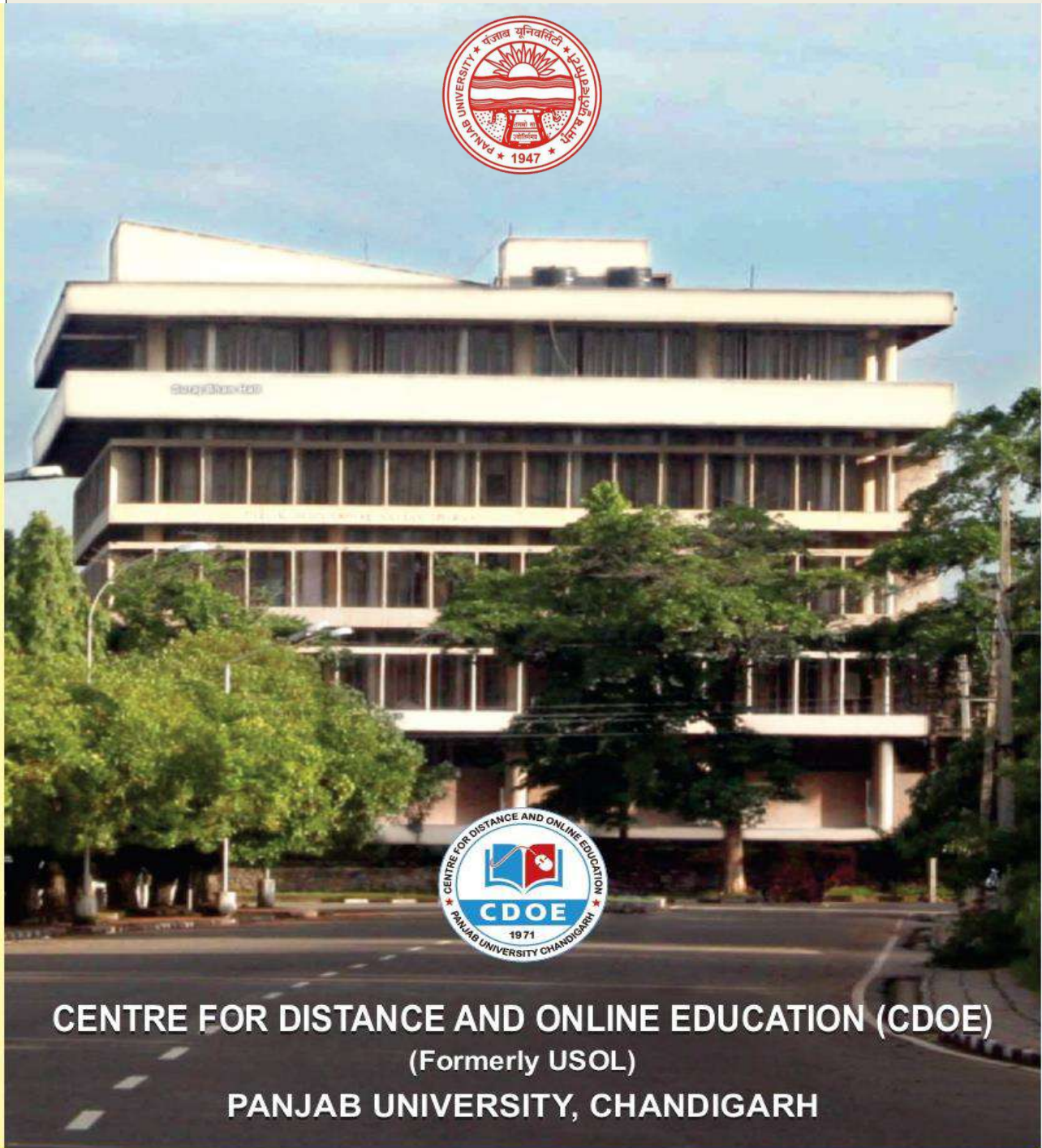


**M.COM (Masters in Commerce)
INTRODUCTORY BOOKLET
SESSION 2023-25**



CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)
(Formerly USOL)
PANJAB UNIVERSITY, CHANDIGARH



DEPARTMENT OF COMMERCE and MANAGEMENT S TUDIES

CENTRE FOR DISTANCE and ONLINE EDUCATION

PANJAB UNIVERSITY CHANDIGARH

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- <https://twitter.com/OfficialPU>,
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1. MESSAGE FROM THE COORDINATOR DCMS

Prof. Geeta Bansal

Dear Learners,

A very warm Welcome to the M.com Programme 2023-25 at CDOE, Panjab University, Chandigarh. You are indeed lucky to be a part of this prestigious Institute.

Hope you are all doing great and ready for the New Normal Academic Session which is primarily going to be offline.

Some of you must be aware of Distance Learning Programmes but for some of you it may be an altogether new experience. We assure you that this is going to be a very enriching journey for you, not only on the personnel front but will help you tremendously on professional front as well.

All the relevant information pertaining to M.Com Programme is incorporated in this introductory booklet, including your detailed Syllabi and the Rules and Regulations which are very important.

You must always keep the introductory booklet handy at your desk / desktop for easy reference.

2. ABOUT M.COM

1. **Programme's Mission & Objectives:**

The Mission of the M.com. Course is to contribute towards the dissemination of information and knowledge in the field of commerce to the students who are aspiring to earn a master's degree in commerce. The program aims at providing education to those aspirants who are unable to enroll in the regular mode due to any reason. **The objective** of the program is to enhance the academic credentials and career prospects post graduates in commerce which is one of the most sought after degrees.

2. **Relevance of The Program with HEI's Mission and Goals:**

The relevance of the programme lies in its contribution to the larger goals of HEI which aims at providing education to all by enabling the students who are unable to enroll, especially the girls, the working students through distance mode by honing the existing skills, knowledge and abilities of the students who intend to obtain post Graduate Degree in Commerce. The goal is to target the eligible individuals who are looking for upgrading their professional qualifications in line with the market needs.

3. **Nature of Prospective Target Group of Learners**

The course is suitable to the students who are either self employed or pursuing CA/CS/ICWA or looking for career in the domain of banking, insurance, finance etc. or want to take up any kind of competitive examination (Civil Services, SSC, UGC etc.). The programme would also make the students eligible for enrolling in Ph.D. programme.

4. **Appropriateness of Programme to Be Conducted In Open and Distance Learning Mode to Acquire Specific Skills and Competence:**

The appropriateness of M.Com. programme through distance learning lies in the fact that most of the colleges / Universities running M.Com have limited seats which hampers the aspirations of lakhs of students wanting to earn a post graduate degree in commerce, where distance mode proves to be a boon for them. Masters in Commerce is a two years programme spread over four semesters. The programme aims at honing the existing skills, knowledge and abilities of the students who intend to obtain Post Graduate Degree in Commerce. The degree would help the students to take up higher responsibilities in their chosen field especially for the students who would like to take up teaching assignments at higher level institutes. It would nevertheless fulfil the self aspiration needs of the individuals who are looking for upgrading their professional qualifications in line with the market needs.

5. **Instructional Design:**

The instructional design followed by the course is in line with the guidelines and instructions given by distance education council from time to time. The teaching learning process encompasses three components whereby the students are provided ample support from the department in terms of guidance and counselling by the faculty

- i. **The first component** of the programme is the Study Material in each subject prepared by the expert faculty in Self Learning Mode (SLM).
- ii. **The second component** is the Personal Contact Programme (PCP) of six days duration for the students whereby lectures in all the subjects are deliberated by the expert faculty.
- iii. **The third component** is the online assignments for 20 marks in each subject in each semester (in MCQ Format) based on the study material provided by the department.
- iv. **The fourth component** is the online viva voce exam at the end of the 4th semester.

6. **Procedure for Admissions, Curriculum Transaction And Evaluation:**

All the procedure related to admission. Curriculum transaction and evaluation is taken care of by the different departments as per guidelines of the Panjab University.

Admission: Online admission process is being followed in the department.

Minimum Eligibility:

B.Com./BBA with not less than 45 % marks in the aggregate OR

B.Com. (Hons.) Degree with not less than 45% marks in the aggregate OR

A graduate with Honours in Economics or Mathematics or Statistics or Commerce with not less than 45% marks in the Aggregate

OR

A graduate with 50% marks in the aggregate having offered Economics, Mathematics, Statistics, Commerce, Computer Applications or Computer Sciences as a subject in the examination:

Provided that in case of candidates having Bachelor's degree of the University through Modern Indian Languages (Hindi/Urdu/Punjabi (Gurmukhi Script) and/or in a Classical Language (Sanskrit/Persian/Arabic) or degree of any other

University obtained in the same manner recognized by the Syndicate: 50% marks in the aggregate shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional paper, English and the elective subject taken together;

OR

A pass in the final examination conducted by the Institute of Chartered Accountants of India or

The Institute of Cost and Works Accountants of India or England, or

The Institute of Company Secretaries of India;

Graduate from any other stream not covered in (a) to (f) above with not less than 60% marks in the aggregate.

a. The candidates who have been placed under compartment in B.A. B.Sc./B.Com. Exam. Under + 2

b. + 3 scheme are not eligible for admission to M. Com. 1st semester.

Curriculum Transaction: The duration of the course leading to the degree of Master of Commerce (M.Com.) shall be two academic years. Each year shall be divided into two semesters. The Course curriculum is divided into four semesters comprising of 27 theory papers and 01 Viva-Voce examination with the total of 2800 marks. The students are also given the choice to select two optional groups in third and fourth semesters out of Marketing, Human Resource Management, Accounting & Finance, Banking and Insurance as major and minor options.

Evaluation: The evaluation has two components; the internal assessment and the end semester exam. Every candidate shall be examined in the subjects as laid down in the syllabus prescribed from time to time where 80 % marks will be based on theory papers and 20% marks will be based on online /written assignments to be submitted by the students. The viva-voce examination is 100% based on student's performance in the viva. Viva-Voce shall be conducted jointly by internal and external examiners.

Fee Structure: Approximately Rs. 35,000/- (all semesters).

Link for syllabus:

<https://puuchd.ac.in/includes/syllabus/2017/20170905103952-m.com2017-18.pdf?202212504509>

7. Requirement of the Library Resources:

The infrastructure related to the library resources is available in the present set-up of the department whereby, we have a well stacked library with latest books, journals. Magazines and newspapers. Postal facility for providing books to the students residing in distant areas is also available. The library has a capacity of 70-80 students.

8. Quality assurance mechanism and expected programme outcomes:

The department has an internal quality assurance cell (IQAC) which ensures the internal quality of the working of the department, study material, PCPs and internal functioning. External audit is also conducted which ensures quality of the study material. The department also has a grievance handling cell which takes care of the suggestions and complaints given by the students.

Expected outcomes of the program:

The expected outcomes of the programs are to meet the needs of the Gen Z professionals who are not only looking forward to fulfil their personal aspiration needs, but also want to rise up in their organizational hierarchy equipped with hard skills, soft skills and power skills which is the need of the hour. The aim is to enhance their employability skills and enable them to become Global citizens.

3. M.COM RULES & REGULATIONS

For M.Com. (Semester System) (To take effect from the admissions of 2014 onwards)

- A.** The duration of the course leading to the degree of Master of Commerce (M.Com.) shall be of two academic years. Each year shall be divided into two semesters. The examination for the first and the third semesters shall ordinarily be held in the month of December/January and for the second and the fourth semesters in the month of April/May, or on such dates as may be fixed by the syndicate.
- B.** Every candidate shall pay his examination fee for each semester at the time of admission to the course along with other charges i.e. tuition fee etc. as fixed by Syndicate. The Chairperson of Centre for Distance and Online Education (CDOE) shall forward to the Controller of Examinations (at least three weeks before the commencement of the examination for each semester) a list of the students who have satisfied the requirements of the regulations and are qualified to appear in the examination. The last date for receipt of admission application form and fee with and without late fee shall be as fixed by the Syndicate.
- C.** Every candidate shall be examined in the subjects as laid down in the syllabus prescribed from time to time. 20% marks in each paper excluding project and viva-voce, shall be assigned for internal assessment. Project and viva-voce will be assessed internally on 100% basis. Viva-Voce shall be conducted jointly by internal and external examiners. The director of the Centre for Distance and Online Education shall forward these marks on the basis of written assignment(s), to the Controller of Examinations at least two weeks before the commencement of the examination.
- D.** The Director of the Centre for Distance and Online Education will preserve the records on the basis of which the internal assessment awards have been prepared for inspection, if needed by the University, up to six months from the date of declaration of the results.
- E.** The first and second semester examination shall be open to a student who has been on the rolls of Centre for Distance and Online Education during first and second semester, respectively and
- (i) has submitted all assignments of first and second semester, respectively.
 - (ii) in case a student who has not submitted his assignments as per iii and wants to appear as an ex- student of University School of Open Learning, he will be allowed to do so only after the submission of all the assignments of the semester in which he wants to appear.

The third and fourth semester examinations shall be open to a student who

- (i) has been on the rolls of the Centre for Distance and Online Education during third and fourth semester, respectively and
 - (ii) has submitted all the assignments of third and fourth semester respectively, and
 - (iii) has passed 50% of the prescribed papers of 1st and 2nd semester jointly.
 - (iv) in case a student who has not submitted his assignments and wants to appear as an ex- student of University School of Open Learning, he will be allowed to do so only after the submission of all the assignments of the semester in which he wants to appear.
 - (v) **The medium of instruction and examination shall be English.**
- F.** The minimum number of marks to pass the examination in each semester shall be –
- (i) 35% in each paper in the University examination separately as well as jointly with internal assessment,
 - (ii) 35% in seminar, project and viva voce,

(iii) 50% in the aggregate of (i) and (ii) above.

Grace marks shall be given @ one percent of the aggregate marks of the external examination of University for each semester (only the marks of external examination will be counted for the purpose of calculating the grace marks and marks obtained in internal assessment will not be counted). A candidate may avail of the grace marks either in the aggregate or in one or more papers as may be to his advantage. Grace marks shall, however, be given only for passing the examination or for earning the higher division and not for passing the examination with distinction.

- G.** (a) A candidate who fails in the first or third semester but has secured at least 35% marks separately as well as jointly with internal assessment in not less than 50% of the papers prescribed for that semester shall be permitted to continue his studies in the second and the fourth semester, respectively but he/she will be required to reappear in the next April/May examination in such papers in which he/she had failed in the December examination simultaneously with the second or the fourth semester examination as the case may be.

A candidate on reappearing shall pay examination fee per paper in each semester examination subject to a maximum fee as prescribed for the examination concerned and the examination fee for reappear would be in addition to the examination fee charged for other semester examination, if any, in which he/she was appearing. If he / she fails to pass the first or the third semester examination even in the second attempt his/her result for the second or the fourth semester examination, as the case may be, shall be cancelled and he/she will be required to leave the course.

(b) A candidate who fails in the second semester but had secured at least 35% marks separately as well as jointly with internal assessment in not less than 50% of the papers prescribed for the semester shall be permitted to continue his/her studies in the third semester but he/she will be required to reappear in such papers in which he/she had failed in the April examination in a special examination to be held in August but not before the expiry of six weeks from the date of declaration of the April examination result. If he/she fails even in the special examination, he/she shall be required to leave the course.

(c) A candidate who fails in the fourth semester examination but had secured at least 35% marks separately as well as jointly with internal assessment in not less than 50% papers prescribed for that semester shall be allowed to reappear in such papers in which he/she has failed in the April examination in a special examination to be held in August but not before the expiry of six weeks from the date of the declaration of the result.

Explanation: - Fifty percent of 5 papers will be taken as 2 and that of 7 papers as 3 for purpose of exemption under this regulation.

(d) A candidate who fails to clear the fourth semester examination even in the special examination held in August shall be given one more chance. He/She may appear either in December of the same year or in April examination next year in such papers in which he / she had failed in the special examination held in August.

A candidate who is unable to clear the fourth semester examination even after availing of the second chance as specified above shall be required to leave the course.

(e) If a candidate is required to reappear in a paper which is 100% internally evaluated (for example seminar/workshop/project etc.), he/she will be allowed to appear in the paper(s) as per Regulation 9 (a), (b), (c) and (d) without attending a fresh course of lectures. The work assignment may be determined by the Head of the University Business School/ Principal of the College.

H. A candidate who fails in the First, Second, Third or Fourth semester and is not covered under Reappear Regulation 9 may be given one more chance and allowed to appear in the next regular examination without attending a fresh course of lectures but he will

have to repeat the entire examination.

If a candidate fails to pass in a semester examination even after the second attempt he/she will be required to leave the course.

- I. A candidate who having passed the second semester or third semester examination, discontinues his/her studies may be permitted to join the third semester or fourth semester, respectively within two years of his/her passing the second semester examination.
- J. The internal assessment awards of a candidate who fails in the examination and does not rejoin the CDOE shall be carried forward to the next examination.
- K. Examinations shall publish the result of the examination.

Successful candidates shall be classified as under:

- (i) Those who obtain 75% or more of the total aggregate marks in all the semester examination taken together. First with Distinction
- (ii) Those who obtain 60% or more of the First Division aggregate marks but less than 75% marks in all the semester examinations taken together.
- (iii) Those who obtain below 60% of the Second Division aggregate marks in all the semester Examinations taken together.

4. FACULTY DCMS



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5. Course Structure

Note:

1. The duration of the examination in each subject will be 3 hours.
2. Maximum marks for external/written examination are 80 marks and Internal Assessment is 20marks.
3. The Marks for internal Assessment will be divided as Follows:(not for CDOE students)
 - (a) Attendance : 20%
 - (b) Online Assignments : 30%
 - (c) Mid Semester Test : 50%

For Open Learning (CDOE) Students: Internal Assessment (20 marks-100%) will be based on online Assignments submitted by the students.

Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University.

INSTRUCTIONS TO THE PAPER SETTERS:

- **IF THERE ARE TWO UNITS:** Set 10 questions in all. Five questions from each unit. The students are required to answer five questions in all selecting at least 2 questions from each unit.
- **IF THERE ARE THREE UNITS:** Set 10 questions in all. Three or four questions from each unit. The students are required to answer five questions in all selecting at least one question and not more than two from each unit.
- **IF THERE ARE FOUR UNITS:** Set 10 questions in all. Two or three questions from each unit. The students are required to answer five questions in all selecting at least one question from each unit.
- **IF THERE ARE FIVE UNITS:** Set 10 questions in all. Two questions from each unit. The students are required to attempt five questions in all selecting one question from each unit.

SCHEME OF EXAMINATION**SEMESTER-I**

Paper 1	MC 101	MANAGERIAL ECONOMICS	100 Marks
Paper 2	MC 102	QUANTITATIVE METHODS FOR BUSINESS	100 Marks
Paper 3	MC 103	MODERN ACCOUNTING THEORY & REPORTING	100 Marks
		PRACTICES	
Paper 4	MC 104	ORGANISATION THEORY AND BEHAVIOUR	100 Marks
Paper 5	MC 105	MARKETING MANAGEMENT	100 Marks
Paper 6	MC 106	MANAGEMENT INFORMATION SYSTEM	100 Marks
Paper 7	MC 107	WORKSHOP ON IT APPLICATIONS IN COMMERCE (For Regular Students Only)	100 Marks
	MC 107 A	IT APPLICATIONS IN COMMERCE (For CDOE Students Only)	100 Marks
		Total	700 Marks

SEMESTER-II

Paper 1	MC 201	BUSINESS ENVIRONMENT	100 Marks
Paper 2	MC 202	RESEARCH METHODOLOGY IN COMMERCE	100 Marks
Paper 3	MC 203	FINANCIAL MANAGEMENT AND POLICY	100 Marks
Paper 4	MC 204	PRODUCTION AND MATERIALS MANAGEMENT	100 Marks
Paper 5	MC 205	OPERATIONS RESEARCH	100 Marks
Paper 6	MC 206	BUSINESS POLICY & STRATEGIC MANAGEMENT	100 Marks
Paper 7	MC 207	SUMMER TRAINING REPORT AND VIVA VOCE (For Regular College Students)	100 Marks
	MC 207 A	ENTREPRENEURSHIP DEVELOPMENT AND PROJECT	100 Marks
	Or	MANAGEMENT (For CDOE Students Only)	
	MC 207 B	FINANCIAL SERVICES (For CDOE Students Only)	100 Marks
		Total	700 Marks

SEMESTER –III

Paper 1	MC 301	BUSINESS PERFORMANCE MEASUREMENT	100 Marks
Paper 2	MC 302	TAX PLANNING AND MANAGEMENT	100 Marks
For Paper 3, Paper 4, Paper 5, Paper 6 Students have to select two groups from the given groups A to F having two papers each. (MC. 303 to MC. 314)			
Paper 3		Select Group from A-F	100 Marks
Paper 4		Select Group from A-F	100 Marks
Paper 5		Select Group from A-F	100 Marks
Paper 6		Select Group from A-F	100 Marks
Paper 7	MC 315	MC. 315-WORKSHOP ON FINANCIAL MARKETS AND INSTRUMENTS (For Regular Students Only)	100 Marks
	MC 315A	FINANCIAL MARKETS AND INSTRUMENTS (Theory paper For CDOE students only)	100 Marks
		Total	700 Marks

Group A : Marketing

MC 303	Integrated Marketing Communication & Brand Equity	100
MC 304	Marketing Research	100

Group B : Human Resource Management

MC 305	Human Resource Development	100
MC 306	Industrial Relations	100

Group D : Accounting & Finance

MC 309	Strategic Cost Management	100
MC 310	International Accounting	100

Group F : Banking and Insurance

MC 313	Bank Management	100
MC 314	Insurance Management	100

SEMESTER - IV

Paper 1	MC 401	PROJECT PLANNING AND CONTROL	100 Marks
Paper 2	MC 402	KNOWLEDGE MANAGEMENT	100 Marks
Paper 3	MC 403	BUSINESS ETHICS AND CORPORATE GOVERNANCE	100 Marks
Every student has to select one group from the two groups selected in the third semester (Selected group in the 4 th Semester will be having three papers) MC. 404 to MC. 421)			
Paper 4		Select Group from A-F	100 Marks
Paper 5		Select Group-from A-F	100 Marks
Paper 6		Select Group from A-F	100 Marks
Paper 7	MC 422	Comprehensive VIVA-VOCE	100 Marks
		Total	700 Marks

Group A : Marketing		
MC 404	Advertising and Sales Management	100 Marks
MC 405	Services Marketing	100 Marks
MC 406	Consumer Behavior	100-Marks

Group B : Human Resource Management		
MC 407	Organizational Change and Development	100 Marks
MC 408	Training and Development	100 Marks
MC 409	Compensation Management	100 Marks

Group D : Accounting & Finance		
MC 413	Advance Corporate Accounting	100 Marks
MC 414	Security Analysis and Portfolio Management	100 Marks
MC 415	Advanced Auditing	100 Marks

Group F : Banking and insurance		
MC 419	Bank Legislation	100 Marks
MC 420	Risk Management	100 Marks
MC 421	Actuarial Practice	100 Marks

SEMESTER-1

PAPER – 1 : MC 101– MANAGERIAL ECONOMICS

Objective : The objective of the course is to acquaint students with the concepts of micro-economic theory and their use in business decision making. The effort is to make them capable of using various concepts to deal with business problems in a global economic environment.

UNIT-I

Nature and scope of managerial economics, relationship with economic theory, decision sciences, and functional areas of business; Theory of the Firm: Reasons for existence of the firms & their functions, the objective and value of the firm, constraints on the operation of the firms, limitations of the theory of the firm ; Nature & Functions of Profits: Business vs. Economic Profits, theories of profit, functions of profit ; Tools of Analysis: Marginal Analysis, Optimization, Decision and Game Theory-Concepts; The International Framework of Managerial Economics.

UNIT-II

The demand for a commodity: Individual's demand, Market demand, and the firm demand ; Price, income & Cross elasticity of demand; Using elasticity in managerial decisions; Theories of consumer behavior.

UNIT-III

Pricing Practices and Risk Analysis: Price and Output relationship under different market structures; Pricing Theories ; Pricing of multiple products; Price discrimination – International price discrimination & Dumping, Transfer Pricing ; Risk and Uncertainties in managerial decision making ; Measuring risk with probability distribution ; Utility Theory and risk aversion.

UNIT-IV

Technological change and the global market economy: Impact of technological change on productivity, labor and market structure; industrial innovation and technology and technological environmental forecasting.

Reference Books:

1. Koutsiyannis, A., Modern Microeconomics, Macmillan Press Ltd.
2. Varian, Micro-Economic Analysis (ed. 3), Norton.
3. Pindyck Robert S. and Daniel L Rubinfeld, Micro Economics, Third Edition, Prentice Hall of India, New Delhi.
4. Madala G.S. and Ellen Miller, Micro Economics, Theory and Applications, McGraw Hill, Book Company, New York.
5. Gould, John P, Edward P. Lazear, Micro-Economic Theory, Richard D. Irwin, Inc., Homewood Illinois.
6. Sen Anindya, Micro-Economics: Theory and Applications, Oxford University Press, New Delhi.
7. Tirole J., The Theory of Industrial Organization, Cambridge MIT Press.

Paper-2 : MC 102 – QUANTITATIVE METHODS FOR BUSINESS

Objective : The objective of the course is to acquaint the students with some of the important statistical techniques for managerial decision making .The emphasis will be on their applications to business and economic situations.

UNIT-I

Probability and Probability Distribution: Definitions – Probability Rules -Application of Probability Rules- Conditional Probability- Bayes theorem- Random Variable and Probability Distributions; Binomial Distribution- Poisson Distribution and Normal Distribution.

UNIT-II

Statistical Estimation and hypothesis testing: Introduction to Hypothesis testing - Meaning of Population, sample and sampling distribution – parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits – Estimation of population parameters - properties of a good estimator - Point and interval estimation – Hypothesis Formulation and testing procedure - Type I and Type II errors - one tail and two tail tests – Sampling of Attributes - Estimation and testing Number and Proportions of Successes, Difference between two proportions.

UNIT-III

Sampling Variables : Large Samples – Difference between large and small samples – Estimating population mean – testing the significance of Mean – Significance of the difference between means of two samples - Significance between the standard deviations of two samples - Small Samples -'t' test - fixing fiducial limits to population mean
 - testing the significance of the mean - testing the significance of the difference between two independent means -testing the significance of the difference between two dependent means- F test - meaning - Applications of F test
 - ANOVA - Assumptions - Procedure - one way and two-way analysis of variance.

UNIT-IV

Statistical Quality Control - introduction - Chance and Assignable Causes of Variation Uses of SQC - Process Control and Product Control- Control Charts - Control Charts for Variables -X: Chart – Range chart - Standard deviation chart - Control charts for attributes - C chart -p chart - np chart. Decision Tree Analysis - Decision Making under Uncertainties.

Reference Books:

1. Levin, R.I. and D.S. Rubin: *Statistics for Management*, Prentice-Hall of India.
2. S.C. Gupta : *Fundamentals of Statistics*, Himalaya Publishing House, New Delhi.
3. Anderson Quantitative Methods for Business Decision, Thomson.
4. Barry Render, Ralph M. Stair Jr. Michael E. Hanna: *Quantitative Analysis for Management*, Prentice Hall of India.
5. Anderson, Introduction to Management Science: Quantitative Techniques for Decision Making, Thomson.
6. D.C. Sancheti & V.K. Kapoor : *Statistics*, Sultan Chand & Sons, New Delhi.
7. Sharma, J. K.: *Operations Research - Theory & Applications*, Macmillan India Ltd.
8. Gupta, S.P : *Statistical Methods*, S. Chand & Sons, New Delhi.

Paper – 3 : MC 103 – MODERN ACCOUNTING THEORY & REPORTING PRACTICES

Objective : In view of the convergence of the Indian Accounting Standards with the IFRS, it is desirable to equip the students with the required knowledge of International financial reporting standards and practices. The students are expected to achieve a clear conceptual understanding of the IFRS and possess sufficient knowledge expected out of an expert.

UNIT-I

The Regulatory and Financial Reporting Framework: The International Accounting Standards Board (IASB)-The role and the standard setting process. Progress towards international harmonization. The IASB-Framework for the Preparation and Presentation of Financial Statements; The first time adoption of international financial reporting standards : Objective of financial statements, Qualitative characteristics of financial statements, Elements of financial statements, Recognition and measurement of elements of financial statements, Fair value basis of measurement, Concepts of capital and capital maintenance.

UNIT-II

Elements of financial statements as per International Financial Reporting Standards: (a) Property, plant and equipment (b). Intangible assets (b) inventories (c). Construction contracts (d). Liabilities (e). Financial instruments (f). Provisions and contingencies (g.) Employment and post-employment benefits (h). Accounting for tax (i). Accounting for agriculture (j). Share based payment (k). IFRS-6: Exploration for and evaluation of mineral resources.

UNIT-III

Presentation and additional disclosures as per international Financial Reporting Standards (a). Events after the balance sheet date (b). Earnings per share (c). Related party disclosures (d). Interim financial reporting (e). Effects of changes in foreign exchange rates (f). Segment reporting.

UNIT-IV

Preparation of external financial reports for single entities as per international Standards (a) Income statements and discontinuing operations (b) Cash flow statements (c) Statement of changes in equity (d) Preparation of external financial reports for combined entities and joint ventures (e) Definitions of subsidiaries, investments in associates and joint ventures (f) Exclusions from consolidations (g) Preparation of consolidated balance sheets and income statements (h) Equity accounting (i) Proportionate consolidation and joint ventures.

Reference Books:

1. Elliott, B. & Elliott, J. (2008) Financial accounting and reporting. 12th ed. Harlow Pearson/Prentice Hall.
2. Chartered Institute of Management Accountants. CIMA dictionary of finance and accounting. London: Bloomsbury.
3. S. Agarwal, Manual of Accounting Standards, Snow White.
4. T.P. Ghosh, Accounting Standards and Corporate Accounting Practices, Taxmann.
5. Bhabatosh Banerjee, Regulation of Corporate Accounting and Reporting in India, World Press.
6. Lev Baruch, Financial Statement Analysis – A New Approach, Prentice Hall.
7. Bemstein & Wild. Financial Accounting Theory – issues And Controversies, McGraw Hill.
8. K.S. Most, Accounting Theory, Holt, Rinehart & Winston.

Paper- 4 : MC 104 – ORGANISATION THEORY AND BEHAVIOUR

Objective : The objective of the course is to develop a theoretical understanding among students about the structure and behavior of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

UNIT-I

Organizational Theories and Behaviour: Classical, Neo-classical and Contemporary. Authority, Power, status, formal and informal structure. Flat and Tall structures. Bureaucratization of organizations. Organizational Behaviour–concepts, determinants, models, challenges and opportunities of OB. Transaction cost and organizational behaviours. Contributing disciplines to the OB. Individual Behaviour: Foundations of individual behaviour, values, attitudes, personality and emotions. Theory X and Theory Y, Chris Argyris behaviour patterns, Perceptual process.

UNIT-II

Group Decision making and Communication: Concept and nature of decision making Process, Individual versus group decision making, Nominal group technique and Delphi technique, models of communication, communication effectiveness in organizations. Feedback, TA, Johari Window. Motivation: Need hierarchy, Maslow's Need Hierarchy, Two factor theory, Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, and equity) expectancy model. Behaviour modification, Motivation and organizational Effectiveness.

UNIT-III

Leadership, Power and Conflict: Concept and theories, Behavioral approach, Situational approach, Leadership effectiveness, Contemporary issues in leadership. Power and conflict. Bases of Power, power tactics, sources of conflict patterns, levels and conflict resolution strategies. Transactional Analysis (TA) Work Stress.

UNIT-IV

Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, Organizational Development: Concept and intervention techniques. Individual and organizational factors to stress, Consequences of stress on individual and organization, management of stress. Case Studies: Some cases of real business world are required to be discussed.

Reference Books:

1. Stephen Robbins, Organisational Behaviour, Pearson Education.
2. Fred Luthans, Organizational Behavior, McGraw Hill.
3. Wagner, Organizational Behaviour, Thomson Learning.
4. S.S. Khanka, Organisational Behaviour, S. Chand & Co., New Delhi.
5. Dr. S. Shajahan & Linu shajahan, Organisational Behaviour, New age International Publishers, New Delhi.
6. Hellriegel, D. & J. W. Slocam, Organizational Behavior, Thomson Learning.
7. McSchane, Organization Behavior, TMH.
8. New Storm Davis Organisation Behavior, THM, New Delhi.
9. Slocum, Fundamentals of Organizational Behavior, (Thompson Press (Indian Edition).

Paper- 5 : MC 105 – MARKETING MANAGEMENT

Objective : The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

UNIT-I

Introduction to Marketing Management ; Marketing– Meaning and approaches, Role of Marketing in Organizations, 4Ps & beyond, Marketing Challenges, Marketing Process and Marketing Planning, Marketing information system.

UNIT-II

Analyzing Market Opportunities; Analyzing the Marketing Environment– Economic, Demographic, Social, Cultural, Technical, Political & Legal Buying Behaviour- Consumer, Business & Industrial Measuring and Forecasting Market Demand.

UNIT-III

Product Management: Product– Meaning and Classifications, New Product Development, Managing Product Life Cycles, Brand Strategies and Management Managing, Service– Idea, Institution, Person, Place and Event.

UNIT-IV

Pricing, Distribution and Promotion. Pricing– Influencing factors, Approaches, Strategies and Programmes. Channels of Distribution and Logistics Promotion Strategies– Advertising, Sales Promotion & Public Relations.

Reference Books:

1. Kotler, Philip: Marketing Management Analysis, Planning implementation and Control (Prentice Hall of India, N. Delhi, 2005).
2. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, N. Delhi.
3. Stone, Marilyn A. & John Desmond: Fundamentals of Marketing, Routledge, UK.
4. Kumar and Minakshi Marketing Management, Vikas Publ. House, New Delhi.
5. Kurtz: Principles of Marketing, Cengage Learning India Pvt. Ltd, New Delhi.
6. Stern, Luis W. & El-Ansary, Adel I: Marketing Channels, Prentice Hall of India, N. Delhi.
7. Markin, Ram: Marketing Strategy and Management, John Willey & Sons.
8. Kelly, E.J.& Lazer, William: Managerial Marketing – Perspectives, Richard D. Irwin Inc, Illinois.

Paper- 6 : MC 106 – MANAGEMENT INFORMATION SYSTEM

Objective : The objective of the paper is to offer a comprehensive overview of Management information systems (MIS). It will explore technical, strategic and tactical issues related to MIS. Basic concepts in analyzing and designing information systems will be presented.

UNIT-I

MIS Definition–Characteristics – Evolution of MIS: Concepts; framework for understanding and designing MIS in an organization; MIS and other related disciplines: MIS and Management Accounting, MIS and Computer Science, MIS and OR, MIS and Organizational Behavior, MIS and Management. Concept of information; definition, features, types, process of generation and communication; quality of information; information overload; techniques for managing overload; summarizing; filtering; inferences and message routing. System concepts; definition, types and characteristics of system-control in systems feedback: positive and negative; negative feedback control system, input, process and output control; law of requisite variety.

UNIT-II

Structure of MIS: Basic structural concepts: formal and informal information systems; public and private information systems; multiple approaches to the structure of MIS: Operational elements (physical components, process, outputs for users), activity subsystems, functional subsystems and decision support – synthesis of multiple approaches into a conceptual structure for MIS.

UNIT-III

Information systems Transaction Processing Systems, Office Automation Systems, Information Reporting Systems, Decision Support Systems, Executive Support Systems, Expert systems.

UNIT-IV

Systems Development and Implementation: System development methodologies; SDLC approach; prototyping approach and user development approach– Systems Analysis; systems Design; Concepts of database and database design; system implementation; management of information system projects; system documentation – information system audit. Security of information resources; threats to information resources; security systems for risk management. Enterprise Resource Planning Systems - Features-ERP modules-implementation of ERP.

Reference Books:

1. O'Brien, James A.: Management Information Systems, Tata McGraw Hill, New Delhi.
2. George M. Scott: Management Information Systems, McGraw Hill Book Company, New Delhi.
3. Schultheis, Robert and summer, Mary: Management Information Systems, Tata McGraw Hill, New Delhi.
4. Gordon B. Davis, et, El: Management Information Systems, Prentice Hall of India, New Delhi.
5. Kenneth C. Laudon and Jane P. Laudon: Management Information Systems – Managing the Digital Firm, Pearson Education Asia, New Delhi.
6. Effy Oz, Management Information Systems, Vikas Publishing House, New Delhi.
7. Haag, Cummings and McCubrey: Management information Systems for the information Age, Tata McGraw Hill, New Delhi.
8. Post, Gerald V and Anderson, David L: Management information Systems, Tata McGraw Hill, New Delhi.
9. Alex Leon: Enterprise Resource Planning –Tata McGraw-Hill, New Delhi.

Paper- 7: MC 107 A – IT APPLICATIONS IN COMMERCE

(Theory Paper for CDOE Students Only)

Objective: The objective of the course is to expose the students to the use of IT technologies to solve business problems regarding various functional areas of business.

UNIT-I

IT applications in commerce-application areas- An Overview of Management Science and Quantitative Analysis: The Management Science Process-Model development- Steps in modeling- Benefits of Business models.

UNIT-II

Introduction to Spread sheet- Understanding basic Features of Spread sheet - Statistical functions-Database Functions -Finance Functions - Logical statements and formula creation- Creating Charts.

UNIT-III

Building decision models and data analysis through Spreadsheets- Forecasting Analyzing Financial Statements using accounting ratios- Project Appraisal IRR,NPV, MIRR - Inventory management – EOQ and Quantity discounts- Leasing decisions - Flexible budgets -Break even analysis-goal seek- scenario management and pivot table applications.

UNIT-IV

Database management systems-Concept of database-features-components of DBMS. Types of databases hierarchical, network. relational,-Normalization- Database administrator- Data warehousing- Data mining. Features of RDBMS -Database design and application development -Tables- creation-relationships- Forms designing forms queries- types of queries- reports- report design-use of RDBMS in business decisions.

Reference Books:

1. Hoffer, Jeffrey A, Marry B. Prescott, and Fred R. McFadden: Modern Database Management; Pearson Education, New Delhi.
2. Silberschatz, Korth and Sudarshan: Database System and Concepts, Tata McGraw Hill, New Delhi.
3. Novathe and Elmasri : Fundamentals of Database Systems, Addison Wesley.
4. Loney, Kevin and George Kochi, Oracle 9i, The Complete Reference, Tata McGraw Hill, New Delhi.
5. Ullmann, Jeffry D, Principles of Database Systems, Galgotia, New Delhi.
6. Post. Gerald V., Database Management Systems, Tata McGraw Hill.
7. Stephan G. Powell and Kenneth R. Baker, Management Science –Art of Modeling with Spread Sheets-- Wiley India (P) Ltd. New Delhi.
8. Elmasri and Nawathe- Fundamental of Database Systems- Pearson Education Asia,

SEMESTER-II

Paper-1: MC 201– BUSINESS ENVIRONMENT

Objective : The objective of the course is to acquaint students with the concepts of macro-economics and the macro environment in which a business organization operates. The course would also make the students capable of analyzing and understanding the macro economic policies of the government implemented from time to time and assess their impact on business.

UNIT-I

Business Environment: Cultural, social, political, technological, economic and legal environment - scanning - techniques of environmental forecasting - SWOT - Internal environment - their impact on policy formulation.

UNIT-II

Economic reforms in India - Liberalization - privatization and globalization - Competitive Strength of Indian industry - Impact of liberalization policy on different sectors - Foreign investments policy in India. Multi-national corporations - Their participation in India - Their strategies, competitive strengths policies and performance.

UNIT-III

Industrial Policies: A brief review of industrial policies since independence, Industrial policy of 1991 and recent developments, Policy on foreign direct investment in Indian industry. Fiscal Policy: Public revenues, public expenditure, public debt, development activities financed by public expenditure, an evaluation of recent fiscal policy of Government of India - Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, recent trends- Role of Finance Commission. Integration of World's economies and its impact on Indian Business.

UNIT-IV

Money and Capital market: Features and components of Indian Financial system, objectives, features and structure of Money market and capital market, recent developments- Stock Exchanges, investor Protection and Role of SEBI. Legal Framework: Consumer Protection Act, 1986, Right to information and Right to Service Acts and its implications for business.

Reference Books:

1. Wheelen Concepts of Strategic Management and Business Policy, Pearson Education, New Delhi.
2. William Gluck & L R Jauch, Business Policy & Strategic Management, McGraw-Hill New Delhi.
3. Kazhmi Azhar , Business Policy, TMH.
4. Gupta, Liberalisation – Its impact on Indian Economy, Macmillan.
5. K.V Sivayya and VBM Das: Indian Industrial Economy, Sultan Chand Publishers, Delhi.
6. Suresh Bedi: Business Environment, Excel, New Delhi.
7. Francis Cherunilam: Business Environment–Text & Cases, Himalayan Publishing House, Mumbai.
8. M. Adhikari: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
9. Prof. Laxmi Narain : Globalization, Liberalization and Privatization of Public Enterprises, Sultan Chand & Co, New Delhi.
10. Pandey G.N., Environmental Management, Vikas Publishing House.

Paper- 2: MC 202 –RESEARCH METHODOLOGY IN COMMERCE

Objective: The objective of this paper is to impart knowledge about various stages of the research processes and their application in Commerce and Management Education.

UNIT-I

Introduction: - Meaning of the Research - Qualities of a research worker - scientific Method – Definition - stages of scientific study - Different steps in scientific study - Logical Methods - Inductive & Deductive Methods - Nature of the Phenomena & the use of the scientific methods. Approach to a Research Project :- Purpose of Research - Functions in Research - Research Programme – Problem solving through research/financial aspects of research - Research Design (Selective topic, Coverage, Hypothesis) - Sources of information - Nature of study - Definition of terms - Techniques of study - Collection, Analysis & presentation of the data - Testing hypothesis - Stating results.

UNIT-II

Use of the Library :- Finding the correct sources of information - Uses of books, periodicals & encyclopedia - Taking down notes - Collection & organization of Material. Research Method :- Sampling Method - Observation Method - Case Study Method - Interview Method - Survey Method - Experimental Method - Questionnaire Method - Library Method - Documentary Method - Suitable Combination & Selection of Method - advantages, disadvantages & limitations of methods.

UNIT-III

Presentation of Information : Analysis of information - Classification, tabulation & interpretation - Presentation of data & its application - Pictorial presentation - Composition of information (quotation, footnotes, bibliography-tables, standards, abbreviations)- style of writing. Coordinating contents :- Front matter (blank sheet, title page, dedication, preface, table of contents, list of tables, list of figures, list of appendices etc.) - Text proper (Chapter wise information) - Back matter (appendices, glossary, bibliography, index, blank sheet).

UNIT-IV

Multivariate analysis - an overview of dependence and interdependence methods (multiple regression, discriminate analysis, conjoint analysis, factor analysis, cluster analysis); research report; ingredients and constructions of research report - procedure of preparation of reference and bibliography. Research Findings and Preparation and writing of a Research Report :- Benefits of implementation of actual research findings - carrying forward the studies - Management of research unit - Preparation and writing of a 'Research Report'.

Reference Books:

1. Methods of Social Survey and Research, S. R. Bajpai, Kitab Ghar, Kanpur.
2. Zikmund, Millian G. Business Research Methods, Thomson Learning, Bombay.
3. Cooper, Donald R. and Pamel Schindler, Business Research Methods, Tata McGraw Hills, New Delhi.
4. Geode, Millian J. & Paul K. Hatl, Methods in Research Methods, Tata McGraw Hills, New Delhi.
5. Shekhran, Uma, Business Research Method, Miley Education, Singapore.
6. Kothari, C.R., Research Methodology– Methods and Techniques, New Age international Publishers.

Paper- 3: MC 203–FINANCIAL MANAGEMENT AND POLICY

Objective : The objective of the course is to acquaint the students with the basic analytical techniques and methods of financial management of business firms. The course also provides students the exposure to certain sophisticated and analytical techniques that are used for taking financial policy decisions.

UNIT-I

Financial management—scope finance functions and its organization, objectives of financial management; time value of money; sources of long term finance. Financial Forecasting: Sales Forecast Preparation of Proforma income, Statement and Balance Sheet, Growth and External Funds Requirement (EFR).

UNIT- II

Investment decisions; importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate methods and certainty equivalent methods) cost of different sources of raising capital; weighted average cost of capital.

UNIT-III

Capital Structure decisions-Leverage: Measuring and analyzing the implications of Leverage Operating Leverage, Financial Leverage and Total Leverage ; capital structure theories-NI, NOI, traditional and M.M theories; Capital Structure Policy: Business & Financial Risk, A Total Risk Perspective Business & Financial Risk A Market Risk Perspective, Determinants of Capital Structure, Decision Approach to Estimating the Target Capital Structure Variations in Capital Structures, EBIT / EPS Analysis and ROI/ROE Analysis.

UNIT- IV

Determinants of dividend models-Walter, Gordon & M.M. models. Working Capital – meaning, need, determinants; estimation of working capital need; management of cash; inventory & receivable.

Reference Books:

1. Pandey, I.M. Financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K., Financial Management Tata McGraw Hill, New Delhi.
3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F., Financial Management, Pearson Education.
4. Chandra, Prasanna; Financial Management, TMH, New Delhi.
5. Van Horn, James C., Financial Management and Policy, Prentice Hall of India.
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.

Paper- 4: MC 204– PRODUCTION AND MATERIALS MANAGEMENT

Objective : To impart knowledge regarding production and management techniques, process, tools, and acquaint the students with the knowledge of marketing functions, techniques and strategies.

UNIT-I

Introduction to Production Management – Nature, Scope, importance and Functions, Materials Management - Evolution, importance, Scope and Objectives - Interface with other functions. Introduction of Inventory Control, Static Inventory problem under risk. Dynamic Model under risk, policy coordinated, Replacement with discount. Introduction to purchasing, Functions of purchasing, procedure of purchasing, Selection Sources of Supply, Negotiation with Suppliers.

UNIT-II

Price determination; Price Cost Analysis, Quality determination and control value analysis. Scope & functions of operations management, Forecasting of demand. Delphi. Methods, Statistical Quality Control Technique.

UNIT-III

Facilities Location & Layout - Strategic importance - Factors affecting location & layout - Installation of facilities - Single location, multi-location decisions. Principles and Types of Facilities Layout, importance and Functions of Production Planning & Control. Introduction to PERT / CPM – Network Crashing.

UNIT-IV

Productivity - Work Study - Objectives, Scope and Uses - Methods Study - Flow process chart, Flow diagram & Process mapping - Work Measurement - Elements - Performance Rating - Allowances - Standard Time - Synthetic Time Standards - Work Sampling.

Reference Books:

1. Alan Mulemann, John Oakland, Keith Locker, 'Production and Operations Management' Macmillan India Ltd.
2. Datta A.K., Materials Management : Procedures, Text and Cases, Prentice Hall of India.
3. Gaither, Operations Management, Thomas Learning.
4. S.A. Shunwalla & Patel, Production and Operations Management, Himalaya Publishing.
5. R. Panneerselvan, Production and Operations Management, Prentice Hall of India.
6. P. Saravanavel, S. Sumathi, Production and Materials Management, Margham Publication.
7. Mukhopadhyay, Production Planning and Control, TMH.

Paper- 5 : MC 205- OPERATIONS RESEARCH

Objective : To understand the concepts and techniques of Operations Research for business decision making and to acquire required skills to solve various problems in OR.

UNIT-I

Operations Research: Evolution, methodology and role in decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations: Formulation of Problem and its solution by graphical and simplex methods (including Big M Method and Two Phase Simplex Method); special cases in simplex method; infeasibility, degeneracy, unboundedness and multiple optimal solutions; duality. Dual Simplex Method.

UNIT-II

Transportation problems including transshipment problems; Special cases in transportation problems; unbalanced problems, degeneracy; maximization objective and multiple optimal solutions; assignment problems including travelling salesman's problem. Special cases in assignment problems; unbalanced problems, maximization objective and multiple optimal solutions.

UNIT-III

PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time cost trade off. Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees. Replacement problem (Individual and Group replacement problems both).

UNIT-IV

Game theory, pure and mixed strategy games; principle of dominance; two person zero sum game; Queuing theory: concept, assumptions and applications; analysis of queue system, Poisson distributed arrivals and exponentially distributed service time model (MMI and MMK); simulation; meaning, process, advantages, limitations and applications.

Reference Books:

1. Paneerselvam, Operations Research, Prentice Hall of India, New Delhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, New Delhi.
3. Vohra, N.D; Quantitative Techniques in Management; Tata McGraw Hills Publishing Company Ltd., New Delhi.
4. Kapoor, V.K., Operations Research; Sultan Chand & Sons, New Delhi.
5. Sharma, J. K, Operations Research; Theory and Applications, Macmillan India Ltd., ND.
6. Kalavathy, Operations Research, Vikas Publishing House, ND.

Paper- 6: MC 206– BUSINESS POLICY & STRATEGIC MANAGEMENT

Objective : The objective of the course is to help the students develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also familiarize them with the issues and practices involved.

UNIT-I

Strategic Management - An Introduction - Evolution of business policy as a discipline - Strategy and the Quest for Competitive Advantage: Military origins of strategy - Evolution - Concept and characteristics of strategic management - Defining strategy – Mintzberg's 5Ps of strategy - Corporate, Business and Functional Levels of strategy - Strategic Management Process.

UNIT-II

Strategic Options Porter's Generic Strategies, Integration Strategies, Intensive Strategies. Diversification and Differentiation Strategies, Functional Strategy- Manufacturing, Financial, Marketing, Human Resource, Research & Development. Strategic Intent & Strategy Formulation: Vision, mission and purpose - Business definition, objectives and goals - Stakeholders in business and their roles in strategic management - Corporate Social Responsibility, Ethical and Social Considerations in Strategy Development.

UNIT-III

Strategy implementation - Project implementation - Procedural implementation - Resource Allocation - Organization Structure - Matching structure and strategy. Behavioral issues in implementation - Corporate culture - McKinsey's 7s Framework - Concepts of Learning Organization. Strategy Evaluation - Importance - Symptoms of malfunctioning of strategy - Organization anarchies - Operations Control and Strategic Control - Measurement of performance - Analyzing variances – Role of organizational systems in evaluation.

UNIT-IV

New Business Models and strategies for internet Economy: Shaping characteristics of E-Commerce environment - E-Commerce Business Model and Strategies - Internet Strategies for Traditional Business - Key success factors in E-Commerce - Virtual Value Chain. Cases in strategic management. A minimum of 10 cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in the Question Paper.

Reference Books:

1. A. A. Thompson Jr., A. J. Strickland III, J. E. Gamble, *Crafting & Executing Strategy – The Quest for Competitive Advantage* Tata McGraw Hill.
2. Ranjan Das, *Crafting the Strategy: Concepts and Cases in Strategic Management*, Tata McGraw Hill.
3. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel, *Strategy Safari*, Free Press, New York.
4. Gary, Hamel and Prahalad, C. K., *Competing for the Future*, HBS Press.
5. Ed. C.A. Montgomery M.E. Porter, *Strategy - Seeking and Securing Competitive Advantage*, Harvard Business Review Publications.
6. Peter F. Drucker, *Managing in a Time of Great Change*, Truman Talley Books /Plume Penguin Group.
7. Kazmi, A. *Business Policy and Strategic Management*, Tata McGraw Hill, New Delhi.
8. Wheelen, T.L. and Hunger, J.D. *Strategic Management and Business Policy*, Pearson Education, (LPE), New Delhi.

Paper 7: MC 207 A- ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

(For CDOE Students Only)

Objective: The purpose of this paper is to prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. In particular the paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship.

UNIT-I

Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business idea, Opportunities through change. Concepts of Entrepreneur, Manager, Entrepreneur/Corporate Entrepreneur - comparative study - Roles, Responsibilities, Career opportunities. Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur: mid career dilemmas - Closing the window: Sustaining Competitiveness - Maintaining competitive advantage.

UNIT-II

Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen influences on development.

UNIT-III

Project Management Technical, Financial, Marketing Personnel and Management feasibility Reports Financial schemes offered by various financial institutions like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist.

UNIT-IV

Entrepreneurship Development and Government Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. - with special reference to 'Export oriented units' Role of the following agencies in the Entrepreneurship Development DIC - District Industrial Center SISI - Small Industries Services institute EDII - Entrepreneurship Development Institute of India NIESBUD - National institute of Entrepreneurship and Small Business Development : NEDB - National Entrepreneurship Development Board.

Recommended Books:-

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Macmillan Business Books, Delhi.
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York.
3. Dollinger M.J., 'Entrepreneurship Strategies and Resources', 3rd edition, Pearson Education, New Delhi.
4. Desai, Vasant Dr., Management of small scale enterprises, Himalaya Publishing House, New Delhi.
5. Taneja, Gupta, Entrepreneur Development New Venture Creation,: 2nd ed. Galgotia Publishing Company.
6. Holt, David H., Entrepreneurship: Strategies and Resources, Illinois, Irwin.
7. Panda, Shiba Charan, Entrepreneurship Development, New Delhi, Anmol Publications.
8. Patel, V.G., The Seven Business Crises and How to Beat Them, Tata-Mcgraw Hill, New Delhi.

Paper- 7: MC 207-B- FINANCIAL SERVICES

(For CDOE Students Only)

Objective : To provide insight to the structure, working and problems of financial system in India as well as to enable students to appreciate and understand the concepts, mechanism and utility of different financial services.

UNIT - I

An overview of Indian financial system: Introduction, structure, components and mechanism of the financial system. Financial Services: An overview. Introduction to SEBI.

UNIT-II

Merchant Banking: Functions and SEBI regulations and Non Fund-based and Fund-based activities including role in mobilization of funds. Depository Services in India (including regulatory aspects).

UNIT-III

Leasing–Introduction, financial evaluation of lease from lessor's and lessee's point of view, lease structuring, Tax, legal and accounting aspects especially in Indian context. Factoring: Features, process and agreement for factoring.

UNIT-IV

Mutual Fund: Introduction, management, regulations, working, and Indian experiences. Credit Rating: Concepts, functions and process of debt rating and SEBI regulations.

REFERENCE:

1. L.M. Bhole, Financial Institutions and Markets
2. J.C. Verma, Merchant Banking Organisation and Management
3. Lalit K. Bansal, Merchant Banking and Financial Services
4. M.Y. Khan, Financial Services.
5. V.A. Avadhani, Investment and Securities Markets in India.
6. S. Ramesh & Arun Gupta, Venture Capital and Indian Financial Sector.

SEMESTER-III

Paper 1: MC. 301–BUSINESS PERFORMANCE MEASUREMENT

Objective: The objective of this paper is to make the students familiar with the performance measurement techniques for business.

UNIT- I

Corporate Performance Measurement-Need and Importance; Historical Overview; Product Costing in price estimates and profit management; Techniques to measure and enhance profitability and quality of products and

services; Activity Based Management, Target and Kaizen costing; benchmarking and environmental costing; Flexible Budgeting, and Activity based Budgeting.

UNIT- II

Setting of performance goals and incentives, and the use of diagnostic tools and control; systems to achieve the goals; Strategic Profitability Analysis; Measuring performance using Economic Value Added (EVA) methodology; Comparison between Return on Investment (ROI) and EVA methodology of measuring performance.

UNIT- III

Measurement of Corporate Performance through Balanced Scorecard and its value creation potential; Rationality behind balance score card; performance dimensions of the balance score card; Throughput Accounting; Comparison of Activity Based Costing.

UNIT- IV

Information Systems aspects of management control; Control-needs of Information flow, and its consolidation in multi-locational setting; Management Control System and its applications; Responsibility Accounting-Meaning and Methodology, types of responsibility centres, organizational structure of responsibility centres; objectives and methods of transfer pricing, pricing corporate services and administration of transfer pricing.

References:

1. Anthony, R.N. and Govindrajana, V., *Management Control System*. Tata McGraw-Hill New Delhi.
2. Atkinson, A., R. S. Kaplan and S.M. Young. *Management Accounting* (4th ed). New Jersey: Prentice Hall.
3. Friedlob, George T. Lydia, L.F. *Essentials of Corporate performance measurement*. John Wiley and Sons Inc.
4. Manzoni, Alex, Islam Sardar, M.N. *Performance Measurement in Corporate Governance*, Springer.
5. Simon, R. *Performance Measurement and Control System for Implementing Strategy-Text and Cases*, Prentice Hall.
6. Merchant, K. and Van W.A., *Management Control System: Performance Evaluation and Incentives*, Prentice Hall.
7. Marvin T. Howell., *Actionable Performance Measurement - A Key to Success*, American Society for Quality, Quality Press, Milwaukee.
8. Merchant, K. A., *Modern Management Control System: Text and Cases*, Pearson Education Inc.

Paper 2: MC. 302–TAX PLANNING AND MANAGEMENT

Objective : The aim of this course is to familiarize the student with major latest provisions of the Indian tax laws and related judicial pronouncements pertaining to corporate enterprises having implications for various aspects of Corporate Planning with a view to derive maximum possible tax benefits admissible under the law.

UNIT- I

Structure of Direct and Indirect Taxes in India. Concepts, Significance and Problems of Tax Planning, Tax Avoidance and Tax Evasion—Recognized methods of Tax Planning: Ensuring maximum claims for deduction for companies with special emphasis on depreciation allowance, expenses of scientific research, amortization of preliminary expenses and amounts not claimed otherwise. Taking advantages of available reliefs, rebates and tax free sources of income.

UNIT- II

Definition of various kinds of companies – Meaning of company under IT Act. Residential status of companies and implications for Tax Planning. Assessment of companies including carry forward and set off of losses.

UNIT-III

Tax implications in planning of business unit as Proprietorship, Partnership, Pvt. Ltd. & Public Ltd. Tax Planning in the context of exemptions, incentives, export promotions & various deductions under Chapter - VI of Income Tax Act. Setting up of a new Industrial Establishment: location aspects; nature of business; planning for tax holiday benefits; Specific management decisions such as (1) make or buy; (2) own or lease, (3) repair or replace; (4) export vs. local sale; (5) shut down or continue; (6) expand or contract.

UNIT- IV

An overview of goods and service tax: Introduction to GST, reasons for introducing GST pros and cons of GST. Registration procedure of trader / service provider under GST. Levy and collection of CGST/SGST under GST. Composite levy scheme of GST. Levy and collection of IGST. Input tax credit and relief to consumers and traders under GST. Applicable rates of tax on various goods and services under GST.

Reference Books:

1. Singhanian, V.K.: Direct Taxes: Laws and Practice, Taxman N. Delhi
2. Singhanian, V.K. : Direct Tax Planning and Management, Taxman N. Delhi
3. Prasad, Bhagabati: Direct Tax Law & Practice, New Age Publ., N. Delhi
4. Mehrotra, H.C.: Direct Taxes Planning, Sahitya Bhavan, Agra.
5. Srinivas E.A. Corporate Tax Planning, TMG, New Delhi.
6. Lakhotia R.N. Corporate Tax Planning, Vision Publications, N. Delhi
7. Ahuja, Girish & Gupta, Ravi: Systematic Approach to Income Tax. Goods and Service Tax Act, 2017.

SEMESTER-III (ELECTIVES)**GROUP A : MARKETING****MC. 303–INTEGRATED MARKETING COMMUNICATION & BRAND EQUITY**

Objective: The objective is to introduce the students to the integrated role of promotion techniques with the special emphasis on advertising.

UNIT- I

Marketing communication; functional areas of marketing communication; integrated marketing communication; types of advertising agencies; media partners and their role; compensating the advertising agencies; agency evaluation; brands – its meaning; creating and maintaining the brand; selecting desired brand position; developing brand identification; creating a brand image; creating and maintaining brand relationship with customers brand-customer touch points; prospects and customers; AIDA model; think/feel/do models; brand decision making process; attitude formation and attitude change; brand likeability.

UNIT- II

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based equity, building a strong brand and its implications, identifying and establishing brand positioning, defining and establishing brand values; internal branding.

UNIT- III

Campaign planning; IMC planning process; internal marketing; segmenting and targeting; types of segmentation; message and profitability targeting; digitization of brand information; customer database; building relationship through data management: developing creative message strategy; process of developing IMC message strategy: methods of getting creative ideas; brand-message execution; copywriting; writing for print and electronic media; print layout and design; executional and strategic consistency.

UNIT- IV

Media classification; media strength and weakness; wireless communication; e-mail marketing; website marketing; integrating online brand communication; media planning; consumer sales promotion; sales promotion tools; determining consumer sales promotion strength and limitations of sales promotion; trade promotion; trade promotion for new products and existing brands; trade promotion strategies; objectives of co-marketing communication.

Reference Books:

1. Duncan, Tom Principles of Advertising and IMC Tata McGraw Hill New Delhi.
2. Clow, Kenneth & Baack Donald Integrated Advertising Promotion and Marketing Communication, Pearson Education, New Delhi.
3. Belch, George and Belch, Michael; Advertising and Promotion; Tata McGraw Hill, New Delhi.
4. Wells, William, Burnett, John ad Moriarty, Sandra; Advertising Principles and Practice; Pearson Education; New Delhi.
5. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University Press; New Delhi.

MC. 304 – MARKETING RESEARCH

Objective: The course aims at exposing the students to the concept, tools and techniques of marketing research and developing their skills to be able to apply research techniques to aid marketing decision making.

UNIT - I

Introduction : Meaning, nature and importance of marketing research; Marketing research and scientific method; Research reliability and validity; Problems in conducting marketing research; Marketing information system (MIS); Ways of conducting marketing research; Syndicated research. Marketing Research Process: Steps involved in conducting marketing research; Problem identification; Determining information needs; Developing marketing research proposal.

UNIT - II

Research Design : Meaning and importance; Types of research designs — explorative, descriptive and conclusive researches; Secondary data — sources, uses and limitations; Primary data collection methods — questioning techniques and observation methods; Online data sources and research; Questionnaire preparation. Sample Design and Field Work: Defining universe and sampling unit; Determining sampling frame; Probability and non-probability sampling methods; Sample size determination; Field work and data collection — sampling and non-sampling errors.

UNIT - III

Data Analysis and Report Preparation: Data editing, coding tabulation and graphical presentation; Univariate and multivariate data analysis techniques and their applications in marketing research; Report preparation, presentation and follow-up. Marketing Research Applications: Consumer research — behaviour and motivation research, attitude measurement and scaling techniques.

UNIT - IV

Product research; Advertising research; Marketing and sales forecasting; Sales analysis. Marketing Research in India: Status, organization and developments; Ethical issues in marketing research.

Suggested Readings:

1. Harper W. Boyd, Ralph Westfall and Stanley F. Stasch, Marketing research: Text and Cases.
2. Malhotra, Naresh K., Marketing Research, 5th Ed., Prentice Hall of India.
3. Cooper, Donald R. and Pamela S. Schindler, Marketing Research, Tata McGraw Hill.
4. Paul E. Green, et.al., Research for Marketing Decisions, Prentice-Hall of India Pvt. Ltd, New Delhi.
5. Donald S. Tull and Del I. Hawkins, Marketing Research: Measurement and Methods, Prentice- Hall of India Pvt. Ltd. New Delhi.

GROUP B : HUMAN RESOURCE MANAGEMENT

MC. 305 – HUMAN RESOURCE DEVELOPMENT

Objective: The objective of the course is to make the students aware of the concepts, techniques and practices of human resource development. This course is intended to make students capable of applying the principles and techniques as professionals in organizations they work for.

UNIT- I

Human resource development: Concept and evolution, human resource mobilizations, HRD Conceptual base, strategic interventions in HRD sector and target groups, HRD mechanisms, processes and outcomes, HRD instruments, HRD and Management: Attitude of top management towards HRD, Motivational aspects of HRD, Trends and Practices, Line manager and HRD.

UNIT - II

HRD Activities: HRD culture and climate, Elements of HRD climate, measurement of HRD climate, factors to HRD climate, Determinant needs, developmental supervisor, HRD for Workers: HRD mechanisms for workers, Role of trade unions.

UNIT - III

HRD in Organizations: Government organizations, educational institutions, armed forces, police and industry, private sector and public sector units.

UNIT - IV

Emerging Issues in HRD: Creating awareness and commitment to HRD, Industrial relations and HRD. Utilization of HRD efforts, Future of HRD, International comparison of HRD (Commonalities and Differences.).

Reference Books:

1. Werner, Jon M. and Randy L. Desimone, Human Resource Development, South - Western Educational Publishing.
2. Nadler, L. (ed), Corporate Human Resources Development. Van Nostrand Reinhold.
3. Parek V. and T.V. Rao. Designing and Planning Human Resource Systems, Oxford and IBH, New Delhi.
4. Strategic HRM - Jeffery Mello, Thompson Publication, New Delhi
5. Strategic HRM - Charles Greer, Pearson Education Asia , New Delhi
6. Strategic HRM -Michael Armstrong, Kogan page, London
7. Strategic HRM - Agrwal, Oxford University Press, New Delhi
8. Human Resource Management - Gerry Dessler. PHI, New Delhi

MC.306 –INDUSTRIAL RELATIONS

Objective: The objective of the course is to make the students aware of the concept of industrial relations. The course will make them understand the importance of industrial relations for an organization and how these relations provide dynamics to organizations.

UNIT - I

Industrial Relations: Concepts and scope, Historical development, Unilateralist, Pluralist and Marxist perspective of I.R. Trade Unionism: role of trade unions, trade union in India, national level Federations, Goals and objectives of unions and union leadership, weaknesses in trade unions, trade unions, politics and government. Theories of trade unionism. Cross cultural aspects of union management relations.

UNIT - II

Trade Union Act 1926: an overview. Union recognition; de-unionization strategies. Union Management Relations: conceptual framework, union management perspectives, organizational factors affecting union management relations. Public policies and union management relations, role of state, constitution and labour policies, ILO, Major events and international issues, changes affecting HR/IR perspectives, perspectives in India.

UNIT - III

Industrial Democracy: concepts and scopes of industrial democracy, Worker's participation: Strategy, practices, behavioral science input/contribution and models. Rationale for participation, Issues in participation, strategies for making participation work and making participation more effective. Methods of industrial relation machinery in India; Statutory and non-statutory methods of industrial dispute resolution; Conciliation, mediation, arbitration and adjudication.

UNIT - IV

Comparative Industrial Relations: principles of comparative analysis, variables of comparative analysis (culture, values, ideologies, politico-economic structure). Experience of UK, Yugoslavia, West Germany, Scandinavian countries and Japan. Managing Industrial Relations: Regulatory mechanisms, employee discipline, suspension, dismissal and retrenchment, employee grievance handling, Collective bargaining, negotiation skills, industrial conflict resolution. Labour Welfare: Rationale need and requirements.

Reference Books:

1. Katz, Harry, Thomas A. Kochan, & A. J.S. Colvin, *An Introduction to Collective Bargaining and Industrial Relations*, The McGraw Hill Companies.
2. C.S. Venkat Ratnam, *Industrial Relations: Text and Cases*, Oxford University Press, Delhi.
3. Michael Salamon, *Industrial Relations: Theory & Practice*, Pearson Higher Education.
4. Farnham and Limlott, J., *Understanding Industrial Relations* Cassell.

Group D : ACCOUNTING AND FINANCE**MC. 309 – STRATEGIC COST MANAGEMENT**

Objective: This course aims to acquaint the students with concepts and various aspects of cost management from strategic perspective.

UNIT- I

Conceptual framework of SCM, environmental influences in cost management practices, role of SCM in strategic positioning cost management tools-life cycle costing, target costing kaizen costing, JIT & theory of constraints, BPR and bench marking.

UNIT- II

Nature of activity-based costing (ABC); benefits and limitations of ABC: Limitation of volume-based costing system, indicates of ABC; activity) hierarchic; cost drivers; designing an ABC system, Activity-based management; operational and strategic application of ABC; customer profitability analysis, process value analysis, financial measures of activity efficiency; Nature of value-claim analysis; activity analysis and linkage analysis, application of linkage analysis in cost reduction and value addition.

UNIT- III

Functional-based planning and control; budgeting-nature administration and effectiveness; budgeting cycle; activity-based budgeting; kaizen approach; ZBB; performance budgeting, human aspects of budgeting; responsibility centers and financial control-nature and role of responsibility centers; accounting and evaluation of responsibility centers, measuring the performance of investment centre - ROI, RI, EVA; transfer pricing and its applications.

UNIT- IV

Strategic-based performance measurement system: balanced score card-prospective and limitations establishing objectives and performance measures in different perspectives of balance score card: productivity measurement

and control; productivity efficiency; partial and total productivity measurement; measuring changes in activity and process efficiency; quality cost management and reporting.

Reference Books :

1. Darry, Colin, Management Assigning Control; Thomson Learning
2. Honoree, Datar Foster Cost Accounting. Pearson Education
3. Hansen and Mowen, Cost Management, Thomson Learning
4. Kaplan, Atkinson and Young, Management Accounting, Pearson Education
5. Andery Robert N. and Vijay; Management Control System, McGraw Hill.

MC. 310 – INTERNATIONAL ACCOUNTING

Objective: The objective of this course is to develop some conceptual knowledge and understanding of international accounting issues among students. In addition, this course makes students capable of tackling issues in prevailing regulatory environments.

UNIT- I

International Dimensions of accounting and control: Multinational enterprise, Internationalisation of capital markets, Internationalization of accounting profession. Operational and conceptual issue. Foreign currency translations, methods and practices.

UNIT- II

Specific Reporting Issues: Regulatory Disclosure Requirements; Foreign Operations Disclosure; Social Responsibility Disclosures. Managerial Accounting Issues: Strategic Planning; Management Control Systems; Performance Evaluation of foreign operations.

UNIT-III

International Accounting Standard Board and International Financial Reporting Standards (IFRS): Advantages, supporting and deterring forces; International and Regional Efforts in Standard Setting; International Standards setting process, Harmonization; Financial Statement Analysis of companies and countries, differences in accounting principles, foreign currency statements and Ratio Analysis.

UNIT- IV

Transfer pricing, methods, objectives, strategies. Emerging issues in International Accounting.

Reference Books:

1. Radebaugh L. H. and S.J. Gray, *International Accounting, and Multinational Enterprises*, John Wiley & Sons.
2. Sandagaran S.M., *International Accounting*, South Western.
3. Gray, S.J., *International Accounting and Transnational Decisions*, Butterworth, London, U.K.
4. Holzer H. Peter, *International Accounting*, Harper and Row Publishers, New York.
5. Frederick D.S. Choi and Gary K. Meek, *International Accounting*, Pearson Education.

GROUP F: BANKING AND INSURANCE

MC. 313 – BANK MANAGEMENT

UNIT-I

Banking structure in India - banking functions and services - Foreign commercial banks - Private commercial

banks - capital adequacy. Principles of lending - financial adequacy assessing the borrower - project appraisal - structural and infrastructural analysis - legal formalities - follow up loans, asset management companies.

UNIT-II

Non Performing Assets (NPAs) - Early Warning Signals - Management of NPAs - Remedies Available - Recent Measures - loan recovery tribunals - Provisions of Revenue Recovery Act

UNIT-III

Investment management - priorities in allocation of bank funds - investment in governments securities - maturity and yield - quality and diversification, profitability management - profit planning

UNIT-IV

Traditional Banking vs. E-Banking - facets of E-Banking - Internet Procurement - E - Banking Transaction - Electronic Delivery Channels - Truncated Cheque – Complete Centralized Solution - Features of CCS - Advances of E-Banking - Constraints in E Banking - Security Measures.

Reference Books:

1. Varshney, P.N. *Banking Law & Practice*, Sultan Chand, New Delhi.
2. S.N.Maheswari, *Banking Law & Practice*, Ludiana, Kalyani Publications.
3. Vasant Desai, *Principles of Bank Management*, Mumbai, Himalaya Publications.
4. K.Subramanian, *Banking Reforms in India*, TMH, New Delhi.
5. Joseph Sinkey, *Commercial Bank Financial Bank Financial Management*, Pearson Education (Prentice Hall.)
6. E. Gordon and Dr. K. Natarajan, *Banking Theory Law and Practice*, Himalaya Publishing House.

MC. 314 - INSURANCE MANAGEMENT

Objective: This course aims at a familiarizing the students with the concept of insurance, the risk and its management, various insurance policies and their structure along with the legal dimensions involved. This course also aims at providing the knowledge of Insurance Company's Management.

UNIT- I

Conceptual Framework: Risk, Peril and hazard, classification and burden of risk. Insurance as a device to hedge risk. Elements of insurable risk. Development life. Functions of Insurer, Government as Insurer and a regular. Structure of Indian Insurance Industry. Principles and Practices of General Insurance: Meaning, Functions and

Scope of Fire, Engineering, Accident, Marine and Aviation Insurance. Fire Insurance — Types of Policies — Floating Policies and Declaration Policies; Endorsements and Clauses — fire Protection System, Discounts — Special Rating of Large Industrial Risks.

UNIT- II

Industrial Risk Insurance. Consequential Loss Insurance — Standard Consequential Loss Policy Form — Conditions. Engineering Insurance: Machinery Breakdown Insurance — Contractors All risks Insurance and various other policies — Miscellaneous Annual Policies — Advance Loss of Profits Insurance. Motor Insurance — type of: Vehicles and their Policies — Rules & Regulations — Policy Forms. Public Liability Policy: Professional Indemnities — Employers' Liability Insurance. Personal Accident: Scope of Various covers. Miscellaneous (Accident) Insurance: Fidelity Guarantees and Bonds — Burglary Insurance — Money-in-transit Insurance, Banker's Indemnity Insurance and other important insurance covers.

UNIT-III

Aviation insurance: Special Features — types of Cover, Marine Insurance including Inland Rail/Road Transit insurance. Life and Health Insurance: Life Insurance and annuities broad classification of Life insurances, special purpose policies; Family income, Family maintenance, Family policy, Joint Life Policies, Classes of life insurance, Health Insurance: Medical Insurance, Types of Health Insurance Coverages, types of losses covered. Health insurance contract. Buying a health insurance policy.

UNIT- IV

Legal framework of Insurance: Insurance and Law of Contracts, characteristics of an Insurance Contract, Interpretation of the Contract, Doctrine of informal Warranties and beneficent interpretation, Exclusion of Coverage's. Organization and Administration of insurance: Management Organization: Departmentalisation, marketing, Claims, and loss control, underwriting and pricing of insurance, retention and re-insurance; Financial Structure, reserves of property and liabilities of insurer, earned surplus and profitability, Insurer's Investments, Financial Reporting.

References Books:

1. W.A. Dinsdale, "*Elements of Insurance*", Pitman, 1971.
2. Dorfman Marks S., "*Introduction to Risk Management and Insurance*", 5th Edition, Prentice Hall Inc, Englewood Cliffs N.J.
3. Nicholas Legh - Jones, John Birds and David Owen, "*MacGillivray on Insurance Law*", 11th Edition, Sweet & Maxwell, London, 2008.
4. Denis Riley, "*Consequential Loss Insurance and Claims*", 4th edition, London: Sweet & Maxwell, 1977.

Paper 7: MC. 315 (A) – FINANCIAL MARKETS & INSTRUMENTS

(For CDOE Students Only)

Objective: To provide an overview of the financial system in India and functioning of various segments of the financial markets and the financial instruments traded in those markets.

UNIT - I

Indian Financial System : Constituents, Functions of the Financial System, Inter relationship between Financial System and Industrial Development Efficiency, Indicators of Financial System, Financial Development Ratios, RBI and Financial System Monetary Policy and Stability of Financial System, Financial Sector Reform in India, Globalisation of Indian Financial System

UNIT - II

Financial Markets : Major Segments of Financial Markets: Money Market, Capital Market, Foreign Exchange market and Government Security Market, Money Market: Call Money Market, Bill Market, Repo Market, T Bill, Commercial Paper, Certificate of Deposits Capital Market: Primary and Secondary Market, Cash/Spot Market and Derivative Market, and Equity and Debt Market.

UNIT - III

Securities Market : Methods of Issue of securities, Securities trading and Settlement, and Listing of securities, Functions of Stock Exchanges: Operations of OTCEI, and NSE Role of SEBI: Fair market practice and Investor Protection Recent Trends and developments in Security market.

UNIT - IV

Innovative Financial Instruments and Financial Services : Bonds features and innovations: Ex- interest debentures, Deep discount bonds, and Secured premium notes. Hybrid Securities: Convertible Debentures and bonds Derivatives: Options, Futures and Swaps and other contemporary bond instruments. Innovative financial services: Factoring, Angel financing, Securitisation, and mergers and acquisitions.

Reference Books:

1. Khan, M. Y.: Indian Financial System, Tata McGraw Hill, N. Delhi.
2. Bhole, L.M.: Indian Financial System, Tata McGraw Hill, N. Delhi.
3. Fabozzi and Modigliani Capital Markets: *Institutions and Instruments*, Prentice Hall of India, New Delhi.
4. Desai, V.: *Indian Financial System and Development*. Himalaya Publishing House, New Delhi.
5. Khan, M. Y.: Financial Services, Tata McGraw Hill, New Delhi, 2005.
6. Frasen and Rose: Financial Institutions and Markets in a Changing Worlds, (Business Publications Inc.
7. Dietrich, J.K.: Financial Services & Financial Institutions, Prentice Hall, New Jersey.
8. Prasad, K.: Development of India's Financial System, Sarup & Sons.

SEMESTER-IV

Paper 1: MC. 401 – PROJECT PLANNING AND CONTROL

Objective: The objective of the course is to provide the student with skills necessary to create, plan and control a new Enterprise.

UNIT - I

Project Identification Formulation and Planning : Understanding environment for business opportunities Idea generation, short listing and selection of product/service Stages in Venture Appraisal-Technical, Financial, Economic and Social Appraisal Location, Factory Design and Layout. Commercial vs. National Profitability Social Cost-Benefit Analysis (broader concept only) Feasibility Report Preparation for new Enterprise – format and contents.

UNIT - II

Market and Financial Appraisal : Market Survey — Design. Data Sources and Methodology Market. Segmentation and product differentiation, Forecasting Future demand and Distribution Analysis, Preparation of the Sales Plan and Report Estimation of Financial Requirement.

UNIT - III

Application of Capital Budgeting Techniques, Risk and Uncertainty Analysis for the new enterprise, Planning Capital Structure and Financing Project Financial viability Study.

UNIT - IV

Project Implementation and Management : Project Organisation and Control Network Analysis — PERT & CPM Cost and Time Over-run Project Follow up and Monitoring

Reference Books:

1. Chandra Prasanna: Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi.
2. Desai, Vasant: Entrepreneurial Development, Vol. II Project Formulation Appraisal and Financing for Small Industry, Himalaya Publ. N. Delhi.
3. Nicholas Project Management for Business and Technology: Principles and Practice, Prentice Hall of India. N. Delhi.
4. Pitala.: Project Appraisal Techniques, Oxford & IBH Publication.
5. Yound, Trevour L.: Planning and Implementing Project, Sterling Publishing Ltd.
6. Krishnan and Moorthy: Text Book of Project Management , Macmillan India Ltd.
7. Singh Narendra.: Protect Management & Control, Himalaya Publ., N. Delhi.

Paper: 2 MC. 402 – KNOWLEDGE MANAGEMENT

Objective : The main aim of the course is to create awareness amongst the students to know the details of Knowledge Management in the changing scenario and its significance in framing the business strategy.

UNIT - I

Concept of knowledge, Major Philosophical Schools, Knowledge in economic and management theories, Knowledge as competitive resource, Knowledge intensive organization, Knowledge value chain.

UNIT - II

Knowledge management systems, Barriers to knowledge sharing, Expert systems.

UNIT - III

Knowledge creation as a tool of excellence, tacit and explicit knowledge, Models of knowledge creation process, Critical enabling conditions, Cross leveraging knowledge.

UNIT - IV

Knowledge management strategy and business strategy, Knowledge architecture, Organizational design for knowledge management, Role of Top and Middle management, Knowledge based reward systems.

Reference Books:

1. Devenport, T. H. and Prusak, L. : Working Knowledge; How organizations manage what they know; Harvard Business School Process.
2. Dorothy Leonard Barton : Well Springs of Knowledge, Harvard Business Process.
3. John Sparrow: Knowledge in Organisations, Sage publications.
4. J.W. Cortada, and J. A. Woods : Knowledge Management year book 1999-2000, Butterworth.
5. Richard Huseman and Jon Goodman: Leading with Knowledge, Sage.
6. Ikujiro Nonako and Hirotaka Tekeuchi : Knowledge Creating Company, OUP.
7. Madhukan Shukla : Competing Through Knowledge, Response Books.

Paper 3: MC. 403 – BUSINESS ETHICS AND CORPORATE GOVERNANCE**UNIT - I**

Business Ethics: Introduction to Business Ethics, Ethics, Morals & Values, Concepts of Utilitarianism and Universalism — Theory of rights, theory of Justice -- Virtue ethics — ethics of care — Law and Ethics, the Nature of Ethics in Management Business Standards and Values, Value Orientation of the Firm. Typical Problems in Business Ethics: Environmental Pollution & Society Marketing Ethics (in Products, Pricing, Promotion and Place) and Consumer protection Ethics in Human Resources management (Recruitment and promotion policies. Working Conditions, Down Sizing Workforce), Ethical issues at the top management, Ethics in financial markets and investor protection — Ethical responsibility towards competitors and business partners.

UNIT - II

Complexity of Ethical Issues: Conflicts in decision making from ethical and economic point of view, Ethical Dilemma, Solving ethical dilemma, Managerial integrity and decision making. Ethical Leadership: Personal Integrity and development — wisdom based leadership. Corporate Governance: History of Corporate form and models Corporate Objectives and goals, Ownership pattern — Issues in managing public limited firms - Agency problems. Nature & Evolution of Corporate Governance: Global and National Perspectives — Global Corporate

Governance models Anglo American and Relationship model (Germany, Japan and France) Claims of Various Stakeholders Why governance — Changes in eighties Cadbury Report, Hampel Report and OECD Committee Recommendations — SOX Act.

UNIT - III

Internal Corporate Governance Mechanism: Board of Directors — Functional Committees of Board; code of conduct, whistle blowers. External Corporate Governance Mechanism: Regulators, Gate keepers, Institutional Investors, Corporate raiders, Corporate Governance Ratings, Corporate Governance in India: corporate form in India 50s to 90s — developments in Corporate Governance in India in nineties and 2000s — CII, Kumaramangalam, Narayanamoorthy, Naresh Chandra, J.J. Irani Committee reports — Legal and Regulatory Changes — introduction and modification of Clause 4 Corporate governance in practice in India.

UNIT - IV

Cases:

1. A Dent in Walmart's public Image- The PR Strategy.
2. China Aviation Oil's Collapse: Singapore INC's challenges.
3. Child labor in Cocoa Industry.
4. Obesity Concerns: Burger Kings Product Revenges.
5. Bhopal Gas Tragedy

Source

- (b) Case Studies for Managers, Vol. II, IBSPCD
- (c) BECG Main Reference Book

Reference Books:

1. Velasquez, M.G. Business Ethics: Concepts and Cases Prentice Hall of India
2. Monks, R. / Minow, N. Corporate Governance Blackwell.
3. Banks, Eric. Corporate Governance John Wiley
4. Fernando, A C. Corporate Governance Pearson Education.
5. N. Gopalsamy: Corporate Governance : The New Paradigm, Wheeler Pub, New Delhi.
6. Surendar Kumar: Corporate Governance: A Question of Ethics, Galgotia Pub, New Delhi.
7. N. Balasubramanian: Corporate Boards and Governance, Sterling Pub, New Delhi
8. Harvard Business Review: Harvard Business Review on Corporate Governance, Boston Harvard Business School.

SEMESTER IV (ELECTIVES)

GROUP A: MARKETING MANAGEMENT

MC. 404 – ADVERTISING AND SALES MANAGEMENT

Objective: The course aims at enabling the students to develop an in-depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force Management which constitute a fast-growing area of marketing.

UNIT- I

Advertising: Communication Basics: Role of communication; Communication process and flows; Planning the promotion mix; Advertising: Nature and importance; Advertising and the economy; Advertising and publicity; Advertising management process — an overview; Determining target audience; Advertising objectives and positioning decisions; Advertising budget decisions. Message Decision: Determining advertising message; Developing advertising copy — Headline main copy, logo, illustration, appeal, layout, creativity in advertising.

UNIT- II

Advertising through the internet; Media selection; Media scheduling. Organization of Advertising Operations: In-house vs. advertising agency arrangements; Managing advertising agency relations; valuation of advertisement and campaign effectiveness — Before - and — after advertising tests and techniques. Advertising in India; Social and regulatory aspects of advertising. Recent developments and issues in advertising.

UNIT-III

Sales Management: Fundamentals of Personal Selling: Nature and importance of Selling; Types of selling; Personal selling, salesmanship and sales management; Process of effective selling; Strategic Sales management. Sales Planning: Setting personal selling objective; Market analysis and sales forecasting; Sales budget; Sales territory; Sales quota.

UNIT- IV

Sales Organization: Organization structure; relationship of sales department with other departments; Distribution networks relationship. Sales Force Management: Recruitment and selection; training and development; motivating, supervising and compensating sales personnel; Controlling the sales effort; Evaluation of sales personnel; Sales and cost analysis. Ethical and legal aspects of selling.

Reference Books:

1. Aaker, David A., Rajeev Batra and John G. Mayers, *Advertising Management*, Prentice Hall of India. New Delhi.
2. Belch. George and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill.
3. Mandell, Maurice, *Advertising*, Prentice-Hall of India, New Delhi.
4. Still, Richard R. Edward W. Cundiff and Norman A.P.Govoni, *Sales Management: Decisions, Strategies and cases*, Prentice Hall of New Delhi.
5. Anderson B. Robert, *Professional Selling*, Prentice-Hall Inc.
6. Spiro, Rosann, William J. Stanton and Greg Richo, *Management of a Sales Force* McGraw Hill/Irwin.

7. Pederson Carlton A., Miburn D. Wright, Barton A, Weitz, *Selling Principles and Methods*, Richard D. Irwin, Illinois.

MC: 405 – SERVICES MARKETING

Course Objective: To understand the service product and key elements of services marketing mix. Another objective deals with managing the service delivery process and the implementation of services marketing.

UNIT- I

Introduction to services marketing; role of services marketing; consumer behaviour in service encounters; customer interaction, purchase process, needs and expectations of customers; positioning services in competitive markets; search for competitive advantages; market segmentation, positioning vis-à-vis competitors.

UNIT- II

Creating the service product: identifying and classifying supplementary services, planning and branding service-products, new service development; designing communication mix; branding and communication; effective pricing objectives and foundations for setting prices; distributing services; options for service delivery, place and time decisions, delivery in cyberspace, role of intermediaries.

UNIT- III

Designing and managing service processes; service process redesign, customer misbehavior; balancing demand and capacity: fluctuations in demand, capacity constrain, planning the service environment; consumer responses to and dimensions of service environment; managing people for service advantage: service leadership and culture.

UNIT- IV

Managing relationship and building loyalty; customer-firm relationship, analyzing and managing customer base; customer management relationship system in services marketing; customer feedback and service recovery; customer complaining behaviour, principles and responses to effective service recovery, service quality and the gap model, measuring and improving service quality; defining, measuring and improving service productivity; organizing for service leadership; search for synergy in service management, creating a leading service organization.

Reference Books:

1. Lovelock, Christopher, Wirtz, Jocken and Chatterjee, Jayanta; *Services Marketing-People, Technology, Strategy*; Pearson Education; New Delhi.
2. Zeithaml, Valarie A. & Bitner, Mary Jo; *Services Marketing — Integrating Customer Focus Across the Firm*; Tata McGraw Hill; New Delhi.
3. Rao, K., Rama Mohana; *Services marketing*; Pearson Education; New Delhi.
4. Hoffman & Bateson; *Essentials of Service Market*, Thomson Asia Pvt. Ltd., New Delhi.
5. Rampal, M.K. & Gupta, S.L.; *Services marketing*; Galgotia Publications; New Delhi.
6. Shanker Ravi; *Services Marketing — The Indian Perspective*; Excel Books, New Delhi.

MC. 406–CONSUMER BEHAVIOUR

Objective: Knowledge of consumer behaviour is a prerequisite for developing effective marketing strategy. The purpose of the course is to provide an in-depth understanding of the consumer and industrial buying processes and their determinants as relevant for marketing decision making.

UNIT- I

Consumer Behaviour: Importance and nature of consumer behaviour; Types of consumers and their role; Consumer buying process and determinants; Changing profile of Indian consumers.

UNIT- II

Individual Differences in Consumers: Needs and motivation; Perception; Attitude and attitude change; Learning and learning theories; Personality and life style analysis.

UNIT-III

External determinants of Consumer Behaviour: Family and its influence on consumer buying behaviour; Group and their influences: Social class; Culture and sub-culture.

UNIT- IV

Models of consumer behaviour; Business buying behaviour. Cross-cultural dimensions of consumer behaviour; Consumer research — complexities and issues.

Reference Books:

1. Schiffman, L.G. and L.L. Kanuk, Consumer Behaviour, Pearson, Ltd., New Delhi.
2. Engel, J.F., Roser D. Blackwell and Paul W. Miniard, Consumer Behaviour, Cengage Learning.
3. Peter, J. Paul, and Jerry C. Olson, Consumer Behaviour and Marketing Strategy. McGraw Hill.
4. Assael, H., Consumer Behaviour and Marketing Action; Cengage Learning.
5. Hawkins Dell., Roger J. Best, Kenneth A, Conej, Consumer Behaviour: Building Marketing Strategy.

GROUP B: HUMAN RESOURCE MANAGEMENT**MC. 407—ORGANISATIONAL CHANGE AND DEVELOPMENT**

Course Objective : This course is designed to provide in-depth understanding of behavioral interventions and enable the students to apply these interventions for building individual, team, system, systems and process related competencies and helping organization to achieve peak performance and become self sustaining.

UNIT- I

Organizational Change-meaning, nature, types; theories of planned change; Organizational development — nature and characteristics; process of organizational development.

UNIT- II

Human Process Interventions-T-group, process consultation, third party interventions, team building; organizational confrontation meeting, coaching and mentoring, role focused interventions.

UNIT- III

Techno structural Interventions-restructuring organization, reengineering, employee involvement, work design; Strategic Interventions — Organisation and environment relationships, organization transformation.

UNIT- IV

Contemporary issues and applications — Organizational development in global context, organizational development in service sector, OD Practitioners — role, competencies requirement, professional ethics and value and experiences; future trends in OD.

Reference Books :

1. Cummings, Thomas G. and Christopher C. Worley, *Organisation Development and Change*, Thomson Learning.
2. Ramnarayan S., T.V. Rao and Kuldeep Singh, *Organisation Development Interventions and Strategies*, response Books, New Delhi.
3. French, Wendell L. and Lecil H. Bell, *Organisation Development*, PHI, New Delhi
4. Chowdhury, Subir, *Organisation 21 C*, Pearson Education.

MC. 408–TRAINING AND DEVELOPMENT

Objective: The objective of the course is to familiarize the students with basic concepts and principles of Training and Development of Human Resource and train them to understand the learning environment of a firm. The knowledge so obtained will make them capable of providing training to Human Resource of a business firm.

UNIT- I

Conceptual Framework: The functions of training, relationship of training to organizational and individual goals, Factors effecting successful training process, Skills of a successful trainer, Internal and external trainer. Training and Learning: The learning process, learning curve, principles of learning, training guidelines, experience versus training, kinds of training, system approach to training, programmed instruction, transfer of training.

UNIT- II

Training Needs Assessment and Curriculum Development: Identification of Training and Development needs, training needs assessment – various approaches (the job and the Individual), Advantages and disadvantages of basic needs assessment techniques,

UNIT-III

Assessing curriculum needs, curriculum standards, matching organizational training needs, Developing training materials. Training Methods: Three Stages of training (Preparatory, implementation and follow-up stage), On the job and off-the job methods, experiential versus non-experiential methods.

UNIT- IV

Evaluation of Training and Development, and Emerging Pattern: Reasons of evaluating training, Criteria for evaluation, problems of evaluation, steps involved in evaluation, methods for training evaluation, analysis and costing of training. Emerging Pattern of Training and development in India.

Reference Books :

1. Prior John, *Handbook of Training and Development*, Jaico Publishing House, Bombay.
2. Donald F. Michalak and Edwin G. Yager, *Making the Training Process Work*, Harper and Row, New York.
3. Jack J. Phillips, *Handbook of Training Evaluation and Measurement Methods*, 3 Edition, Houston, Gulf Publishing Co.

4. Lynton R, Pareek, U, *Training for Development*, 2nd Edition, New Delhi, Vistaar.

MC.409 – COMPENSATION MANAGEMENT

Course Objective : This course is designed to promote understanding of the issues related to compensation in corporate sector and impart skills in designing, analysis and restructure compensation management system, policies and strategies.

UNIT- I

Role of compensation in organization: economic and behavioural theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy.

UNIT- II

Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra-industry compensation differentials, designing pay structure and administering compensation package; understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans.

UNIT-III

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package; compensation of professionals and knowledge workers, R & D staff, sales compensation plan, international compensation.

UNIT- IV

Statutory provisions governing different components of reward system; working of different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management; tax planning.

Reference Books:

1. Milkovich, George T and Newman J.M., *Compensation*, Tata McGraw Hill
2. Henderson, R.O., *compensation Management*, Pearson Education.
3. Martocchio, J.J., *Strategic Compensation*, Pearson Education.
4. Armstrong, M and Murlis H, *Reward Management*, Kogan Page, UK.
5. Singh, B.D., *Compensation Reward Management*, Excel Books, New Delhi.

GROUP D : ACCOUNTING & FINANCE

MC. 413 – ADVANCED CORPORATE ACCOUNTING

Objectives: Corporation is the most important part of the economic development of a company. With pace of development of the emerging scenario, the corporate accounting is also becoming a little bit tougher. This paper will enable the students to learn the advanced accounting in the field of corporate world.

UNIT- I

Business Acquisition and Conversion of partnership into limited company and Limited Liability Partnership (LLP): Profit/loss prior to incorporation; Accounting for Acquisition of business. Conversion of Partnership into Limited Company — with and without same set of books, Amalgamation of firms, accounting in the books transferor and transferee firm.

Investment Accounts: Maintenance of Investment Ledger; Preparation of investment Account (transitions with brokerage, STT, cum & ex-interest), Valuation of investment under FIFO and Average method; Investment Account for Shares (with Right Shares, Bonus Shares and Sale of Right), Relevant Accounting Standard.

UNIT - II

Company Merger And Reconstruction : Amalgamation, Absorption and Reconstruction, Meaning relevant standard and meaning of different terms. Accounting in the books of Transferor Company. Accounting in the books of Transferee (both for amalgamation in the nature of Merger and of purchase); inter-company transactions (including inter-company share holding). Internal reconstruction-meaning, provisions and Accounting, Surrender of Shares for redistribution: preparation of Balance Sheet after reconstruction.

UNIT- III

Valuation: Goodwill — valuation using different methods i.e., Average Profit, Super Profit, Capitalization and Annuity, Shares — Valuation using different methods: Intrinsic. Earnings, Dividend Yield, Earnings-Price. Com-div and Ex-div, Majority and Minority view and Fair Value

UNIT-IV

Meaning of Holding Company & Subsidiary Company : relevant standard; Consolidation of Balance Sheets of Parent & Subsidiary (only one); Minority Interest – Basic principles and preparation of CBS; CBS with loss balance of Subsidiary Treatment for Revaluation of Assets of Subsidiary. Intergroup Transactions, Holding of different securities, Consideration of dividend paid or proposed by Subsidiary in CBS; Bonus Shares issued or proposed to be issued by Subsidiary (excluding shares acquired on different dates by the Parent company, chain and cross holding)

Reference Books:

1. Shukla, Grewal, Gupta : Advanced Accountancy Vol. II, S. Chand & Co.
2. R. L. Gupta & Radheswamy, Advanced Accountancy Vol. II, S. Chand & Co.
3. Maheshwari & Maheshwari, Advanced Accountancy Vol. II, Vikas Publishing
4. Sehgal & Sehgal, Advanced Accountancy Vol. III, Taxman Publication
5. Hanif & Mukherjee, Corporate Accounting, TMH

6. L.S.Porwal, Accounting Theory, Tata McGraw Hill
7. Gokul Sinha, Accounting Theory & Management Accounting,
8. B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.
9. Frank Wood, Business Accounting Vol. II, Pearson
10. V.K.Goyal, Corporate Accounting, Excel Books

MC. 414–SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: To enable the students to understand various techniques of analysis used in investment decisions, portfolio analysis and efficient portfolio management

UNIT - I

Security Market Analysis: Investment environment Types of return and risk; Sources of risk Technical Analysis, Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis:

UNIT - II

Forms of Market Efficiency and Valuation of Securities: Random Walk Theory Forty of Market efficiency, Analysis of Bond/ Debentures: Valuation of bonds Analysis of risk in bonds-duration and convexity Valuation of Equity and Options.

UNIT - III

Portfolio Analysis : Portfolio Management — Meaning, Evaluation & Role Risk Return of a Portfolio, Risk Diversification Markowitz Risk-Return Optimisation Single index Model-Portfolio Tufel Risk. Portfolio Market Risk, Portfolio Unique Risk Sharpe's Optimisation Solution.

UNIT - IV

Portfolio: Theory, Construction & Evaluation : Capital Market Theory- CAPM, Risk Free Lending Borrowing Arbitrage Pricing Theory Techniques of Portfolio Construction Active and Passive portfolio management, Bond portfolio management strategies-passive, semi-active and active along with immunization, strategies Portfolio Performance Evaluation.

Reference Books:

1. Fuller & Farrel: Modern Investment Security Analysis, McGraw Hill.
2. Strong, Robert. A. Portfolio Management Handbook, JAICO Publishing House, Delhi.
3. Singh, Preeti: Investment Analysis , Himalaya Publishing House.
4. Jordan & Fischer: Security Analysis & Portfolio Management, Prentice-Hall India N. Delhi.
5. Avadhani, V.A: Security Analysis & Portfolio Management. Himalaya Publishing House.

MC. 415 – ADVANCED AUDITING

Objectives: The basic purpose of this paper is to provide in-depth knowledge of the auditing contemporary issues particularly related to the company audit.

UNIT- I

Company Audit: Qualification, Disqualification, Appointment, Removal, Remuneration of Auditors. Audit Ceiling-Status, Power, Duties and Liabilities of auditors. Branch Audit-Joint Audit-Special Audit. Maintenance of Books of Account—Related Party Disclosures-Segment Reporting. Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor's Responsibility). Representations by Management-Contents of Annual Report (A Brief Idea).

UNIT- II

Audit Report and Certificate: Definition-Distinction between Report and Certificate Types of Reports/Opinion 35 (Clean, Qualified, Disclaimer, Negative and Piecemeal) Contents of Audit Report (As per Companies Act and Standards on auditing). True and Fair View (Concept and Guiding Factors) – Materiality (Concepts and Relevance)- Limited Review – Disclosures. Certificate on Corporate Governance – Cash Flow Statement Reporting.

UNIT- III

Audit of Different Institutions: Banks – Legislation Relevant to Audit of Banks, Approach to Bank Audit, Internal Control Evaluation, Non-Performance Assets (Concept, Provisions), Long Form Audit Report. Insurance Companies – Legislation to Audit of Insurance companies (Life and General Insurance), Review of Internal Control, Audit Report (Matters as per IRDA). Educational Institutions and Hospital Features and Basic Principles of Government Audit-Local Bodies and Non-Profit Seeking Organizations (including NGOs). Comptroller and Auditor General and its Constitutional Role. Investigation Meaning, Purpose-Distinction between Investigation and Auditing Approach to Investigation-Types of Investigations. Assessing a Business (Due Diligence Review, Valuation). Investigations to Detect Fraud, Misappropriations and Defalcations-Investigations With respect to Business Combinations.

UNIT- IV

Other Thrust Areas: Cost Audit- Concepts, Objectives, Advantages, Relevant Provisions of Companies Act. Management Audit – Tax Audit – Systems Audit – Social Audit – Environment Audit Energy Audit – Forensic Audit-Peer review (Concepts, Objectives and Regulatory Requirements). Ethics in Auditing — Auditor's Independence. Auditing in CIS Environment. Standards on Auditing (Concepts, Purpose and Present Position as to Number and Title as issued by ICAI).

Note: Topics to be studied with reference to Standards on Auditing and Accounting including Applicable Indian Financial Reporting Standards.

Reference Books :

1. Gupta, Kamal, Contemporary Auditing, TMH
2. Tandon, B.N., Principles of Auditing, S. Chand & Co.
3. Sharma T.R., Auditing Principles & Problems, Sahitya Bhavan, Agra
4. Spicer & Pegler, Practical Auditing
5. Woolf, Emile, Auditing Today
6. Basu, Sanjib Kumar, Fundamentals of Auditing, Pearson
7. Auditing Assurance Standards and Guidelines issued by ICAI

GROUP F: BANKING AND INSURANCE**MC. 419 – BANK LEGISLATION**

Objective: The objective of this course is to apprise the students with the banking law and practice and develop an understanding of various laws affecting banks.

UNIT- I

Evolution of banking law : Banking Regulation Act, 1949; Reserve Bank of India Act, Bank Nationalization Act, 1969; A Study of Negotiable Instruments Act, 1881 based on case law.

UNIT- II

Banker and customer relations : Banks as borrowers; cheques - payment of customers, cheques: collecting banker and customers accounts.

UNIT- III

Employment of funds; Guarantees; Advances secured by collateral securities; Advances against goods and documents of title to goods; Analysis of banks balance sheet, Electronic funds transfer and other electronic payments; Internet banking

UNIT- IV

The Foreign exchange Management Act, 1999. Provisions relating to: Preliminary (Sec 1-2), Regulation and management of foreign exchange (Sec 3 to 9) Authorized person (Section 10 to 12) Contravention and penalties (Section 13 to 15) Adjudication and appeal (Sections 16 to 21 and sections 34-35) Directorate of enforcement (section 36 to 38).

Reference Books

1. P.N. Varshney: Banking Law and Practice.
2. B.M. Lall Nigam : Banking Law and Practice.
3. Tannan Banking Law and Practice in India.
4. Taxmann : Banker's Manual.
5. Diwan, Prag and Sunil Sharma: Electronic Commerce—A Manager's Guide to E. Business, Variety Books International, Delhi.
6. V.K. Jain and Hemlata : Electronic and Mobile Commerce, Cyber-tech Pub, New Delhi. Uppal, K.K, Chawla, A.S. & Chawla & Malhotra Keshav: Banking Towards 21st Century, Published by Deep and Deep Publications, New Delhi.

MC. 420 – RISK MANAGEMENT

Objective: To provide an understanding and an appreciation of the principles and practices of risk management in order to enable production of the optimum strategy for the handling of risk in an organisation.

UNIT - I

Nature and Sources of Financial Risk: Introduction to Financial Risks, definition, including: Business Risk, Operational Risk, Financial Risk (market risk, credit risk, liquidity risk), Legal Risk; Introduction to risk management; Principles, essential features and objectives of risk management; Function and duties of a risk manager and the risk management department of a company; Content and purposes of a company's risk management philosophy, statement, manual and report; Location and structure risk management within the organizational structure; Risk and Return.

UNIT - II

Process of Risk Management; Techniques used in identifying sources of risk; Quantitative and qualitative techniques used to identify and assess potential risks to an organization and the advantages and disadvantages of each technique. Techniques for gathering data. Methods of measuring, representing and comparing data for analysis and the relative advantages of each method. Probability theory, the ways in which probabilities are derived and their uses. Application of probability distribution.

UNIT - III

Risk Measurement and Control: The measurement of risk, Controlling risk: With insurance and without insurance. Objective and techniques of loss control management. Property, Security, Employee and Liability risk control; Features of a contingency plan. Disaster Recovery, Crisis Management and Business Continuity.

UNIT - IV

Value at Risk (VaR): Meaning, Measuring Value at Risk *Monte Carlo Simulatio-*, application of VaR, Hedging- Concepts and Types; Hedging Process- Initiation, Monitoring, closing and roll over. Risk Management Information System (RMIS) fundamental concepts, Evolution of RMIS, components, potentials benefits and limitations of RMIS, Designing RMI, Implementing RMIS.

Reference Books:

1. Redja Principles of Risk management and Insurance, Pearson Education, N. Delhi.
2. Morrison The Fundamentals of Risk Management (Tata McGraw Hill, N. Delhi).
3. John C. Hull, Fundamentals of Futures & Options Markets (Prentice Hall).
4. Jorian, Phillippe Value at Risk: The New Benchmark for Managing Financial Risk (McGraw Hill).
5. Saunders, A. and M. Cornett., Financial institutions management: A risk management approach, 6th ed. Boston: McGraw-Hill.
6. Harrington, S. and G. Niehaus. Risk management and insurance, McGraw-Hill.
7. Rivai, V., A. Veithzal, and F. Idroes. 'Bank and financial institutions management: Conventional and Sharia System. Jakarta: Rajawali.

MC. 421– ACTUARIAL PRACTICE

Objective: The purpose of this course is to equip the student with the principles and techniques of actuarial practice. The paper requires at least a prior general knowledge of mathematics and statistics.

UNIT- I

Basic Mathematics: Basic functions, Annuities-certain, Loans repayable by instalments, Simple methods of determining the rate of interest in a transaction, Capital redemption assurance, Valuation of simple loans and debentures.

UNIT- II

Life Contingencies: Mortality tables, Elementary functions, the central death rate, Single life annuities and assurances, Commutation columns, Temporary and deferred annuities and assurances, Conversion tables.

UNIT-III

Special annuities and assurances, Periodical payments, Complete annuities, Policy value, Select and other tables.

UNIT- IV

Joint-life Annuities and Assurances: Value of and premiums for joint-life and contingent annuities and assurances.

Reference Books:

1. Donald D.W.A. "*Compound Interest and Annuities — Certain*", 2nd Ed., Cambridge [Eng.] (Published for the Institute of Actuaries and the Faculty of Actuaries at the University Press,).
2. R.E. Underwood, "*The Elements of Actuarial Science* ", 4th Edition, Pitman.
3. Harry Freeman, "*Mathematics for Actuarial Students* ", Cambridge at the University Press.

MC. 422– COMPREHENSIVE VIVA-VOCE (online / offline) 100 marks

The Comprehensive VIVA-VOCE will be conducted at the end of the 4th Semester by the External Examiners and internal examiners appointed by the University.

The VIVA-VOCE will be based on the content of the subjects studied by the student during all the four semesters.

6. STUDY MATERIAL (Links)
M.com 1st Semester

CODE	SUBJECT	AUTHOR
MC 101	Managerial Economics	Dr. Anupreet K. Mavi
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230516091240-mcomsemimanagerialeconomicpaper101compressed.pdf?202315090903	
MC-102	Quantitative methods for Business	Dr. Anil Kumar Parti /Dr. Richa Sharma
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230516120259-mc102compressed.pdf?202315090903	
MC 103	MAT	Dr. Kapil Dev
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230516120532-mc103compressed.pdf?202315090903	
MC 104	Organization Theory & Behaviour	Prof. Geeta Bansal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230516090925-m.com.sem.-iorganizationalbehaviourpaper-mc-104l.no.1-10med.english2017-18compressed.pdf?202315090903	
MC-105	Marketing Management	Sh. J.S. Rathor
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230515164608-105mc105andinitialpages5.pdf?202315090903	
MC-106	Management Information System	Dr. Kanika Sofat
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230522111459-jobno.235mc1061.pdf?202315090903	
MC-107	IT Applications in Commerce	Ms Indu Chhabra /Mr J.S. Rathore / Ms. Anjali
	https://drive.google.com/file/d/1TxaxaEFbmgIpAwT3sZHkCd3hErvSn8gr/view?pli=1	

M.com Second Semester

CODE	SUBJECT	AUTHOR
MC 201	Business Environment	Prof. Geeta Bansal /MK Sharma Bhavna Kumar/S.K. Gopal
		https://drive.google.com/file/d/14GtppcyUNwVRgAEBYPzXAYLPD601GB0w/view?usp=sharing
MC 202	Research Methodology in Commerce	Dr. Kapil Dev/ Dr.Richa Sharma
		https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518101057-index8filesmerged.pdf?202313100050
MC 203	Financial Management and Policy	Prof. Geeta Bansal /MS.GULVEEN KAUR
		https://drive.google.com/file/d/1m-EloH7Fp04SpYUBbNyjDSKaBCIG4V3-/view?usp=sharing
MC 204	Production and Material Management	Ms. Ritu Gupta/Sh. J.S. Rathor
		https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518101353-content12filesmerged.pdf?202313100050
MC: 205	Operation Research	Dr. Anil K. Parti
		https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518103021-title14filesmergedcompressed.pdf?202313100050
MC-206	Business Policy and Strategic Management	Prof. Geeta Bansal
		https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518102122-mc-206vetted11.pdf?202313100050
MC 207A	Ent. Development and Project Management	Dr. Lipika Guliani
		https://cdoe.puchd.ac.in/includes/noticeboard/2022/20220617100840-207acompressed.pdf?202313100050

MC : 301	Buss. Perf. Measurement	Dr. Kapil Dev
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519110725-mc-301compressed.pdf?202314092537	
MC 302	Tax Planning & Management	Dr. Bimal Anjum
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519110810mc302dr.bimalanjum2021-2022-final.pdf?202314092537	
MC 303	Intd. Mtg. Conn. & Brand Equity	Dr Jagroop Singh /Mr J.S. Rathore
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518113953vettedmc3035.pdf?202314092537	
MC 304	Marketing Research	Mr Ajmer Singh /Mr J.S. Rathore
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519110942-mc-304compressed.pdf?202314092537	
MC: 305	HRD	Prof. Geeta Bansal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519112521-final-mc-30571hrd19-06-17.pdf?202314092537	
MC-306	Industrial Relations	Prof. Poonam Aggrawal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519111125-mc-306.pdf?202314092537	
MC 309	Strategic Cost Management	Prof. Lalit K Bansal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230707112331-job59mc309.pdf?202315090903	
MC: 310	International Accounting	Mr Amit Mohindroo
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519111312-mc-310.pdf?202315090903	
MC 313	Bank Management	Prof. S.K. Puri
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230707111252-job275mc3132023compressed.pdf?202315090903	
MC 314	Insurance Management	Dr S.K. Jain
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230707111749-job246mc314.pdf?202315090903	
MC 315 A	Financial Markets & Instruments	Dr. Yashpal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230519111441-mc-315compressed.pdf?202315090903	

M.com 4th Semester

CODE	SUBJECT	AUTHOR
MC 401	Project Planning and Management	Mr. Naveen Kumar
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230718142148-job617mc401.pdf?202313105930	
MC 402	Knowledge Management	Dr. Shikha Sharma
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518095730-contents2filesmerged.pdf?202313105930	
MC 403	Bus. Ethics and Corporate Governance	Dr. Monika Aggarwal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230522092520-jobno.pdf?202313105930	
MC 404	Advertising and Sales Management	Dr. Meenu Gupta
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518100610-introductoryletter11filesmergedcompressed.pdf?202313105930	
MC 405	Service Marketing	Prof.B.B. Goyal
	Will be updated later on	
MC 406	Consumer Behaviour	Ms. Pooja Chopra
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518095246-frontpagemc-40611filesmergedcompressed.pdf?202313105930	
MC 407	Organizational Change and Development	Dr. Kanika Sofat
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230719141338-jobmc407.pdf?202313105930	
MC 408	Training and Development	Prof. Amandeep Kaur
	https://drive.google.com/file/d/1BRJn-fcPcEcwnOV8nTCc4sVU-rCqCXfc/view?usp=sharing	
MC 409	Compensation Management	Prof. Geeta Bansal
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230719141302-job393mc409.pdf?202313105930	
MC 413	Advance Corporate Accounting	Dr. Kiran Dutt
	https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230719145852-job510mc413.pdf?202313105930	
MC 414	Security Analysis and Portfolio Management	

	Will be updated later on.	
MC 415	Advanced Auditing	CA Manish Jain
	<u>https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230719145952-job493mc415.pdf?202313105930</u>	
MC 419	Bank Legislation	Dr. R.K. Gupta / Dr. Sumeet Kaur
	<u>https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230717122144-job623mc419.pdf?202313105930</u>	
MC 420	Risk Management	Sh. S.K. Puri
	<u>https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230719092148-job622mc420.pdf?202313105930</u>	
MC 421	Actuarial Practice	S.K. Jain
	<u>https://cdoe.puchd.ac.in/includes/noticeboard/2023/20230518095852-frontpageintroductorysyllabus3filesmerged.pdf?202313105930</u>	

7. PCP SCHEDULE

Detailed schedules with links will be uploaded on CDOE notice Board and Google Classrooms.

Class	Convener	PCP DATES
1.M. Com Semester-III	Prof. Geeta Bansal	22-10-2023(Sun)- 27-10-2023 (Fri) Two Weeks
2.M. Com Semester-I	Prof. Geeta Bansal	28-10-2023 (Sat) - 02-11-2023 (Thus)
Class	Convener	PCP DATES
3.M. Com Semester-IV	Prof. Geeta Bansal	10.03.2024(Sun) – 18.03.2024(Fri)
4.M. Com Semester-II	Prof .Geeta Bansal	16.03.2024(Sat) - 21.03.2024 (Thus)

8. Assignment Schedule

Detailed schedules with links will be uploaded on CDOE notice Board and Google Classrooms. Links will be activated as per the Following Schedule.

Date	M.com 1st Semester	M.com 3RD Semester
03-11-23 (10-10:30 am)	MC-101 Managerial Economics	MC. 301 Business Performance Measurement
03-11-23 (03-3:30pm)	MC-102 Quantitative Methods For Business	MC 315A Financial Markets & Instruments
04-11-23 (10-10:30 am)	MC-103 Modern Accounting Theory &RP	MC. 302 Tax Planning And Management
04-11-23 (03-3:30pm)	MC-104 Organisation Theory And Behaviour	MC. 303 Integrated MC &Brand Equity
06-11-23 (10-10:30 am)	MC-105 Marketing Management	MC. 304 Marketing Research
06-11-23 (03-3:30pm)	MC-106 Management Information System	MC. 305 Human Resource Development
07-11-23 (10:00-10:30 am)	MC107A IT Applications In Commerce	MC. 306 Industrial Relations
07-11-23 (03-3:30pm)		MC: 309 Strategic Cost Management
08-11-23 (10:00-10:30 am)		MC 310 International Accounting
08-11-23 (03-3:30pm)		MC 313 Bank Management
09-11-23 (10:00-10:30 am)		MC 314 Insurance Management

Date	M.com 2nd Semester	M.com 4th Semester
26-03-24 (10-10:30 am)	MC201 BUSINESS ENVIRONMENT	MC 401 Project Planning and Control
26-03-24 (03-3:30pm)	MC 202 RESEARCH METHODOLOGY IN COMMERCE	MC 402 Knowledge Management
27-03-24 (10-10:30 am)	MC 203 FINANCIAL MANAGEMENT AND POLICY	MC 403 Business Ethics And Corporate Governance
27-03-24 (03-3:30pm)	MC 204 PRODUCTION AND MATERIALS MANAGEMENT	MC 404 Advertising and Sales Management
28-03-24 (10:00-10:30 am)	MC 205 OPERATIONS RESEARCH	MC405 Services Marketing
28-03-24 (03-3:30pm)	MC 206 BUSINESS POLICY & STRATEGIC MANAGEMEN	MC 406 Consumer Behavior
29-03-24 (10:00-10:30 am)	MC 207 A ENTREPRENEUR SHIP DEVELOPMENT AND PROJECT MANAGEMENT	MC 407 Organization Change and Development
29-03-24 (03-3:30pm)	MC 207 B FINANCIAL SERVICES	MC 408 Training and Development
30-03-24 (10:00-10:30 am)		MC 409 Compensation Management
30-03-24 (03-3:30pm)		MC 413 Advance Corporate Accounting
01-04-24 (10:00-10:30 am)		MC 414 Security Analysis and Portfolio Mgt
01-04-24 (03-3:30pm)		MC 415 Advanced Auditing
02-04-24 (10:00-10:30 am)		MC 419 Bank Legislation
02-04-24 (03-3:30pm)		MC 420 Risk Management
03-04-24 (10:00-10:30 am)		MC 421 Actuarial Practice

9. ACADEMIC CALENDAR 2023-24

<u>ACADEMIC CALENDAR 2023-24</u>	
<u>Odd Semester 2023-24</u>	<u>Even Semester 2023-24</u>
21-07-2023 to 30-11-2023 July to December	08-01-2024 to 03-05-2024 January to May
Exams Offline 01-12-2023 to 23-12-2023	Exams Offline 04.05.24 to 30.05.24
Winter Breaks 26.12.23 to 05.01.24	Summer Breaks 31-05-24 to 08-07-2024

10. GLIMPSES OF THE ACTIVITIES , DCMS



ACADEMIA INDUSTRY INTERFACE 2023
 Organized by
DEPARTMENT of COMMERCE and MANAGEMENT STUDIES
CENTRE FOR DISTANCE and ONLINE EDUCATION
PANJAB UNIVERSITY CHANDIGARH
 23.09.2023-24.09.23 Saturday & Sunday
ONLINE



Prof. Renu Vig
Vice Chancellor
Panjab University
Chandigarh



Prof. Harsh Gandhar
Director CDOE
Panjab University
Chandigarh



Prof. Geeta Bansal
Coordinator
DCMS CDOE
Panjab University
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Time - 04:00 pm to 5:30pm**



**Prof. Raj Kumar
Vice Chancellor**



**Prof. KDS BEDI
Internationally Acclaimed
Career Coach,
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**Monica Sodhi
Author, Speaker
NLP Coach
NFNLP (USA)**



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**Dr. Geeta Bansal
Coordinator, DCMS**

Chairperson, USOL
Dr. Neeru



Coordinator, DCMS
Dr. Geeta Bansal



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Time: 2.00 p.m. to 3:00 pm



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Dr. Raj Kumar
Vice-Chancellor
Panjab University
Chandigarh**



**Eminent Speaker
Dr. Neha Gulati
Assistant Professor
University Business School
Panjab University
Chandigarh**



**Patron
Prof. Madhurima
Verma
Chairperson, USOL
Panjab University
Chandigarh**

Event Convener:
Prof. Geeta Bansal
DCMS-USOL

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Event Convener:
Prof. Geeta Bansal
DCMS-USOL

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DCMS-USOL

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Prof. Geeta Bansal
DCMS-USOL



Visit to SML, ISUZU Plant Ropar for MBA Executive of USOL Students on February, 2016





UNIVERSITY SCHOOL OF OPEN LEARNING PANJAB UNIVERSITY, CHANDIGARH



Cordially Invites you to
One Day Capacity Building Workshop
on

Improving Interpersonal Skills

for
Administrative Staff of USOL

24.03.2022 (Thursday)

10.30 am to 11.00 am (Tea)

11.00 am to 1.00 pm (Batch -I)

2.00 pm to 4.00 pm (Batch -II)

Venue: USOL Auditorium



Chief Patron,
Prof. Raj Kumar,
Vice-Chancellor, PU



Chief Guest
Mr. Vikram Nayyar,
CA
Registrar, PU



Prof. Sanjay Kaushik,
Dept. of UBS,
Honorary Director, ICSSR
Resource Person



Prof. Madhurima Verma,
Chairperson, USOL



Prof. Geeta Bansal
Coordinator, Capacity
Building Cell

Organising Committee:-

1. Prof. Supreet kaur
2. Dr. Sucha Singh
3. Dr. Kamla
4. Dr. Parveen
5. Dr. Ravinder Kaur (Co-coordinator)
6. Prof. Sheena Pall (Convenor, Seminar Committee)

Note: All the participants are requested to wear their ID Cards & Masks.



UNIVERSITY SCHOOL OF OPEN LEARNING
 Department of Commerce and Management Studies
PANJAB UNIVERSITY, CHANDIGARH



Special Lecture on



Patron,
 Prof. Raj Kumar,
 Vice-Chancellor, PU

Joy of Giving; Lets explore our individual Social
 Responsibility as youth of tomorrow

23.04.2022 (Saturday) at 12.30 pm to 1.30 pm

Cisco WebEx Link

<https://usolpu.webex.com/usolpu/j.php?MTID=m68f09eeceaf02e4f8ecae877a8de64d>



Mr. Madhukar Malhotra
 Honorary Secretary
 Bhawan Vidhyalya
 Member Rotary club &
 Lion Club Chandigarh
 Resource Person



Prof. Madhurima Verma,
 Chairperson
 USOL,PU



Prof. Geeta Bansal
 Coordinator, DCMS
 USOL, PU



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PANJAB UNIVERSITY, CHANDIGARH



Special Lecture on



Patron,
 Prof. Raj Kumar,
 Vice-Chancellor, PU

"Let us scan the Macro Economic Environment in
 India Today".

29th April 2022(Friday) Time 3:00 PM to 5:00 PM

Cisco WebEx Link

<https://usolpu.webex.com/usolpu/j.php?MTID=m8a85f332a0bc0e78a9db89399612cb30>



Dr. Vikas Prakash
 Singh Director, PGDM
 Great Lakes Institute of
 Management, Gurgaon.
 Resource Person



Prof. Madhurima
 Verma, Chairperson
 USOL,PU



Prof. Geeta Bansal
 Coordinator, DCMS
 USOL, PU

1. All the students are requested to join Respective Google classrooms for session 2023-24 as per given links.

- **M.com 1st** : <https://classroom.google.com/c/NjI5MjA0MzQyODE1?cjc=ghiya6h>
- **M.com 3rd** : <https://classroom.google.com/c/NTEyMDQ4ODA0ODI5?cjc=3wk3llm>

2. All the students are requested to provide correct and registered Email addresses for proper communication.

3. Those Students who are desirous to join to join whatsapp group can join the following link according to your Session

- **M.com 1st: (2023-25)** : <https://chat.whatsapp.com/KIOOKc9y38QGyiA0xQzi5P>
- **M.com 3rd (2022-24):** <https://chat.whatsapp.com/FPq7Yq5Uf8z70hReBwBLEl>

KEEP VISITING THE CDOE WEBSITE (WWW.CDOE.PU.AC.IN) & GOOGLE CLASSROOMS FOR ALL NOTICES AND LATEST UPDATES.

Wishing you best of luck,

Department of Commerce and Management Studies Room 412 3rd Floor, Sector 14

Email: Coordcom@pu.ac.in

Phone: 0172253 4323

CONTACT US

Director

Centre for Distance and Online Education

Tel. 0172-2534301, 0172-2534302

E-mail: cdoe@pu.ac.in

FAX No.: 0172-2541143

Students can contact the below mentioned dealing officials for enquiry regarding Admission, Result etc. During working hours (9.00 am to 5.00 pm) and working days only (Monday to Friday)

A.R. Admission Mrs. Urmil -7837410948		
Online Admission cum Examination Form & Technical issues related queries	Mrs. Sheenam	9855663584
	Mr. Ajay	9988179991

Mr. Rakesh Kumar (Supt.) 9530866706, Intercom No. 0172253-4331

Class	Dealing Official	Contact No.
MBA 1 to 4 Semester	Mrs. Reshma	8283822169

Mrs. Satnam Kaur (Supt.) 9855054907, Intercom No. 0172253-4308

Class	Dealing Official	Contact No.
B.Com 1& 2 Sem	Mrs. Rita Devi	9872707920
B.Com 3& 4 Sem	Ms. Harjeet Kaur	8054403470
B.Com 5& 6 Sem	Mrs. Sanju Bala	8054261589
M.Com 1& 2 Sem	Mrs. Jenny	7508883449
M.Com 3& 4 Sem	Mrs. Beena	9888310192

Students can contact to the below mentioned dealing officials for enquiry regarding Study Material Dispatch, PCP and Assignments etc.

Class	Dealing Official	Contact No.
B.Com III	Ms.Urmila Devi	9915802058
B.Com I	Mr. Anil Kumar	9855841786
B.Com V,	Mr. Yashpal	9417214922
M.Com I & III	Ms.Aruna	9803771716
MBA I & III	Ms. Neha	9888438385

Fee related Queries and SC Student for Post Matric Scholarship Forms	Mrs. Poonam	9463491919
	Mrs. Meena	9915068363