

ALAGAPPA UNIVERSITY

(A State University Accredited with 'A+ Grade by NAAC (CGPA: 3.64) in the third cycle)

Karaikudi – 630 003, Tamilnadu, India

DIRECTORATE OF DISTANCE EDUCATION



PROGRAMME PROJECT REPORT

M.Com (Finance and Control)

Programme Code: 335

REGULATIONS AND SYLLABUS

[From the academic year 2018-2019

onwards] Credit Based System

Programme's Mission & Objectives

Mission: To bestow an exhaustive acquaintance by blending the subjects of Accounting, Management, Operations Research, Business Law Banking, Insurance, Taxation, Marketing, Services Marketing and Investment Analysis in a pragmatic manner to the students so as to emerge as efficient Professionals, Entrepreneurs, Managers, Finance Experts, etc....

Objectives:

- i). To impart a comprehensive knowledge in Commerce with finance and control to the students in a pragmatic manner.
- ii). To be a strapping pedestal to key-in and fetch an assortment of job opportunities in the Public and Private Sectors.
- iii). To craft Accounting, Finance, Tax and Management experts through captivating professional and cerebral associations.

Relevance of the Programme with HEI's Mission and Goals:

Affording quality higher Education to the learners who are interested in pursuing higher education through distance mode, so that they are transformed into intellectually competent human resources that will help in the uplift of the nation in terms of Educational, Social, Technological, Environmental and Economic magnificence (ESTEEM). This programme is very much effective in imparting quality education through flexi-timings.

In accordance with the mission of Alagappa University as a research-intensive institution, the teaching programme of the master's programme in Commerce (Finance and Control) is based on state of the art of scientific research and maintains a strong emphasis on the acquisition of academic and research skills.

Nature of prospective target group of learners:

The curriculum has been designed to fulfill the needs of diverse class of learners including a class of learners. In order to fulfill the needs of the learners, professionals

who are in teaching, business professionals, chartered accountant practitioners, banking, Insurance, chief financial officer and management professionals.

M.Com., (F & C) Employment Areas:

- Securities Analyst
- Auditor
- Budget Analyst
- Corporate Analyst
- Marketing Manager
- Risk Analyst
- Operations Manager
- Accountant
- Money Manager
- Revenue Agent
- Tax Advisor

M.Com., (F & C) Job Types:

- Banking and Finance
- Equity Research
- Insurance Management
- Leasing
- Merchant Banking
- Insurance Industry
- Mutual Funds
- Portfolio Management
- Project Appraisal
- Risk Management

Appropriateness of the programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence in Master of Commerce (Finance and Control) programme focuses both in-depth study of theory and acquisition of professional and research skills.

- This programme makes learners to develop skill oriented entrepreneurship knowledge, business communication at critical thinking and proficiency in the field of business sectors.

- This programme helps learners to acquire necessary skills to perform research, and start up entrepreneurship in the field of commerce and industry.

It is a good base Master degree course for the purpose of higher research studies like M.Phil., and Ph.D. They can avail wide employment opportunities and employability skills in the field of Commerce and Industry.

e. Instructional Design:

Sl. No	Course Code	Title of the Course	CIA Max.	ESE Max.	TOT Max.	C Max.
FIRST YEAR						
I Semester						
1	33511	Management Concepts	25	75	100	4
2	33512	Business Law	25	75	100	4
3	33513	Advanced Accounting	25	75	100	4
4	33514	Business Environment	25	75	100	4
		Total	100	300	400	16
II Semester						
5	33521	Operations Research	25	75	100	4
6	33522	Organizational Behaviour	25	75	100	4
7	33523	Advanced Cost Accounting	25	75	100	4
8	33524	Financial Services	25	75	100	4
		Total	100	300	400	16
SECOND YEAR						
III Semester						
9	33531	Investment Analysis and Portfolio Management	25	75	100	4
10	33532	Financial Management	25	75	100	4
11	33533	Principles of Personnel Management	25	75	100	4
12	33534	Corporate Accounting	25	75	100	4
		Total	100	300	400	16
IV Semester						
13	33541	Management Accounting	25	75	100	4
14	33542	E-Commerce	25	75	100	4
15	33543	Research Methodology	25	75	100	4
16	33544	Banking and Insurance	25	75	100	4
		Total	100	300	400	16
Grand Total			400	1200	1600	64

M.Com (Finance and Control)

FIRST SEMESTER

Course Code	Title of the Course
33511	Management Concepts

Learning objectives:

1. To make the students to understand the elements of effective management
2. To familiarize the students with the basics principles of management

BLOCK I: FUNCTIONAL AREA OF MANAGEMENT

UNIT – I: Management: Definition – Nature – Scope and functions – Evolution of management thought – Relevance of management to different types of organisation like, Insurance, Hospitals, Universities, Hotels, Social Service organisations etc.

UNIT – II: Planning: Nature, importance and strategic considerations in planning – Planning premises – Components of planning as objectives - Planning process – Methods of planning – Limitations of planning – Planning premises.

Unit – III: Policies, strategies, procedures, methods, rules, projects and budgets – Decision making – Meaning – Importance – Types – Process – Elements – Principles of decision making.

UNIT – IV: Organising: Nature, purpose and kinds of organisation – Structure – Principles and theories of organization – Formal organization – Informal organization.

Unit – V: Departmentation – Process of departmentation – Departmentation by functions - Span of control – Line and staff functions – Authority and responsibility – Centralisation and decentralization.

BLOCK II: PERSONAL AREA OF MANAGEMENT

Unit – VI: Delegation - Importance of delegation – Types of delegation – Problems of delegation – Effective delegation.

UNIT - VII: Staffing – Elements of staffing – Functions of staffing - General principles and importance – Motivation: Meaning – Importance – Types – Theories.

UNIT – IX: Communication: Meaning – Types – Process – Barriers – Overcoming barriers – Leadership: Meaning – Styles – Essential qualities.

UNIT – X: Controlling: Objectives and process of control – Devices of control –

Integrated control – Special control techniques – Coordination – Need and techniques.

UNIT – XI: Directing – Principles of direction – Techniques of direction – Importance of direction – Characteristics of direction – Supervision – Functions of supervisor – Qualities of supervisor – Principles of supervisor.

BLOCK III: GUIDING AREA OF MANAGEMENT

UNIT – XII: Management Audit – Definition – Objectives – Scope of management audit – Need for management audit – Advantages of management audit.

UNIT – XIII: Business Ethics – Meaning – Need for business ethics – Principles of business ethics – Factors affecting business ethics – Management information system – Objectives of MIS – Importance of MIS – Process of MIS – Causes for poor MIS.

UNIT – XIV: Recent trends and new perspectives in management - Strategic alliances – Core competence – Business process reengineering – Total quality management – Bench marking.

REFERENCE BOOKS:

1. Ramaswamy. T, 2012, Principles of Management [Eighth Edition]
Himalaya Publishing Home Pvt Ltd, Mumbai.
2. Dinkar Pagare, 2011, Business Management [Fifth Edition] Sultan Chand & Sons, New Delhi.
3. Govindarajan. M, 2008, Principles of Management [First Edition] PHI,
New Delhi.
4. Prasad L.M, 2015, Principles and Practice of Management [Eight
Edition], Sultan Chand & Sons, New Delhi.

Course Code	Title of the Course
33512	Business Law

Learning objectives:

1. To enable students to read, interpret and understand laws relevant to business made by Parliament, and decisions by the courts on the application of those laws.
2. To equip students with the tools to recognize the legal implications of business activities.
3. To emphasize the important areas of contract law, company and partnership law.

BLOCK I: ELEMENTS OF CONTRACT

UNIT – I: Contract Act – Evolution – Need for Law – Mercantile Law – Principles of equity – Law merchant – Precedents – Indian Statute Law – Kinds contracts – Elements of valid contract – Classification of contracts.

UNIT - II: Offer and acceptance – Essentials for a valid offer – Acceptance – Essentials for a valid acceptance – Communication of offer and acceptance – Revocation of offer and acceptance.

UNIT – III: Consideration – Essentials for a valid consideration – Stranger to consideration and stranger to contract – Contractual capacity – Persons not competent to contract – Minor – Law relating to minor – Persons of unsound mind.

UNIT – IV: Free consent – Coercion – Effect of coercion – Duress – Duress Vs coercion – Undue influence – Fraud – Silence as a fraud – Consequences of fraud – Mistake – Classification – Mistake of law – Mistake of foreign law.

BLOCK II : PERFORMANCE OF CONTRACT

UNIT – V: Void agreement – Void contract – Uncertain agreement – Reciprocal promises – Contingent contract – Performance of contract – Actual performance – Attempted performance – Performance o joint promises.

UNIT – VI: Quasi contract – Basis – Types – Claims – Payment by an interested person – Discharge of contracts – Modes of discharges of a contract – Remedies of breach of contract – Suit for damages – Rules for damages.

UNIT – VII: Contract of bailment and pledge – Kinds of bailment – Consideration – Duties of bailer – Rights of bailer – Particular lien – General lien – Termination of lien.

UNIT – VIII: Contract of sale of goods Act – Scope – Goods – Classification –

Contract of sale – Sale and agreement to sell – Conditions and warranties – Implied condition – Implied warranty – Caveat emptor.

BLOCK III : PARTNERSHIP

UNIT – IX: Nature of partnership – Essential elements of partnership – Duties of partnership – Partnership Vs Joint Hindu family – Partnership Vs Company – Formation of firm – Types of partnership.

UNIT – X: Dissolution of a firm – Mode of dissolution – Consequences of dissolution – Rights of partners – Liabilities of partners – Mode of settlement of accounts – Sale of goodwill.

UNIT – XI: Nature of negotiable instruments – Promissory note – Bill of exchange – Cheque – Crossing of cheque – Types of crossing – Parties of negotiable instruments – Capacity of parties – Minor – Unsound persons – Insolvent – Corporation – Agent – Partners – Hindu joint family.

UNIT – XII: Carriage of goods Act – Carriage by land – Common carrier – Duties – Rights and liabilities – Private carrier – Goods – Railway as carrier – Duties and liabilities.

UNIT – XIII: Law of insolvency – Object – Procedure – Act of insolvency – Insolvency Court – Secured creditors – Procedure on admission of petition – Dismissal of petition.

UNIT – XIV: Property and debts of insolvent – Official assignee – Official receiver – Powers and duties – Committee of inspection – Debts of inspection – Rights of secured creditors.

REFERENCES:

1. Kapoor N. D., 2007, Business Law, - Sultan Chand Co & Ltd, New Delhi.
2. Pillai S. N. & Bhagavathy, 2009, Business Law - Sultan Chand Co & Ltd, New Delhi.
3. Saravanel P. & Syed Bandre, 2007, Business Law, Himalayan Publishing House, Chennai.
4. Kapoor N. D., 2008, Elements of Mercantile Law, Sultan Chand Co & Ltd, New Delhi.

Course Code	Title of the Course
33513	Advanced Accounting

Learning Objectives:

1. To make the students to understand the basic concepts of accounting applied in the competitive corporate world.
2. To understand accounting software easily.

BLOCK I: BASIC ACCOUNTING CONCEPTS

UNIT – I: Accounting – Definition – Rules – Advantages and Limitations of Accounting – Accounting Concepts and Conventions - Accounting Systems: Cash and mercantile systems – Accounting concepts – Principles – Accounting standards.

UNIT – II: Fundamentals of Book Keeping – Journal – Ledger – Subsidiary books – Cash book - Trial balance.

UNIT – III: Single Entry System: Calculation of profit – Statement of Affairs method – Conversion of single entry into double entry system.

UNIT – IV: Preparation of profit and loss account and balance sheet under single entry system.

UNIT – V: Final Accounts of a Sole Trader – Trading Account, Profit and Loss Account and Balance sheet with adjustments – Differences between Trial Balance and Balance sheet– Errors and their rectification–Types of errors.

BLOCK II: FINANCIAL ACCOUNTING

UNIT – VI: Bills of Exchange: Promissory notes and bills of exchange – Recording of transactions relating to bills – Books of Drawer and Acceptor – Honour and dishonor of bills –Renewal of bills – Retiring of bills under rebate.

UNIT – VII: Account Current and Average Due Date – Meaning – Advantages – Calculation of Account Current and Average Due Date.

UNIT – VIII: Bank Reconciliation Statement –Need –Reasons for difference between cash book and pass book balances – Preparation of Bank Reconciliation Statement.

UNIT – IX: Non Trading Accounts - Receipts and Payments and income and expenditure account and Balance sheet– Difference between Receipts and Payments and income and expenditure account.

UNIT – X: Depreciation – Meaning – Causes – objects of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of providing depreciation – Straight line method – Diminishing Balance Method – Change in method of Depreciation – Sinking fund method.

BLOCK III: TYPES (OR) BRANCHES OF ACCOUNTING

UNIT – XI: Accounting for consignments - Consigner's book – Consignee's book – Accounting for joint ventures - Joint ventures account – co venture's account – Joint bank account.

UNIT – XII: Investment accounts – Ex-interest – Cum-interest Types of securities – Fixed interest securities – Variable income securities – Royalty excluding Sublease - Methods of recoupment - Fixed recoupment of short workings – Flexible recoupment.

UNIT – XIII: Departmental accounts – Apportionment of common expenses – Ascertaining cost of departmental purchases Inter departmental transfers at cost or selling price – Branch – Dependent branches – Independent branches - excluding foreign branches.

UNIT – XIV: Hire purchase - Calculation of interest - installment systems - Default and Repossession including Hire Purchasing Trading account - Goods on sale or Return.

REFERENCE BOOKS:

1. Reddy, T. S. and Murthy, A. 2014, Financial Accounting [Sixth Edition], Margham Publications, Chennai.
2. Nagarajan, K. L., Vinayaka, N., and Mani P.L. 2013, Principles of Accountancy [First Edition], Sultan Chand & Company Ltd, New Delhi.
3. Jain, S. P., and Narang, K. 2005, Financial Accounting. [Fifth Edition], Kalyani Publishers, Ludhiana.
4. Grewal T.S. 2007, Introduction to Accountancy [Fifth Edition], Sultan Chand & Company Ltd, New Delhi.

Course Code	Title of the Course
33514	Business Environment

Learning Objectives:

1. To enhance the knowledge of business opportunities in current situation.
2. To enhance the capacity to making business polices.

BLOCK I: BUSINESS ENVIRONMENT

UNIT – I: Concept of Business Environment- Significance - Types of Environment- External and Internal – Inter-Relationship between economic and non-economic environment.

UNIT – II: Impact of environment on business and Strategic Decisions - Culture and business - Social Responsibilities of Business.

UNIT – III: Economic Systems – Meaning – Characteristics -Types of economic systems-Capitalism-Socialism-Mixed economy.

UNIT – IV: Economic planning - Nature, Scope and Significance of Economic Planning in India - Achievements and Failures of Economic Planning.

BLOCK II: INDUSTRIAL ENVIRONMENT

UNIT – V: Industrial Policies and Regulations - Industrial Policy upto 1991, 2014 - Public, Private, Joint and Co-operative Sectors.

UNIT – VI: Privatization and Disinvestment - Ways of Privatization - Benefits and Arguments against Privatization - Privatization in India.

UNIT – VII: Technological environment-Factors Governing Technological Environment- Management of technology - Patents and Trademarks.

UNIT – VIII: Indian Contract Act 1872 – Indian Companies Act 1956 – Consumer Protection Act 1986 – Consumer Rights – World Trade Organization (WTO).

UNIT – IX: Industrial Finance – Short term finance – medium term finance - long term finance – Corporate securities.

BLOCK III: INTERNATIONAL ENVIRONMENT

UNIT – X: Reserve Bank of India - Financial Institution in India – IFCI – ICICI – IDBI – IIBI – SIDBI – LIC – SIDCO – Commercial Banks – DFHI - SFCs.

UNIT – XI: Globalization - Meaning and Dimensions - Features of Current Globalization - Essential Conditions for Globalization - Globalization of Indian business.

UNIT – XII: Foreign Direct Investment - Concept, Advantages and Disadvantages

and Determinants - India's policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNCs - MNCs in India.

UNIT – XIII: International Environment – Meaning and concept – World Bank – International Monetary Fund (IMF) – The General Agreement on Tariffs and Trade (GATT) – The World Trade Organization.

UNIT – XIV: Current Issues in Business Environment – Urbanization – Population – Public distribution system – Natural environment – Various aspects of the natural environment – Pollution – Environmental management.

REFERENCE BOOKS:

1. Francis Cherunilam, 2000, Business Environment, Himalaya Publishers.
2. Gupta. C. B., 2014, Business environment, (8th Edition), McGraw Hill Education India Private Limited.
3. Avadhani.V. A., 2004, Essentials of Business Environment, (2nd Edition), Himalaya Publication, Mumbai.
4. Shaikh Saleem, 2009, Business Environment, (2nd Edition), Dorling Kindersley (India) Private Limited.

SECOND SEMESTER

Course Code	Title of the Course
33521	Operations Research

Learning Objectives:

1. The objective of the course is to acquaint the student with the application of operations research to business and industry and help them to grasp the significance of analytical techniques in decision making.

BLOCK I: OPERATIONS RESEARCH AND LINEAR PROGRAMMING PROBLEM CONCEPT

UNIT – I: Operations Research: Historical Background, Scope of Operations Research, Features of Operations Research, Phases of Operations Research, Types of Operations Research Models, Operations Research Techniques and Tools, Structure of the Mathematical Model, Limitations of Operations Research.

UNIT – II: Linear Programming: Linear Programming Problem, Requirements of LPP, Mathematical Formulation of LPP, Case Studies of LPP, Graphical Methods to Solve Linear Programming Problems, Applications, Advantages, Limitations.

UNIT – III: Graphical Analysis of Linear Programming Problems: Graphical Analysis, Some Basic Definitions, Graphical Methods to Solve LPP, Some Exceptional Cases, Important Geometric Properties of LPP.

UNIT – IV: Simplex Method: Standard Form of LPP, Fundamental theorem of LPP, Solution of LPP – Simplex Method, The Simplex Algorithm, Penalty Cost Method or Big M-method, Two Phase Method, Solved Problems on Minimisation.

UNIT – V: Duality in Linear Programming Problem: Importance of Duality Concepts, Formulation of Dual Problem, Economic Interpretation of Duality, Sensitivity Analysis.

UNIT – VI: Transportation Problem: Formulation of Transportation Problem (TP), Transportation Algorithm (MODI Method), the Initial Basic Feasible Solution, Moving Towards Optimality.

UNIT – VII: Assignment Problem: Mathematical Formulation of the Problem, Hungarian Method Algorithm, Routing Problem, Travelling Salesman Problem.

BLOCK II: INTEGER PROGRAMMING AND QUEUING CONCEPTS

UNIT – VIII: Integer Programming Problem: Types of Integer Programming Problems, Gomory's All-IPP Method, All IPP Algorithm, Branch and Bound

Technique.

UNIT – IX: Infinite Queuing Models: Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline.

UNIT – X: Mathematical Analysis of Queuing Theory: Mathematical Analysis of Queuing Process, Properties of Queuing System, Notations, Service System, Single Channel Models, Multiple Service Channels, Erlang Family of Distribution of Service Times, Applications of Queuing Theory, Limitations of Queuing Theory.

UNIT – XI: Finite Queuing Models: Finite Queuing Models - Simulation: Methodology of Simulation, Basic Concepts, Simulation Procedure, Application of Simulation.

BLOCK III: SIMULATION GAME THEORY CONCEPTS

UNIT – XII: Simulation Monte-Carlo Method: Monte-Carlo Simulation, Applications of Simulation, Advantages of Simulation, Limitations of Simulation.

UNIT – XIII: Project Scheduling and PERT - CPM: Basic Difference between PERT and CPM, PERT / CPM Network Components and Precedence Relationship, Project Management – PERT

UNIT – XIV: Game Theory: Competitive Situations, Characteristics of Competitive Games, Maximin – Minimax Principle, Dominance.

REFERENCE BOOKS:

1. Havinal Veerabhadrapa (2012), “An Introduction to Operations Research”, New Age International Private Limited, New Delhi.
2. Gurusamy S, (2015), “Operations Research”, Vijay Nicole Imprints Private Limited, Chennai.
3. Sharma J. K, (2016), “Operations Research – Theory and Applications”, Laxmi Publications, New Delhi.

Course Code	Title of the Course
33522	Organizational Behaviour

Learning Objectives:

1. To grasp the organizational theories that would enlighten the understanding of human behaviour at work.
2. To understand team and group process and to be able to address issues arising from individual and collective organizational behaviour behavior.

BLOCK I: ELEMENTS OF BEHAVIOUR

UNIT – I: Organizational behaviour – Characteristics of human behaviour - Meaning – Definition – Nature of organizational behaviour – Basic objectives of organizational behaviour – Key elements of organizational behaviour – Importance of organizational behaviour.

UNIT – II: Foundations of Individual behaviour – Positive individual behaviour – Negative individual behaviour – Factors influencing individual behaviour – Personal factors – Environmental factors – Behavioural models.

UNIT – III: Personality – Definitions – Determinants of personality – Influence of personality on behaviour – Personality traits – Influencing behaviour – Personality development – Personality theories.

UNIT – IV: Perception – Definitions – Sensation and perception – Process of perception – Determinants of perception – Qualities of perceiver - Learning – Meaning and definition – Nature and characteristics of learning – Theories of learning.

UNIT – V: Attitude and Values – Definitions – Nature and characteristics of attitude and values – Measurement of attitude – Functions of attitude – Attitude change – Values and attitudes – Types of values – Formation of values.

BLOCK II: ORGANIZATIONAL DEVELOPMENT

UNIT – VI: Groups in organization – Meaning – Characteristics – Reasons for

formation of groups – Types of groups – Different stages of groups – Group norms – Group cohesiveness – Decision making and the group – Individual and group decisions.

UNIT – VII: Work Stress – Stress and counselling – Causes of stress – Personal factors – Organizational factors – Stress-performance relationship – Psychological problems – Behavioural changes – Escaping stress – Coping with stress – Counselling.

UNIT – VIII: Organizational change – Meaning – Factors influencing change – internal factors – External factors – Resistance to change – Possible benefits of resistance – Organizational development – Objectives of OD – Evaluation and follow up – Organizational development – Merits and Demerits.

UNIT – IX: Organizational Culture and Climate – Types – Determinants – Changing organizational culture – Organizational climate – Determinants of organizational culture
– Impact of organizational climate – Measures.

UNIT – X: Organizational Conflicts – Definitions – Causes of conflicts – Different stages of conflict – Conflict and performance – Measures to stimulate conflicts – Conflict outcomes.

BLOCK III: ORGANIZATIONAL PROCESS

UNIT – XI: Career planning – Meaning and characteristics – Need for career planning – Process of career planning – Preparing and implementing action – plans – Evaluation of career planning Limitations.

UNIT – XII: Emotional Intelligence – Emotions – Types of emotions – Managing emotions – Emotional intelligence – Dimensions of emotional intelligence – Advantages and limitations of emotional intelligence.

UNIT – XIII: Power, Politics and Impression management – Power, authority and influence – Sources – Organizational politics – Nature of organizational politics – How to overcome negative impact of organizational conflicts.

UNIT – XIV: Communication and knowledge management – Meaning of communication – Functions – Communication process – Directions of communication – Types of

communication – Knowledge management – Dimensions of knowledge management
– Knowledge management processes.

REFERENCES:

1. Khanka S. S, “Organisational Behaviour” Sultan Chand & Sons Publications, New Delhi (2012).
2. Aswathappa K, “Organisational Behaviour”, Himalaya Publications, New Delhi (2011).
3. Varma, “Organisational Behaviour”, Forward Book Depot, New Delhi (2013).
4. Sharma, “Organisational Behaviour”, Tata McGrew-Hill Publications, New Delhi (2012).

Course Code	Title of the Course
33523	Advanced Cost Accounting

Learning Objectives:

1. To enable the students to understand the Costing Terms in business.
2. To provide adequate knowledge on Cost Accounting Practice

BLOCK I: COST ACCOUNTING AND COST CONTROL

UNIT – I: Cost Accounting Principles: Meaning of cost and cost accounting – Objectives of cost accounting – Installation of a costing system.

UNIT – II: Elements of cost – Cost concepts – Cost classifications – Methods, systems and techniques of costing – Cost sheet.

UNIT – III: Cost Accounting for material cost control – Need for material cost control – Purchase control – Stores control – Stock levels – EOQ analysis.

UNIT – IV: Pricing of stores issues – Perpetual inventory control – ABC analysis – VED analysis – Treatment of waste, scrap, defectives and spoilage.

UNIT – V: Labour Cost Control – Time keeping and time booking – Treatment of idle time and overtime cost – Wage rates for costing – Systems of wage payment – Time wage and piece rate – Incentive schemes of wage payment – Labour turnover.

UNIT – VI: Overhead Cost Control – Classification of overheads – Allocation and apportionment – Absorption of overheads – Different methods – Treatment of under absorption and over absorption of overheads.

BLOCK II: TYPES OF COSTING

UNIT – VII: Methods of Costing – Job costing – Contract costing – Profit on incomplete contracts – Cost plus contracts – Target costing – Escalation clause.

UNIT – VIII: Unit costing – Meaning – Cost accumulation – Procedure in unit costing – Preparation of cost sheet.

UNIT – IX: Process Costing – Features – Job costing Vs Process costing – Process cost accounts – Inter-process profits – Accounting for joint products and by products.

UNIT – X: Contract costing – Types – Procedure for contract costing – Contract plus costing – Profit from incomplete contract.

UNIT – XI: Operating Costing – Meaning – Features – Objectives – Cost Unit – Transport costing – Operating cost sheet.

UNIT – XII: Batch costing – Definition – Economic batch quantity –

Applicability of batch costing.

UNIT - XIII: Standard Costing – Definition –Advantages and limitations of standard costing – Variance analysis.

BLOCK III: RECONCILIATION OF COST AND FINAL ACCOUNT

UNIT – XIV: Reconciliation of cost and final accounts – Cost control and cost reduction – Meaning – Tools and techniques – Essentials for success of cost control and cost reduction – Distinction between cost control and cost reduction – Areas of cost reduction and control – Advantages.

REFERENCE BOOKS:

1. Jain, S. P., and Narang, K. L. 2001, Cost and Management Accounting [Fifth Edition], Kalyani Publishers, New Delhi.
2. Pillai, R. S. N., and Bagavathi, 2009, Cost Accounting [First Edition], Sultan Chand Company Ltd., New Delhi.
3. Sharma, and Shashi K. Gupta, 2012, Management Accounting [Twelfth Edition], Kalyani Publishers, New Delhi.
4. Jain, S. P., and Narang, K. L. 2010, Cost Accounting [Twenty First Edition], Kalyani Publishers, New Delhi.
5. Maheswari, S. N. 2003, Cost and Management Accounting [First Edition], Sultan Chand Company Ltd., New Delhi.

Course Code	Title of the Course
33524	Financial Services

Learning Objectives:

1. On successful completion of this course, the student should know about the methods of financing by the agencies and the key role Played by them in Corporate Financing.
2. Understand the tradeoff between risk and reward in investing.

BLOCK I: PRIMARY AND SECONDARY MARKET

UNIT – I: Nature and various facets of financial service industry – Analysis of financial services – Need for financial innovation.

UNIT – II: Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.

UNIT – III: Financial services and market environment – Development of financial markets – Global integration of financial market – Finance Companies: Functions, strengths and weaknesses.

UNIT – IV: Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.

UNIT – V: Banks as Financial Intermediaries – Commercial Bank s Role in Financing – IDBI – IFCI– LIC – GIC – UTI – Investments Companies.

BLOCK II: FINANCIAL INSTITUTIONS

UNIT – VI: Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Under writing.

UNIT – VII: Commercial Banking and their fund based and non-fund based financial services – Leasing – Steps in leasing transactions – Lease finance – Accounting and reporting for lease.

UNIT – VIII: Hire purchase financing: Salient features, guidelines, functions – Components of hire purchase contract – Hire purchase agreement – Cost of hire purchase.

UNIT – IX: Mutual Funds: Types of mutual funds – Floatation – Asset management company of mutual funds – Regulations.

BLOCK III: BILL MARKET

UNIT – X: Factoring – Forfeiting – Securitization – Venture capital – Consumer finance and credit cards: Salient features, guidelines, functions – Strategies involved in financing.

UNIT - XI: Merchant Banking including public issue management – Underwriting – Portfolio management – Stock and security broking – Merger and Takeover: Salient features – Guidelines – Functions.

UNIT - XII: Foreign Exchange Broking – Bills discounting – Financial consultancy – Corporate advisory services – Credit rating services – Salient features – Guidelines – Functions.

UNIT – XIII: Housing Finance – Advantages – Method of housing finance – Role of NHB – Borrowing powers of national housing bank – Export finance – Need for export finance – Different types of export finance.

UNIT - XIV: Non-banking Financial Companies: Regulations of RBI – Role of NBFCs – Chit funds – Functions of chit fund companies – Finance companies.

REFERENCE BOOKS:

1. Gordon E, and Natarajan K, 2009, “Financial Markets and Services”, Himalaya Publishing House Pvt. Ltd., India.
2. Guruswamy S, 2009, “Financial Services”, Tata McGraw-hill Education, New Delhi.
3. Prasanna Chandra, 2011 “Financial Management Theory and Practice”, Tata Mc Graw-Hill Education, New Delhi.
4. Khan M Y and Jain P K, 2008, “Financial Management Text, Problems and Cases”, Tata McGraw-Hill Education, New Delhi.
5. Banerjee G and Banerjee S. Borrowing from Financial Institutions, UDH Publishing House, New Delhi.
6. Bhole .L. M, “Financial Institutions’ and Markets: Structure Growth and Innovations”, Tata McGraw-Hill Publishing Co Ltd.

THIRD SEMESTER

Course Code	Title of the Course
33531	Investment Analysis and Portfolio Management

Learning Objectives:

1. To understand the characteristics of securities markets and the instruments traded therein.
2. To be able to analyze the risk, return of securities and to manage portfolios of investments.

BLOCK I: INVESTMENT AVENUES

UNIT – I: Investment: Concepts and goals – Types of investment: Financial, Real, Business, Personal and Institutional – Comparison of investments, speculation, gambling and hedging – Concept of portfolio management: Goals – Risk and return trade-off.

UNIT – II: Financial Investment Avenues: Fixed income and Varying income securities - Factors influencing Investment – Investment media – Features of investment Programme – Investment Process – Development of Financial system in India.

UNIT - III: Investment Analysis - Aspects of analysis – Return Analysis: Concepts, measures and computation of return of individual security and portfolio.

UNIT – IV: Capital Market – New issue Market and Stock Exchange in India – BSE - NSE – OTCEI – Kinds of Trading activity – Listing of Securities – SEBI and its Role and guidelines.

UNIT – V: Risk Analysis: Concepts, types, measure, computation of risk of individual security and portfolio – Valuation Analysis: Share and bond valuation – Price Earnings Analysis.

BLOCK II: FUNDAMENTAL AND TECHNICAL ANALYSIS AND DERIVATIVES

UNIT – VI: Investment Alternatives – Investment in Equity Shares, Preference shares, Bonds, Government Securities.

UNIT – VII: Mutual Funds – Real Estate – Gold – Silver – Provident fund – Unit Trust – National Savings Scheme – LIC.

UNIT – VIII: Approaches to Investment Analysis - Fundamental Analysis - Concept and components – Tools of economy, industry and company analysis.

UNIT – IX: Technical Analysis - Concept and tools – Assumption – Theories - Dow theory – Contrary opinion – Confidence index, Breadth of market and Relative strength analysis – Moving average analysis – Chart patterns.

UNIT – X: Options and Futures – Types of options – Call option – Advantages of options – Limitations – Valuation of options – Characteristics of options – Future – Forwards and futures – Differences between futures and options.

BLOCK III: PORTFOLIO CONSTRUCTION AND PERFORMANCE MEASURES

UNIT – XI: Portfolio Construction and Choice - Markowitz diversification – Efficient frontier – Risk-return indifferent curves – Portfolio choice – Single and two factorial models – Lagrange multiplier method.

UNIT – XII: Portfolio Performance Measures: Sharpe, Treynor and Jensen – Portfolio Audit and Portfolio Revision: Need and methods – Formula plans.

UNIT – XIII: Capital Asset Pricing Model – Assumptions and application – Capital market line and security market line.

UNIT – XIV: Efficient market hypotheses – The weakly efficient, semi strongly efficient and strongly efficient market forms – Random-walk theory.

REFERENCE BOOKS:

1. Preeti Singh, 2008, Investment Management [Sixteenth Edition], Himalaya Publishing House Pvt. Ltd., Mumbai.
2. Bhalla, V.K. 2008, Investment Management, Security Analysis and Portfolio Management [Fourteenth Edition]. Sultan Chand & Company Ltd., New Delhi.
3. Avadhani, V.A. 2008, Investment Management [Seventh Edition], Himalaya Publishing House, Mumbai.
4. Gangadhar, V., and Ramesh Babu, G. 2003, Investment Management [First Edition], Anmol Publication Pvt. Ltd., New Delhi.

Course Code	Title of the Course
33532	Financial Management

Learning Objectives:

1. To reveal the knowledge on fund utilization and management.
2. To analyze the various concepts and techniques for better financial decision.

BLOCK I: FINANCIAL MANAGEMENT AND ITS SOURCES

UNIT – I: Financial Management: Concept, nature, evaluation and significance – Finance functions – Managerial and operative – Investment – Function, meaning and scope – Financing function – Meaning and scope – Dividend function.

UNIT – II: Goals of Financial Management – Types – Maximization of profit, profitability / wealth / liquidity / solvency – Minimization of risk, cost of capital, dilution of management control etc. – Risk – Return trade off – Maximization and minimization Vs optimization.

UNIT – III: Sources of finance – Long term sources – Short term sources – Sources of working capital – Equity shares – merits and demerits – Preference shares – merits and demerits – Debentures – Merits and demerits – Elements of financial system – Structure of Indian capital market.

UNIT – IV: Capitalization – Meaning – Need – Theories of capitalization – Over capitalization – Merits and demerits - Under capitalization – Merits and demerits.

BLOCK II: DETERMINATION OF RESOURCES

UNIT – V: Financial decisions – Relationship between Risk and Return – Sources of finance – Short-term and Long-term finance.

UNIT – VI: Long Term Capital Resources – Equity and debt sources – Equity share, preference shares and debentures as sources of long term capital – Relative merits, demerits and uses.

UNIT – VII: Significance of convertible issues and right issues – Borrowings from term lending institutions – The institutional framework – Types of assistance – Public deposits.

BLOCK III: CAPITAL MANAGEMENT

UNIT – VIII: Working Capital: Concept and types – Determinants – Financing approaches – Conservative – Aggressive and hedging approaches – Their risk – Return features and significance – Sources of working capital finance – Working capital financing by commercial banks.

UNIT – IX: Capital Planning – Determinants of capital structure – Optimum capital structure – Capital structure theories – Net income and net operative income theories –

M.M. Theory – Traditional theory – Their assumptions – Significance and limitations.

UNIT – X: Cost of Capital Concept – Cost of debt, equity, preference share capital, retraining earning – Weighted average cost – Book weight, market weight – Marginal cost of capital use and computations.

UNIT – XI: Capital Budgeting: Concept – Significance – Methods of appraisal: Payback periods, ARR, IRR, NPV, Simulation and Certainty equivalent methods.

BLOCK IV: LEVERAGES AND INTERNATIONAL MANAGEMENT

UNIT - XII: Leasing: Concept – Types – Significance – General considerations – Economics of leasing – Evaluation – Present value and IRR methods – Leverage – Concept – Types – Degree of operative leverage – Financial leverage and total leverage – Implications of high and low degrees of leverages.

UNIT – XIII: Dividend Theories: Valuation under Gordon and Walter theories – Dividend irrelevance under M.M. Theory – Assumptions – Limitations – Dividend policy – Different policies and practices – Factors affecting dividend decision.

UNIT – XIV: International Financial Management – Meaning – FOREX Market operations – Export credit needs – India's export finance – Methods of international payments – Letter of credit – Kinds of letter of credit – Foreign currency finance Export documents.

REFERENCE BOOKS:

1. Sharma R.K and Shasi, K. Gupta. 2014, Financial Management, (4th Edition), Kalyani Publishers, New Delhi.
2. Pandey I.M. 2009, Financial Management, (10th Edition), VikasPublishing House
3. Prasanna Chandra, 2012, Financial Management, (4th Edition), Tata McGraw-Hill Publishers.
4. Maheswari S.N. 2014, Financial Management, (26th Reprint) Vikas Publishing House Pvt. Ltd, New Delhi.

Course Code	Title of the Course
33533	Principles of Personnel Management

Learning Objectives:

1. To evaluate and apply theories of social science disciplines to workplace issues.
2. To enhance their effectiveness for optimizing the human resource potential of their organization in order to achieve business and strategic objectives.
3. To examine current issues, trends, practices, and processes in personnel management.

BLOCK I: HUMAN RESOURCE PLANNING

UNIT – I: Personnel Management – Definition – Objectives and functions – Role and structure of personal function in organizations – Personnel principles and policies – Managerial functions – Operative functions.

UNIT – II: Job Evaluation – Job Analysis – Job Design – Job Description – Job Specification – Methods of job evaluation – Ranking method – Advantages and disadvantages of job evaluation.

UNIT – III: Human Resource Planning: Characteristics – Need for planning – Human Resource Planning Process – Factors influencing human resource plan – Limitations of human resource planning – Forecasting the demand for HR.

UNIT – IV: Organising the human resource – Definitions – Process of organization – Importance of organization – Organization Structure – Principles of organization – Theories of organization.

UNIT – V: Recruitment - Selection Process - Placement and induction – Training and development – Need for training – Importance of training – Essentials of good training programme - Promotion – Demotions – Transfers – Separation.

BLOCK II: MEASURING AND MAINTAINING THE PERSONNEL

UNIT – VI: Performance appraisal – Meaning – Features of performance appraisal – Methods of performance appraisal - Human relations - approaches to good human relations – Punishment.

UNIT – VII: Wage and Salary Administration: Factors – Principles – Compensation plan – Individual –Group – Incentives – Bonus – Fringe benefits – Job evaluation systems – Wage and salary administration in relation to personal taxation.

UNIT – VIII: Motivation – Definition – Characteristics of motivation – Importance of motivation – Process of motivation – Types of motivation – Theories of motivation.

UNIT – IX: Leadership – Meaning – Need and characteristics of leadership – Importance of leadership – Qualities of a leader – Different kinds of leadership styles – Theories of leadership.

UNIT – X: Morale and job satisfaction – Meaning – Characteristics of morale – Morale and productivity – Measurement of morale – Determinants of job satisfaction – Personal factors – Organizational factors.

UNIT – XI: Absenteeism – Meaning – Causes of absenteeism – Measures to control absenteeism – Discipline and grievance – Objectives of discipline – Characteristics of grievance – Cause of grievance.

UNIT – XII: Employee maintenance and integration – Welfare and society – Accident prevention – Administration of discipline – Employee motivation – Need and measures.

BLOCK III: INDUSTRIAL RELATION

UNIT –XIII: Industrial relations - Trade unionism - Collective bargaining and worker's participation in management – Quality of work life.

UNIT – XIV: Personnel Records / Reports: Personnel Research and Personnel Audit: Objectives – Scope and importance.

REFERENCE BOOKS:

1. Tripathi P.C., 2013, Personnel Management and Industrial Relations, Sultan Chand and Sons, New Delhi.
2. Aswathappa K., 2013, Human Resource Management: Text and Cases, McGraw Hill Education, New Delhi.
3. Memoria C. B. & Rao V. S. P., 2014, Personnel Management - Text & Cases, Himalaya Publishing house, New Delhi.
4. Khanka S. S., 2007, Human Resource Management - Text & Cases, S. Chand & Company Ltd., New Delhi.

Course Code	Title of the Course
33534	Corporate Accounting

Learning Objectives:

1. To give a clear understanding and knowledge to the students in the area of corporate accounting and other related matters.
2. To provide the knowledge based on corporate need to have a global perspective and grow accordingly.

BLOCK I: COMPANY ACCOUNTS

UNIT – I: Issue of shares: Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Right Issue – Underwriting.

UNIT – II: Redemption of Preference Shares – Provisions of the companies Act - Debentures - Issue – Treatment of different items relating to debenture in final accounts – Redemption – Methods of redemption of Debenture - Sinking Fund Method – Insurance Policy method.

UNIT – III: Final Accounts of Companies – Trading Account – Profit and Loss Account – Profit and Loss Appropriation Accounts – Balance sheet - Managerial Remuneration – Remuneration payable to different categories of managerial personnel – Calculation of Managerial remuneration.

UNIT – IV: Valuation of Goodwill - Need - Methods of valuation of Goodwill - Average Profit method – super profit method – capitalization method.

UNIT – V: Shares - Methods of valuation of Shares – Net asset method – Yield Method – Fair value Method.

UNIT – VI: Liquidation of Companies –Modes of Winding up - Statement of Affairs - Deficiency account or Surplus Account.

UNIT – VII: Company Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation - Managerial remuneration – Preparation of profit and loss account and Balance Sheet.

BLOCK II: ALTERATION OF CAPITAL

UNIT – VIII: Amalgamation – Meaning – Advantages – Purchase consideration – Types of amalgamation – Net present value method - Absorption (Excluding inter – company holdings).

UNIT – IX: External reconstruction and Internal reconstruction – Meaning – Accounting treatment – Alteration of share capital – Capital reduction account.

UNIT – X: Holding company accounts excluding inter-company holdings – Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets.

UNIT – XI: Liquidation of companies – Meaning – Reasons for winding up – Liquidator – Preferential creditors – Calculation of liquidator’s remunerations – Liquidator’s final statement of accounts.

BLOCK III: BANKING COMPANY

UNIT – XII: Accounts for banking companies - Preparation of profit and loss account and balance sheet - Accounts for Insurance Companies - Preparation of profit and loss account and balance sheet.

BLOCK:IV FINANCIAL REPORTING STANDARD

UNIT – XIII: International Financial Reporting Standards (IFRS) – Meaning – Advantages - Disadvantages.

BLOCK IV: HUMAN RESOURCE ACCOUNTING

UNIT – XIV: Human resource accounting - Characteristic, Applications methods - Principles of Government accounting – Principles of Responsibility accounting.

REFERENCE BOOKS:

1. Dr. M. A. Arulanandam, and Dr. K. S. Raman, 2003, “Advanced Accountancy, Part-I” - Himalaya Publications, New Delhi.
2. Jain S. P. & Narang K. L., 2004 - “Advanced Accounting” - Kalyani Publishers, New Delhi.
3. Gupta R. L. & Radhaswamy M., 2006, “Corporate Accounts” – Theory, Method and Application, Sultan Chand & Co., New Delhi.
4. Reddy & Murthy, 2004, “Financial Accounting” - Margham Publicatuions, Chennai.
5. Jain S. P and Narang K. L. 2004, Corporate Accounting, (First Edition) Kalyani Publications, Chennai.
6. Joseph. T. 2009, Corporate Accounting, Vol. 1, (1st Edition), Tata McGraw-Hill Education Pvt. Limited, New Delhi.

FOURTH SEMESTER

Course Code	Title of the Course
33541	Management Accounting

Learning Objectives:

1. To enable the students to understand the conceptual framework of Management Accounting.
2. To acquaint the students with the Management Accounting Techniques that facilitates managerial decision making.

BLOCK I: MANAGEMENT ACCOUNTING CONCEPTS

UNIT – I: Management Accounting: Definition – Scope – Objectives – Functions – Role – Importance – Limitations – Management accounts Vs Financial accounting – Management and Cost accounting.

UNIT – II: Installation of management accounting system – Tools of management accounting – Reporting.

BLOCK II: FINANCIAL ANALYSIS

UNIT - III: Financial Statement Analysis: Financial Statements – Nature and limitations of financial statements – Analysis and Interpretation.

UNIT – IV: Comparative statements – Common size statements – Criticism of published accounts and cost accounting.

UNIT - V: Ratio Analysis – Significance and uses – Important managerial uses of ratio analysis.

UNIT – VI: Types of ratios – Profitability ratios – Turnover ratios – Liquidity ratios – Proprietary ratios – Market earnings ratios – Factors affecting efficiency of ratios.

UNIT – VII: Ratio analysis – Uses and limitations – Construction of profit and loss account and balance sheet with ratios and relevant figures.

UNIT - VIII: Funds Flow Analysis - Need and meaning – Preparation of schedule of change in working capital and the fund flow statement – Projected fund flow statement – Managerial uses and limitations of fund flow analysis

UNIT – IX: Cash Flow Analysis - Need – Meaning – Preparation of cash flow statement – Managerial uses of cash flow statement – Limitations – Differences between fund flow and cash flow analysis.

BLOCK III: COST ANALYSIS

UNIT - X: Budgeting: Meaning of Budget and Budgetary Control – Importance – Limitations – Classification of budgets and budgets preparation – Cash budget – Sales budget – Production budget.

UNIT – XI: Materials purchase budget - Fixed and flexible budgeting – Performance budgeting – Master budget - Zero-base budgeting.

UNIT - XII: Marginal Costing and Break Even Analysis: Definition – Marginal costing Vs Absorption costing – Justification for marginal costing – Marginal cost sheet – Segregation of semi-variable costs – Contribution – Key factor.

UNIT – XIII: Managerial uses of marginal costing – Pricing decisions – Level of activity planning – Mix of sale – Profit planning techniques – Make or buy decisions.

UNIT – XIV: Break-even Analysis – Break-even meaning, chart and graph – P/V ratio – Margin of Safety – Assumptions of break – Even analysis – Limitations of break-even analysis – Advantages and limitations of marginal costing – Differential costing.

REFERENCE BOOKS:

1. Sharma., and Gupta, S.K. (2006), Management Accounting, Kalyani Publishers, New Delhi.
2. Reddy, T.S., and Hari Prased Reddy, Y. (2010), Management Accounting, Margham publications. Chennai.
3. Maheswari, S.N. (2004), Management Accounting, Sultan Chand & Sons, New Delhi.
4. Jain, S.P., and Narang. K.L. (2001), Cost and Management Accounting, Kalyani Publishers, New Delhi.

Course Code	Title of the Course
33542	E-Commerce

Learning Objectives:

1. To enable the students to understand the technology of E-Commerce for Business Application.
2. To enable awareness on the Application of E-Commerce.

BLOCK I: E-COMMERCE CONCEPTS AND INTERNET BASED WORKINGS

UNIT - I: E-Commerce: Defining Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E- Commerce; Functions of Electronic Commerce – Communication, Process Management, Service Management, Transaction Capabilities; Process of E-Commerce; Types of E- Commerce; Role of Internet and Web in E-Commerce; Technologies Used; E-Commerce Systems; Pre-requisites of E-Commerce; Scope of E-Commerce; E-Business Models.

UNIT - II: E-Commerce Activities: Various Activities of E-Commerce; Various Modes of Operation Associated with E-Commerce; Matrix of E-Commerce Types; Elements and Resources Impacting E-Commerce and Changes; Types of E-Commerce Providers and Vendors; Man Power Associated with E-Commerce Activities; Opportunity Development for E-Commerce Stages; Development of E-Commerce Business Case; Components and Factors for the Development of the Business Case; Steps to Design and Develop an E- Commerce Website.

UNIT - III: Internet – The Backbone for E-Commerce: Early Ages of Internet; Networking Categories; Characteristics of Internet; Components of Internet – Internet Services, Elements of Internet, Uniform Resource Locators, Internet Protocol; Shopping Cart, Cookies and E-Commerce; Web Site Communication; Strategic Capabilities of Internet.

UNIT – IV: ISP, WWW and Portals: Internet Service Provider (ISP); World Wide Web (WWW); Portals – Steps to build homepage, Metadata; Advantages of Portal; Enterprise Information Portal (EIP).

UNIT - V: Reference Models: Open Systems Interconnection (OSI) Model – Physical

layer, Data link layer, Network layer, Transport layer, Session layer, Presentation layer, Application layer; Transmission Control Protocol (TCP) / Internet Protocol (IP) Model;

Protocol – Internet Protocol (IP), User Datagram Protocol (UDP), Transmission Control Protocol (TCP), Dynamic Host Configuration Protocol (DHCP), Hyper Text Transfer Protocol (HTTP), File Transfer Protocol (FTP), Telnet, Post Office Protocol (POP), Simple Mail Transfer Protocol (SMTP).

BLOCK II: WORKINGS OF XML AND COMPUTER BASED E-PRODUCTS

UNIT - VI: XML and Data Warehousing: Definition of eXtensible Markup Language (XML); XML Development Goals; Comparison between HTML and XML; Business importance in using XML Based Technology; Advantages, Disadvantages and Applications of XML; Structure of an XML Document; XHTML and X/Secure; Data Warehousing; Data Marts and Operational Data Stores.

UNIT - VII: E-Marketing: Traditional Marketing; E-Marketing; Identifying Web Presence Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.

UNIT - VIII: E-Security: Security on the Internet; Network and Website Security Risks – Denial-of-Service attacks, Viruses, Unauthorized access to a computer network; Vulnerability of Internet Sites; Network and Website Security – Transaction security and data protection, Security audits and penetration testing; E-Business Risk Management Issues; Firewall – Network policy, Advanced authentication mechanism, Packet filtering, Application gateways; Defining Enterprise Wide Security Framework.

UNIT - IX: E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.

UNIT - X: E-Customer Relationship Management: Customer Relationship Management (CRM) – Marketing automation, Enterprise customer management; Customer Relationship Management Areas; CRM Processes; Architectural Components of a CRM Solution – Customer's information repository, Campaign management, Event triggers, business logic and rules repository, Decision support tools, Higher level statistical analysis, Forecasting and planning tools, True channel management, Workflow management, Collateral management; Electronic Customer Relationship Management; Need, Architecture and Applications of Electronic CRM.

BLOCL IV: SUPPLY CHAIN MANAGEMENT AND KNOWLEDGE MANAGEMENT

UNIT - XI: Supply Chain Management: Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.

UNIT - XII: Wireless Application Protocol: Wireless Application Protocol (WAP); Architecture of WAP; Working of WAP; Wireless Technologies; Generations in Wireless Communications; Security Issues related to Wireless Communications; Mobile Computing in Four Dimensions; Wireless Millennium.

UNIT -XIII: Knowledge Management: Knowledge Management and its Goals; Collaborative Computing and Knowledge Management; Knowledge Management Tools; Features of Knowledge Management Tools; Knowledge Creating Process; Knowledge Management Strategies for Different Organizations; Knowledge Management in Research and Development Organizations.

UNIT - XIV: Implementation of E-Commerce: WWW.EBAY.COM - B2C Website – Registration, Time factor, Bidding process, Growth of eBay; PayPal – New Trend in Making Payments Online; National Electronic Funds Transfer.

REFERENCE BOOKS:

1. Bharat Bhasker. 2009. **Electronic Commerce** [Third Edition]. Tata Mc Graw Hill Publishing Co Ltd., New Delhi.
2. RaviKalakota., and Andrew B.Whinston. 2013. **Frontiers of Electronic Commerce** [Fourteenth Edition]. Dorling Kindersley (India) Pvt Ltd.,
3. Daniel Minoli., and Emma Minoli. 2007. **Web Commerce Technology Handbook**. [Thirteenth Edition]. Tata McGraw Hill Publishing, New Delhi.
4. Elias,M. and Awa. .2009. **E–Commerce From vision to Fulfillment** [Third Edition]. PHI Publishing, New Delhi.

Course Code	Title of the Course
33543	Research Methodology

Learning Objectives:

1. To provide students with a firm foundation and understanding of business research methods and the research process.
2. To understand the relevance of and be able to apply a range of both quantitative and qualitative research methods.

BLOCK I: RESEARCH PROPOSAL

UNIT – I: Research: Meaning of research; Types of research- Exploratory research, Conclusive research; Process of research; Research applications in social and business sciences; Features of a Good research study.

UNIT – II: Research Problem and Formulation of Research Hypotheses: Defining the Research problem; Management Decision Problem Vs Management Research Problem; Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.

UNIT – III: Research Design: Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design.

BLOCK II: CLASSIFICATION OF DATA

UNIT – IV: Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method.

BLOCK IV: METHODOLOGY

UNIT – V: Attitude Measurement and Scaling: Types of Measurement Scales; Attitude; Classification of Scales: Single item Vs Multiple Item scale, Comparative Vs Non- Comparative scales, Measurement Error, Criteria for Good Measurement.

UNIT – VI: Questionnaire Design: Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method.

UNIT – VII: Sampling: Sampling concepts- Sample Vs Census, Sampling Vs Non Sampling error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion.

UNIT – VIII: Data Processing: Data Editing - Field Editing, Centralized in house editing; Coding - Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data.

UNIT – IX: Univariate and Bivariate Analysis of Data: Descriptive Vs Inferential Analysis, Descriptive Analysis of Univariate data- Analysis of Nominal scale data with only one possible response, Analysis of Nominal scale data with multiple category responses, Analysis of Ordinal Scaled Questions, Measures of Central Tendency, Measures of Dispersion; Descriptive Analysis of Bivariate data.

UNIT – X: Testing of Hypotheses: Concepts in Testing of Hypothesis – Steps in testing of hypothesis, Test Statistic for testing hypothesis about population mean; Tests concerning Means- the case of single population; Tests for Difference between two population means; Tests concerning population proportion- the case of single population; Tests for difference between two population proportions.

BLOCK III: RESEARCH REPORT

UNIT – XI: Chi-square Analysis: Chi square test for the Goodness of Fit; Chi-square test for the independence of variables; Chi-square test for the equality of more than two population proportions.

UNIT – XII: Analysis of Variance: Completely randomized design in a one-way ANOVA; Randomized block design in two-way ANOVA; Factorial design.

UNIT – XIII: Research Report Writing: Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested Recommendations; Report writing: Formulation rules for writing the report: Guidelines for presenting tabular data, Guidelines for visual Representations.

UNIT – XIV: Ethics in Research: Meaning of Research Ethics; Clients Ethical code; Researchers Ethical code; Ethical Codes related to respondents; Responsibility of ethics in research – Uses of library and internet in research.

REFERENCE BOOKS:

1. Gupta S. L and Hitesh Gupta (2015), “Research Methodology: Text and Cases with SPSS Application”, International Book House Private Limited, New Delhi.
2. Peer Mohamed and Shazuli Ibrahim (2013), “Research Methodology”, Pass Publications, Madurai.

Course Code	Title of the Course
33544	Banking and Insurance

Learning Objectives:

1. To provide adequate basic understanding about the Banking, Insurance.
2. To give adequate exposure to the operational environment in the field of the Banking and Insurance.
3. To prepare students to exploit opportunities being newly created in the field of Banking & Insurance.

BLOCK I: BANKING THEORY AND PRACTICE

UNIT – I: Banker and Customer – Origin of banking – Banker – Banking and other business – customer – Relationship between banker and customer – General relationship

– Special relationship – Banker’s lien.

UNIT – II: Deposits – General precautions for opening account – Current deposit account – Fixed deposit account – Savings deposit account – Recurring deposit – Other deposits.

UNIT – III: Pass book – Correct entry – Wrong entry – Entries favourable to the customer – Entries favourable to the bankers.

UNIT – IV: Crossing – General crossing – Special crossing – Double crossing – Who can cross a cheque – Opening of crossing.

UNIT – V: Paying banker – Circumstances under which a cheque can be dishonoured – Answers to dishonor cheques – Payment in due course – Holder in due course – Recovery of money paid by mistake.

UNIT – VI: Collecting banker – Banker as a holder for value – Banker as an agent – Conversion – Statutory protection – Basis of negligence – Duties of collecting banker.

UNIT – VII: Subsidiary services – Agency services – Payment and collection – Purchase and sale of securities – Executor – Administrator and trustee – Attorney – Miscellaneous services.

BLOCK II: INSURANCE

UNIT – VIII: Insurance and Risk - significance of insurance and risk, general structure of the insurance market, significant aspects of this industry - Reforms in Indian Insurance Industry - importance of the privatization of insurance industry, problems associated with public insurance enterprises, relation between insurance and

economic growth.

UNIT – IX: Regulations Relating to Insurance Accounting and Management - framework for IRDA rules and regulations regarding general insurance investment in the country, role of financial reporting in managing insurance operations, significance of determining solvency margins.

UNIT – X: Life Insurance - factors influencing the key functioning of insurance organizations insurable interest, role of riders in insurance policies - Non-life Insurance - elements of fire insurance contract and its ancillary features. Significance of marine insurance and its various policies, the role of rural insurance in making people's lives better in rural India.

UNIT – XI: Non-life Insurance - II - types of motor insurance policies, critical aspects of aviation industry in the country, significance of liability insurance in India - Functions and Organization of Insurers - components of the distribution system of life insurance companies in the country, role of agents in the life insurance sector in India, important activities carried out in a life insurance organization

BLOCK III: CLAIM MANAGEMENT AND FINANCIAL MANAGEMENT IN INSURANCE

UNIT – XII: Product Design and Development: Product development in the life and non- life insurance sectors in India, role of risk evaluation in the process of insurance product formation, future trends in the domain of insurance product design and development - Insurance Underwriting - need for insurance underwriting, factors that affect the activities performed by the underwriter, steps involved in the process of insurance underwriting.

UNIT – XIII: Claims Management: factors affecting the insurance claim management system, types of documents needed in various types of claims, meaning of 'Causa Proxima' in insurance claim settlement - Insurance Pricing and Marketing - principles of insurance pricing and marketing, tools and techniques used in pricing individual life and health insurance.

UNIT – XIV: Financial Management in Insurance Companies and Insurance Ombudsman: importance of financial management in insurance companies, tools of managing expenses in the insurance companies, modes used by the insurance companies in channelizing their funds - Reinsurance: reinsurance in the insurance sector. Areas of the application of reinsurance - Information Technology in Insurance - application of information technology in the insurance sector, role of insurance companies in insurance security, contours of the future of insurance in rural areas.

REFERENCE BOOKS:

1. Gordon E and Natarajan K, (2010), "Banking Theory, Law and Practice", Himalaya Publishing House, Mumbai.
2. Dr. Sunilkumar (2016), "Insurance and Risk Management", Galgotia

Publishing Company.

3. Dr. P. Periasamy (2011), "Principles and Practice of Insurance", Himalaya Publishing House, Mumbai.

Duration of the Programme: The programme for the degree of Master of Commerce (Finance and Control) consists of two academic / calendar years divided into four semesters. Each semester is having four core papers carries four credits each. The duration of course covers 64 credits which are divided equally sixteen credits into four semesters.

Faculty and Support Staff Requirements: The programme for the degree of **Master of Commerce (F & C)** requires the following faculty and supporting staff:

Staff Category	Required
Core Faculty	3
Faculty for Specialization	2
Clerical Assistant	1

Instructional Delivery Mechanisms:

- Self Learning Materials
- Web based Teaching and Learning
- Electronic study materials

6. Student Support Services:

The student support services will be facilitated by the head quarter i.e., Directorate of Distance Education, Alagappa University, Karaikudi and its approved Learning Centres located at various parts of Tamil Nadu. The pre-admission student support services like counselling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods will be explained by the staff at head quarter and Learning Centres. The post-admission student support services like issue of identity card, study materials, etc. will be routed through the Learning Centres. The face to face contact programme for theory courses will be held at the university campus. The conduct of end-semester examinations, evaluation and issue of certificates will be done by office of the controller of examinations, Alagappa University, Karaikudi.

Procedure for Admission, curriculum transaction and evaluation:

f. 1. Procedure for Admission:

A candidate who has passed any UG Degree is eligible B.Com / B.Com (CA) / BCS / B.Com (CS) / BBM / BBA / B.Com. (C.S and C.A) shall be given preference, as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Master of Commerce (Finance and Control) Degree Examination of this university after a course of study of two academic / calendar years.

f. 2. Curriculum Transactions:

The classroom teaching would be lecture method by using electronic devices. The face to face contact classes cover group discussion, seminars and paper presentation.

The face to face contact classes will be conducted in following durations;

Course Type	Face to Face Contact Classes Per Semester (in Hours)
Theory Courses (4 courses with 4 credits each)	64

4 Evaluation:

The examinations shall be conducted separately for theory and practical's to assess the knowledge acquired during the study. There shall be two systems of examinations viz., internal and external examinations. In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation and seminar, etc. The internal assessment shall comprise of maximum 25 marks for each course. The end semester examination shall be of three hours duration to each course at the end of each semester. In the case of Practical courses, the internal will be done through continuous assessment of skill in demonstrating the experiments and record or report preparation. The external evaluation consists of an end semester practical examinations which comprise of 75 marks for each course.

Question Paper Pattern:

Answer all questions (one question from each unit with internal choices)

Time: 3 Hours; Maximum Marks: 75

Part A - 10 x 2 Marks = 20

Marks Part B - 5 x 5 Marks =

25 Marks Part C - 3 x 10

Marks = 30 Marks

Distribution of Marks in Continuous Internal Assessments

The following procedure shall be followed for awarding internal marks for the courses

Component	Marks
Assignments (per course)	25

Passing Minimum:

- For internal Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (25) prescribed for UG and PG Courses.
- For External Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (75) prescribed for UG and PG Courses.
- In the aggregate (External + Internal), the passing minimum shall be 40% for UG and 50% for PG courses.

Marks and Grade:

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of marks to grade points & Letter grade (Performance in a paper / Course)

Range of Marks	Grade Points	Letter Grade	Description
90 – 100	9.0 – 10.0	O	Outstanding
80 – 89	8.0 – 8.9	D+	Excellent
75 – 79	7.5 – 7.9	D	Distinction
70 – 74	7.0 – 7.4	A+	Very Good
60 – 69	6.0 – 6.9	A	Good
50 – 59	5.0 – 5.9	B	Average
00 – 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for course i in any semester

G_i = Grade point obtained for course i in any semester

n = refers to the semester in which such courses were credited.

Grade Point Average (GPA): Grade point average (GPA) is calculated for each part taking into account all the courses studied under each part.

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

Sum of the credits of the courses in a semester

$$\text{GPA} = \frac{\sum_i (C_i \times G_i)}{\sum_i C_i}$$

Where C_i = Credits earned for course i in any semester.

G_i = Grade points obtained for course i in any semester

Cumulative Grade Point Average (CGPA): For the entire program CGPA is calculated in the following manner.

$$\text{CGPA} = \frac{\sum_n \sum_i C_{ni} \times G_{ni}}{\sum_n \sum_i C_{ni}}$$

Sum of the multiplication of grade points by the credits of the entire programme

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

Sum of the credits of the courses of the entire programme

Classification of CGPA: Based on the Cumulative Grade Points Average the performance of the students is classified as follows.

CGPA	Grade	Classification of Final Result
9.5 - 10.0	O+	First Class – Exemplary

9.0 and above but below 9.5	O	First Class with Distinction
8.5 and above but below 9.0	D++	
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the PG Programme are eligible.

Maximum duration for the completion of the course: The maximum duration for completion of M.Com., (F & C) Degree programme shall not exceed ten semesters from their fourth semester.

Commencement of this Regulation: These regulations shall come into force from the academic year 2018 - 2019 (June session) i.e., for students who are to be admitted to the first year of the course during the academic year 2018 - 2019 (June session) and thereafter.

Fee Structure: The programme has the following Fee Structure:

Sl. No.	Fees Detail	Amount in Rs.	
		First Year	Second Year
1.	Admission Processing Fees	300.00	-
2.	Course Fees	4400.00	4400.00
3.	ICT Fees	150.00	150.00
	Total	4850.00	4550.00

The above mentioned fee structure is exclusive of Exam fees.

Requirement of the laboratory support and Library Resources: Alagappa University, Karaikudi having well established Library facility with adequate number

of copies of books in relevant titles for Commerce (Finance and Control) programme.

Cost estimate of the programme and the provisions:

The cost estimate of the programme and provisions for the fund to meet out the expenditure to be incurred in connection with M.Com., (F & C) Programme are as follows:

Sl. No.	Expenditure Heads	Approx. Amount in Rs.
1.	Programme Development (Single Time investment)	10,00,000/-
2.	Programme Delivery (Per Year)	20,00,000/-
3.	Programme Maintenance	3,00,000/-

Quality Assurance Mechanism and Expected Programme Outcomes: Separate Internal Quality Assurance Cell (IQAC) has been established with certain parameters in the Directorate of Distance Education in order to provide quality teaching to the stakeholders.

University Motto: ‘Excellence in Action’

University Vision Statement: Achieving Excellence in all spheres of Education, with particular emphasis on “PEARL”- Pedagogy, Extension, Administration, Research and Learning.

University Objectives: Providing for Instructions and Training in such Branches of Learning as the University may determine. Fostering Research for the Advancement and Dissemination of Knowledge.

University Quality Policy: Attaining Benchmark Quality in every domain of ‘PEARL’ to assure Stakeholder Delight through Professionalism exhibited in terms of strong purpose, sincere efforts, steadfast direction and skillful execution.

University Quality Quote: Quality Unleashes Opportunities towards Excellence (QUOTE).

Minutes of the Meeting of the Board of Studies in Commerce [For M.Com., (Finance & Control) Programme to be offered through ODI Mode] held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630 004, on 04.09.2017 (Monday), at 3:15 p.m.

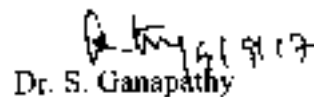
Members Present:

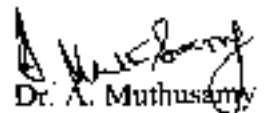
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|--------------------------|---|----------|
| 1. Dr. T. R. Gurumoorthy | - | Chairman |
| 2. Dr. S. Ganapathy | - | Member |
| 3. Dr. A. Muthusamy | - | Member |
| 4. Dr. R. Ganapathi | - | Member |

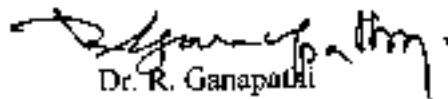
After the deliberation and discussion the board resolved the following:

1. The board considered the curriculum design and detailed syllabi of M.Com., (Finance & Control) programme, prepared as per the norms by the Chairman and the Board Members, scrutinized and suitably modified the same.
2. The board resolved to approve curriculum design, detailed syllabi and other regulations for the M.Com., (Finance & Control) programme to be offered by the Directorate of Distance Education of Alagappa University are given in Annexure - I.


Dr. T. R. Gurumoorthy


Dr. S. Ganapathy


Dr. A. Muthusamy


Dr. R. Ganapathi

