

## **II. SYLLABUS AND SUGGESTED READINGS OF M.COM**

### **FIRST SEMESTER-**

#### **Course Number: ABM701, Course Title: ECONOMETRICS FOR BUSINESS ANALYSIS**

UNIT 1 [11 pds]

Meaning, Nature and Scope Of Econometrics, Simple and Linear Regression Model, Estimation through OLS approach, Gauss-Marko's theorem, Concept and Derivation of R<sup>2</sup>, Maximum Likelihood Method, Multi Co-linearity and Auto Correlation, Method of Indirect Least Square (ILS), Two Stage Least Square (2SLS), Three Stage Least Square(3SLS).

UNIT 2 [10 pds]

Methodology Of Econometrics-Models Specification Stage, Model Estimation Stage, Model Evaluation Stage, Properties Of Econometric Models, Testing Structural Stability Of Regression Model, Regression With Dummy Dependent Valuables, LPM Logit, Probit And Tobit Models, Auto-Regression and Distributed Lag Models- Kyok Ro Model, Partial Adjustment Model, Nerlove's Partial Adjustment Model and Granger Causality Test.

UNIT 3 [11 pds]

Concept of Analysis of Variance approach and Its application in Regression Analysis, Heteroscedasticity and Multi Co-linearity, Concept of Stationarity, Random Walk Model, Unit Roots-Dicky-Fuller Test and augmented Dicky-Fuller Test, Co-Integration.

UNIT 4 [10 pds]

Time Series Analysis-Basic Concept, Economic Application Stationary and Non-Stationary Process, Unit Root Stochastic Process, Forecasting-Problem with VAR Modeling, Test of significance of the difference between a single prediction and the actual observation, Theil's Inequality coefficient, The Janus Quotient.

UNIT 5 [10 pds]

Multivariate Analysis-meaning, properties of Multivariate Normal distribution, T<sup>2</sup>, Discriminant analysis, factor analysis, The use of Statistical package in econometric research, and data entry, Parametric and Non-Parametric tests, Dublin Watson test, analysis of variance

#### **SUGGESTED READING**

Greene. W.H. Econometrics Analysis, Prentice Hall, 1997.

Dilip .M. Nachane, Econometrics: Theoretical Foundation and empirical perspectives, oxford university press; 2006

Damodhar .N.Gujarati, Basic Econometrics, Tata McGraw Hill, 2005

A Koutsoyamis, Theory of Econometrics, Palgrave 2004

Johnston, Econometrics Methods, McGraw Hill 1991.

Maddala, G. S, Introduction to Econometrics, Macmillan.

Amemiya, T (1985), Advanced Econometrics, Harvard university press, Cambridge, Mass

#### **Course No.: ABM702, Course Title: SEMINAR & GROUP DISCUSSION**

Students are required to present one seminar paper in each major paper for internal evaluation.

In addition to this he is allotted one more topic for presentation in external seminar for end semester evaluation.

#### **Course No.: ACM701, Course Title: MANAGEMENT ACCOUNTING & CONTROL**

UNIT 1: INTRODUCTION [15 pds]

Concepts, Nature, Scope and Functions of Management Accounting, Distinction between Management Accounting, Financial Accounting & Cost Accounting, Role and Responsibilities of Management Accountant.

UNIT 2: BUDGET, BUDGETING AND BUDGETARY CONTROL [15 pds]

Meaning of Budget & Budgeting, Budgeting Process, Benefits, types of Budget & its preparations. Sales Production Inventory, Overhead, Cash Budget, Flexible Budget, Zero-base and Performance Budgeting, Budgetary Control.

UNIT 3: VARIANCE ANALYSIS [16 pds]

Material Cost variances, Labour Cost variances, Overhead variances and Sales variances, Accounting & Disposal of Variance.

UNIT 4: COST ANALYSIS AND DECISION MAKING [16 pds]

Classification of Costs, Marginal Costing, Cost Volume Profit Relationship, Break-Even Analysis.

UNIT 5: REPORTING AND CONTEMPORARY ISSUES [16 pds]

Kinds of Reports etc., process of reporting, Responsibility Accounting-Introduction of Cost, Revenue & Profit Centres, Overheads for measuring Profit Centres. Contemporary Issues in

Management Accounting- Target Costing, Value Chain Analysis & Relevant Costing.

**SUGGESTED READINGS:**

Khan MY & Jain PK: MANAGEMENT ACCOUNTING

Gupta SP: MANAGEMENT ACCOUNTING

Pandey IM: ELEMENTS OF MANAGEMENT ACCOUNTING

**Course No.: ACM702, Course Title: INTERNATIONAL ACCOUNTING**

UNIT 1: INTRODUCTION [15 pds]

Definition, Scope & Concept of International Accounting, Internationalisation of Accounting Profession, International Accounting Standards Committee- A Review of its major Standards, USGAAP.

UNIT 2: ACCOUNTING FOR MULTI-NATIONALS-I [15 pds]

Accounting for currency translation, Foreign exchange and procedural issues.

UNIT 3: ACCOUNTING FOR MULTI-NATIONALS-II [16 pds]

Transfer Pricing in International business- methods and problems.

UNIT 4: CONSOLIDATION OF ACCOUNTS [16 pds]

Consolidation of the accounts of subsidiaries and affiliates (Joint Ventures).

UNIT 5: FINANCIAL REPORTING STANDARDS [16 pds]

Financial Reporting and Accounting Standards setting procedure in India, Accounting Standards. Overview of IFRSs 1 and 2, AS 31 and 32.

**SUGGESTED READINGS:**

Choi FDS & Mueller GG: AN INTRODUCTION TO MULTI-NATIONAL ACCOUNTING

BUSINESS INTERNATIONAL, SOLVING ACCOUNTING PROBLEMS FOR WORLDWIDE OPERATIONS

FINANCIAL ACCOUNTING STANDARDS BOARDS: ACCOUNTING FOR FOREIGN CURRENCY TRANSLATION

Thomas G Evans, Martin E, Taylor & Oscar Holzmann: INTERNATIONAL ACCOUNTING AND REPORTING.

JH Arpan & LH Radebaugh: INTERNATIONAL ACCOUNTING AND MULTINATIONAL ENTERPRISES.

Arne Kinserdal: FINANCIAL ACCOUNTING-AN INTERNATIONAL PERSPECTIVE.

John Blake: EUROPEAN ACCOUNTING.

Coopers & Lybrand: INTERNATIONAL ACCOUNTING SUMMARIES.

Frederick DS Choi: HANDBOOK OF INTERNATIONAL ACCOUNTING.

**Course Number: BAM701, Course Title: CORPORATE GOVERNANCE & C.S.R.**

UNIT 1: CONCEPT OF CORPORATE GOVERNANCE [15 pds]

Introduction, Corporate Governance in the 21st century, Basic model, Principal agent theory, separation of ownership and control.

UNIT 2: DISPERSION OF CAPITAL [15 pds]

Shareholder capitalism, transaction cost economics and structure and corporate governance.

UNIT 3: EVOLVING SOCIAL DEMAND ON CORPORATIONS [15 pds]

Rise of ethics, Business ethics, stakeholder theory, Corporate Governance and stakeholders, globalization and concentration of capital.

UNIT 4: BUSINESS REGULATIONS [18 pds]

Rise of Transnational or Multinational Corporations, Regulation to global code of international institutions and stakeholders' active vision.

UNIT 5: C.S.R. & ACCOUNTABILITY [15 pds]

Market failure, Corporate grid and rationale for regulations, Environment, Labour standards and conflicts of interest.

**SUGGESTED READINGS:**

UC Mathur: CORPORATE GOVERNANCE & BUSINESS ETHICS (TEXT & CASES), Macmillan India.

Fernando Franco: CORPORATE GOVERNANCE

A Cadbury: CORPORATE GOVERNANCE & CHAIRMANSHIP, Oxford Univ. Press

Ramon Mullerate & Daniel Brennan: CORPORATE SOCIAL RESPONSIBILITY—THE CORPORATE GOVERNANCE OF THE 21ST CENTURY (INTERNATIONAL BAR ASSOCIATION SERIES)

**Course No.: BAM702, Course Title: MARKETING MNGT. & CONSUMER MOVEMENT**

UNIT 1: UNDERSTANDING MARKETING MANAGEMENT [18 pds]

Role of Marketing in Present Environment, Tasks and Philosophy of Marketing Management, The Marketing System, Role of Marketing in India, Marketing Process.

UNIT 2: ANALYSING MARKETING OPPORTUNITIES [15 pds]

The Marketing Environment, Consumer Markets and Buying Behaviour, Organisational Market and Buying Behaviour, Market Segmentation.

UNIT 3: MARKETING MIX I [15 pds]

Product Decisions, Price Decisions.

UNIT 4: MARKETING MIX II [15 pds]

Marketing Channels Decision, Physical Distribution-Decision, Marketing Communication Decision,

Advertising Decision, Sales Promotion Decision, Personal Selling Decision.

UNIT 5: CONSUMER PROTECTION IN INDIA [15 pds]

Consumerism, Corporate Accountability, Consumer Protection Act 1986-Important Provisions Regarding Consumer Protection and Redressal Agencies in India, Ethics in Marketing.

**SUGGESTED READINGS:**

Srivastava PK: MARKETING MANAGEMENT

Kotler Philip: MARKETING MANAGEMENT Stanton WJ: FUNDAMENTALS OF MARKETING

Sharma DC: FUNDAMENTALS OF MARKETING MANAGEMENT Still & Cundiff: BASIC MARKETING

Gandhi JC: MARKETING: A MANAGERIAL APPROACH

Sherlekar: MARKETING MANAGEMENT CONSUMER PROTECTION ACT 1986 (BARE ACT)

**SECOND SEMESTER-**

**Course Number: ABM801, Course Title: FINANCIAL MANAGEMENT & ANALYSIS**

UNIT 1: FINANCE FUNCTION [11 pds]

(a) Finance Function - Meaning (b) Goal, objectives & functions of Financial Management (c) Time Value of Money, Risk Return Tradeoff.

UNIT 2: CAPITAL STRUCTURE AND COST OF CAPITAL [10 pds]

(a) Concept and importance of Cost of Capital (b) Calculation of Cost of Individual Capital components (i) Cost of Short-Term Debt (ii) Cost of long term debt (iii) Cost of preferred stock (iv) Cost of equity stock (v) Cost of retained earning (c) Calculation of composite cost of capital (d) Cut off point (e) Capital Structure: Meaning, Theories and Leverage Analysis.

UNIT 3: CAPITAL BUDGETING [11 pds]

(a) Concept and Importance of Capital Budgeting (b) Techniques of Capital Budgeting including Capital Rationing and Tax Factor (i) Capital Budgeting under uncertainty (ii) Analysis of selected investment decisions

UNIT 4: WORKING CAPITAL DECISIONS [10 pds]

(a) Concept of Working Capital (b) Management of Working Capital (c) Management of Cash, Accounts Receivable and Inventories.

UNIT 5: DIVIDEND POLICY [10 pds]

(a) Determinants of dividend policy (b) Dividend Pay-Out models (c) Dividend Policy and Valuation of shares.

**SUGGESTED READINGS:**

James C Van Horne: FINANCIAL MANAGEMENT AND POLICY Ezra Solomon: THEORY OF FINANCIAL MANAGEMENT

James CT Mao: QUANTITATIVE ANALYSIS OF FINANCIAL DECISIONS IM Panday: FINANCIAL MANAGEMENT

J Fied Weston and Eugene F. Bringham: MANAGERIAL FINANCE

PV Kulkarni: FINANCIAL MANAGEMENT-A CONCEPTUAL APPROACH MY Khan & PK Jain: FINANCIAL MANAGEMENT

Keith V Smith: READINGS ON THE MANAGEMENT OF WORKING CAPITAL

**Course Number: ABM802, Course Title: BASIC RES. METH., STAT. TOOLS & ANAL.**

UNIT 1: INTRODUCTION [10 pds]

Research: Meaning, Nature, Types, Experiments (Laboratory and Field), Field Study, Survey Research, Major steps in Research, Variables and Controls, Ethical Issues

UNIT 2: RESEARCH DESIGN [10 pds]

Research Problem Formulation, Hypothesis and its kinds, Survey of Related Literature, Research Design: Exploratory, Descriptive and Casual, Qualitative and Quantitative Research Approaches

UNIT 3: DATA COLLECTION [10 pds]

Primary and Secondary Data, Research Tools-Observation, Interviews, Questionnaire and Schedules, Case Study, Measurement and Scaling, Sampling, Sampling Techniques- Probability and Non-Probability

UNIT 4: ANALYSIS AND INTERPRETATION [10 pds]

Part A- Developing Logical Reasoning and Quantitative Aptitude

Part-B Analysis & Interpretation of Data, Establishment of Categories, Coding, Tabulation, Statistical Analysis of Data- Descriptive and Inferential, Content Analysis

UNIT 5: RESEARCH REPORT WRITING [12 pds]

Research Report, Types of Report, Structuring the Report, Format of Abstract, Format of the Synopsis, Format of Project/Dissertation, Format of Research Paper.

**SUGGESTED READINGS:**

Agarwal, A.K., MODERN APPROACH TO LOGICAL REASONING, 2012, S. CHAND & CO., DELHI

Kerlinger, Fred, FOUNDATIONS OF BEHAVIOURAL RESEARCH, 1986, HARCOURT BRACE & CO., ORLANDO, FL

Kothari, C.R., RESEARCH METHODOLOGY: METHODS & TECHNIQUES, 2004, New Age International Publishers, N. Delhi Jha,

Sachidanand, GENERAL MENTAL ABILITY, LOGICAL REASONING & ANALYTICAL ABILITY, 2012, Kalinjar Publishers, N.Delhi

Bryman, Allan, SOCIAL RESEARCH METHODS, 2008, Oxford University Press, U.K.  
Lawrence N.W., QUALITATIVE RESEARCH DESIGN IN SOCIAL RESEARCH METHODS, 2009, Pearson International , N. Delhi  
Taylor, Bill; Sinha, Gautam; Ghoshal, Taposh; Research Methodology: A GUIDE FOR RESEARCHERS IN MANAGEMENT AND SOCIAL SCIENCES, 2004, PHI, N. Delhi

**Course Number: ABM/ACM/BAM 803, Course Title: PRE-DISSERTATION**

1. Preparation of Bibliography
2. Summaries of Related Studies, and
3. Preparation of Synopsis of the Research Project.

**Course No.: ACM801, Course Title: DIRECT TAXES & INDIRECT TAXES**

UNIT 1: COMPUTATION OF INCOME [16 pds]  
Computation of Taxable income under various Heads-An overview with particular reference to Current Assessment Year, Direct Tax Code.

UNIT 2: ASSESSMENT PROCEDURE [16 pds]  
Return Filing Procedure, E-filing procedure, Types of Returns, Types of Assessments, Re-opening of Assessments, Payment of Tax in advance, Deduction of Tax at source, Tax Collected at Source, Payment of Tax on self-assessment, Refunds and Tax Credit Certificates, Appeals, Revisions, Investigations, Penalty and Prosecution.

UNIT 3: ASSESSMENT AND TAX-LIABILITY [16 pds]  
Assessment of Individual, HUF, Partnership Firms, Companies and Cooperative Societies, Computation of Income-tax Liability.

UNIT 4: SERVICE TAX  
Introduction , Nature of Service Tax , Service Provider and Service receiver , Registration Procedure Records to be maintained , Classification of taxable services, Valuation of taxable services. Exemption and Abatements. Payment of Service tax, Return Cenvat credit Rules, Export and import of Services.

UNIT 5:CENTRAL SALES TAX ACT & VAT  
Central Sales Tax Act & VAT Act Introduction, definition of sale under CST , Stock Transfer, Inter branch transfer of goods under CST, Interstate sale, Various forms for filing sales tax returns under CST, Sales outside territorial waters under CST , Procedures.

VAT: Salient Features of UP State VAT Acts, Treatment of stock and branch transfer under UP State VAT Act. Filing of Return under UP State VAT Acts. Basic concepts and features of Good and Service Tax in India

**SUGGESTED READINGS:**

Mehrotra HC: DIRECT TAXES & INCOME TAX  
Bhagwati Prasad: INCOME-TAX LAW & PRACTICE.  
PagasreDinkar: INCOME-TAX LAW.  
Singhania: INCOME-TAX LAW & PRACTICE  
Pramod Kumar: WEALTH TAX, GIFT TAX & EXCISE DUTY

**Course Number: BAM801, Course Title: ORGANISATIONAL BEHAVIOUR**

UNIT 1: INTRODUCTION [18 pds]  
Understanding Human Behaviour, Perceptions, Learning, Models of Human Behaviour, Organisational Theory and Structure.

UNIT 2: MOTIVATION AND LEADERSHIP [15 pds]  
Motivation, Leadership, Team building & Conflict management.

UNIT 3: THE COMMUNICATION PROCESS [15 pds]  
Definition of Communication, Organisational Communication Process, Superior Subordinates Initiated and Interactive Communication in Organisation.

UNIT 4: GROUP DYNAMICS [15 pds]  
Definition & importance, types of Groups, Group Formation, Group Development & Group Composition.

UNIT 5: ORGANISATIONAL DEVELOPMENT [15 pds]  
Organisational Development, Impact of Change, Characteristics of Organisational Development, Traditional Approaches to Organisation Development.

**SUGGESTED READINGS:**

Luthans Fred: ORGANISATION BEHAVIOUR  
Keith Davis: HUMAN BEHAVIOUR AT WORK  
VSP Rao: ORGANISATIONA-THEORY & BEHAVIOUR  
Harsey Paul: ORGANISATION BEHAVIOUR  
LM Prased: ORGANISATIONA-THEORY & BEHAVIOUR

**Course Number: BAM802, Course Title: MANAGEMENT OF INDUSTRIAL RELATION**

**UNIT 1: INTRODUCTION**

Issues in Managing Industrial Relations, Empirics of IR, Recent Development in Public Policy, Different approaches of Industrial Relations

**UNIT 2: TRADE UNIONISM**

Concept, Theories, Functions, Trade Union Movement in India, Problems and Prospects of Trade Unions in India.

**UNIT 3: WORK RELATIONS**

Labour Force commitment, People and Productivity, Industrial Democracy, Ethical Codes, Workers Participation in Management, Labour-welfare and Social Security.

**UNIT 4: DISCIPLINE MANAGEMENT**

Discipline management, Global Industrial Relations practices (UK, USA, Japan, & Australia).

**UNIT 5: MANAGEMENT OF INDUSTRIAL RELATIONS**

(a) Preventive Measures: Bi-partite and Tri-partite - Bodies, Standing Orders, Code of Discipline, Model Grievance Procedure, Collective Bargaining (b) Settlement Machinery: Conciliation, Arbitration, Adjudication.

**SUGGESTED READINGS:**

Pramod Verma: MANAGEMENT OF INDUSTRIAL RELATIONS, Arun Monappa: INDUSTRIAL RELATIONS, CB Mamoria: DYNAMICS OF INDUSTRIAL RELATIONS IN INDIA, Jerome Joseph: STRATEGIC INDUSTRIAL RELATIONS,

**THIRD SEMESTER-**

**Course Number: ABM/ACM/BAM 901, Course Title: DISSERTATION**

Dissertation on any given topic. Every Candidate will submit Dissertation before 30 November every year.

1. Collection of Data.
2. Analysis of Data
3. Report Writing followed by internal & external viva-voce.

**Course Number: ABM902, Course Title: COMPUTER BASED MNGT. INFO. SYSTEM**

**UNIT 1: INTRODUCTION**

[11 pds]

(a) Concept of Information System (b) Computer Aided Information System (c) Role of Information System in Business (d) Data Communication concept (e) Computer Network (f) business uses of social networking.

**UNIT 2: COMPUTERS AND BUSINESS MANAGEMENT**

[11 pds]

(a) Computer and Management Functions (b) Computer Based Financial Information System (c) Manufacturing Information System (d) Marketing Information System (e) Human Resource Information System.

**UNIT 3: INFORMATION TECHNOLOGY FOR DECISION MAKING**

[10 pds]

(a) Concept of Decision Making (b) Recent trends in Information Technology (c) Method Of Decision Making (d) Data Mining & Analytics.

**UNIT 4: SYSTEM DEVELOPMENT**

[10 pds]

(a) Overview of Systems Analysis and Design (b) System Development Life Cycle (c) Designing on-line and Distributive Environments-Design Consideration (d) Implementation and Control Project.

**UNIT 5: LEGAL FRAMEWORK & EMERGING ISSUE**

[10 pds]

(a) Concept of ERP& SAP (b) Cyber Law – An Overview (c) Impact on Society.

**SUGGESTED READINGS:**

V Rajaraman: Analysis of Information Systems

Jerome Kanter: Managing With Information

Rober G Murdiak, Joel E Ross & James R Chaggett: Information System for Modern Management

**Course No.: ACM902, Course Title: ACCOUNTING THEORY**

**UNIT 1: INTRODUCTION**

[15 pds]

Accounting Theory-Nature and foundations, Accounting Environments-Social, Economic and Legal Accounting Methodology, Levels of Accounting Theory, Development of Accounting Thought, Critical Review of Accounting Concepts, Principles, Postulates and Conventions.

**UNIT 2: PRICE VARIATION ACCOUNTING**

[16 pds]

Adjustment for Changing Prices-Contending Schools of Thought, with special emphasis on Current Cost Accounting, Cash Flow Accounting.

**UNIT 3: CORPORATE FINANCIAL REPORTING** [16 pds]

Objectives, Disclosure, Requirements and Evaluation of disclosure, Practices in Financial Reporting, Periodic and Segment Reporting, Preparation and Harmonisation of Accounting Reports, Corporate Social Reporting.

**UNIT 4: ACCOUNTING STANDARDS** [16 pds]

International Accounting Standards: Role of Financial Accounting Standard Board, Cost Accounting Standard Board and other Institutions, Accounting Standards in India.

**UNIT 5: CONTEMPORARY ISSUES IN ACCOUNTING**

(1) Human Resource Accounting (2) Socio Economic Accounting (3) Value Added Accounting (4) Environmental Accounting.

**SUGGESTED READINGS:**

Chakraborty SK & Others: TOPICS IN ACCOUNTING AND FINANCE Sinha Gokul: ACCOUNTING THEORY  
Hendriksen ES: ACCOUNTING THEORY Belkaoni A: ACCOUNTING THEORY

**Course Number: BAM902, Title: HUMAN RESOURCES DEV. FOR GLOBAL BUS.**

**UNIT 1: INTRODUCTION**

Concept, Significance of Human Resource Development, HRD Mechanisms, Processes and Outcomes, Functions, HRD department and its tasks.

**UNIT 2: MANAGEMENT DEVELOPMENT AND CAREER PLANNING**

Essential ingredients of Management Development Programme, Technique Development for International Assignment, Concept of Career Planning, Process Career Stages, Succession Planning, Organisational Restructuring.

**UNIT 3: GLOBALISATION AND HRD**

Potential Appraisal, Performance appraisal & feedback, Global Compensation, Impact on Quality circle and Participate Management.

**UNIT 4: HUMAN RESOURCE RECORDS, INFORMATION SYSTEM**

Human Resource Records, Human Resource Audit, Research, Human Resource Information System.

**UNIT 5: CHALLENGES OF HUMAN RESOURCE DEVELOPMENT**

Corporate Reorganisations, Changing, Demographics of Work-force, New Industrial Relations Approach, Changed Employee Expectations, Personal Counseling.

**SUGGESTED READINGS:**

TV Rao: THE HRD MISSIONARY  
K Aswathapa: HUMAN RESOURCE AND PERSONNEL MANAGEMENT, 1999  
P Subba Rao: ESSENTIAL OF HUMAN RESOURCE MANAGEMENT & INDUSTRIAL RELATIONS, 1998  
VSP Rao: HUMAN RESOURCE MANAGEMENT-TEXT AND CASES, 2000  
V Sisodia & Udai Pareek: HRD IN THE NEW MILLENNIUM, 1999  
Gary Dessler: HUMAN RESOURCE MANAGEMENT, 1999  
Udai Prakash & TV Rao: DESIGNING & MANAGING HR SYSTEM  
Peter J Dowling & Daniel: INTERNATIONAL HRM

**FOURTH SEMESTER-**

**Course Number: ABM001, Course Title: FINANCIAL MARKET & INSTITUTIONS**

**UNIT 1: INDIAN FINANCIAL MARKET**

(a) Structure of Financial Market: Money market and Capital Market (b) Evolution and Role of Financial Institutions (c) Organisation and Structure of Security Market (d) Functions and Working of Term Financial Institutions IDBI, IFCI, Etc.

**UNIT 2: NEW ISSUE MARKET AND STOCK EXCHANGE IN INDIA**

(a) Role of New Issue Market in Industrial Financing (b) Floating of New Issues (c) Organisation and Functioning of Stock Exchange in India (d) Listing of Securities (e) Trading in Stock Exchange (f) Regulation and Control of Stock Exchange: SEBI.

**UNIT 3: MERCHANT BANKING AND UNDERWRITING**

(a) Concept and Evolution of Merchant Banking (b) Role and services rendered by Merchant Banks (c) Recent Trends in Merchant Banking in India (d) Significance of Underwriting (e) Institutional Underwriting in India.

**UNIT 4: INVESTMENT MANAGEMENT & SECURITY ANALYSIS**

(a) Conceptual Framework, (b) Mutual Funds & UTI (c) Credit Rating Agencies.

**UNIT 5: FOREIGN CAPITAL AS A SOURCE OF BUSINESS FINANCE**

(a) Place of Foreign Capital in overall frame work of the financial system (b) Its analysis-as source of

business finance (c) External Commercial Borrowings, Global Depository Receipts and American Depository Receipts.

**SUGGESTED READINGS:**

Gurley J and Dhaw ES: MONEY IN A THEORY OF FINANCE, Van Horne, James C: FINANCIAL MAKER RATES AND FLOWS

Khan MY: INDIAN FINANCIAL THEORY AND PRACTICE, SrivastvaRM :MANAGEMENT OF INDIAN FINANCIAL INSTITUTION

**Course Number: ABM002, Course Title: INTERNATIONAL MARKETING MANAGEMENT**

**UNIT 1: INTERNATIONAL MARKETING AND ITS INTRODUCTION**

(a) Nature and significance; complexities in international marketing; (b) Transition from domestic to transnational marketing; (c) International market orientation- EPRG framework; International market entry strategies.

**UNIT 2: INTERNATIONAL MARKETING ENVIRONMENT**

(a) International Marketing Environment: Political, Legal, Environmental, Socio Cultural and Technological environment, Country Risk Analysis. (b) International Economic Environment: IMF, WTO International Monetary System. (c) International Trade Barriers: Tariff and Non-Tariff Regional Blocks: European Union, NAFTA, SAARC, ASEAN, and MERCOSUR.

**UNIT 3: INTERNATIONAL MARKETING DECISIONS**

(a) International Product policy planning for global markets, Standardization vs. Product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services; Environmental influences on pricing decisions; (b) International pricing policies and strategies. (c) Complexities and issues of International advertising, Functions and types of channels; channel selection decisions; (d) International logistics decisions.

**UNIT 4: DIRECTION & COMPOSITION OF INDIAN EXPORTS**

(a) Indian export and import policy export promotion organizations, (b) Export incentives (c) Export quality control; (d) Export finance, shipment and procedures (e) Export documents, processing of an export order, organization (f) Structure of export and import houses.

**UNIT 5: EMERGING ISSUES & DEVELOPMENTS IN INTERNATIONAL MARKETING**

(a) Ethical and social issues in International marketing. (b) Information technology and international marketing; Impact of globalization.

**SUGGESTED READINGS:**

Czinkota M.R: International Marketing, Dryden Press, Boston

Fayerweather, John: International Marketing, Prentice Hall, New Delhi

Jain, S.C: International Marketing, CBS Publications, New Delhi

Keegan, Warren J: Global Marketing Management, Prentice Hall, New Delhi

**Course No.: ACM003, Course Title: INTERNATIONAL FINANCIAL MANAGEMENT**

**UNIT 1: INTRODUCTION**

International Financial Management: Concept, Scope, Functions, objectives and benefits of International Finance, International Financial Management Vs. Domestic Financial Management.

**UNIT 2: INTERNATIONAL FINANCIAL INSTITUTIONS**

International Monetary Fund, World Bank and other Financial Institutions governing International Trade & Finance, Global financial markets and interest rates.

**UNIT 3: FOREIGN EXCHANGE MARKET**

System of Exchange rates, foreign exchange system, financial derivatives, financial swaps, forward swaps and interest rate parity, currency options. Foreign Exchange Risk Management.

**UNIT 4: SHORT-TERM FINANCIAL MANAGEMENT**

Short-term financial management in a multi-national corporation; International receivables and Inventory Management, International Cash Management.

**UNIT 5: INTERNATIONAL INVESTMENT**

International Investment Strategy, International equity investment long-term borrowings in the global Capital markets, Euro-currency.

**SUGGESTED READINGS:**

Maurice S, Levi: MULTINATIONAL FINANCIAL MANAGEMENT, Mc Graw Hill

Alan C Shapira: MULTINATIONAL FINANCIAL MANAGEMENT, PHI

Apte PG: INTERNATIONAL FINANCIAL MANAGEMENT, TMH, New Delhi

Seth AK: INTERNATIONAL FINANCIAL MANAGEMENT, Galgotia Publishing Co., New Delhi, STUDY MATERIAL OF IGNOU ON INTERNATIONAL FINANCIAL MANAGEMENT, JOURNALS OF ICAI, ICSI, ICWAI & ICAI

**Course Number: BAM004, Course Title: INTERNATIONAL BUSINESS MANAGEMENT**

**UNIT 1: INTRODUCTION**

Meaning, Growth, Significance, Dimensions, Multinational Corporation.

**UNIT 2: ENVIRONMENT OF INTERNATIONAL BUSINESS**

Environmental Factors-Economic Environment, Financial Environment, Political Environment, Legal Environment, Cultural Environment, Cross-Cultural Communication & Diversity, Technological Environment.

**UNIT 3: INTERNATIONAL BUSINESS STRATEGY**

Domestic to International Strategy, Management Philosophy and Strategy, International Operations Strategy, International Personnel Strategy.

**UNIT 4: INTERNATIONAL BUSINESS IN THE FUTURE**

The future of the Multinational Corporations, Determinants of Competition, Opportunities for India.

**UNIT 5: GLOBALISATION OF BUSINESS**

India in the Global Setting, Globalisation of Indian Business obstacles to Globalisation, Factors Favouring Globalisation.

**SUGGESTED READINGS:**

Francis Cherunilam: INTERNATIONAL BUSINESS

James H Taggart & Michael CMC Dermoll: THE ESSENCE OF INTERNATIONAL BUSINESS

Trilok N Sindhwana: THE GLOBAL BUSINESS GAME (A STRATEGIC PERSPECTIVE)

**Course Number: ABM/ACM/BAM005, Course Title: CORPORATE TRAINING**

Students are attached to some Corporate/Chartered Accountant/Company Secretary/Lawyer for practical exposure and evaluation is carried out as per Institute's norms.

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