

**CBCS Syllabus for M.Com. Part I Semester I
(2022 Pattern)**

| | |
|------------------------------|------------------------|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part I |
| Semester | : I |
| Course Code | : PCCO112 |
| Course Title | : Strategic Management |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To make aware about the concepts related to strategic management and its importance.
2. To know the students to the emerging changes in the modern strategic management.
3. To develop the analytical, technical and strategic managerial skills of students in the various areas of business administration.
4. To inculcate among the students necessary skill to become effective future strategic managers and leaders.
5. To develop technical skills among the students for designing and developing effective functional strategies for growth and sustainability of business.
6. To create awareness among the students skill of making strategic analysis of a firm among the students.
7. To make students aware about the role of strategic management and strategic implementation in the firm or organization.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to strategy and strategic management in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the approaches and process of strategic management.
- CO3.** Illustrate the characteristics, advantages and disadvantages of strategic management in the organization.
- CO4.** Discuss the various strategies applicable according to the need of the business organization in the day to day management practices.
- CO5.** Understand the process and procedure of strategic management in business organization when as required.
- CO6.** Apply various terminologies of strategic management in the practice of strategic management of the business.
- CO7.** Direct, plan and formulate and analyse the strategy and strategy formulation which is implemented in the business organization and provide the feedback accordingly.

**CBCS Syllabus for M.Com. Part I Semester I
(2022 Pattern)**

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3. To develop the analytical, technical and strategic managerial skills of students in the various areas of business administration.
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6. To create awareness among the students skill of making strategic analysis of a firm among the students.
7. To make students aware about the role of strategic management and strategic implementation in the firm or organization.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to strategy and strategic management in their day to day life or professional life.
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- CO4.** Discuss the various strategies applicable according to the need of the business organization in the day to day management practices.
- CO5.** Understand the process and procedure of strategic management in business organization when as required.
- CO6.** Apply various terminologies of strategic management in the practice of strategic management of the business.
- CO7.** Direct, plan and formulate and analyse the strategy and strategy formulation which is implemented in the business organization and provide the feedback accordingly.

Topics and Learning Points

UNIT1: Nature and Scope of Strategic Management (04 Lectures)

Strategy: Meaning, Definition, Evolution, Strategic Management: Meaning, Features, Approaches to strategic Decision Making, Strategic Management Process, Components of Strategic Management, Role of Top Management, Strategic implications of Social and Ethical Issues

UNIT2: Strategy formulation and Strategy Analysis (08 Lectures)

Strategic Planning: Meaning, Steps, Alternatives, Advantages and Disadvantages. Designing an effective Strategic Plan

Strategy formulation: Introduction, Features, Need, Process,

Strategic Analysis: SWOT analysis

UNIT3: Strategy Implementation (12 Lectures)

Generating Strategic Alternatives for Stability, Growth and Sustainable Strategies, Selection of Suitable Corporate Strategy,

Corporate Portfolio analysis: BCG Matrix, Porter's Five Forces Model,

UNIT4: Functional Strategies and Functional Review (12 Lectures)

Functional Strategy for Marketing, Environment, CSR (Corporate Social Responsibility), Human Resource, Finance, Logistics

Evaluation of Strategic Performance: Criteria and Problems

References:

1. Strategic Management : the Indian Context – By R.Srivivasan
2. Strategic Management – By Dinesh Madan
3. Concepts in Strategic Management and Business Policy – By Thomas L. Wheelen, J. David Hunger, Alan Hoffman, Charles E. Bamford
4. Strategic Management – By Fred R. David , Forest R. David
5. Strategic Management – By Dr.C.B.Gupta
6. Introduction to Strategic Management – Dr. ArunIngale, Success Publications.

Mapping of Program Outcomes with Course Outcomes

Class: M.Com Part I

Subject: Strategic Management

Course: Strategic Management

Course Code: PCCO112

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

| Programme Outcomes (POs) | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|
| Course Outcomes | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
| CO 1 | 3 | 2 | | | | | |
| CO 2 | 3 | 2 | | | | | |
| CO 3 | 3 | | | | | | |
| CO 4 | | | | 3 | | | |
| CO 5 | | | 2 | | | | |
| CO 6 | | | | | 2 | | 2 |
| CO 7 | | | | | | 3 | |

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO1: Students will describe the concepts related to strategy and strategic management in their day to day life or professional life.

CO2: Students will develop a deep understanding of about strategic planning and development of strategies for an organization. .

CO3: Students will demonstrate the comprehensive understanding about the approaches and process of strategic management.

PO2: Problem Solving

CO1: Students will apply their knowledge of different techniques as such for execution of strategic made by them in an organization.

CO2: Students will discuss the various strategies applicable according to the need of the business organization in the day to day management practices.

PO3: Communication skills

CO5: Students will apply their managerial and communication skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

PO4: Independent Learning

CO4: Students will implement the various strategies applicable according to the need of the business organization in the day to day management practices.

PO5: Leadership quality – Global and multicultural perspective

CO6: Students will apply various terminologies of strategic management in the practice of strategic management of the business.

PO6: Teamwork

CO7: Students will direct, plan and formulate and analyse the strategy which is implemented in the business organization and provide the feedback accordingly.

PO7: Ethical Responsibility

CO6: Students will apply knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**CBCS Syllabus for M.Com. Part I Semester II
(2022 Pattern)**

| | |
|------------------------------|------------------------|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part I |
| Semester | : II |
| Course Code | : PCCO122 |
| Course Title | : Industrial Economics |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To provide knowledge to the students about the basic issues of industrial economics.
2. To make aware the students about the industrial profile of India and the industrial policy of government of India.
3. To provide knowledge about industrial location and factors affecting of industrial locations.
4. To make students aware about industrial productivity and efficiency.
5. To develop the analytical, technical skills of students in the various areas of business.
6. To inculcate among the students necessary skill to become effective future managers and economist.
7. To develop technical skills among the students for designing and developing effective economic strategies for growth and sustainability of business.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to economic strategies in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the approaches and process of industrial economics.
- CO3.** Illustrate the characteristics, advantages and disadvantages of industrial economics in the organization.
- CO4.** Discuss the various industrial policies applicable according to the need of the business organization in the day to day management practices.
- CO5.** Understand the process of industrial policies in business organization when as required.
- CO6.** Apply various terminologies of industrial economics in the practice of strategic of the business.
- CO7.** Direct, Plan and formulate and analyse the industrial economics strategy which is implemented in the business organization and provide the feedback accordingly.

Topics and Learning Points

UNIT1: Introduction to Industrial Economics and Industrial Location (08 Lectures)

A) Introduction to Industrial Economics

Introduction and Meaning, Nature, Scope, Need and Significance of Industrial Economics, Industrial Combinations: causes, mergers and amalgamations and related case studies, Economies of Scale, Product Pricing: Theories and evidence,

B) Industrial Location

Introduction, Factors Affecting Location of Industries

UNIT2: Regional Industrial Imbalance (08 Lectures)

Introduction, Meaning and definitions, Need for balanced regional industrial development, Causes and Measures of Industrial imbalance, Regional Industrial Imbalance in India, Extent and Government Policy Measures for Balanced Regional Industrial Development

UNIT3: Industrial Productivity and Efficiency (08 Lectures)

Introduction of Industrial Productivity and Efficiency, Meaning and Definitions Norm, Tools and measurement of Industrial Productivity and Efficiency, Factors Affecting Industrial Productivity and Efficiency, Industrial Productivity in India, Causes of Low Industrial Productivity, Remedial measures by the government to improve industrial productivity

UNIT4: Industrial Finance (08 Lectures)

Introduction, Meaning, Scope, Importance of Industrial Finance, Sources of Industrial Finance: Private, Public and Cooperative sector, Shares, Debentures, Bonds, Deposits, Loans, etc. Foreign Capital: Need, Government's policy, Direct investment, Foreign institutional investment, Form of Foreign Capital : Euro issues, GDR, ADR, External commercial borrowings

References:

1. S.C. Kuchal – Industrial Economy of India.
2. D.R. Gadgil – Industrial Evolution in India, Oxford. 1948
3. K.V. Sivayya and V.B.M.Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999 Publishing House.
4. S.C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad.
5. Bagchi and banerjee : change and choice in Indian industry, centre for studies in social science in culcatta.
A. Donald Hay Dereck, Mouris : Industrial Economics : Theory and Evidence, Oxford
6. K.N.Prasad : Indian Economy Since Independence.
7. Solman Fabucant : A premier on Productivity, Prentice Hall.

Mapping of Program Outcomes with Course Outcomes

Class: M.Com Part I.

Subject: Industrial Economics

Course: Industrial Economics

Course Code: PCCO122

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

| Programme Outcomes (POs) | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|
| Course Outcomes | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
| CO 1 | 3 | 2 | | | | | |
| CO 2 | 3 | 2 | | | | | |
| CO 3 | 3 | | | | | | |
| CO 4 | | | | 3 | | | |
| CO 5 | | | 2 | | | | |
| CO 6 | | | | | 2 | | 2 |
| CO 7 | | | | | | 3 | |

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO1: Students will describe the concepts related to economic strategies in their day to day life or professional life.

CO2: Students will develop a deep understanding of about economic planning and development of strategies for an organization. .

CO3: Students will demonstrate the comprehensive understanding about the approaches and process of industrial economics.

PO2: Problem Solving

CO1: Students will apply their knowledge of different techniques as such for execution of industrial policies made by them in an organization.

CO2: Students will use illustrate the characteristics, advantages and disadvantages of industrial economics in the organization.

PO3: Communication skills

CO5: Students will apply their managerial and economic skills effectively, analyse the concepts and participate in healthy arguments and portray skill in business.

PO4: Independent Learning

CO4: Students will implement the various economic strategies applicable according to the need of the business organization in the day to day practices.

PO5: Leadership quality – Global and multicultural perspective

CO6: Students will demonstrate the ability to understand economic strategic planning and management in their regular practice. This ability is essential for success in many different careers.

PO6: Teamwork

CO7: Students will apply various terminologies of industrial economics in the practice of strategic of the business.

PO7: Ethical Responsibility

CO6: Students will apply knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**CBCS Syllabus for M.Com. Part I Semester II
(2022 Pattern)**

| | |
|------------------------------|------------------------|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part I |
| Semester | : II |
| Course Code | : PCCO122 |
| Course Title | : Industrial Economics |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To provide knowledge to the students about the basic issues of industrial economics.
2. To make aware the students about the industrial profile of India and the industrial policy of government of India.
3. To provide knowledge about industrial location and factors affecting of industrial locations.
4. To make students aware about industrial productivity and efficiency.
5. To develop the analytical, technical skills of students in the various areas of business.
6. To inculcate among the students necessary skill to become effective future managers and economist.
7. To develop technical skills among the students for designing and developing effective economic strategies for growth and sustainability of business.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to economic strategies in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the approaches and process of industrial economics.
- CO3.** Illustrate the characteristics, advantages and disadvantages of industrial economics in the organization.
- CO4.** Discuss the various industrial policies applicable according to the need of the business organization in the day to day management practices.
- CO5.** Understand the process of industrial policies in business organization when as required.
- CO6.** Apply various terminologies of industrial economics in the practice of strategic of the business.
- CO7.** Direct, Plan and formulate and analyse the industrial economics strategy which is implemented in the business organization and provide the feedback accordingly.

2023-24

**CBCS Syllabus for M.Com. Part II Semester III
(2022 Pattern)**

Rev.
14-12-2023

| | |
|------------------------------|--------------------|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part II |
| Semester | : III |
| Course Code | : PCCO231 |
| Course Title | : Business Finance |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To acquaint the students with corporate finance in Indian context.
2. To make the students aware about the latest developments in the field of corporate finance.
3. To enable the students to understand the theories of capitalization and dividend distribution practices.
4. To give detail exposure of working capital management practice of finance.
5. To enhance capabilities of students to acquire the finance for the own entities.
6. To enable students, in developing the most appropriate financing sources for the business.
7. To know the students to the emerging trends in the finance raising sources.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to finance and business finance in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the financial planning for the business.
- CO3.** Illustrate the characteristics, advantages and disadvantages of business finance in the organization.
- CO4.** Discuss the various sources applicable according to the need of the business organization in the day to day activities.
- CO5.** Understand the process of acquiring finance in business organization when as required.
- CO6.** Apply various tools and techniques of financial planning and its implementation in the practice.
- CO7.** Direct, plan and formulate and analyse the long and short term finance sources for the development of the organization.

UNIT1: Business Finance

(10 Lectures)

1.1 Meaning, objectives, scope and importance of business finance,

1.2 1.2 Time Value of Money: Need, Importance, Future value, Present value through discounted cash flow technique

UNIT2: Financial Planning

(12 Lectures)

2.1 Meaning - objectives, assumptions,

2.2 Steps in financial planning,

2.3 Estimating financial requirements of firm Sources of finance - limitations of financial planning,

2.4 Capitalization: Over capitalization, undercapitalization and its causes and its remedies
Theories of capitalization

UNIT3: Corporate Securities and Sources of Finance

(14 Lectures)

3.1 Ownership securities: Equity Shares: characteristics, advantage and disadvantages, Preference Shares: characteristics, advantage and disadvantages (As amended in Companies Act (Amendment) 2013)

3.2 Creditor's securities: Debentures: characteristics, classification, procedure of issuing debentures and Bonds, Company Deposit

UNIT4: Short term finance and working capital management

(12 Lectures)

4.1 Characteristics of short term finance

4.2 Needs, Sources of short term finance

4.3 Role of Working Capital

4.4 Best Management Practices of Working Capital

4.5 Financing of Working Capital: Trade creditors, bank credit, bank financing of account receivables, working capital - advantages and disadvantages

References:

1. Bhole L.M. and Mahakud Jitendra, 'Financial Institutions and Markets', Tata McGraw-Hill Education, Delhi.
2. Kuchal S.C., 'Corporate Finance', Chaitanya Publishing House, Allahabad
3. Kulkarni P.V., 'Business Finance', Himalaya Publishing House
4. Prasana Chandra, 'Financial Management: Theory and Practice'
5. William L. Maggiuson, Scott B. Smart, Lawrence J. Gitman, 'Principles of corporate finance', Cengage Learning Private Limited, Delhi.

Mapping of Program Outcomes with Course Outcomes

Class: M.Com Part II

Subject: Business Finance

Course: Business Finance

Course Code: PCCO231

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

| Programme Outcomes (POs) | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|
| Course Outcomes | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
| CO 1 | 3 | 2 | | | | | |
| CO 2 | 3 | 2 | | | | | |
| CO 3 | 3 | | | | | | |
| CO 4 | | | | 3 | | | |
| CO 5 | | | 2 | | | | |
| CO 6 | | | | | 2 | | 2 |
| CO 7 | | | | | | 3 | |

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO1: Students will describe the concepts related to business finance and financial management in their day to day life or professional life.

CO2: Students will develop a deep understanding of about financial planning and development of strategies for an organization. .

CO3: Students will demonstrate the comprehensive understanding about the approaches and process of business finance.

PO2: Problem Solving

CO1: Students will apply their knowledge of different techniques as such for execution of business finance by them in an organization.

CO2: Students will discuss the various financial strategies applicable according to the need of the business organization in the day to day management practices.

PO3: Communication skills

CO5: Students will apply their financial planning skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

PO4: Independent Learning

CO4: Students will implement the various finance strategies applicable according to the need of the business organization in the day to day practices.

PO5: Leadership quality – Global and multicultural perspective

CO6: Students will apply various terminologies of business finance in the practice of financial management of the business.

PO6: Teamwork

CO7: Students will direct, plan and formulate and analyse the corporate financial strategy which is implemented in the business organization and provide the feedback accordingly.

PO7: Ethical Responsibility

CO6: Students will apply knowledge of financial ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**CBCS Syllabus for M.Com. Part II Semester III
(2022 Pattern)**

| | |
|------------------------------|-------------------------------------|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part II |
| Semester | : III |
| Course Code | : PCCO232 |
| Course Title | : Research Methodology for Business |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To acquaint the students with the areas of business research activities.
2. To enhance capabilities of students to conduct the research in the field of business and social sciences.
3. To enable students, in developing the most appropriate methodology for their research studies.
4. To make them familiar with the art of using different research methods and techniques
5. To make aware about the concepts related to research and business research.
6. To know the students to the emerging trends in the modern business research environment.
7. To develop the analytical, technical and research skills of students in the various areas of business.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to research and business in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the process of business research.
- CO3.** Illustrate the characteristics, advantages and disadvantages of business research in the organization.
- CO4.** Discuss the various methodology applicable according to the need of the business organization in the day to day research practices.
- CO5.** Understand the process of research procedure in business organization when as required.
- CO6.** Apply various tools and techniques of research methodology in the practice.
- CO7.** Direct, Plan and formulate and analyse the research strategy which is implemented in the business organization and provide the feedback accordingly.

UNIT1: Introduction to Business Research

(10Lectures)

- 1.1 Definition, Objectives, Significance
- 1.2 Types of Research
- 1.3 Features of a Good Research
- 1.4 Steps in Scientific Research Process
- 1.5 Ethical Issues in Research – Plagiarism
- 1.6 Role of Computer in Research
- 1.7 Application of Statistical software- Introduction to SPSS

UNIT2: Formulation of the Research Problem, Development of the Research Hypotheses, Research Design & Sampling

(12Lectures)

- 2.1 Research Problem: Defining the Research Problem, Techniques involved in Defining Research Problem Review of Literature
- 2.2 Hypotheses: Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis
- 3.3 Research Design: Meaning, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design
- 3.4 Sampling: Meaning & definition of Sampling, Key terms in Sampling, Types of Sampling: Probability & Non-probability, Sampling Errors

UNIT3: Data Collection and Processing of Data Sources of Data Collection

(14 Lectures)

- 3.1 Primary Data: Methods of Data Collection, Merits & Demerits
- 3.2 Secondary Data: Methods of Data Collection, Merits & Demerits
- 3.3 Processing of Data: Editing, Coding, Classification & Tabulation.

UNIT4: Research Report and Mode of Citation & Bibliography

(12 Lectures)

- 4.1 Research Report: Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report
- 4.2 Mode of Citation & Bibliography: Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citing, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries

References:

1. Research Methodology-Methods & Techniques C. R. Kothari New Age International Publishers New Delhi
2. Research Methodology Dipak Kumar Bhattacharyya Excel Books New Delhi
3. Research Methodology-Methods & Techniques Anil Kumar Gupta Value Education of India New Delhi

4. Research Methodology-Concepts and Cases Deepak Chawla & Neena Sondhi Vikas Publishing House Pvt. Ltd New Delhi
5. Research Methods Ram Ahuja Rawat Publications, Jaipur
6. Methodology & Techniques of Social Research, P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas Himalaya Publishing House Mumbai
7. Legal Research and Writing Methods Anwarul Yaqin LexisNexis Butterworths Nagpur
8. Business Research Methods, Donald R. Cooper & Pamela S. Schindler Tata McGraw- Hill Edition New Delhi

Mapping of Program Outcomes with Course Outcomes

Class: M.Com Part II

Subject: Research Methodology for Business

Course: Research Methodology for Business

Course Code: PCCO232

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

| Programme Outcomes (POs) | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|
| Course Outcomes | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
| CO 1 | 3 | 2 | | | | | |
| CO 2 | 3 | 2 | | | | | |
| CO 3 | 3 | | | | | | |
| CO 4 | | | | 3 | | | |
| CO 5 | | | 2 | | | | |
| CO 6 | | | | | 2 | | 2 |
| CO 7 | | | | | | 3 | |

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO1: Students will describe the concepts related to research and research methodology in their day to day life or professional life.

CO2: Students will develop a deep understanding of about research and development of strategies for an organization. .

CO3: Students will demonstrate the comprehensive understanding about the research approaches and process of business.

PO2: Problem Solving

CO1: Students will apply their knowledge of different research techniques as such for execution of an organization.

CO2: Students will discuss the various analysis strategies applicable according to the need of the business organization in the day to day management practices.

PO3: Communication skills

CO5: Students will apply their research oriented skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

PO4: Independent Learning

CO4: Students will implement the various tools and techniques of the research methodology applicable according to the need of the business organization in the day to day practices.

PO5: Leadership quality – Global and multicultural perspective

CO6: Students will apply various terminologies of research in the practice of research methodology in the business.

PO6: Teamwork

CO7: Students will direct, plan and formulate and analyse the research strategy which is implemented in the business organization and provide the feedback accordingly.

PO7: Ethical Responsibility

CO6: Students will apply knowledge of research ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

Rev.
14-12-2023

**CBCS Syllabus for M.Com. Part II Semester IV
(2022 Pattern)**

| | |
|------------------------------|--|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part II |
| Semester | : IV |
| Course Code | : PCCO241 |
| Course Title | : Capital Markets and Financial Services |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To acquaint the students with working of capital market.
2. To make the students aware about the latest developments in the field of capital market in India.
3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.
4. To give exposure of financial services offered by various agencies and financial adviser to students.
5. To enhance capabilities of students to acquire the financial services for the business.
6. To enable students, in developing the most appropriate financing services for the business.
7. To know the students to the emerging trends in the finance raising sources.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to capital markets and business finance in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the financial services for the business.
- CO3.** Illustrate the characteristics, advantages and disadvantages of capital markets and financial services in the organization.
- CO4.** Discuss the various types of financial services applicable according to the need of the business organization in the day to day activities.
- CO5.** Understand the process of financial services in business organization when as required.
- CO6.** Apply various procedures and techniques of financial services and its implementation in the practice.
- CO7.** Direct, plan and formulate and analyse the long and short term finance services for the development of the organization.

Topics and Learning Points

UNIT1: Capital Market

(10 Lectures)

- 1.1 Meaning, Functions, Structure, Characteristics of Capital Market
- 1.2 Participants of capital market,
- 1.3 Capital market instruments, Equity share, Preferences shares, Debenture, Bonds
- 1.4 Innovative debt instruments: Junk bonds, Naked bonds, Deep discount bonds, Forward contracts, Futures contract - Options contract,
- 1.5 Trends in capital market in India

UNIT2: Stock Market

(14 Lectures)

- 2.1 Stock exchange: organization-membership-governing body - Bombay stock exchange and National Stock Exchange: functions, trading volumes, 2.2 Over the Counter Exchange of India (OTCEI): Progress and Functions. 2.3 Primary market – Functions of primary market - issue mechanism Procedure of IPO, Price Band, Participants, Prospectus,
- 2.4 Listing of Securities: procedure, annual return filing to stock exchange by share listed companies
- 2.5 Secondary market : Objectives, functions of secondary markets, stock broking, e-broking, depository system-functions and benefits stock market trading, Index, SENSEX, NIFTY, Intraday Trading, Delivery Trading, -Derivatives trading

UNIT3: Financial Services

(14 Lectures)

- 3.1 Merchant banking and underwriting, collecting bankers : meaning, functions ,and services rendered,
- 3.2 Mutual funds: Meaning, functions-Types-Open and closed ended funds-income funds balanced fund, growth fund-index fund, Portfolio management: meaning and services
- 3.3 Credit rating: meaning and need, various credit rating agencies in India, Foreign institutional investment (FII), Foreign Direct Investment (FDI), Hedge funds, Offshore funds.

UNIT4: Securities and Exchange Board of India

(10 Lectures)

- 4.1 Background, Establishment, functions, powers, achievements and Regulatory aspects, recent changes & emerging trends.
- 4.2 Investors education and Redressal mechanism by SEBI
- 4.3 SEBI approved Financial adviser: Role and Functions

References:

1. M.Y. Khan: Indian Financial System-Tata Macgraw Hill Publishing Co. Ltd.
2. Frank J.Fabozzi & Franco Modigliani : Capital markets institutions and instruments - Prentice Hall of India, New Delhi
3. Fredric Mishkin and Stanley Eakins, Financial Markets and Institutions, Pearson Prentice Hall, Boston san Francisco, New York.
4. Preeti Singh: Investment Management, Himalaya Publishing House, New Delhi.

5. Rudder Dutta, Gaurav Dutta, and Sundram Indian Economy (Latest Edition), Himalaya Publishing House, New Delhi.

Mapping of Program Outcomes with Course Outcomes

Class: M.Com Part II

Subject: Capital Markets and Financial Services

Course: Capital Markets and Financial Services

Course Code: PCCO241

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

| Programme Outcomes (POs) | | | | | | | |
|--------------------------|------|------|------|------|------|------|------|
| Course Outcomes | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
| CO 1 | 3 | 2 | | | | | |
| CO 2 | 3 | 2 | | | | | |
| CO 3 | 3 | | | | | | |
| CO 4 | | | | 3 | | | |
| CO 5 | | | 2 | | | | |
| CO 6 | | | | | 2 | | 2 |
| CO 7 | | | | | | 3 | |

Justification for the Mapping

PO1: Knowledge and Critical Thinking

CO1: Students will describe the concepts related to capital markets and financial services in their day to day life or professional life.

CO2: Students will develop a deep understanding of about financial services and development of strategies for an organization. .

CO3: Students will demonstrate the comprehensive understanding about the approaches and process of capital market.

PO2: Problem Solving

CO1: Students will apply their knowledge of different techniques as such for execution of corporate finance by them in an organization.

CO2: Students will discuss the various financial services applicable according to the need of the business organization in the day to day management practices.

PO3: Communication skills

CO5: Students will apply their financial and non-financial skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

PO4: Independent Learning

CO4: Students will implement the various finance strategies applicable according to the need of the business organization in the day to day practices.

PO5: Leadership quality – Global and multicultural perspective

CO6: Students will apply various terminologies of corporate finance in the practice of financial management of the business.

PO6: Teamwork

CO7: Students will direct, plan and formulate and analyse the corporate financial services which is implemented in the business organization and provide the feedback accordingly.

PO7: Ethical Responsibility

CO6: Students will apply knowledge of corporate finance ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**CBCS Syllabus for M.Com. Part II Semester IV
(2022 Pattern)**

| | |
|------------------------------|-----------------------------------|
| Name of the Programme | : M.Com. |
| Programme Code | : PCCO |
| Class | : M.Com. Part II |
| Semester | : IV |
| Course Code | : PCCO242 |
| Course Title | : Industrial Economic Environment |
| No. of Credits | : 04 |
| No. of Teaching Hours | : 48 |

Course Objectives:

1. To present global era, growth of industries and knowledge of it is becoming imperative.
2. To provide basic knowledge to students about industrial growth and policies adopted by India since its independence.
3. To make students acquainted with the changing industrial scenario of the country with focus on the main industries contributing in the industrial development of the country.
4. To acquaint the students with the areas of industrial economic environment.
5. To enhance capabilities of students to analyse the industrial policies made by the government time to time.
6. To enable students, in developing the most appropriate analysis techniques to analyse the industrial policies.
7. To develop the analytical, technical and research skills of students in the various areas of industrial environment.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Accurately describe the concepts related to industrial economics and business in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the concept industrial economic environment.
- CO3.** Illustrate the characteristics, advantages and disadvantages of industrial economic environment.
- CO4.** Discuss the various industrial policies made by the government time to time since independence.
- CO5.** Understand the industrial imbalance and its impact on the industrial growth and development in India.
- CO6.** Apply various tools and techniques of the analysis of the industrial policies.

CO7. Direct, plan and formulate and analyse the strategy which is implemented in the business organization for maintaining the industrial balance.

Topics and Learning Points

UNIT1: Industrial Economic Environment (10 Lectures)

- 1.1 Industry: Meaning and Classification
- 1.2 Economic Environment: Meaning and Definitions
- 1.3 Importance of Economic Environment
- 1.4 Factors Affecting Economic Environment
- 1.5 Role of Economic Environment in Industrial Development

UNIT2: Industrial Growth and Pattern in Indian Economy (14 Lectures)

- 2.1 Role of Industries in Economic Development of India
- 2.2 Industrial Growth Pattern Since 8th Plan
- 2.3 Public Sector industries –Role, Problems and Present Situation
- 2.4 Small Scale and Cottage Industries – Meaning, Role and Problems
- 2.5 Multinational Corporations and Indian Economy Progress and Problems
- 2.6 Industrial Imbalance: Causes and Measures

UNIT3: Industrial Policy and Issues (14 Lectures)

- 3.1. Meaning of Industrial Policy
- 3.2 Brief Outline of Industrial Policies: 1948, 1956, MRTP Act 1969, 1980
- 3.3 Industrial Policy of 1991 – Features and Impact
- 3.4 Special Economic Zone- Progress and Problems
- 3.5 Liberalization, Privatization and Globalization – Meaning, and Nature
- 3.6 Impact of Globalization on Indian Industry

UNIT4: Major Industries in India (12 Lectures)

- 4.1 Importance of Major Industries in India
- 4.2 Iron and Steel Industry: Progress and Problems
- 4.3 Cotton Textile Industry: Progress and Problems
- 4.4 Sugar Industry: Progress and Problems
- 4.5 Cement Industry: Progress and Problems
- 4.6 Service Industry: Information Technology Industry and Tourism Industry –Progress and Problems

References:

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2. Economics of Environment, Garg M. R, RBSA Publishers, Jaipur
3. Environmental Economics, Singh G. N. Singh G. N. Mittal Publications, New Delhi
4. Industrial Growth in India, Ahluwalia J. J, Oxford University Press, New Delhi
5. Industrial Economics in India, Desai B., Himalaya Publishing House Pvt. Ltd., Mumbai
6. Industrial Economics, Birthwal R. R., Wiley Eastern Ltd., New Delhi

7. Environmental Economics: Theory & Applications., Singh & Shishodia, Sage Publication, New Delhi
8. Economics of Environment of Business (with case studies), Puri V. K., Mishra S. K., Himalaya Publishing House Pvt. Ltd. Mumbai
9. Indian Economy Its Growing Dimensions., Dhar P. K., Kalyani Publishers, New Delhi
10. Datt & Sundharam's Indian Economy, Gaurav Datt & Ashwini Mahajan, S. Chand & Company Ltd., New Delhi
11. Industrial Economics, Singh A & A.N. Sadhu, Himalaya Publishing House Pvt. Ltd., Bombay
12. Indian Economy- Its Development Experience., Puri V. K., Mishra S. K., Himalaya Publishing House Pvt. Ltd., Mumbai
13. Indian Economy, Tandon B. B., Tandon K. K., McGraw Hill Publishing Company Ltd., New Delhi
14. Indian Economy: Problems of Development & Planning., Agrawal A. N., New Age International, New Delhi

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Justification for the Mapping

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PO3: Communication skills

CO5: Students will apply industrial policies made by the government time to time since independence and its application in the business.

PO4: Independent Learning

CO4: Students will implement the various industrial strategies applicable according to the need of the business organization in the day to day practices.

PO5: Leadership quality – Global and multicultural perspective

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