

# **COURSES OF STUDY**

**Master of Commerce (M.Com.)**

**Under Choice Based Credit System (CBCS)**

**(Effective from the Admission Batch 2025-2027)**



**Department of Commerce**

**Khallikote Unitary University**

**Berhampur-760001**

## About the University

Khallikote Unitary University, Berhampur, was established as a unitary university in 2021, evolving from the historic Khallikote College, which was founded in 1878. It is the oldest institution of higher education in South Odisha and has played a pioneering role in expanding access to quality education in the region. With a rich academic legacy and a commitment to innovation and inclusivity, the university now offers multidisciplinary programmes aligned with the National Education Policy (NEP) 2020.

## About the Department

The Post Graduate Department of Commerce is one of the oldest departments in the region offering commerce education. Undergraduate teaching in commerce was introduced in 1954, followed by the establishment of the postgraduate programme in 1963–64. The department also offered the M.Phil. programme in Commerce from 1994–95 until it was discontinued in accordance with UGC guidelines. It has been a centre of academic excellence and continues to attract students from across South Odisha and beyond.

The department has adopted the **Choice Based Credit System (CBCS)** since the academic session 2015–16 and introduced **Computer Application in Business** in both B.Com and M.Com programmes from 2007–08. From the academic session **2024–25 onwards**, the department has implemented the **New Education Policy (NEP) 2020** framework at the undergraduate level. Presently, the department offers B.Com (Three/Four years under NEP) and M.Com (Two years) programmes, aligned with contemporary academic and industry standards.

## Evaluation Scheme

Each paper in the M.Com programme shall carry a total of 100 marks, of which 20 marks are allotted for internal assessment and 80 marks for the end-semester examination. The internal assessment is conducted by the department and may include class tests, assignments, presentations, seminars, and attendance, depending on the nature of the course. Internal assessment will be held for odd semester and seminar presentation & assignment to be submitted by the students for the even semester. The end-semester examination is conducted by the university and follows the pattern approved by the Board of Studies. A student must secure a minimum of 40% marks in each paper to be declared as passed. In the case of project work or dissertation (where prescribed), evaluation will be based on the written report, viva-voce, and continuous internal supervision as per university regulations.

# Semester Wise Details of M. Com Programme

## 1<sup>ST</sup> SEMESTER

PAPER	SUBJECT	MARKS	CREDITPOINTS
101	MANAGERIAL ECONOMICS	20+80	4
102	MANAGEMENT CONCEPT AND ORGANISATIONAL BEHAVIOUR	20+80	4
103	BUSINESS ENVIRONMENT	20+80	4
104	ADVANCED STATISTICAL ANALYSIS	20+80	4
105	FINANCIAL MANAGEMENT	20+80	4
106	INDIAN KNOWLEDGE SYSTEM	20+80	-
	<b>TOTAL</b>		20

## 2<sup>ND</sup> SEMESTER

PAPER	SUBJECT	MARKS	CREDITPOINTS
201	HUMAN RESOURCE MANAGEMENT	20+80	4
202	ADVANCED MARKETING MANAGEMENT	20+80	4
203	SECURITY MARKET OPERATION	20+80	4
204	ACCOUNTING FOR MANAGERIAL DECISION	20+80	4
205	STRATEGIC FINANCIAL MANAGEMENT	20+80	4
	<b>TOTAL</b>		20

## 3<sup>RD</sup> SEMESTER

PAPER	SUBJECT	MARKS	CREDITPOINTS
301	INTERNATIONAL BUSINESS AND FINANCE	20+80	4
302	RESEARCH METHODOLOGY	20+80	4
303	COMPUTER APPLICATION IN BUSINESS AND RESEARCH	40+60	4
304	TAX PLANNING AND MANAGEMENT	20+80	4
305	ADVANCED ACCOUNTING	20+80	4
	<b>TOTAL</b>		20

## 4<sup>TH</sup> SEMESTER

PAPER	SUBJECT	MARKS	CREDITPOINTS
401	DIGITAL MARKETING AND AI	20+80	4
402	FINANCIAL REGULATORY FRAMEWORK	20+80	4
403	INDIAN ACCOUNTING STANDARD AND CORPORATE REPORTING	20+80	4
404	PORTFOLIO MANAGEMENT	20+80	4
405	DISSERTATION AND VIVA VOCE	100	4
	<b>TOTAL</b>		20

- 1<sup>ST</sup> and 3<sup>RD</sup> SEMESTER INTERNAL ASSIGNMENT 100 MARKS.
- 2<sup>ND</sup> and 4<sup>TH</sup> SEMESTER SEMINAR PRESENTATION & VIVA 100 MARK

## **FIRST SEMESTER**

### **PAPER: 101 - MANAGERIAL ECONOMICS**

**Marks: 100**

**Objectives:** This course aims to develop managerial perspective to economic fundamentals as an aid to decision making under given environmental constraints.

#### **UNIT-I**

Nature and Scope of Managerial Economics, Economic Theory and Managerial Theory, Managerial Economist's Role and Responsibilities, and Objectives of Business Firm. Demand Analysis: Determinants of Demand, Demand estimation of durable and non durable products. Demand forecasting techniques. Theory of Consumer Choice: Cardinal Utility Approach, Indifference Curve Approach.

#### **UNIT-II**

Production Theory: Production Function, Law of Variable Proportion, Law of Returns to Scale, Economics of Scale, Cost Concepts, Short and Long Run Cost Functions - their Nature, Shape and Inter Relationship.

#### **UNIT-III**

Price Determination: Methods of Price Determination, Characteristics of Different Market Structure, Price Determination under Perfect Competition, Monopolistic Competition, Oligopoly and Monopoly. Price Discrimination, Transfer Pricing, Dumping

#### **UNIT-IV**

Business Cycles: Nature and Phases of Business Cycle. Theories of Business Cycles Monetary, Innovation, Cobweb, Samuelson and Hicks Theories. Inflation: Meaning, Characteristics and its effects.

#### **References:**

1. Chopra, N.P., *Managerial Economics*. Tata McGraw Hill, New Delhi.
2. Dwivedi, D.N., *Managerial Economics*. Vikas Publication House, New Delhi.
3. Ahuja, H.L., *Business Economics: Micro & Macro*. S. Chand & Co. Ltd., New Delhi.
4. Mishra & Puri, *Economics for Management: Text and Cases*. Himalaya Publishing House, Mumbai.
5. Mote, V.L., Paul, S. & Gupta, G.S., *Managerial Economics: Concepts & Cases*. Tata McGraw Hill, New York.
6. Varshney, R.L. & Maheshwari, K.L., *Managerial Economics*. Sultan Chand & Sons, New Delhi.

## **PAPER: 102 - MANAGEMENT CONCEPT AND ORGANIZATIONAL BEHAVIOUR**

**Marks: 100**

**Objectives:** the objectives of this course are to help students understand the conceptual framework of management and organizational behavior.

### **UNIT-I**

Management: Nature and Scope, Schools of Management Thoughts: Traditional Theories, Human Behaviour and Social System School, Decision Theory School, System School, Contingency Theory of Management, Functions of a Manager.

### **UNIT-II**

Managerial Functions: Planning Concept, Significance, and Types: Organizing Concept, Principles, and types of Organizations, Authority, Responsibility, Power, Delegation, and Decentralization, Staffing, Directing, Controlling and Communication- Process & barriers.

### **UNIT-III**

Organizational Behaviour: Concept and Significance, Relationship between Management and Organizational Behaviour, Ethical Perspectives: Attitudes, Perception and Personality. Organizational Culture, Stress Management, Power Conflicting Resolutions, Group Dynamics.

### **UNIT- IV**

Leadership: Concept, Leadership Styles, Theories- Trait Theory, Behavioral Theory, Fielder's Contingency Theory, Situational Theory, Likert's Four Systems of Leadership.

Motivation: Process, Theories of Motivation: Maslow's Need Hierarchy Theory, Mc Gregor's Theory X & Y, Mc Clelland's Need Theory, Victor Vroom's Expectancy Theory, Herzberg's Two Factor Theory, Skinners's Reinforcement Theory.

### **References:**

1. Aswathappa, K., *Organisational Behaviour*. Himalaya Publishing House, Mumbai.
2. Koontz, Harold, O'Donnell, Cyril & Weihrich, Heinz, *Essentials of Management*. Tata McGraw Hill, New Delhi.
3. Luthans, Fred, *Organisational Behaviour*. McGraw Hill, New York.
4. Michael, V.P., *Organisational Behaviour and Managerial Effectiveness*. S. Chand & Sons, New Delhi.
5. Solanki, Dr. Inderjeet & Dr. Suman, *Organization Behaviour*. Taxmann, New Delhi.
6. Sukla, Madhukar, *Understanding Organisations: Organisation Theory and Practice in India*. PH, New Delhi.

## **PAPER: 103 BUSINESS ENVIRONMENT**

**Marks: 100**

**Objectives:** The objective of the study is to develop the ability to understand and scan the business environment, analyze opportunities, and make decisions under uncertainty.

### **UNIT-I**

An overview of Business Environment: Meaning, nature, and characteristics of modern business. Meaning and significance of business environment; types of environments - internal and external, micro and macro. Environmental analysis: process, benefits, and limitations.

### **UNIT-II**

Economic Environment: Nature of the Economy, Structure of Economy, Economic Policies, Economic Conditions, Govt. Policies, NITI Aayog, Industrial Policies, EXIM Policy, Public Sector, Private Sector, Industrial Sickness, MSME, Startup, Make in India, Made in India.

### **UNIT-III**

Political and Legal Environment: Government and Business, FERA and FEMA, Consumer Protection Act, Protection of Patents, Protection of Trademarks, Competition Act.

### **UNIT- IV**

Socio-cultural Environment: Business and society, Nature and impact of culture on business, Consumerism, Social responsibilities of business, business ethics, social audit.

### **References:**

1. Cherunilam, F., *Business Environment: Text and Cases*. Himalaya Publishing House, Mumbai.
2. Agrawal & Diwan, *Business Environment*. Excel Books.
3. Mishra & Puri, *Economic Environment of Business*. Himalaya Publishing House, Mumbai.
4. Jain, P.C., *Government and Business Policy*.
5. Ghosh, B., *Economic Environment of Business*. Vikas Publishing, New Delhi.
6. Adhikary, M., *Economic Environment of Business*. Sultan Chand & Sons, New Delhi.

## **PAPER: 104 – ADVANCED STATISTIC ALANALYSIS**

**Marks: 100**

**Objectives:** The course aims at making the students learn the application of statistical tools and techniques for decision making.

### **UNIT-I**

Data: Collection and classification of data, diagrammatic and graphic representation of data, correlation, and regression.

### **UNIT-II**

Probability Theory: Classical, relative, and subjective probability; addition and multiplication probability models; conditional probability and Bayes' theorem.

Probability Distributions: Binomial, Poisson, and normal distributions—their characteristics and applications.

### **UNIT-III**

Data Analysis: Sampling-need, errors, and methods of sampling; probability and non-probability methods; sampling and non-sampling errors; law of large numbers and central limit theorem; sampling distributions and their characteristics.

### **UNIT- IV**

Theory of Estimation and Testing of Hypothesis: Significance tests of large samples and small samples. *Tests:* *T*-test, *Z*-test, *F*-test, ANOVA, rank correlation test, and chi-square test.

### **References:**

1. Gupta, S.P., *Statistical Methods*. Sultan Chand & Sons, New Delhi.
2. Gupta, S.C., *Fundamentals of Statistics*. Himalaya Publishing House, Mumbai.
3. Patri, Digambar & D.N., *Business Statistics*. Kalyani Publishers, Chennai.
4. Elhance, D.N., Beena Elhance & Agarwal, B.M., *Business Statistics*. Kitab Mahal, New Delhi.

## **PAPER: 105 – FINANCIAL MANAGEMENT**

**Marks: 100**

**Objectives:** The objective of this course is to acquaint students with the conceptual framework of financial management and its applications under various environmental constraints.

### **UNIT-I**

Introduction: Meaning, nature, scope, and principles of financial management. Objectives of financial management — profit vs. wealth maximization, measurement of shareholders' wealth (EVA and MVA), role of a finance manager, types of financial decisions, agency problem, and agency costs.

### **UNIT-II**

Cost of Capital and Leverage: Meaning and Significance of Cost of Capital, Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings, Combined Cost of Capital. Measurement of Leverage, Effects of Operating and Financial Leverage on Profit, Combined Leverage.

Capital Structure Theories- Traditional Approach, Net Income Approach, Net Operating Income Approach, and MM Hypothesis, Determinants of Capital Structure Decision, Additional Theories: Trade-off, Signaling, Market Timing and Pecking Order Theory.

### **UNIT-III**

Dividend Policies: Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation (Walter's Model, Gordon's Model, MM Hypothesis, and Bird-in-Hand Theory). Relevance of dividend policy under market imperfections. Issues in dividend policy. Types of dividend policies in practice (constant rupee dividend policy, constant dividend payout policy, smooth stream dividend policy, etc.). Determinants of dividend policy. Lintner's Model of Corporate Dividend Behaviour.

### **UNIT- IV**

Management of Working Capital: Concept and types of working capital, Operating and cash cycle, Estimation of working capital requirement, Working capital financing, Determinants of working capital, Components of working capital management, Cash cycle and management of cash holdings.

### **References:**

1. Pandey, I.M., *Financial Management*. Vikas Publication, New Delhi.
2. Chanda, P., *Financial Management: Theory & Practice*. Tata McGraw Hill, Noida, U.P.
3. Khan, M.Y. & Jain, P.K., *Financial Management: Text & Problems*. Tata McGraw Hill, Noida, U.P.
4. Sharma, R.K. & Gupta, S.K., *Financial Management*. Kalyani Publishers, Chennai.
5. Ghosh, T.P., *Accounting and Finance for Managers*. Taxmann.

## **PAPER: 106 - INDIAN KNOWLEDGE SYSTEM**

**Marks: 100**

**Objectives:** To enable the students to comprehend the insights of the Indian knowledge System and its relevance in the present business scenario.

### **UNIT-I**

Introduction to Indian Knowledge System (IKS) Concept, scope, and importance of IKS, Historical evolution of knowledge system in India, Major texts: Shastras, Arthashastra, Ayurveda, etc., Contemporary relevance of IKS in business, Informal economy and indigenous entrepreneurship.

### **UNIT-II**

Economic Thoughts and Business Globalisation in Ancient India: Kautilya's Arthashastra - economic policies, taxation, Insights from Dharmasastra, Smritis, Vedas, Trade and market regulation, Ancient India's maritime trade and silk route, Trade centers, coins, weights and measures, Lessons for MSMEs and Global Commerce.

### **UNIT-III**

Application of IKS in Business: Strategic thinking from Panchatantra and Hitopadesha, Accounting & Finance in IKS-Traditional Systems like Bahi-khata, Concepts of Artha, Daana, financial prudence, risk and wealth management practices, comparison with modern accounting methods. Leadership and Management in IKS, Leadership in epics, HR Practices from Ramayana, Mahabharat, Time and stress Management from yogic texts.

### **UNIT-IV**

Indigenous Business Ethics and Values: Business values from Bhagavad Gita, Duties and ethics of a Vaishya (merchant class), Jain / Vaishye trust-based business models, Traditional Indian family businesses, ISK in Corporate Social Responsibility, MSME, Sustainability: Village economy and sustainability models.

### **References:**

1. Kautilya's Arthashastra, R. Shamasastry
2. Indian Economic Thoughts: Themes and Theories - Ajit K. Dasgupta
3. Traditions in Indian Business- Medha Kudaisya
4. Gorilla: Kautilya Arthshastra, Chokhamba Prakashan
5. Managerial Analysis of Chanakya Sutras and Chanakya Niti- N. M. Khandelwal
6. Chanakya on Management - Ashok R. Gadre, Jaico Publication, Ahmedabad

## **SECOND SEMESTER**

### **PAPER: 201 – HUMAN RESOURCE MANAGEMENT**

**Marks: 100**

**Objective:** The objective of the course is to facilitate understanding of the conceptual framework of Human Resource Management and its application in managing people effectively in dynamic organizational environments.

#### **UNIT-I**

Introduction to Human Resource Management: Introduction, concept of human resource management, scope of human resource management, history of human resource management, functions of human resource management, and role of HR executives. Human Resource Planning: Process of human resource planning, need for human resource planning, HR forecasting techniques, and successful human resource planning.

#### **UNIT-II**

Recruitment and Selection: Concept of recruitment, factors affecting recruitment, sources of recruitment, recruitment policy, selection, selection process, application forms, selection tests, interviews, evaluation, placement, and induction. Training and Management Development: Meaning of training, areas of training, methods of training, concept of management development, management development methods, differences between training and development, and evaluation of training and management development.

#### **UNIT-III**

Performance Appraisal: Concept, Need and Importance. Performance Reviews, Overview of Performance Appraisal, Types of Appraisal Methods, 360 degree appraisal. Compensation Management: Wage and Salary Administration, Managing Wages, Concept of Rewards and Incentives, Managing Benefits in Organisations.

#### **UNIT-IV**

Grievance and Grievance Handling & Redressal Procedure: Concept of Grievance, Causes of Grievances, Forms and Effects of Grievance, the Grievance Handling Procedure, Need for Grievance Redressal Procedure. Employee Welfare and Working Conditions: Concept of Employee Welfare, Welfare Measures, Types, the Business Benefits of Employee Welfare Activities.

#### **References:**

1. Armstrong, M., *Armstrong's Handbook of Human Resource Management Practice*. Kogan Page, p. 147.
2. Dessler, Garry, *Human Resources Management*. Prentice Hall, New Jersey.
3. Aswathappa, K., *Human Resource Management* (5th Edition), Tata McGraw Hill Companies.
4. Saiyadain, Mirza S., *Human Resources Management* (3rd Edition), Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Bhatia, S.K., *Human Resource Management*. Deep and Deep Publication Pvt. Ltd.

## **PAPER: 202 – MARKETING MANAGEMENT**

**Marks: 100**

**Objective:** the objective of the course is to facilitate understanding of the conceptual framework on marketing and its application in decision making under various environmental constraints.

### **UNIT-I**

Introduction: Evolution of marketing, concepts of marketing, marketing mix, and strategic marketing planning with an overview. Market Analysis and Selection: Marketing environment - macro and micro components and their impact on marketing decisions; market segmentation and positioning.

### **UNIT-II**

Product Decision, Product Classification, Major Product Design, Product Line And Product Mix, Branding, Packaging and Labeling, Product Life Cycle, New Product Development, and Consumer Adoption Process.

### **UNIT-III**

Pricing Decisions: Factors influencing pricing decisions; pricing policies and strategies; discounts and rebates.

### **UNIT-IV**

Promotion and Distribution Decisions, Promotion Mix Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations. Nature Function and Types of Distribution Channels, Distribution Channel Intermediaries, Channel Management Decisions.

CRM (Customer Relationship Management) - Concept and Functions. Social Marketing, Rural Marketing, Green Marketing

### **References:**

1. Kotler, P., Phillips, G. & Gray, A., *Principles of Marketing*. Prentice Hall, New Delhi.
2. Kotler, P. & Phillips, G., *Marketing Management*. Prentice Hall, New Delhi.
3. Ramaswamy, V.S. & Namakumari, S., *Marketing Management*. Macmillan.
4. Srinivasan, R., *Case Studies in Marketing*. Prentice Hall, New Delhi.
5. Cherunilam, F., *Industrial Marketing*. Himalaya Publishing House, Mumbai.

## **PAPER: 203 – SECURITY MARKET OPERATION**

**Marks: 100**

**Objective:** To equip the students with the practical knowledge about the functioning of primary, secondary markets and some financial services.

### **UNIT-I**

Introduction to Financial Markets: Types of financial markets—money market and capital market; their functions, importance, and features; distinctions between capital market and money market.

### **UNIT-II**

Primary Market: Concept, objectives, function, advantages and disadvantages of primary market, principal steps of public issue, underwriting of issue, forms of underwriting, role of underwriting in corporate financing and Insider trading.

### **UNIT-III**

Secondary market: meaning of Stock Exchange, functions of stock exchange, listing of securities and the requirements, objective of listing, advantages of listing, functionaries of stock exchange, types of speculators, Role of SEBI on stock exchange.

### **UNIT-IV**

Depository system: meaning, objectives, depository operation process, benefits of depository system, NSDL and CDSL.

Derivatives: Meaning, concept, and types of financial derivatives—forward, futures, options, and swaps-their meaning and importance.

### **References:**

1. Bhalla, V.K., *Investment Management, Security Analysis*. S. Chand, New Delhi.
2. Dalton, John M. Hoe, *The Stock Market Works*. Prentice Hall, New Delhi.
3. Gupta, L.C., *Stock Exchange Trading in India*. Society for Capital Market Research and Development, Delhi.
4. Machi Raju, H.R., *Indian Financial System*.
5. Machi Raju, H.R., *Working of Stock Exchanges in India*. Wiley Eastern Ltd., New Delhi.
6. Fisher, Donald E. & Jordan, Ronald J., *Security Analysis and Portfolio Management*. Prentice Hall, New Delhi.
7. Gordon & Natarajan, *Financial Markets & Services*. Himalaya Publishing House.
8. Website: [www.bseindia.com](http://www.bseindia.com), [www.nse-india.com](http://www.nse-india.com).

## **PAPER: 204 - ACCOUNTING FOR MANAGERIAL DECISION**

**Marks: 100**

**Objectives:** The objectives of this course are to acquaint students with accounting concepts, tools, and techniques for managerial decision-making.

### **UNIT-I**

Financial Statement Analysis- Interpretation and Criticism, Trend Analysis, Financial Ratio Analysis: Solvency Ratios, Leverage Ratios and Capital Structure Ratios, Fund Flow Statement & Cash flow Statements.

### **UNIT-II**

Costing and Break-Even Analysis: Concept of Marginal Cost, Cost-volume-Profit Analysis, Break-Even Analysis, Decisions Regarding Sales Mix, Make or Buy Decisions and Discontinuation of a Product Line.

### **UNIT-III**

Budgeting: Definition, Essential of Budgeting, Types of Budget-Functional Budget, Cash Budget, and Flexible Budget, Zero Base Budgeting, Performance Budgeting, Budgetary Control.

### **UNIT- IV**

Standard Costing and Variance Analysis: Standard Costing as a Control Technique; Variance Analysis- Meaning and Importance, Kinds of Variance and Their Uses; Materials, Labour and Overhead Variance and sales Variance.

### **References:**

1. Arora, M.N., *Cost Accounting*. Vikas Publication, New Delhi.
2. Jawaharlal, *Advanced Management Accounting*. S. Chand, New Delhi.
3. Jain, S.P. & Narang, K.L., *Cost Accounting*. Kalyani Publishers, Chennai.
4. Lall, B.M. & Jain, I.C., *Cost Accounting: Principles and Practice*. Prentice Hall, Delhi.
5. Pandey, I.M., *Management Accounting*. Vikas Publishers, New Delhi.

## **PAPER: 205 - STRATEGIC FINANCIAL MANAGEMENT**

**Marks: 100**

**Objectives:** The objective of the course is to acquaint students with advanced concepts of financial management and the application of these concepts in developing financial strategies for organizations.

### **UNIT-I**

Financial Strategy & Planning: Concept of Strategy & Its Features, Financial Management Decision: Investment, Financing & Dividend Decisions. Strategic Financial Management: Meaning, Concept, Need, Goal and Scope, Constraint to Strategic Financial Management, Financial Statement Analysis & Estimating Financial Requirement, Financial Forecasting Technique. Financial Planning Process.

### **UNIT-II**

Long-Term Investment Decision & Its Risk Management: Capital Budgeting Decision under Risk and Uncertainty; Techniques for Incorporating Risk and Uncertainty in Capital Budgeting Decisions- Risk Adjusted Discount Rate (RADR), Certainty Equivalent Factor, Probability Distribution, Decision Tree Analysis, Sensitivity Analysis and Scenario Analysis.

### **UNIT-III**

Short-Term Investment Decision & Its Risk Management: Estimation of Working Capital Requirement; Risk & Uncertainty Approaches of Working Capital Financing: Aggressive Vs. Conservative; Management of Cash Holdings: Baumol's Model and Miller-Orr Model, Cash Budget, Management of Inventories and Receivables.

Leasing; meaning, importance, type's tax, evolution of lease from point of view of lessor and lessee; lease vs. buy decision.

### **UNIT-IV**

Business Valuation & Financial Distress: Meaning of Value and Factors Affecting Value, Strategic Valuation, Equity Vs. Enterprise Valuation, Asset Based Valuation, DCF Valuation Models, Residual Income Valuation. Merger & Acquisition: Process and Structure, Types of Mergers, Drivers of M&A, Merger Payoffs, M&A and Share Price Behaviour, Corporate Acquisitions, Corporate Divestitures, Equity Carve Outs, Spin Offs and Leverage Buy Outs, Financial Restructuring, Corporate Turnarounds, Valuation Issues in M&A. Financial Distress: Concept, Tools for Predicting Firms' Financial Distress and Liquidation Process.

### **References:**

1. Chandra, Prasanna, *Financial Management*. Tata McGraw Hill, New York.
2. Hamlon, Jane, *Financial Management and Decision Making*. PHI, New Delhi.
3. Pandey, I.M., *Financial Management*. Vikas Publication, Delhi.
4. Ross, S.A. & Westerfield, R.W., *Corporate Finance*. McGraw Hill, New York.
5. Smith, C.W. & Wilford, D.S., *Managing Financial Risk*. Harper & Row, New York.

## **THIRD SEMESTER**

### **PAPER: 301 – INTERNATIONAL BUSINESS AND FINANCE**

**Marks: 100**

**Objectives:** The objective of this course is to provide a glimpse of the global business environment and the emerging trends thereof.

#### **UNIT-I**

International Business: Meaning, Nature, Theories of International Business, Scope, Competitive Advantage, Problems of International Business, and Challenges of International Business.

#### **UNIT-II**

Modes of Entering International Business: International Business Analysis, Different Modes of Entry into International Business.

Globalization: Meaning and Definition, Features, Stages of Globalization, Benefits and Demerits of Globalization, Methods of Globalization.

#### **UNIT-III**

World Trade Organization (WTO): Functions and Objectives of WTO, Agriculture Agreement, GATT, TRIPS and TRIMS.

Regional Economic Integration: Levels of Regional Economic Integration, Trade Creation and Diversion Effects, Regional Trade Agreements – EU (European Union, ASEAN, SAARC, NAFTA, BRICKS.)

#### **UNIT-IV**

International Finance: International Financial Institutions – World Bank, IMF, and UNCTAD. Balance of Payments (BOP) – Importance and Components of BOP.

Foreign Exchange Market–Exchange Rate Risk, Hedging Techniques, and International Arbitrage.

#### **References:**

1. P.Subba Rao. International Business: Text and Cases.Himalaya
2. Cherunilam.International Business,S.Chand
3. F.Churunilam. International Business Environment, Himalaya
4. V.K.Bhalla& S.Sivaramu. International Business. Anmol
5. K.Aswathappa.International Business,TataMc.GrawHill
6. Varshney & Bhattacharya. International Marketing Management, Sultanchand

## **PAPER: 302 – RESEARCH METHODOLOGY**

**Marks:100**

**Objectives:** The course is envisaged to provide the student the knowledge and skill related to conduct of research related to business. This basic course familiarizes the student with the technicalities of executing a research assignment, in particular the applied research domain.

### **UNIT-I**

Research: Meaning and Definition, Functions of Social Science Research Difficulties and Limitations of Social Science Research, research in Functional Areas: Finance, Marketing, Production, Human Resources, and Ethics in Business Research.

### **UNIT-II**

Planning of Research: Planning Process, Identification and Selection of a Research Problem, Sources of Research Problems, Formulation of the Research Problem, Formulation of the Hypothesis, Research Design, Review of Literature.

### **UNIT-III**

Managing Research Assignment: Questionnaire Design, Sampling and Fieldwork Techniques, Measurement and Scaling Concepts, Attitude Measurement.

### **UNIT-IV**

Analysis and Presentation: Application of Univariate, Bivariate, and Multivariate Methods of Statistical Analysis.

Methods of Business Research Report Writing: Foot Note, Layout, Structure of Report, Referencing, Bibliography.

### **References:**

1. C.R Kothari, Research Methodology. New age international publisher
2. Aggarwal Navdeep, Gupta Mohit, Research Methodology Kalyani publisher
3. Naresh ku. Malhotra. Marketing research, Pearson Education, New Delhi
4. Dr. Y D Nayak, Business Research Methods and Project work, Liispring

## **PAPER: 303–COMPUTER APPLICATION IN BUSINESS AND RESEARCH**

**Marks:100**

**Objectives:** The course is envisaged to provide the students with the basic knowledge and skills related to the application of computers in business.

### **UNIT-I**

Word Processing: Introduction to MS-Word, Mail Merge, Creation of Table of Contents, Referencing styles, Managing citations and references through Mendeley, Preparation of Google Forms for collecting responses.

### **UNIT-II**

Preparing Presentations: Introduction to MS PowerPoint, preparation of presentations, inserting tables, images, graphs, charts, audio, and video clips into a presentation.

### **UNIT-III**

Financial Analysis using Excel: Introduction to MS EXCEL, Conducting financial analysis: Payback period, Net Present Value, Internal Rate of Return, Profitability Index, and Sensitivity analysis.

### **UNIT-IV**

Data Analysis using Excel: Data input into Excel, data formatting: Sorting, filtering, conditional formatting, lookup and vlookup, Data analysis: Descriptive statistics- Mean, Median, Mode, Maximum, Minimum, Standard Deviation, variance, Skewness, Kurtosis, Quartile, Correlation, regression, T test, F test, Z test, and ANOVA.

### **References:**

1. Microsoft Word 2019 Step by Step, Joan Lambert and Steve Lambert
2. Referencing and Managing Citations with Mendeley, (Online resources and user guides), Mendeley's official guides and tutorials for citation management.
3. Google Workspace For Dummies, Paul McFedries
4. Microsoft PowerPoint 2019 Step by Step, Joan Lambert
5. PowerPoint 2016 for Dummies, Doug Lowe
6. Excel 2019 for Financial Analysts, Michael Alexander and John Walkenbach
7. Principles of Corporate Finance, Richard Brealey, Stewart Myers, and Franklin Allen
8. Statistics with Microsoft Excel, Beverly Dretzke

## **PAPER: 304 – TAX PLANNING AND MANAGEMENT**

**Marks:100**

**Objectives:** To gain knowledge about the direct and international tax laws in force for the relevant rules and principles emerging from leading cases, to provide and insight into practical aspects and apply the provisions of laws to various situations.

### **UNIT-I**

Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

### **UNIT-II**

Deductions, clubbing of income, set off and carry forward, Assessment of income and Computation of tax liability of Various Entities (a) Individual including non-resident, (b) Company.

### **UNIT-III**

Tax Management: Advance payment of tax, TDS and TCS  
Return and Assessment Procedure (a) return of Income, (b) Assessment Procedure, (c) Interest and fees, (d) Survey, Search and Seizure, (e) Refund, demand and recovery.

### **UNIT-IV**

Business Restructuring: (a) Amalgamation, (b) Demerger, (c) Slump sale, (d) Conversion of sole proprietary business to company, (e) Conversion of firm into company, (f) Conversion of private limited company / unlisted public company into LLP (Limited Liability Partnership)

### **References:**

1. Singhanian, Vinod K. and Monica Singhanian. *Corporate Tax Planning*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish. and Ravi Gupta. *Corporate Tax Planning and Management*. Bharat Law House, Delhi.
3. CAG.Sekar, Direct taxes A Ready reference, Padhuka Publication
4. T.N.manoharan Direct tax laws and international taxation, Snow white publication

## **PAPER: 305 - ADVANCED ACCOUNTING**

**Marks: 100**

**Objectives:** The objective of the course is to expose the students to advanced company account as well as specialized accounts for different types of organization.

### **UNIT-I**

Holding Company Accounting: Meaning, Definitions and requirement, Philosophy of Consolidation; Minority Interest, Cost Control, Revaluation of Assets and Liabilities, Bonus shares & Dividends, Consolidation of P/L Account and Balance Sheet.

### **UNIT-II**

Accounting for Internal and External Reconstruction: Amalgamation- nature of merger and nature of purchase, purchase consideration and its method, preparation of journal and ledger account in the books of transferor and Transferee Company.

Internal Reconstruction: Methods, Entries, preparation of capital reduction account and balance sheet after reconstruction. Business Combinations (IND AS 103).

### **UNIT-III**

Banking Company Accounts: Different Systems of Posting, Different Statutory Books to be maintained. Calculation of Provisions for assets, P & L Account , P & L Appropriation Account and Balance Sheet as per Banking Regulation Act 1949.

### **UNIT-IV**

Insurance Company Accounts: Life Insurance Companies & the Statutory Books to be maintained. Statutory provisions in preparing the Revenue Account, Valuation Balance Sheet and Balance Sheet. Marine & Fire Insurance Accounts.

### **References:**

1. R.L.Gupta& M.Radhsamy, Advanced Accounting–Vol.II, III & IV, S. Chand Publication
2. Arunanandan & Raman, Advanced Accounting, Himalaya Publication
3. Maheswari & Maheswari, Advanced Accounting, Vikash Publication
4. Basuand Das, Practice in Accountancy, Rabindra Library
5. Fundamentals of Advanced Accounts-Vol. II-Francis Xavier, TMH Publication
6. Hanif & Mukherjee, Advanced Accounting – Vol II, Tata Mc Graw Hill Publication

**FOURTH SEMESTER****PAPER: 401 - DIGITAL MARKETING AND AI****Marks:100**

**Objectives:** The objective of this paper is to help students to acquire the basic conceptual knowledge of Digital Marketing and artificial intelligence to impart skills for use of technology in marketing.

**UNIT-I**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Emerging trends of Digital Marketing tools, Introduction to Internet -Search Engine Optimization, Search Advertising, Develop an idea on Display advertising, Web Analytics.

**UNIT-II**

Digital marketing Mix (4PS), Social networking sites (SNS), Social Media Marketing and Analytics, marketing through SNS, Email Marketing, Internet marketing strategy, Contextual marketing, and Affiliate Marketing, consumer behavior in the digital age.

**UNIT-III**

Understanding and principles of artificial intelligence, AI applications in digital marketing, MarTech, AI driven tools (Google Rankbrain, Chatbots, Alexa ) and effective campaigning through digital marketing, Product Recommendation, Dynamic Pricing, AI and Customer Engagement.

**UNIT-IV**

Introduction FinTech, Technology & Application of FinTech, Electronic Payment Systems, E- payment, UPI Payment, Components of an effective electronic payment system, Privacy Concerns, Fraud Detection and Cyber Security.

**References:**

1. Kamat and Kamat- Digital Marketing–Himalaya Publication.
2. D. Ryan, Marketing Strategies for Engaging the Digital Generation.
3. V.Ahuja, Digital Marketing, Oxford University Press.
4. S.Gupta , Digital Marketing, McGraw Hill.
5. H.Annmarie.A. Joanna, Quick win Digital Marketing, Paper back edition.

## **PAPER: 402 – FINANCIAL REGULATORY FRAMEWORK**

**Marks: 100**

**Objectives:** The basic purpose of this course is to enable the students to have fundamental knowledge about the financial regulatory systems prevailing in India.

### **UNIT-I**

Banking Regulation Act, 1949: Provisions relating to: Definition (Section 5); Functions of Banking Companies (Section 6); Restrictions on the Business of Banking Companies (Sections 8, 19, and 20); Powers of the RBI (Sections 21, 35, and 36 to 36AD); Winding up of a Banking Company (Part III and Part III-A of the Act); Applicability of the Act to Cooperative Banks (Section 56).

### **UNIT-II**

The Reserve Bank of India Act, 1934 :-Provisions relating 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-III**

Securities & Exchange Board of India (SEBI):- SEBI Act 1992 – Powers & Functions – Collectives, Investment scheme - Registration of intermediaries-Finance, Accounts & Audit of SEBI- Penalties for failure default, Inside trading & Non-disclosure of Acquisition of shares & Takeovers- securities Appellate Tribunals

### **UNIT-IV**

Insurance Regulatory and Development Authority (IRDA), IRDA Act, 1999, Establishment and incorporation of authority and duties, powers and functions of authority Pension Fund Regulatory and Development Authority Act, 2003 (PFRDA) Forward Market Commission in India (FMC)

### **References**

1. Tannan's. Banking, Law and Practice in India Banking
2. P.N.Varshney. Banking: Law and Practice
3. Justin Paul and Padmalatha Suresh. Management of Banking and Financial Services
4. Indian Institute of Bankers: Laws and Practices relating to banking
5. All journals published by Indian Institute of Banking and Finance
6. Reserve Bank of India functions and working (latest edition.) R.B.I.
7. Monetary Economics for India, Dr. Narendra Jadhav
8. Central Banking for emerging market economies, A. Vasudevan
9. All relevant and recent Bare Acts

## **PAPER: 403 – INDIAN ACCOUNTING STANDARDS AND CORPORATE REPORTING**

**Marks: 100**

**Objectives:** The objective of this paper is to let the students know the fundamentals of Accounting standards and corporate reporting practices. This paper will help the students to gain the knowledge on selective accounting standard.

### **UNIT-I**

Introduction to Indian Accounting Standards- Introduction, Applicability, Carve- Outs and Carve- Ins, Framework for the preparation and presentation of Financial Statements in accordance with Indian Accounting Standards.

### **UNIT-II**

Presentation of Financial Statements (IndAS-1), Related Party Disclosures (IndAS-24), Separate financial statements (IndAS-27), Interim financial reporting (IndAS- 34), Annual Report, Triple Bottom Line.

### **UNIT-III**

Inventories (IndAS-2), Statement of Cash Flows (Ind AS-7), Property, plant and equipment (Ind AS-16), Income Tax (Ind AS -12)  
Intangible Assets (Ind AS-38), Impairment of Assets (Ind AS-36), Fair value measurement (Ind AS-113), Leases (Ind AS-116)

### **UNIT-IV**

Corporate Reporting Practices- Sustainability reporting, Integrated Reporting, ESG Reporting, NGRBC

### **References:**

1. N.Dasgupta. Accounting Standards: Indian International.Sultan Chand
2. L.S.Porwal .Accounting Theory. Tata McGraw
3. S.Rathore. International Accounting.TataMcGraw
4. E.R.Brown LeeII, K.R.Ferris & M.E.Haskins.Corporate Financial Reporting. Irwin
5. D.S.Rowat.Students' Guideto Accounting Standards, Taxman
6. A.K.Basu.International Accounting Harmonization.
7. JawaharLal:Corporate Financial Reporting,Taxman.

## **PAPER: 404 - PORTFOLIO MANAGEMENT**

**Marks: 100**

**Objectives:** The Objective of this course is to enable students learn various methods of building portfolios, evaluation, and revision under various economic environmental constraints.

### **UNIT-I**

Portfolio Management: Meaning, importance, and objectives; phases of portfolio management.

Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; effects of combining securities; Markowitz risk-return optimization.

### **UNIT-II**

Single Index Model: Portfolio Total Risk, Portfolio Market Risk and Unique Risk, Sharpe's Optimization Solution. Capital Asset Pricing Model (CAPM) and Its Assumptions, Capital Market Line, Security Market Line; Risk Free Lending and Borrowing.

### **UNIT-III**

Portfolio Performance Evaluation: Measure of Return, Risk Adjusted Measure of Performance Evaluation- Sharpe Ratio, Treynor Ratio and Jensen Ratio. Portfolio Revision, Need and Constraints, Revision Strategies

### **UNIT-IV**

Market Efficiency: Concept and Importance, Random Walk Theory, Efficient Market Hypothesis. Forms of Market Efficiency, Weak Form, Semi strong form and strong form.

### **References:**

1. Barua, Raghunathan and Verma: Portfolio Management, Tata McGrawHill, Delhi.
2. Clark, James Francies. Investment management. McGraw Hill, International Edition, New York.
4. Bhalla V.K. Investment Management, Portfolio Analysis-S.Chand, NewDelhi
5. Fischer D.E. and Jordan R.J, Security Analysis and Portfolio Management, Prentice Hall, Delhi.
7. Strong Robert; Portfolio Construction: Management and Protection, West Publishing Co.
8. Sharpe William F.; Portfolio Theory and Capital Markets, McGrawHill, New York.

**PAPER: 405 DISSERTATION AND VIVA-VOCE**

**Marks: 100**

Every student shall have an appropriate topic elected for doing Dissertation at the beginning of the fourth semester and shall submit the same and face a viva-voce at the end of the fourth semester for evaluation. Dissertation and the Viva-Voce carry 50 marks each.