups & Peers, Influence of Media. Attitude Behavior Relationship

UNIT VI - Motiation

Concept of Motivation – Motivation Process, Positive & Negative Motivation – Integrity of Motivation – Hierarchy of Needs – Emerging Concept of Involvement

UNIT V - Consumer Protection & Business Ethics

Consumer Protection – Role of Government – Consumer Protection Legislation in India – Role of Media – Ethics in Business and its relevance to the study of Consumer Behaviour – Can Ethics be taught Ethics in operations

Specialization II - Advanced Accountancy

MCA-105 - Advanced Financial Accounting

UNIT I - Branch Accounts

Types of Branches, Independent branch-Reconciliation and Adjustments entries, Incorporation of Trial balance.

Foreign branch - Principles for conversion, Conversion of Trial balance

UNIT II - Royalty Accounts

Royalty, Minimum rent, Short working, Recoupment of Short working, Laps of Short working. Journal Entries and Ledger Accounts in the books of Landlord and Lessee

UNIT III - Final Accounts of Co-operative Societies

Credit Co-operative Society, Format- (Form N), Allocation of profit as per Maharashtra Co-operative Society Act, preparation of Final Accounts

UNIT IV - Lease Accounting

Concept of lease, Types of Lease, Advantages and Disadvantages of lease, Accounting treatment for financial lease and operating lease

UNIT V - Recent Trends in Accounting (Only Theory)

Government Accounting, Carbon Credit Accounting.

MCA 106- Financial Management

UNIT I- Advanced financial Concept

Financial Objectives of a Company, Value Enhancement in the Business Parlance, Non- Financial objectives of a firm, Agency Theory, Stakeholder Groups and Strategy & Primary Reasons for Conflicts of Interest, Financial Planning and Strategic Planning, The Relationship between Short-term and Long – term Financial Planning, Potential Conflicts between Short-term and Long – term Objectives, Planning Systems, Types of Long- term Strategy, The Relationship of Investment Decisions to Long-term Planning

UNIT II - Operating and Financial Leverage

Operating leverage, Financial leverage, BIT – EPS analysis, measures of financial leverage, combined leverage

UNIT III - Capital Structure, cost of capital and valuation

Capital structure theories, Net income approach, Modigliani Miller approach, Traditional approach, Cost of capital, Valuation

UNIT IV - Financing Current Assets

The Behavior of Current Assets, Spontaneous Sources of Financing Current Assets, Regulation of Bank Credit

UNIT V - Management of cash

Motives for holding cash, Objectives of cash management, Factors determining cash needs, Cash budget, Cash management tools, Basic strategies

UNIT VI - Receivables Management

Long Term Investment Decision, Capital Budgeting, Process of Capital Budgeting, Evaluation Techniques of Capital Budgeting Proposals, Risk Analysis

Specialization III - Banking & Finance

MCB - 107 - Banking Practices

UNIT I - Banker customer relationship

Definition of a banker and a customer Banker customer relationship as debtor- creditor, agent-principal and trustee-beneficiary Features of the relationship

UNIT II - Rights & Duties of Bankers

Banker's duty of secrecy of customers' accounts: Credit Information Bureau of India Limited Right of set off, Garnishee order, Law of limitation, Termination of relationship Customer's service: Goiporia Committee Norms.

UNIT III - Asset - Liability Management

Definition of assets and liabilities, Asset liability mismatches on the grounds of locations, maturity, return and currency Risks while managing the assets and liabilities: Liquidity risk, Interest rate risk, premature withdrawal and pre-payment risk, Price Risk, Foreign exchange and sector based risk, Strategies to manage these risks, RBI guidelines for asset and liability management.

UNIT IV - Hi-tech banking and Mergers and Acquisition in banking sector

Electronic payments, (Internet, Phone and Mobile banking) Electronic Clearing System, Debit, ATM and Credit cards, Electronic Funds Transfer, RTGS (Real Time Gross Settlement), Toll Free Number Facility Meaning of Merger and Acquisition : Recent cases of mergers and acquisition in Banking sector of India - Consolidation of Banks.

UNIT V - Foreign exchange management

Need ,players , Instruments in Foreign Exchange Market(foreign travelers; corporate, R.B.I. , international financial institutions) (currency ,coins, cheques, T.T., Travelers cheque, credit cards, D.D.)

Methods of foreign exchange management (buying and selling rates) , domestic terms and international terms - spot and forward quotas

Types of foreign exchanges A/cs: NOSTRO AND VOSTRO A/C, FCNE A/C, N.R.O. N.R.I.

N.R.N.R., N.R.S.P., E.E.F.C.

Convertible and non convertible currencies

MCB – 108 - Central Banking

UNIT I - Evolution of Central Banking

Origin and evolution of central banking. Need and rationale of central bank.
Evolution of Reserve Bank of India (R.B.I.)

UNIT II - The Reserve Bank of India as Currency Authority

The Reserve Bank as currency authority: issue of currency notes, Asset backing for note- issue Distribution of currency, Currency chests, recent developments in currency management.

UNIT III – The Reserve Bank as Banker to Government

1. Maintenance of Government accounts.
2. Banker to the Central Government and the State Governments
3. Management of public debt

UNIT IV - Reserve Bank and Commercial Banks -Part I

Regulation and supervision over commercial Banks:

1. Licensing of banks
2. Opening of new banks
3. Branch Licensing
4. Foreign banks
5. Cash reserves and liquid assets
6. Prudential norms, capital and reserves
7. Control over methods of operation

UNIT V- Reserve Bank and Commercial Banks -Part II

Para Banking activities:

1. Control over management
2. Annual accounts and audit
3. Subsidiaries of commercial banks
4. Credit Information Bureau
5. Insurance
6. Inspection of banks : Board for financial Supervision (BFS) and system of inspection.

UNIT VI- Non-Banking Financial Companies (Nbfcs)

Regulatory framework for NBFCs:
Measures for supervision over NBFCs.

UNIT VII- Relationship of International Financial Institutions with Central Banking **Considering The Functions Of:**

International Monetary Fund (IMF)
World Bank
Asian Development Bank (ADI)
SAARC
World Trade Organization (WTO)

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M.Com. Distance Programme
Semester Pattern Syllabus- 2013-14

Semester - II

Compulsory Subject

MCC 201 - Managerial Economics

UNIT I - Introduction to Economics

Introduction, Micro & Macro Economics, Static & Dynamic Analysis, Nature of static's, Economic Dynamics

UNIT II - Demand Analysis

Introduction, Demand, Factors influencing Demand, Types of Demand, Law of Demand, Variations & Changes in Demand, Expansions & Contraction of Demand, Increase & Decrease in Demand, Elasticity of Demand, Price Elasticity of Demand, Types of Price elasticity, Kinds of Elasticity of Demand, Factors Determining the Price Elasticity of Demand

UNIT II - Cost Benefit Analysis

Introduction, Meaning of Cost Benefit Analysis, Difficulties in estimating cost, Steps in Cost Benefit Analysis, Advantages & Disadvantages of Cost Benefit Analysis, Justification for Cost Benefit Analysis

UNIT IV - Theory of Production

Production is Creation Or Addition of Value, Production Function, The Laws of Production, The Law of variable proportions, The Law can be explained with the help of hypothetical production schedule, Returns to Scale, Three phases of Returns to Scale

UNIT V - Product Pricing

The Essentials of a Market are-, Classification of Markets, Classification on the basis of time period involved, Classification on the basis of degree of competition, Pricing under Pure Competition, Revenue Concepts, Equilibrium of the firm & industry, Equilibrium of the firm & industry under Perfect Competition, Long Run equilibrium, Price output under Monopoly, The Equilibrium of the Monopolist, Short Run Equilibrium and Long Run Equilibrium

UNIT VI- Types of Business Organization - I

Introduction, Characteristics of Business, How Businesses are organized, Criteria to decide the type of organization, Sole Proprietorship, Partnership, Joint Stock Company

MCC – 202 - Modern Business Practices

UNIT I - Chamber of Commerce and Trade Associations Organizations-

Objectives and functions, Maharashtra chamber of commerce, Industries and Agricultural and their local branches, Mahratta Chamber of Commerce, Industries and Agriculture, Indian Merchants Chamber

UNIT II - Federation of Indian Chamber of Commerce

Industries (FICCI) Association of Chamber of Commerce, Confederation of Indian Industries (CII)

UNIT III- Public Enterprises and Public Utilities

Objectives, functions and Organization of public Enterprises, Public Utility Management practices of Public enterprises in India, Efficiency, Autonomy and control of public Enterprises, Recent practices and policies in public Enterprises and Public Utilities

UNIT IV- Agricultural Business Practices

Characteristics of Agriculture Business, Nature of Indian Agriculture, Government policies related to agricultural business, Problems and prospects of Agricultural Business, Agricultural Taxation policy

UNIT V- Agricultural products and Farms Services

Nature and disposal of Agricultural by-products, Farm waste, cost of recycling of farm waste

UNIT VI- Allied Agricultural Business

Dairy, Poultry, Bio- Manures, WTO and its impact on Agricultural Business practices

Specialization I- Advanced Marketing

MCM – 203 - Customer Relationship Management & Retailing **(CRM & Retailing)**

UNIT I - Introduction

Conceptual foundation of Relationship Management, Evolution of relationship management-significance in Indian context

UNIT II - Relationship Marketing

Relationship marketing of Services Vs. Relationship marketing in Consumer markets - Buyers sellers relationships - Relationship marketing in Mass markets, relationship marketing and marketing strategy

UNIT III - Information Technology & CRM

Role of Information Technology in building, maintaining and enhancing profitability design and analysis – Digital Marketing – Dynamics of Website – Behavior of a Consumer in the digital world – Internet Marketing & Logistics

UNIT IV - Retailing

Retailing – Definition – Significance and Importance – Indian Vs. Global scenario – Types of Retailing – Store Retailing – Non-store Retailing – Types of retailers.

Retail location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies.

UNIT V - Stores Design

Store design – Store layout – Types of layouts – Factors affecting store layout – Retailing image mix –Store Façade - Store administration – Floor space management - Space mix – Managing store inventories and displays.

Customer service – CRM in retailing- Cashiering process – Managing in-store promotions and events.

MCM – 204 - Services Marketing

UNIT I - Introduction

Services –Nature of Services, Characteristics of Services - Intangibility, Inconsistency, Inseparability and Inventory, Classification of Services, Goods – services continuum – Search, experience, Consumer versus Industrial services, Importance of Services Marketing.

UNIT II - Services Marketing Mix (Part A)

Extended Services Marketing Mix: Going Beyond the 4 Ps - Introduction to the 7 Ps marketing mix – Product –Service product – Service Life Cycle – Service Quality Models– PZB Gaps model - SERVQUAL & SERVPERF.
Price – Factors involved in pricing a service product –
Place - Distribution Strategies for Services – Challenges in Distribution of Services
Promotion – Promotion objective and plans for services – Personal Selling – Advertising and Sales Promotion in Service Industry - Increasing use of below the line promotions.

UNIT III - Services Marketing Mix (Part B)

People – The key role of people in a service business – Services marketing triangle – Service profit chain - service encounter – training and development of employees – motivation and empowerment. Physical evidence – nature of physical evidence - importance of physical evidence in understanding services –
Process – Strategies for managing inconsistency - Service blueprinting – employees role in services – customers role in services– Customer Service in Service Marketing – Monitoring and Measuring customer satisfaction – order taking and fulfillment - managing the waiting process - Defects, failures and Recovery - Handling complaints effectively.

UNIT IV -Services Marketing Strategy

Services Marketing Strategy - Services Market Segmentation – Problem areas of segmentation - Targeting - Positioning and Differentiation of Services

UNIT V - Role and Management of Services

Strategic role of services – every business in a service business - contribution of services to customer satisfaction, sustainable competitive advantage, Managing the services marketing effort, customer encounter management.

UNIT VI - Information Technology and Services Marketing Applications

Role of IT services, e-services – online Consumer Behavior – Self service technologies – Services marketing applications – Financial services, Hospitality services, Education services, IT services, Government services.

Specialization II Advanced Accountancy

MCA 205 - Company Accounting

UNIT I - Underwriting of issue of shares and debentures

Types of underwriting, Liability of underwriters, Accounting treatment of, underwriting of shares and debentures, Profit or loss prior to incorporation

UNIT II- Final accounts of Joint Stock Company

Schedule VI of companies Act, 1956, Treatment of special items while preparing, the final accounts, Remuneration to: Manager, Director, Transfer of profits to reserves, Dividends treatment

UNIT III - Valuation of Shares

Need for valuation, Methods of valuation, Accounting Treatment

UNIT IV- Amalgamation and Reconstruction (Mergers & Acquisitions)

Accounting standards (AS)-4 , Accounting for Amalgamation, Methods of Accounting for Amalgamation, Accounting treatment, External Reconstruction and Accounting Entries.

UNIT V- Consolidation of Accounts

Minority interest, Pre-acquisition profits or losses and reserves of subsidiary company, Profit or loss on revaluation of assets of subsidiary company, Goodwill treatment, Post-acquisition profits, Inter-company transactions, Treatment of preference share, bonus shares and dividends

UNIT VI-Recent Trends in Accounting (Theory)

Human Resource Accounting, Environmental Accounting, International Financial Reporting Standards (IFRS) No - 1 & 2

MCA -206 Auditing

UNIT I - Concept of Auditing

Meaning , Objective, Scope & Advantage, Type of auditing , Prerequisites of good audit

UNIT II - Types of Errors & Fraud

Meaning of errors & Fraud, Types of errors, Types of fraud, Majors to prevent Fraud

UNIT III - Audit Process

Audit Program, Internal Check, Internal Control, Internal Audit, Audit Note book & working paper

UNIT IV - Company Audit

Qualification of Company Auditor, Disqualification of Company auditor, Appointment & removal of company auditor, Rights, Duties & Liabilities of company auditor, Cases based on appointment & rights of auditor

UNIT V - Computerized Auditing

System Audit, Traditional Audit, System Audit Vs Traditional Audit, Role of MIS in auditing

UNIT VI - Audit of Various Concerned

Audit of an Educational Institution, Audit of Hospital, Audit of Bank

Specialization III Banking & Finance

MCB - 207 - Banking Laws

UNIT I - Banking Regulation Act, 1949

Provisions relating to: Definition (Sec -5) Functions of banking companies (Sec -6)

Restrictions on business of banking companies (Sec -8, 19 and 20) Powers of the RBI (Sec -21, 35 and 36 to 36 AD) Winding up of a banking company (Part III and III-A of the Act) Applicability of the act to cooperative banks (Sec- 56).

UNIT II - The Negotiable Instrument Act, 1881

Provisions relating to: Definition of negotiable Instrument (Sec- 13), Promissory note (Sec -4), Bill of exchange (Sec -5), and Cheque (Sec -6), Comparative Study of Negotiable Instruments Parties to negotiable instrument (Section -7), Holder (Sec -8), Holder in due course (Sec -9), Payment in due course (Sec -10), Negotiation (Sec -14), Endorsement (Sec -15), Dishonour of Negotiable Instruments (Sec -91-92), Noting and Protest (Sec -99-104-A), Penalties in case of dishonour of certain cheques for insufficiency of funds in the account (sections 138 to 147).

UNIT III - The Reserve Bank of India Act, 1934

Provisions relating to: Incorporation, Capital management and Business (Sec 3 to 19), Central Banking functions ((Sec -20 to 45): Regulatory and Supervisory Collection and furnishing of credit information (45 A to 45 G) Penalties (Sec 58 B to 58 -G), Changing role of the RBI.

UNIT IV- The Foreign Exchange Management Act, 1999

Provisions relating to: Preliminary (Sec 1-2), Regulation and management of foreign exchange (Sec 3 to 9) Authorized person (Section 10 to 12) Contravention and penalties (Section 13 to 15) Adjudication and appeal (Sections 16 to 21 and sections 34-35) Directorate of enforcement (section 36 to 38).

MCB – 208 - Monetary Policy

UNIT I - Money supply measures

Money supply measures of the Reserve Bank of India- Concept of High powered money. Recommendations of the Working Group on 'Money Supply: Analytics and methodology of compilation (Chairman: Dr. Y.V. Reddy), 1998 Money supply and price stability.

UNIT II - Monetary Management

Objectives of monetary policy: Price stability, Generation of employment, Exchange rate stability, balanced growth etc., conflict between objectives.

UNIT III - Instruments of monetary policy

Mechanism and effectiveness of following instruments.

- 1) Quantitative instruments - Bank Rate, Open Market Operations and Variable Reserve Ratio
- 2) Qualitative instruments Margin requirements, Credit rationing, moral suasion, Direct action, Publicity

UNIT IV - Development and promotional role of the Reserve Bank of India and its implications -

- 1) R.B.I. and rural credit : priority sector advance, regional rural banks, development of farm sector and non-farm sector.
- 2) R.B.I. and industrial finance : establishment of institutional, lending policy For commercial banks, coordination between term lending institutions, bridge loans, rehabilitation of sick industrial units.

UNIT V - Development and promotional role of the Reserve Bank of India and its implications -

R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to promote exports Role of the RBI in other promotional activities

Tilak Maharashtra Vidyapeeth
M.Com. Distance Programme
Semester Pattern Syllabus- 2013-14

Semester - III

Compulsory Subject

MCC – 301 - 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 – 302 – 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- 303- 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 – 304 -Sales Promotion and Administration

UNIT I- Recent Trends in Sales

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-305 - 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-306 - 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-307 - 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-308 - 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.

Tilak Maharashtra Vidyapeeth
M.Com. Distance Programme
Semester Pattern Syllabus- 2013-14

Semester - IV

Compulsory Subject

MCC - 401 - Modern Entrepreneurship Development

UNIT I - Entrepreneurship

-Meaning and Features, Personal qualities-Studies of Personal and social traits – Assessing potential entrepreneurship tools and techniques used- Behavioural tests.

UNIT II - Entrepreneurship Development Training

-Objectives and importance. Training models, training components, Information input and training methodology.

UNIT III - Development of achievement motivation

-sources of development of achievement, Achievement motivation as related to entrepreneurship Problems-beliefs and attitudes-limitations. Need and importance of trainer-motivator skills and qualifications required.

UNIT IV - Business Opportunity Guidance

- Importance and relevance of business opportunity-process of identifying and assessing business opportunity-business opportunity and needs of potential entrepreneur selection of business opportunity. New trends in service sector and scope for entrepreneurship in the service sector.

UNIT V - Problems in entrepreneurship development

: (a) Role of Government in entrepreneurship development (b) R & D Science and technology and entrepreneurship development (c) Specialized institution involved in entrepreneurship development (d) Business incubation and venture capitalists.

UNIT VI - Changes in the concept of entrepreneurship

- Entrepreneurship within organization- As the entrepreneurship Corporate strategy and entrepreneurship

MCC-402- Research Methodology in Business

UNIT I - Introduction to Research Methodology

Meaning, Scope and importance of research Type of research (e.g. Descriptive, Historical, Experimental and Applied)

UNIT II - Identification Research Problem

Formulation of Hypothesis Importance of Hypothesis in research

UNIT III- Research Design

Meaning, Need and Features of Good Research Design.

UNIT IV - Surveys

Meaning - Types - Enumeration - Sample Survey, Types of Sampling (Simple random Sampling, Stratified Random Sampling, Cluster Sampling, Area Sampling), Tools of Data Collection, Primary Data - Questionnaire, Interview, Schedules, Internet, Secondary Data Sources - Census, National Sample Survey, Annual Survey of Industries, National Account Statistics, Ministry Reports Centre for monitoring Indian Economy, RBI Publications, Industry Association reports etc.

UNIT V - Analysis Of Data

Processing of Data, classification, editing, coding, tabulation of data, Diagrammatic representation.

UNIT VI - Report Writing :

Importance of Report Writing - Types of Reports
Steps in writing Research Report - Essential Qualities of reporter.

Specialization I - Advanced Marketing

MCM 404 - Brand Management

UNIT I - Introduction to Branding

Objectives, Introduction, Brands / Branding-Origin, Evolution, Basic Definition, Strategic Definition, Label Vs Brand, Brands vis-à-vis Products/Services, Why Brands Matter? - Usefulness and Necessity of Branding, Role of Branding, Scope of Branding

UNIT II - Understanding Basics of Branding

Objectives, Introduction, Value Proposition of a Brand, Brands Identity, Brand, Image-Difference between Identity and Image, Brand Positioning and Creating, Positioning, Brand Salience.

UNIT III - Brand Equity

Objectives, Introduction, Concept of Brand Equity, Brand Equity Models- Aker's Model, Brand Personality, Brand Resonance Model (Keller's Brand Equity Model, Building Brand Equity, Drivers of Brand Equity, Choosing and Developing Brand Elements, Designing Holistic Marketing Programmes, Leveraging Secondary Associations.

UNIT IV - Branding Strategies

Objectives, Introduction, Brand Architecture- Breadth and Depth of Brand Product Mix, Brand Hierarchy- Corporate/Company, Family/Umbrella, Individual, Modifiers/Variants, Descriptors, Brand Extensions, Brand Portfolios

UNIT V -Market Research and Branding

Objectives, Introduction, Understanding Customer/Consumer Wants and Needs, Measuring Brand Satisfaction and Attitudes in relation to Competition

UNIT VI -Brand Management

Objectives, Introduction, Brand & Category Management- Origin, Brand Manager's Role & Tasks

UNIT VII -Branding in Different Sectors

Objectives, Introduction, Consumer Brands, Industrial Brands, Service Brands.

Specialization - II – Advanced Accountancy

MCA – 405 – Business Taxation

Direct Tax-

UNIT I- Assessment of individuals, Hindu Undivided Family

Definitions, Computation of income from business of individual, Computation of tax of individual, Computation of total income of Hindu Undivided family, Computation of tax of HUF, Practical problems

UNIT II- Assessment of Firms and Association of Persons

Definitions of firm, partners, Position of firm under income tax, Computation, of total income of firm, Provisions regarding set off and carry forward of losses of firms, Tax computation, Practical problems

UNIT III- Assessment of Companies

Computation of total Income, Carry forward and set off of losses, Assessment of companies, Deemed income for Minimum Alternative Tax, Practical Problems

Indirect Tax-

UNIT IV- Central Excise Act

Excisable Goods, Levy and Collection of Duty, Refund, interest, penalties etc., Powers of excise Officer, Types of Excise Duties, Appeals, Practical Problems

UNIT V - Service Tax

Scope, charge, valuation and payment of service tax, Registration, Recovery, interest etc., Powers of Assessing offices and commissioner, Recovery, Advance Rulings, Practical Problems

UNIT VI- Value Added Tax

Introduction, definitions, Incidence and levy of tax, Registration of dealers, Returns, Assessment, Appeals, Penalties and Interest, Payment of tax, Recovery and set off and refund, Practical Problems

Specialization III – Banking & Finance

MCB – 406 – International Banking

UNIT I- International Banking I

Global Trends and developments in International Banking, International Financial Centres, Offshore Banking Units, SEZs., Profitability of International Banking operations, Correspondent Banking and inter - Bank Banking

UNIT II- International Banking II

International Financial Institutions: IMF, IBRD, BIS, IFC, ADB, Legal and , regulatory aspects, Risk Management

UNIT III- Foreign Exchange Business

Foreign Exchange Management Act (FEMA) and its philosophy, Different types of Exchange Rates, RBI and FEDAI : their role in regulating Foreign Exchange Business of Banks / other Authorised Dealers, Rules regarding rate structure, cover operations, dealing room activities and risk, management principles, including correspondent Bank arrangements, NRI customers and various banking and investment products available to them under FEMA., Remittance facilities

UNIT IV - International Trade I

Regulations covering international trade, Various Aspects of International Trade, Government policies, DGFT and their schemes, Customs procedures, Banks' role in implementing these policies and schemes, WTO- its impact, Balance of payment, balance of trade, Current account and capital account convertibility., Documents used in Trade : bill of exchange, invoice, Bill of lading, Airways bill, Insurance policy etc.

UNIT VI- International Trade II

Role of Banks in foreign Trade, Letters of credit; importance in international trade, various types of LCs, settlement of disputes, UCP 600, INCOTERMS., Exchange control relating to foreign trade. Returns required to be submitted to RBI, Laws governing trade finance viz, FEMA, NIAAct, Indian stamp Act, EXIM policy, RBI /FEDAI guidelines, Role of Banks, including EXIM Bank, in financing Foreign Trade, various facilities to Exporters and importers including project finance, Forfaiting and Factoring, Risks involved in foreign trade finance : Country risk, Currency risk, Exchange risk, legal risk etc, Role of ECGC.