

Swami Ramanand Teerth Marathwada University,
Nanded

Faculty of Commerce
Syllabus for M.Com. First Year
(First & Second Semester)

w.e.f. Academic year-2013-2014

Syllabus of M.Com Ist Year - (I & II Semester)

M.com I Year (Ist Semester)

Paper I

Managerial Economics

Objectives

- 1- To develop managerial skill & talent of the students to take decision in changing economic environment.
- 2- To boost theoretical base of the subject among the students.

Unit I Introduction

Meaning & definition, Nature & scope of managerial economics, managerial economics & decision making, Role & responsibilities of managerial economist. The K-economy indicators, k-economy in developing countries.

Unit II Production Theory

Production functions, Law of variable proportions, law of returns to scale, economics of scale.

Unit III Theory of costs and demand forecasting, short run and long run cost, Its nature, shape and inter relationships, cost estimation and methods of cost estimation and cost forecasting, cost reduction and cost control. Demand forecasting, methods of demand forecasting.

Unit IV Pricing policies & methods

Introduction, objectives of pricing policy, factors affecting on pricing policy, methods of pricing, cost plus pricing, going rate pricing, managerial cost pricing, skimming price, law penetration pricing, transfer pricing, price discrimination, international price discrimination & dumping.

Unit V Inflation

Meaning, definition, characteristics of inflation, types of inflation, Inflation in terms of demand pull and cost push, effects of inflation, measures to control inflation.

Reference Books

- 1) Chopra O.P. -Managerial economics, Tata MC graw hill N. Delhi
- 2) Dean Joel - Managerial economics, Prentice hall, N.Delhi
- 3) Dholakia R & Oth – Micro economics for management students – Oxford University press N.Delhi
- 4) Varshney R & Oth - Managerial economics, sltan chand & sons N.Delhi
- 5) Dwivedi D.N. - Managerial economics – vikas pub. House. N.Delhi
- 6) Mehta P.L. - Managerial economics, s. chand & co. N.Delhi
- 7) Gopal Krishana- A study of Managerial economics, Himalya Pub. House N.Delhi
- 8) Mithani D.M.- Managerial economics, Himalya Pub. House N.Delhi

M.com 1ST Year (I st Semester)
Paper – II

Management Function and Behaviours

Objectives :- The Objective of this course is to acquaint students with the management function, Concepts, tools and techniques of management.

Unit I Introduction:

Concept of Organisations, Characteristics of organization, Types of organisation, Importance of organisation, organizational behavior, Definitions, Nature and scope, Evolution of organizational behavior, Hawthorne studies.

Unit II Personality :

Meaning and nature, Determinants of personality Measurement of personality, Theories of personality, personality factors influencing behavior at work .

Unit III Motivation: Concept of motivation, Nature of motivation, Importance of motivation in an organization. Tools and Techniques of motivation or incentives. Maslow's Need priority Model. Maslow's Need Hierarchy. Theories of motivation. Theory X and Y and its assumptions.

Unit IV Group Behaviour :

Concept of group, Definitions of groups, characteristics of group, Types of groups, Reasons for formation of group, stages of group formation, Group Behaviour, Group cohesiveness, factors affecting group cohesiveness.

Unit V Interpersonal Behaviour and influencing Relationships:

Introduction, Approaches explaining interpersonal attraction, Basic principles of interpersonal attraction. Developing Interpersonal Relationships Different ways of influencing Behaviour.

Books:

- 1) Management concepts and organizational Behaviour. - K. Aswathappa.
- 2) Organisational Behaviour (Concepts and Cases) - Dr. Anjali Ghanekar.
- 3) Organisational Behaviour -K. Aswathappa _ _G. Sudarsana Reddy.
- 4) Organisational Behaviour - Anil Mehta. Bhumiya Chouhan.

M.com 1ST Year (Ist Semester)
Paper – III

QUANTITATIVE ANALYSIS FOR MANAGEMENT APPLICATION

Learning Objective:

The Objective of this course is to make the students capable to apply the statistical tools and techniques for managerial decision making,

Unit 1: Correlation Analysis:

Partial Correlation and Multiple Correlations; Significance and limitation of partial and multiple correlations

Unit 2: Regression Analysis:

Multiple Regression Analysis; Use of Regression Analysis

Unit 3: Test of Hypothesis:

Chi -Square Test, F-Test, T - Test

Unit 4: Association of Attributes:

Methods of Studying Association; Yule's Coefficient of Association

Unit 5: Diagrammatic and Graphical Presentation

Significance of Diagrams and Graphs. Bar Diagrams; Pie Diagrams; Histogram and Ogives

Recommended Books:

1. S.P.Gupta: Statistical Analysis
2. C.B.Gupta -Statistical Analysis
3. S.C.Gupta -Advanced Statistics
4. Croxson & Crutwell : Applied General Statistics.

M.Com. 1st Year (Ist Semester)

Paper IV INTERNATIONAL BUSINESS ENVIRONMENT

- Unit I. International Business :**
Introduction - why go international ? Stages of Internationalization - problems of international business.
- Unit II. International Investments :**
Significance of foreign investment - trade and investment - types of foreign investment - factors affecting international investment - growth of foreign investment - dispersion of FDI - portfolio investment - foreign investment by Indian companies.
- Unit III. Globalisation :**
Globalisation of world economy - Globalisation of business - meaning and dimensions - features of current globalisation - Globalisation stages - Essential conditions for globalization - Foreign market entry strategies - Pros and Cons of globalization - Globalisation of Indian business.
- Unit IV. Development and Regulation of Foreign Trade :**
Regulation of foreign trade - Foreign trade (Development and Regulation) Act - Foreign trade policy - Export promotion - Organisational set up - Production assistance - Marketing assistance : Export Processing Zones (EPZs), Export Oriented Units (EOUs), Technology Parks (TPs) and Special Economic Zones (SEZs) - Export houses and trading houses.
- Unit V. Foreign Exchange Management Act:**
Objectives - Holding of foreign exchange etc. - Current account transaction - Capital account transaction - Export of goods and services - realization and repatriation of foreign exchange - Contravention and penalties - Administration of the Act - FERA and FEMA - a comparison.

Books Recommended :

1. International Business Management - Aswathappa, Tata McGraw Hill
2. International Management - Phatak, Bhagat, Kashlak, Tata McGraw Hill
3. International Business Text & Cases - P. Subba Rao, Himalaya Publishing House, Mumbai
4. Business Environment Text & Cases - Francis Cherunilam, Himalaya Publishing House, Mumbai.
5. International Trade and Export Management - Francis Cherunilam, Himalaya Publishing House, Mumbai.
6. Export Management - R. Sharma, Lakshmi Narain Agarwal, Education Publishers, Agra -3
7. A Guide on Export Policy procedure and documentation - M.I. Mahajan, Show White Publication Pvt. Ltd., Mumbai.

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Syllabus of M.Com Ist Year - (II Semester)

M.com 1ST Year (IIInd Semester)
Paper – I

Accounting for Managerial Decisions

Objectives: - The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

Course Inputs:

- Unit I -** Introduction to Management accounting as an area of accounting, Nature, Scope, Limitations and Advantage of Management accounting, Management accounting and Managerial decision, Role of Management accountant and Responsibilities.
- Unit II -** Standard costing and variance analysis, Standard costing as a technique of cost control, Variance analysis, Material, Labour and Variable overhead, and Practical problems.
- Unit III -** Marginal costing and Break even analysis. Concept of Marginal costing and absorption costing and direct costing. Cost volume profit analysis. Break even analysis and its application in business decision, Concept of Margin of Safety, Angle of Incidence, Decisions regarding sales mix, Make or *buy*. Discontinuation of product line and acceptance of an offer of supply, and Practical problems.
- Unit IV-** Accounting for price level changes, Introduction, Effect of Inflation, Overstatement of profit. Overstatement of rate of return. Approaches to Inflation accounting, Partial and complete revaluation methods. Current purchasing power method, Conversion factor or Multiplier, Restatement of items of financial statements, Purchasing power gain or loss on monetary items, and Practical problems.
- Unit V -** Budgetary control, Introduction. Meaning and Definition of Budget, Types of Budget, Fixed and Flexible budget, Cash budget. Master Budget and Practical problems.

Suggested Readings:

- 1 . Advanced Management accounting. Himalaya publication house by J. Madegowda.
2. Cost and Management accounting. Himalaya publication house by Dr. Prashanta Athma.
3. Accounting for Management, Himalaya publication house by Dr, Juwaharlal.
4. Principle of Management accounting by Manmohan and Goyal.
5. Management accounting, Chinmay prakashan. Aurangabad by Prof. S. S. Agrawal.

M.com 1ST Year (IInd Semester)
Paper – II

CORPORATE TAX PLANNING AND MANAGEMENT

Learning Objective: This course aims to make the student conversant with the concept of Corporate Tax Planning and Management and its application in corporate world.

UNIT I Introduction to Tax Planning and Management:

Concept of tax planning; tax avoidance; tax evasion and tax management.

UNIT II Tax Planning for New Business:

Tax Planning with reference to location, nature and form of organization of new business.

UNIT III Tax Planning in respect of Management Decisions:

Tax planning in respect of: own or lease decision, make or buy decision; repair, replace, renewal or renovation and shutdown or continue decision.

UNIT IV Special Tax Provisions:

Tax provisions relating to: free trade zones: infrastructure sector and backward areas.

UNIT V Tax Planning in Respect of Persons:

Tax Planning in respect of persons such as an individual; a HUF; a Firm and a Company.

REFERENCES:

- > Ahuja O.K. And Ravi Gupta: Systemic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi. Circulars Issued by C.B.D.T.
- > Income Tax Act 1961
- > Income Tax Rules 1962
- > Lakhotia, R.N. : Corporate tax Planning, Vision Publications, Delhi
- > Singhanian, V.K. : Direct Taxes: Law and Practice, Taxman's Publication, Delhi.
- > Singhanian, Vinod K : Direct Tax Planning and Management, Taxman Publication, Delhi
- > Giddy, I.H.: Global Financial Markets, A.I.T.B.S. Delhi.
- > Khan M.Y. ; Indian Financial System, Tata Mc Graw Hill, Delhi.
- > Reserve Bank of India, Various Reports, RBI Publication, Mumbai
- > Varshney, P.N. P: Indian Financial System, Sulatan Chand & Sons, New Delhi.
- > Averbach, Robert D. Money, Banking and Financial Markets; MacMillan, London.
- > Srivastava R.M. Management of Indian Financial Institution ; Himalaya Publishing House, Mumbai
- > Verma J.C. ; Guide to Mutual Funds and Investment portfolio, Bharat Publishing House, New Delhi.

M.com 1ST Year (IIInd Semester)
Paper – III

OPERATIONS RESEARCH

Learning Objective:

The Objective of this course is to acquaint students with the Operation research tools and techniques and their application in management process.

Unit I: Introduction to Operations Research

Application and uses of O.R., Features of O.R., Limitations of O.R.
Linear programming, Graphical Method of solving L.P.P.

Unit II: Transportation Problems

Features of Transportation Problems, Problems on North-west Corner method; Row-minima method, Column minima method and Vogel's Approximation method (VAM)

Unit III: Assignment Problems

Objectives of Assignment. Hungarian Assignment method.

Unit IV: Sequencing Problems:

Assumption in sequencing problems, Processing in jobs through two machines.

Unit IV: Replacement Problems

Factors to be considered for Replacement Problem, Problems on Replacement Problems, Game Theory-Competitive games/
Features of Games, Problems on Game theory

Recommended Books:

1. Operations Research - Kati Sharp
2. Problems in Operations Research - Gupta and Manmohan
3. Operations Research - V.K.Kapoor

M.com 1ST Year (IInd Semester)
Paper – IV
Strategic Management

Course Objectives.

1. To develop the capabilities of the students to understand the concept relating to strategic management.
2. To acquaint student with strategies framed at different levels of management. For organizational success in changing environment.
3. To make student competent to think and act globally

Unit I Introduction

Definition & characteristics of strategic management, mission, objectives & goals, levels at which strategy operates, strategic management process, environmental scanning.

Unit II Diversification strategy

Concept, why firms diversify? Different types of diversification strategy, change of different strategies, Need to formulate R & D strategy, formulating R & D Strategy, R& D planning process in Indian organization.

Unit III Strategic human Resource management

Strategic human resource management, Recent development. Human capital management (HCM), talent management, The New SHRM imperative, bench marketing for SHRM, SHRM in different cultures, Women in International management. __-__

Unit IV Corporate Appraisal

Concept, significance of corporate appraisal in strategy making, corporate capability appraisal process, Assessment of internal capabilities, Techniques of competence appraisal, synergy - Practices followed in capability analysis in Indian organization.

Unit V Strategic Evaluation & control

Concept, types of strategic control, techniques of strategic evaluation & control.

Reference Book

- 1) Azav Kazmi- Business policy & strategic Management – TATA MC Graw Hill N. Delhi
- 2) Shrivastva R.M.- Management policy & strategic management- concepts, skills & practices – Himalaya Publication House Mumbai
- 3) Neeta Bopavikar – Global strategic Management- Himalaya Publication House Mumbai
- 4) Subharao P. – strategic Management - Himalaya Publication House Mumbai
- 5) G.Sudarasana Reddy - – strategic Management - Himalaya Publication House Mumbai
- 6) Jayarathanam M - – strategic Management - Himalaya Publication House Mumbai
- 7) Gluck William & etc - Business policy & strategic Management –MC Graw Hill International edition.
- 8) Bhattachary S K & etc – Managing Business Enterprises strategy & structure, - vikas Publication House New Delhi