

M.COM (INTERNATIONAL BUSINESS AND FINANCE)
(Under Choice Based Credit System)

REGULATIONS

(With effect from the academic year 2010-2011 onwards)

Eligibility for Admission

Candidates who have passed B.Com (General or with any specialization) degree of this University or its equivalent course recognized by the University of Madras are eligible to apply for M.Com in Commerce.

Duration of the Course

The course shall extend over a period of TWO academic years consisting of FOUR semesters.

Attendance

A Candidate will be permitted to appear for the University examinations only if he/she secures not less than 75% of attendance in each subject during the semester.

Course of Study

The total number of papers shall be 27 including Soft Skill, Internship and Dissertation work. The candidates shall take 14 core papers, 1 project work, 7 elective papers and 5 Soft Skill papers (Including Internship) compulsorily during the Course. Students should undergo Internship during the Third Semester and Project work has to be carried out during the Fourth Semester for submission of Dissertation.

LIST OF PAPERS

First Semester

	Credits	Max Marks	Passing Marks
Core Papers			
BUS C101 Computerized Accounting	4	100	50
BUS C103 Financial Reporting	4	100	50
BUS C105 Global Business Environment	4	100	50
BUS C107 Indian Financial System	3	100	50
Elective Paper I	3	100	50
Elective Paper II	3	100	50
Soft Skill	2	100	50
Total	23	700	350

Second Semester

	Credits	Max Marks	Passing Marks
Core Papers			
BUS C102 Foreign Trade and Foreign exchange	4	100	50
BUS C104 International Marketing	4	100	50
BUS C106 Merchant Banking and Financial Services	4	100	50
BUS C108 Management of Human Resources	4	100	50
Elective Paper III	3	100	50
Elective Paper IV	3	100	50
Soft Skill	2	100	50
Total	24	700	350

Third Semester

	Credits	Max Marks	Passing Marks
Core Papers			
BUS C109 International Banking and Global Financial Markets	4	100	50
BUS C111 International Financial Management	4	100	50
BUS C113 Global Marketing Research	4	100	50
BUS C115 International Trade Relations	4	100	50
Elective Paper V	3	100	50
Elective Paper VI	3	100	50
Soft Skill	2	100	50
Internship	2	100	50
Total	26	800	400

Fourth Semester

	Credits	Max Marks	Passing Marks
Core Papers			
BUS C110 Derivatives and Risk Management	4	100	50
BUS C112 Tax Planning and Management	4	100	50
BUS C114 Project Work	6	100	50
Elective Paper VII	3	100	50
Soft Skill	2	100	50
Total	19	500	250

Total Credits **92**

Electives offered by the department

	Credits	Max Marks	Passing Marks
BUS E 116 Quantitative Techniques	3	100	50
BUS E 117 Operations Research	3	100	50
BUS E 118 Financial Accounting and Analysis	3	100	50
BUS E 119 Strategic Human Resource Management	3	100	50
BUS E 120 E-Commerce	3	100	50
BUS E 121 Business Taxation	3	100	50
BUS E 122 International Accounting	3	100	50
BUS E 123 Logistics and Supply Chain Management	3	100	50
BUS E 124 Organizational Behaviour	3	100	50
BUS E 125 Security Analysis and Portfolio Management	3	100	50
BUS E 126 Insurance and Risk management	3	100	50
BUS E 127 Marketing of Services	3	100	50
BUS E 128 CRM & Relationship Marketing	3	100	50
BUS E 129 Commodities Market	3	100	50
BUS E 130 Business Consulting	3	100	50
BUS E 131 Services Tax	3	100	50
BUS E 132 Business Process Outsourcing	3	100	50
BUS E 133 Infrastructure Development & Finance	3	100	50
BUS E 134 Strategic Cost Management	3	100	50
BUS E 135 Business Ethics and Corporate Governance	3	100	50
BUS E 136 Total Quality Management	3	100	50
BUS E 137 Business Finance	3	100	50
BUS E 138 Corporate and Allied Laws	3	100	50

Scheme of Examination

The examination for the core and elective papers shall be divided in to two sessional tests and one End- Semester Examination. Sessional tests consist of 20 marks each and End-Semester Examination consists of 60 marks (Total 100 marks for each paper).

Total marks for Dissertation – 100 mark, 20 marks for periodical presentation, 60 marks for Dissertation and 20 marks for viva-voce.

Passing Minimum

A candidate shall be declared to have passed in each paper and Dissertation work if he/she secures not less than 50% of the marks prescribed for the examination.

Classification of Successful Candidates

Successful candidates are classified as Follows:

OWPM	Letter Grade	Class
90-100	O	Outstanding
80-89	D+	Excellent
75-79	D	Distinction
70-74	A+	Very Good
60-69	A	Good
50-59	B	Average
00-49	U	Re-appear

Ranking

Candidates who pass all the examinations prescribed for the course in the First Appearance / Instance only are eligible for Ranking / Distinction

Pattern of Question Paper

Pattern of Question paper for the maximum of 60 marks for the End-Semester Examination

Section A

5 Out of 6 Questions

5 Questions of 4 marks each

5 * 4 Marks =20 Marks

Section B

4 Out of 6 Questions

4 Questions of 10 marks each

4 * 10 Marks = 40 Marks

Total

60 Marks

Dissertation

Periodical Presentation

20 Marks

Dissertation

60 Marks

Viva-voce

20 Marks

Total

100 Marks

BUS C 101 COMPUTERISED ACCOUNTING

UNIT I

Introduction to Computerized accounting - Introduction – features, Pros and Cons, Manual and computerized accounting, various components of computerized accounting, introduction to Tally, Features of Tally (F11), Configuration (F 12), Company Creation

UNIT II

Accounting Master & Transaction – Accounting Masters – Groups, Ledgers, Cost center & Cost Category, vouchers. Accounting Voucher – Contra, Payment, Receipt, Journal, Sales, Purchase, Credit note, Debit Note and Memo Voucher. Reports – Accounting Report – Trial Balance – Profit & Loss account – Balance Sheet & Stock Statement – Account Books – Cash & Bank Books – Ledger summaries – Bills Receivable & Payable Statements – Budgets – Reconciliation.

UNIT III

Inventory Master & Transaction – Inventory Master – Stock Group, Stock Category, Stock Item, Unit of Measures, Godown. Inventory Voucher – Delivery Note, Receipt Note, Rejection in, Rejection out, Purchase order, Sales order, Stock Journal, Physical Stock. Inventory Report – Stock Summaries – Group Summaries – Order Books & Summary – Order status – Sales Order Summary – Purchase Order Summary – Printing – Reports on Printer – Reports to File.

UNIT IV

Payroll in Tally ERP – Employee Groups, Employees, Units (work), Attendance/Production Types, Pay heads, Salary details, Voucher Type and payroll Voucher.

UNIT V

Tax application in Tally – Introduction to VAT – VAT activation and classification – VAT computation – composite VAT – input VAT on capital goods – CST introduction – central Excise Tax – interstate transfer – service tax.

Note:

The practical examination will be conducted by an internal examiner and an external examiner jointly.

The theory paper (3 hours and 100 marks) will be scaled to 50 marks. The practical paper (3 hours and 100 marks) will be scaled to 50 marks. The candidate has to secure 50% in each of the practical and theory papers to secure a pass.

Failure to secure the minimum either in the theory or the practical will entail the reappearance only in that paper. Twenty marks out of hundred for the practical paper is reserved for the record.

Books for reference

1. K.K. Nidhani , Implementing Tally
2. Namrata Agarwal, “ Financial Accounting using Tally”, Dream tech Publishers, New Delhi, 2003.

BUS C 103 FINANCIAL REPORTING

UNIT-I

Accounting Standards and Guidance Notes on various accounting aspects issued by the ICAI and their applications. Overview of International Accounting Standards (IAS) / International Financial Reporting Standards (IFRS), Interpretations by International Financial Reporting Interpretation Committee (IFRIC), significant difference vis-a-vis Indian Accounting Standards.

UNIT-II

Corporate Financial Reporting - Issues and problems with special reference to published financial statements. Accounting for Corporate Restructuring (including inter-company holdings).

UNIT-III

Consolidated Financial Statements of Group Companies Concept of a Group, purposes of consolidated financial statements- minority interest- Goodwill, Consolidation procedures – Minority interests, Goodwill- Treatment of pre- acquisition and post-acquisition profit.

UNIT-IV

Share based payments Meaning, Equity settled transactions, Transaction with employees and non- employees Determination of fair value of equity instruments vesting conditions Modification- cancellation and settlement Disclosures

UNIT-V

Valuation - Concept of Valuation - Valuation of Tangible Fixed Assets - Valuation of Intangibles including brand valuation and valuation of goodwill - Valuation of liabilities - Valuation of Shares - Valuation of Business

Books for reference

- 1 . P.C. Tulsian& Bharat Tulsian,-Financial Reporting Second edition. S.Chand& company pvt ltd, Ram Nagar. New Delhi-2013
2. M.P. Vijaya kumar- First lessons in Accounting Standards. Fourteenth Edition-Snow white publication pvt ltd. Mumbai-2014
3. D.G Sharma and Pawan Sarda-Financial Reporting Second edition-Taxmann Publication pvt ltd,. New Delhi 2013
4. D.B. Chatterjee-Financial Reporting- Dec.2013
5. G. Sekar-Students Guide to Financial Reporting -2013
6. Devid Alexander-Financial Reporting and Analysis-2013
- 7.Devid Young and Jacob Chen -Financial Reporting and Analysis-2013

BUS C105 GLOBAL BUSINESS ENVIRONMENT

UNIT I

Introduction to International Business - Participants – Objectives - Modes of International Business - International Trade Theories - Trade and Investments – Balance of Payments.

UNIT II

India's Trade Policy – Magnitude and Direction of Indian International Trade, Bilateral and Multilateral Trade Agreements, EXIM Policy, Role of EXIM Bank.

UNIT III

Strategies of International Business – Import and Export Strategies – Export Financing – Sources of Fund – Internal and External – Types of Collaborative Arrangements – Motives – Problems – Decision Making and Control.

UNIT IV

Cultural – Legal – Political – Economic – World Financial Environment – Foreign Exchange Markets – The Determination of Exchange Rate – Role of International Institutions (IMF, IBRD, IFC, IDA).

UNIT V

Global Marketing Environment – International Marketing Strategies – Product Policies – Pricing – Promotion Strategies – Supply Chain Management – Information Technology – Supplier Networks – Global Sourcing of Human Resource Management – Factors influencing HRM in International Business – Strategic Function of International HRM.

Books for reference

1. Francis Cherunilam, "International Business": Text and Cases, Prentice Hall of India Pvt. Ltd, New Delhi
2. John D. Daniels, "International Business" Environments and Operations, Pearson Education.
3. Charles W.I. Hill, "International Business" Competing in the Global Market Place, Tata McGraw Hill Publication Co Ltd.
4. K Aswathappa, "International Business", Tata - McGraw Hill Education Pvt. Ltd.
5. Sundaram, Anant K., Black, J. Stewart, "International Business (Text and Cases)", Himalaya Publishing House.

BUS C107 INDIAN FINANCIAL SYSTEM

UNIT I

Indian financial system – characteristics – structure – financial markets – importance – role in economic development – financial sector reforms – Narasimhan Committee report. SEBI Regulation over financial markets – Functions and powers of SEBI

UNIT II

Capital Market: Characteristics – structure – players. Primary market and secondary market – stock exchanges – Listing of Securities – Trading system in stock exchange NSE, BSE, ISE, OTC – share brokers – categories – other intermediaries – Regulation of stock exchanges – stock market efficiency – investor protection.

UNIT III

Instruments Issued Outside India - FCCBs, GDRs, ADRs, ECBs, etc. – their characteristics, advantages and disadvantages, procedure for issue of various instruments and their cost. Recent trends in capital market.

UNIT IV

Derivative Markets – Types of contracts – trading system – regulation of Derivative markets – Derivative in India – Recent trends. Government securities market: Types of instruments traded – characteristics of Government securities market – Recent Trends.

UNIT V

Money Market: Characteristics – structure – instruments traded – players in the market – trading system. Recent trends in Money Market, Forex markets – structures – instruments – types of contracts, characteristics – trends.

Books for reference

1. M. Y. Khan, "Financial Services", Tata McGraw Hill 2002.
2. Dr. S. Gurusamy, Indian Financial System, Tata McGraw Hill, New Delhi
3. Varshney and Mittal, "Indian financial System", Sultan Chand 2002.
4. Sri Ram, "Handbook of Leasing & Hire purchases", ICFAI Hyderabad.
5. Prof.S.Shiva Ramu (Indian Institute of Management, Bangalore), "Global Financial Services Industry", Oscar Publications.
6. Stewart, Simon (University Of Adelaide), "Financial Services & Their Regulation".
7. Rose, Peter S., And Fraser, Donald R. "Financial Institutions: Understanding and Managing Financial Services", Tex Business Publications.
8. Kinsella, Ray, "New Issues in Financial Services", Powell's Books.
9. Central Office of Information Staff, "Financial Services", Stationery Office Pub.
10. Anderton, Brian, Ed, "Current Issues in Financial Services", Macmillan, 1995.

BUS C 102 FOREIGN TRADE AND FOREIGN EXCHANGE

UNIT I

The main theories of exchange rate behaviour. Forecasting exchange rate movements. Different exchange rate arrangements and government intervention. Foreign Exchange Arithmetic - Direct and Indirect Quota - Merchants Rates - Inter-bank Market - Bid and offered Rates - Spot and Forward Rates - International Foreign Exchange Markets - Nostro Account - Vostro Account Transfers - cross Rates - Ready Rates (spot) - ready forward Rates - Arbitrage in Markets.

UNIT II

Financial Fragility and Systemic Risk. The main causes of financial fragility and systemic risk. Financial sector adjustments in response to financial booms and busts since 1980. Exchange rate Risk and Political Risk. Identification of the different types of exchange rate risk; transaction exposure, translation exposure and economic exposure, together with an analysis of political risk.

UNIT III

Managing Foreign Exchange Rate Risk - Strategies for managing foreign exchange rate risk and the instruments available - Currency forwards, Currency options – Put Options – Call Options – Covering Exchange Risk with Options. Currency futures- futures pricing and behaviour, cost of carry and expectations approach. Uses of futures for hedging, arbitrage and speculation will be illustrated with index futures. Swaps - Development of the swaps market - Characteristics and uses of swap products- interest rate and currency swaps – Flavoured Swaps. Legal and regulatory issues. Short-term Interest Rate Risk Management.

UNIT IV

Export Documentation - Framework - Standardized Pre-shipment. Export Documents- Commercial and Regulatory Documents - Export credit instruments and procedure - Letters of credit and types. Documents required for export credit - Central Excise and Customs clearance of export cargo - Procedure and documents. Shipment of Export cargo by sea, by air and by post - Procedure and Documents required for shipment of cargo - Export incentives - EPCG scheme - Duty drawback - Documents required for export incentives.

UNIT V

Import Procedures and Documentation - Cargo insurance - Marine insurance. Services of Export Credit and Guarantee corporation.

Books for reference

1. Luc Soenen, "Foreign Exchange Management", McGraw-Hill Primis Custom Publishing.
2. Siegel Michael H., "Foreign exchange risk and direct foreign investment", UMI Research Press c, 1983.
3. Robert J. Hodrick, "The Empirical Evidence on the Efficiency of Forward and Futures Foreign Exchange Markets", Gordon & Breach Publishing Group.
4. Loosigian, Allan, "Foreign Exchange Futures: A Guide to International Currency", Scholarly Books, USA
5. Klopfenstein, Gary, "Strategic Trading in the Foreign Exchange Markets: Insights from Foreign Exchange Traders Worldwide", AMACOM.
6. Fatemi, Khosrow, "Foreign Exchange Issues, Capital Markets and International Banking in the 1990's", Taylor & Francis Publishers.
7. Walton, L E., "Foreign Trade And Foreign Exchange", Macdonald & Evans. London.
8. Daigler, R.T., "Managing Risk With Financial futures", 1993. Pawan Kumar, "Export of India's Major Products Problems and Prospects" New Century Publications

9. D.C Kapoor, "Export Management", Vikas 2002
10. Francis Cherunilam, 'International Trade and Export Management' Himalaya Publications 2004.
Tianwah,Goh, "Export-Import Procedures & Documentation How to start, finance and manage your own inport-export (revised edition)",1990.
11. Nabhi, "New Import Export Policy and Handbook Of Procedures", Vol.1 2002-07: As Amended Upto 4.4.2002, Oscar Publications.
12. S.Ramakrishna & Others – Quality Control and Pre-shipment Inspection for exports.
13. Johnson,Thomas E., "Export/Import Procedures and Documentation", New York, AMACOM, 1994.

BUS C104 INTERNATIONAL MARKETING

UNIT I

Introduction – The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing

UNIT II

Developing Global Marketing strategies – Global marketing management –Planning and Organisation – International Marketing Information System and Research – Understanding Global Consumers – Cultural Dynamics in assessing Global markets

UNIT III

International product policy – Product positioning in foreign market – Product standardization and Adoption – Brands, Trademarks, Packaging and Labeling – International marketing of services – International product pricing policy – Export pricing –Pricing for international markets.

UNIT IV

International promotional policy – International advertising – Developing International advertising strategy – International sales force and Their management – Other forms of promotion for global markets.

UNIT V

Overseas marketing channel policy – Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in International marketing – Future prospects in International marketing

Books for reference

1. Dana – Nicoleta, Laseu, 'International Marketing', Biztantra 2003.
2. P.K. Vasudeva, 'International Marketing' Excel books, 2004.
3. R. Srinivasan, 'International Marketing' Prentice Hall India.
4. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
5. Philip R. Cateora, John Graham, 'International Marketing', Irvine – Sage Publications, 2004.
6. Michal R. Czinkota, Illkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college Publishers, 2001.
7. Vern Terpstra, Ravi sarathy, 'International Marketing', Harcourt college publishers,2001.
8. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.
9. John Fayer Weather, 'International Marketing', Prentice Hall.
10. S.A. Sherlekar, V.S. Sherlekar, 'Global Marketing Management',Himalaya publishing House.
11. Sak Onkvisit, John J Shaw, ' International Marketing', Prentice Hall,1998.
12. J.M. Dewan, K.N. Sundarshan, 'International Marketing Management', Discovery publishing house,1996.

BUS C106 MERCHANT BANKING AND FINANCIAL SERVICES

UNIT I: Merchant Banking – An Overview

Merchant Banking – merchant bankers – corporate counseling – project counseling – pre-investment studies – capital restructuring services – credit syndication – issue management – portfolio management – working capital finance – mergers and acquisition – foreign currency financing – brokering fixed deposits – project appraisal – merchant banking – regulatory framework – SEBI guidelines

UNIT II: Public Issue Management

Public issue management – functions – categories of securities issue – issue manager – role of issue manager – activities involved in issue management – marketing of new issue – pure prospectus method – offer for sale method – private placement method – IPO method – rights issue method – bonus issue method – book-building – ESOP – OTCEI – Credit Syndication Services

UNIT III: Post issue activities

Post-issue activities – major activities – steps – factors in public issue proposal – pricing of issues – law relating to issue management – SEBI regulations – Prospectus – information – abridged prospectus – misstatement in prospectus – golden rule – types of prospectus – red-herring prospectus – shelf prospectus – M & A services – Portfolio Management Services

UNIT IV: Underwriting of securities

Underwriting – meaning – types – mechanism – benefits and functions – Indian Scenario – underwriting agencies – underwriter – underwriting agreement – SEBI guidelines – Bought-out deals

– grey market – capital market instruments – types – preference shares – equity shares – CCPS – company deposits – warrants – debentures and bonds – SEBI guidelines – global debt instruments – indexed bonds – floating rate Bonds – ECBs

UNIT V: Depository receipts

Depository receipts – meaning and mechanism – benefits – steps in issue of GDR – IDR – Stock exchange – history – functions – Indian stock exchanges – SEBI regulations – mechanics of settlement – margin trading – stock trading system – O dealer trading system – NSMS – ISE – INDONEXT – NSE – Financial Services – leasing – hire-purchase finance – bill financing – factoring – consumer finance – real estate financing – credit cards – credit rating venture capital

Books for reference

1. M. Y. Khan, "Financial Services", Tata Mcgraw Hill 2002
2. Dr. S. Gurusamy, Merchant Banking and Financial Services, Tata McGraw Hill, New Delhi
3. Sri Ram, "Handbook of Leasing & Hire purchases", ICFAI Hyderabad.
4. Stewart, Simon (University Of Adelaide), "Financial Services & Their Regulation"
5. Rose, Peter S., And Fraser, Donald R. "Financial Institutions: Understanding and Managing Financial Services", Tex Business Publications
6. Kinsella, Ray, "New Issues in Financial Services", Powell's Books
7. Central Office of Information Staff, "Financial Services", Stationery Office Pub
8. Anderton, Brian, Ed, "Current Issues in Financial Services", Macmillan, 1995

BUS C108 MANAGEMENT OF HUMAN RESOURCE

UNIT I

Human Resource in a competitive environment – the individual in an organization – values, attitudes – implications of work behaviour – personality – types of personality – current emphasis on human resource by organization.

UNIT II

Acquisition and maintenance of human resource – recruiting sources – selection process – devices – orientation – maintenance of human resources – motivation for increased productivity – theory X and theory Y – carrot and stick approach – job enrichment – job satisfaction.

UNIT III

Quality of Work Life (QWL) – performance appraisal – promotion – conflict – process – sources – organizational goals and personal goals – resolution – leadership – types and effectiveness – leader Vs manager – communication channels – grapevine – informal groups – management approach in dealing with informal groups.

UNIT IV

Human resource development – training – placement and management development – effects of training on human resource – OD – organizational change – change agents – organizational climate – morale and work environment.

UNIT V

Compensation to human resources – reward and compensation systems – policies and administration – grievance procedure – disciplining the problem employee, safety and health measures – ideals for motivated work force.

Books for references

- 1 De Cenzo & Robbins, Personnel Human Resources Management, Prentice Hall of India, 1991.
- 2 Werther & Davis, Human resources and Personnel Management, Mc Graw Hill, 1989.
- 3 Casio, Managing Human Resources: Productivity, Quality of work life, Profits, Mc Graw Hill, 1989.
- 4 TV Rao & Udai Pareek, "Designing and Managing Human Resource System", Oxford & IBH Publication Company, New Delhi, 1981.
- 5 R.S.Dwivedi, Manpower Management, Prentice Hall of India, 1988

BUS C109 INTERNATIONAL BANKING AND GLOBAL FINANCIAL MARKETS

UNIT I

Introduction: What are the global Financial Markets? The Foreign Exchange Market - Comparison of Domestic and International Money and Capital Markets - Global Derivatives Market - The mechanism of Foreign Exchange Transfers - Foreign Exchange and Eurocurrency Markets.

UNIT II

International Money Market - Instruments traded - Euro currency time Deposits - Euro notes -- Banker's acceptance - Floating Rate Notes - International banking and Euro Currency market - Syndication technique.

UNIT III

International Capital Markets - Bond Market -- Eurobonds and Foreign Bonds - Structure of International Bond Market - Yields and Proceeds Computation - Currency and Interest rate Swaps - How Swap rates are *determined* - Swaps versus Long - Dated Forwards -- Caps and Floors.

UNIT IV

International Equity Markets - World's Major Stock Markets - Emerging Stock Markets -- International Equity trading -- Diversification benefits of International Investment - New Issue Procedures - Private Placements and Rule 144A- hedging the currency Risk of International Portfolios.

UNIT V

International Banking –Services offered by the foreign banks – Organisation structure and operations of foreign banks (as affiliated banks, consortium banks, correspondent banks etc.) –Why banks became Multinational units –Problems of Multinational banks. Financial Intermediation – maturity transformation and inter bank activity –International Trade involving Letter of credit-An overview of typical transaction –alternative payment and guaranteeing procedure.

Books for reference

- 1 Meric, Ilhan, "Global Financial Markets at the Turn of the Century", Science & Technology Books.
- 2 Dr. S. Gurusamy, Financial Markets and Institutions, Tata McGraw Hill, New Delhi
- 3 Dr. S. Gurusamy, Global Financial Institutions, Tata McGraw Hill, New Delhi
- 4 Maxwell, Charles E.; Bruckner (editor), " Financial Markets and Institutions: The Global View", West Publishing Company, 1994.
- 5 Ian H Giddy, Global Financial Markets, Houghton Mifflin in Co., USA, 1997.
- 6 John R.Prick, Hkent Basker, John A Hasliem - financial Markets: Instruments and Concepts, Reston pub Co NY 1995.
- 7 David Kidwell Richard I. Peterson and David W Bcakwcll, Financial Institutions: Markets and Money, Harcourt Brace, Javanbvich, 1993.
- 8 Rajwade V A 'Foreign Exchange: International Finance and Risk Management, Academy of Business Studies, New Delhi, 1991.
- 9 Johnson, Hazel, "Global Financial Institutions and Markets", Blackwell Publishing
- 10 Kaushik, Surendra K., "International Capital Markets: New Directions" New York Institute of Finance, 1989.
- 11 Yoon. S. Park Jack Zwick Addison, "International Banking Theory and Practice" Wesley Publication, 1984.

BUS C111 INTERNATIONAL FINANCIAL MANAGEMENT

UNIT I

Designing a Global Financing Strategy - institutional Structure - Euro Currency Loan -- International Equity Markets - International Financing Decision - Financing Overseas Subsidiary - Borrowing International Equity Investment - Syndicated Loans – Block Funds– Subsidized Financing.

UNIT II

International Project Appraisal -- Issues involved in Investment Analysis – Profit and Rent Maximization – Cross Border Investment Analysis – Discounted Cash Flows – Capital Asset Pricing Model(CAPM) – International Asset Pricing Model(IAPM).

UNIT III

International Capital Budgeting – Methods – Present Value Analysis – Decision Tree Analysis – Contingent Claim Analysis.

UNIT IV

Cost of Capital and Capital Structure – Cost of Debt and equity Across Countries – Weighted Average Cost of Capital and Assessment of Foreign Projects – Capital Structure Decision across the countries.

UNIT V

Multinational Working Capital Management –Sources of Short Term Financing - Current Asset Management - International cash Management: - Inventory Management - Managing Blocked Currency Trade.

Books for reference

1. Ian H. Giddy, 'Global Financial Markets' AITBS 2000.
2. Kirt C. Butler, 'Multinational Finance' Thomson south western..
3. Reid W. Click and Coval, 'International Financial Management' Prentice Hall India.
4. Rite M Rodriguez, "International Financial Management", E Eugene Carter Prentice Hall, New Delhi 1985.
5. Alan C Shapiro, "Multinational Financial Management", Allyn and Pacon loc, Boston, 1986.
6. Adrin. Buckley, "Multinational Finance", Hcrit, New Delhi.
7. Raymond Vemon - Manager in the International Economy, Louis T Wells Jr Prentice Hall, 1987.
8. David H Blake - The Politics of Global Economic Robert S Walters Relations, Prentice Hall, 1987.
9. Madura, Jeff, " International Financial Management, West Publishing Company.
10. Apte P.G. International Financial Management, Tata McGraw Hill, New I Delhi, 1995.

BUS C113 GLOBAL MARKETING RESEARCH

UNIT I

Introduction to Marketing Research - Importance of Research for International Marketing Decisions - Issues in International Marketing Research - Defining the Marketing Research Problem - The International Marketing Research Plan - The International Marketing Research Process.

UNIT II

Research Design - Types of Research Designs - Exploratory Research - Descriptive Research - Causal Research – Experimentation – Qualitative Research – Quantitative research International Consumer Research – Global Competitiveness in Marketing Research

UNIT III

Methods of Collection of data – Primary and Secondary Sources – Survey Research – Measurements Techniques – Questionnaire Design – Scaling – Observations and Physiological Measures – Sampling: Design and Procedures - Sampling: Final and Initial Sample Size Determination - Field Work

UNIT IV

Analysis and Interpretations – Data Analysis – Uni-variate, Bi-variate and Multi-variate Analysis - Frequency Distribution - Cross-tabulation and Hypothesis Testing - Analysis of Variance - Correlation and Regression - Discriminant Analysis - Factor Analysis -Cluster Analysis - Multidimensional Scaling and Conjoint Analysis

UNIT V

Report presentation and preparation - Importance of the Report and Presentation - Preparation and Presentation Process- Report Preparation - Oral Presentation - Ethics in international Marketing research

Books for reference

1. William G. Zikmund, 'Business Research Methods' Thomson south Western.
2. Donald S. Tull and Hawkins, 'Marketing Research' Pertince Hall India.
3. V. Kumar, 'International Marketing Research' Prentice Hall India.
4. Rajendra Nargundkar, 'Marketing Research' Tata McGraw Hill, 2003.
5. Boyd Harper, W.Jr.And Ralph Westfall, "Marketing Research – Text and Cases", New York, Richard D.Irwin Inc.,
6. Schrier Fredric, T., "Modern Marketing Research", World Wide Publishing Co.
7. Donald Tull & Deil Harkns, "Marketing Research", Macmillan, 1990.]
8. Naresh Malhotra, "Basic Marketing Research with SPSS 10.0", Pearson Education,2002
9. Alan Wilson & Justin Guttman, "Marketing Research- An Integrated Approach", Pearson Education, 2002
10. Donald R.Lehmann, Sunil Gupta & Joel H.Steelkel, "Marketing Research", Pearson Education,1998.
11. Tony Proctor, "Essentials of Marketing Research", 2nd Edn, Pearson Education, 2000.
12. Wright, "The Marketing Research Process", 5th Edn, Pearson Education, 2000.

BUS C 115 – INTERNATIONAL TRADE RELATIONS

UNIT I

Meaning – Importance and theories – economic interdependence – Emerging dimensions of international economic relations

UNIT II

Historical perspective – its implications – monetary reserves

UNIT III

Quota- quantitative restrictions and state trading - role of Hard currency in international liquidity - tariff plans - Triffin - UNCTAD - GATT- WTO - obligations of the member Countries.

UNIT IV

Functions and role of IMF, IBRD, IDA, UNDO - International Finance corporation -Asian development bank- European Payment union. Inter - American development USAID - Trade Blocks - USAID Trade among common Wealth countries - Trade among SAARC countries.

UNIT V

South - north and south - south dialogue - role of Multinational corporations - SDR - role of technology - new International economic order - Asian common market - Euro - Currency market.

Books for reference

- 1 Richard D. Ways, Christopher M.Korth & Manuchar Roudiani, International Business, New Delhi, Prentice Hall
- 2 Nigam, R. S. A Study Of The European Common Market And Its Impact On India's Foreign Trade, Delhi, S. Chand & Co
- 3 Reubens Edwin P, The Challenges Of The New International Economic Order, Westiew Press, Inc
4. Blackhurst,Richard and Tumlr,Jan, Trade Relations Under Flexible Exchange Rates GATT -
Studies in International Trade, Geneva
5. Archer, Clive, International Organisations, Routledge Publisher

BUS C110 DERIVATIVES AND RISK MANAGEMENT

UNIT I

Derivatives definition – products – participants & functions – types of derivatives – development of exchange traded derivatives – global derivatives markets – exchange trade Vs OTC Derivatives – Derivatives market in India.

UNIT II

Options – development of options markets – call options – put options – organized options trading – listing requirements – contract size – exercise prices – expiration dates – position & exercise limits – exchange on which options trade – option traders.

UNIT III

Forward contracts – futures contracts – structure of forward and future markets – development of futures market – organized futures trading – futures exchanges – futures traders.

UNIT IV

Principles of option pricing – put call parity relationship – option pricing models – The black Scholes model – The Binomial model – Principles of forward and future pricing – the cost of carry model.

UNIT V

The imputes for Risk management – benefits – dealers & other participants – managing market risk – Delta – Theta – Gamma - Vega hedging – value at risk – derivatives in the organization – accounting and tax for derivatives – avoiding derivative losses – regulations. Note- The question paper should contain 60% problems and 40% theory questions.

Books for reference

1. John C Hull, "Options, Futures and Other Derivatives", Prentice Hall India, 2001.
2. D.C.Patwari, "Options and Futures in an Indian perspective", Jaico publishers, 2001.
3. Robert W.Kolb, "Understanding Futures Markets", Prentice Hall, 1997.
4. Franklin R.Edwards, "Futures and Options", tata Mc Graw Hill, 1992.
5. V.K.Balla, "Financial Derivatives and risk management", S.Chand, 2001.
6. Chance, " Introduction to derivatives and risk Management", Thomson Learning, 2002.

BUS C112 TAX PLANNING AND MANAGEMENT

UNIT I

Meaning of Tax planning and management – Tax evasion and tax a violence – nature and slope of Tax planning and management in the corporate sector – Justification of corporate tax planning and Management – Tax planning considerations in relation to Business.

UNIT II

Income tax authorities – Return of Income – procedure for assessment – Types of assessment – Appeals and Revisions – penalties and prosecutions – Advance payment of tax – Deduction of tax at sources- refund of Taxes – Assessment of firms and their partners – Assessment of companies – Assessment of Co-operative society – Assessment of Charitable Trusts.

UNIT III

Tax Planning for new business – Tax Planning with reference to location, Nature and form of organization of new Business – Tax process relating to free Trade zone – Infrastructure sector and backward areas – Tax incentives for Exporters

UNIT IV

Tax planning and Financial Management Decision – tax Planning relating to capital **stock** Decision – Dividend policy – Inter corporate dividends and bonus shares – tax planning with reference to amalgamation, Merger and De-merger.

UNIT V

International Taxation – double taxation relief – bilateral relief – unilateral relief – DTAA (Double Taxation Avoidance Agreements) – Special provisions relating to Avoidance of Tax – transfer pricing – Taxation of Non – Residents.

Books for reference

1. Income tax Act, 1961.
2. Income Tax rules, 1962.
3. Ahuja.G.K. and Ravi Gupta, Systematic approach to Income Tax.
4. Circulars issued by C.B.D.T.
5. Case laws of various Highcourts and Supreme Courts.
6. V.K.Singhania, Direct tax law & Practice
7. V.K.Singhania, Direct tax Planning and Management.
8. Ahuja.G.K and Ravi Gupta, Professional approach to Direct taxes.
9. B.B.Lal & N.Vashisht, Direct takes, Income Taxes, Wealth Tax and tax planning.

BUS C114 PROJECT WORK

Dissertation

Periodical Presentation 20 Marks

Dissertation 60 Marks

Viva-voce 20 Marks

Total 100 Marks

ELECTIVES

BUS E116 QUANTITATIVE TECHNIQUES

UNIT I

Regression Analysis - Simple, Partial and Multiple Regression Analysis - Correlation Analysis - Simple, Partial and Multiple Correlation - Explained and Unexplained Variation - Coefficient of Determination - Testing Significance of "R", Beta and Regression Equations. Introduction to Multivariate Analysis - Factor Analysis - Cluster Analysis – Discriminant Analysis - ANCOVA.

UNIT II

Probability Analysis - Basic Concepts and Theorems - Expected Value, Baye's Rule - Theoretical Distribution - Binomial, Poisson and Normal Distributions - Meaning, Properties and Applications - Constants - Elementary Decision Theory - Meaning and Scope - Decision Making Process - Decision Rules.

UNIT III

Bayesian Decision Theory. Sampling Methods and Sampling Theory - Basic Concepts - Sampling Distribution and Standard Error.

UNIT IV

Test of Significance - Test of Hypothesis and Estimation Testing Sample Mean and Difference Between Two Sample Means - Testing a Sample Proportion and Difference Between Two Sample Proportions and using Normal Distribution and "T" Distribution - Estimation of Parameters.

UNIT V

The "F" Test – Meaning, Characteristics and . uses of "F test - Analysis of Variance. Non-Parametric Measures - Chi-square Test - Meaning, Properties and uses of Chi-square test.

Books for reference

1. Conover and Iman, "Modern Business Statistics", New York, 1983.
2. Richard I. Levin, "Statistics for Management", Prentice Hall, 2001.
3. S.P. Gupta, "Statistical Methods", New Delhi, Sultan Chand & Co., 1990.
4. Sancheti, D.C., & V.K. Kapoor, "Statistics - Theory Methods and Application".
5. Chandan Kumar Mustafi, "Statistical Methods in Managerial Decisions", Macmillan

BUS E117 OPERATIONS RESEARCH

UNIT I

OR - Meaning, Nature and Scope - Phases, Methodology, Applications and Techniques of OR - Limitations of OR - Linear Programming - Formulation of LP Problem - Graphical Method, Simplex Method - Dual of a LP - Advantage.

UNIT II

Transportation problem - General structure - Methods for finding critical and optimal solutions - Degeneracy - Transportation problems - Assignment Problems.

UNIT III

Theory of Games - Meaning, Types of games - Two person, Zero - sum game - Minimax and Maximax strategies - Saddle points - Mixed Strategies - Solution Methods for games - Limitations.

UNIT IV

Net work Analysis - PERT / CPM - Basic concepts - Preparation of Network diagram - Computation of Critical Path - PERT cost - Applications of PERT - Limitations of PERT / CPM.

UNIT V

Waiting Line Theory - Meaning, concepts used, elements of Queuing system - Basic Structure of Queuing models - Single channel, Multi channel queuing models - Limitations of queuing theory.

Books for reference

- 1 Shenoy, V., U.K. Srivatsava & S.C. Sharma, "Operations Research for Management", New Delhi, G. Wiley Eastern Ltd., New Delhi, 1991.
- 2 Herbert, N. & Wright G.P., "Operations Research Techniques for Management", New Jersey, Prentice Hall.
- 3 Gillet, B.E., Introduction to Operations Research, New Delhi, Tata McGraw Hill.
- 3 Andrew Vazsonyi & Herbert Spierer, "Quantitative Analysis for Business", New Delhi, Prentice Hall of India, 1987.
- 4 Ronald V. Hartley, "Operations Research: A Managerial Emphasis", Publisher: Scott, Foresman & Company.
- 5 Kothari, C. R., "An Introduction to Operations Research", Vikas Publishing House Private Ltd.
- 6 Grundlagen, "Operations Research", Springer-Verlag New York.
- 7 Grosse, Richard A, "Decision Making Through Operations Research", John Wiley and Sons.

BUS E118 FINANCIAL ACCOUNTING AND ANALYSIS

UNIT I

Principles of Accounting – Double entry System – Journal – Ledger Subsidiary books – Trial Balance – Final Accounts including Manufacturing account.

UNIT II

Depreciation Accounting – Methods of Depreciation - Management Accounting – Ratio Analysis – Working Capital Management – Cash flow and fund flow statement

UNIT III

Capital Budgeting –Methods – Payback period, Rate of Return method, NPV and IRR methods – Cost of capital – Sensitivity Analysis.

UNIT IV

Marginal costing – break Even analysis – Cost volume profit analysis – absorption costing

UNIT V

Methods and techniques of budgetary control – standard costing – Variance analysis – Computing accounting and algorithms.

Books for reference

- 1 Gupta R.L., Radhasamy.L, "Advanced Accounting", Sulthan Chand & Sons, New Delhi.
- 2 Shukla, M.C., Grewal T.S., Gupta,S.C., "Advanced Accounts", S.Chand & Co. Ltd., New Delhi.
- 3 Maheswari, S.N., "Financial Management"
- 4 Murthy and Gurusamy, Management Accounting, Tata McGraw Hill
- 5 Kochanek, Richard F., "Financial Accounting: A Focus on Interpretation and Analysis", Thomson Learning Custom Publishing,5th ed.
- 6 Stice, Earl Kay, "Financial Accounting: Reporting and Analysis", Publisher: South-Western.
- 7 Charles H. Gibson, "Financial Reporting and Analysis: Using Financial Accounting Information", South-Western Pub 2001.
- 8 Jarnagin, Bill D, "Financial Accounting Standards - Explanation and Analysis", Chicago Illinois Commerce Clearing House, 1989.
- 9 Allan B. Afterman, "International Accounting Financial Reporting and Analysis", Publisher: Warren Gorham & Lamont.

BUS E119 STRATEGIC HUMAN RESOURCE MANAGEMENT

UNIT I

Changing Business Environment – Globalisation – Technological Changes – Market Changes – Business Strategy and HR – Strategic HR Practices – Strategic responses of Organisations to Changing Environment.

UNIT II

Human Resource and Business Strategy – Changing work Roles- Portfolio – Process and Structure Related Strategic Responses and SHRM System.

UNIT III

Strategic HRM Practices and Facilitators – Organisational Structure – Employee Relations.

UNIT IV

Management of Careers – National Cultures and International Management

UNIT V

Leadership in times of Change – Economic Indicators of HRM.

Books for reference

1. Shaun Tyson ed., "Strategic Prospects for HRM", New Deli, 2002.
2. Kandula, Srinivas R, "Strategic Human Resource Development", Prentice Hall of India, New Delhi, 2002.
3. Mello, Strategic Human Resource management". Thomson, 2002.
4. Hitt, "Strategic Management – Competitiveness and Globalisation", Thomson,2002
5. Ian Beard Well & Len Holden, "Human Resource Management", McMillan Ltd, 2003.
6. Biswanth Ghosh, "Human Resource Development and Management", Vikas Publishing,2002
7. Anthony, William P., " Strategic Human Resource Management", Dryden Press.
8. Fombrun, Charles J., "Strategic Human Resource Management", Wiley & Sons.
9. Y.R.K. Reddy, "Strategic Approach To Human Resource Management", New Age International Pub.
10. Lundy, Olive, "Strategic Human Resource Management", Thomson Learning.
11. Alan McKindly, "Strategic Human Resource Management", Blackwell Publishing.

BUS E120 E-COMMERCE

UNIT I

Introduction : Introduction to Internet, Web servers, Web browsers, World wide web, Web pages, URL's e-mail, ftp, telnet, modems and ISP's (Internet Service Provider).

UNIT II

Internet Security: Public/Private key pairs-Digital certificate - Digital signatures - Encryption and Decryption - Message Digests - Secure Hash Algorithms (SHA).

UNIT III

E-Commerce : EDI (Electronic data interchange) - Search engines - Digital currency, e-cash, e-cheque, credit card, charge card.

UNIT IV

Online Commerce: Interactive web pages, e-shopping, e-banking, e-agriculture, e-governance.

UNIT V

HTML : Tags, Hyper-links, lists, framesets, tables, formats, images, forms (Post, Get, Read).

Note:

The practical examination will be conducted by an internal examiner and an external examiner jointly.

The theory paper (3 hours and 100 marks) will be scaled to 50 marks. The practical paper (3 hours and 100 marks) will be scaled to 50 marks. The candidate has to secure 50% in each of the practical and theory papers to secure a pass.

Failure to secure the minimum either in the theory or the practical will entail the reappearance only in that paper. Twenty marks out of hundred for the practical paper is reserved for the record.

E-COMMERCE LIST OF PRACTICAL EXPERIMENTS

Creation of Web pages for: Propoganda/Creating awareness – White paper, economical.

Product Retailing: Auction, Regular, Mixed.

Product Wholesaling: Commodities Exchange, Bulk loans, Sales/loan retailing, Online trading, OTC.

Concept Selling: Time Share, green Peace Environment, Social Concepts, Child Labour, Anti dowry.

Data Collection form: Survey, mail collection.

Web publishing: Eg: Online Statement, Cell Phone Bills, Travel Bills.

Books for reference

1. Parag Diwan, Sunil Sharma, 'E-Commerce', Excel books, 2000.
2. T.M.Bhasin, 'E-Commerce in Indian Banking', Authors Press, 2003
3. Dr.Ravi KalaKota, Marcia Robinson, 'E-Business', Pearson education, 2000.
4. Kala Kota, Frontiers of E-Commerce, Pearson education, New Delhi, 2002.
5. Pete Loshin, Electronic Commerce.
6. Balaji, E-Commerce the Cutting Edge.

BUS E121 BUSINESS TAXATION

UNIT I

Codes - Tariffs - Organisation of the Customs Dept., - Officers of the Customs - Powers - Levy of Duty - Appellate Machinery - Infringement of the Law - Offences and Penalties - Settlement of Disputes.

UNIT II

Baggage - Mail - Imports for Re-export - Re-imports - Project Imports - Deferment of Levy - Warehousing - Export Rebates and drawback of duties free zones - Inputs.

UNIT III

Basis of levy - excise administration - refund of duty on inputs for production of other goods - Use under bond - captive consumption - set off Proforma credit and MODVAT - small scale industries - concessions - compounded levy.

UNIT IV

Concept of sale and purchase - inter - state import and export trade or commerce - Registration of dealers - rates of tax - determination of turnover - Levy and collection of tax - penalties and cognizance of offences - Goods of special importance - Liability in special cases.

UNIT V Value Added Tax

Concept – Applications – Maintenance of Accounts and Registers Procedures in Claiming credit – Appeals and Penalties.

Books for reference

- 1 Customs Act, 1952
- 2 Central Excise and Salt Act, 1944
- 3 Central Sales Tax Act
- 4 TNGST Act
- 5 V. Balachandran, Indirect Taxes, New Delhi, Sultan Chand & CO., 1998.
- 6 V.S. Datey, Indirect Taxes, Taxmann, New Delhi, 1996.
- 7 N.S.Govindan, "Indirect Taxes", C.Sitaram & Co., Chennai, 2002.

BUS E122 INTERNATIONAL ACCOUNTING

UNIT I

International Accounting – Definition – Scope – Importance – Status – National differences in Accounting – U.S.A, U.K, Japan, France – Internationalization of Profession Harmonisation & Standardisation - Argument for Harmonisation - Who should set and enforce international standards - Argument against Harmonisation leading to International standards – supernational Agencies and International Bodies – Models of Uniformity in Accounting

UNIT II

International Audit – Types – Objectives – International Federation of Accounting (IFAC) – International dimensions of Financial Reporting – Reporting Practices.

UNIT III

Consolidated financial statements – need – consolidation techniques – treatment of Consolidation - Differences - Consolidation Requirements – World Scenario.

UNIT IV

Accounting for changing Prices – Nature of Price Changes – Methods of accounting for changing prices- Accounting suggested Adjustment Methods- Accounting for foreign inflation.

UNIT V

Taxation and transfer pricing – evolution of transfer prices – approaches to transfer prices – objectives – Factors causing double taxation – How to avoid Double Taxation – need for relief against double taxation – Methods of Relief – Tax effects of Foreign Exchange gains/losses – Tax incentives and problems of Expatriates – Tax planning in Indian Environment.

Analysis of foreign Financial Statements – Complexities – Techniques of FSA – Accounting for International Joint Venture

Books for reference

1. International Accounting, Shirin Rathore – DFS, Prentice Hall of India, New Delhi, 1996 International Accounting and Multinational Enterprises, Jeffrey & Appan, Lee H. Radebragh, John Wiley & sons.
2. Comparative International Accounting, C.w Nobes & R.H.Parker, Heritage Publishers, 1986
3. International Accounting Survey, S.M Samuels & A.G.Piper., Croom Helm London, 2001.
4. Paul E.Holt and Cheryl D.Hein , “International Accounting”, 5th Edition, DAME , Thomson Learning, 2001.
5. Chris Nobes and Robert Parker, “Comparative International Accounting”, Pearson Education, 2002.
6. Clare Roberts, Pauline Weetman and Paul Gordon, “International Financial Accounting, A Comparative Approach”, Prentice Hall, 2002.
7. Walton, “Financial Statement Analysis: An International Perspective”, Thomson Learning, 2002.
8. European Commission, “Accounting Harmonization: A New Strategy vis-a-vis International Harmonization”, Brussels, Belgium, 1995

BUS E123 LOGISTICS & SUPPLY CHAIN MANAGEMENT

UNIT I

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and Concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

UNIT II

Elements of Logistics and Supply chain management – Inventory carrying – Ware housing – Material handling – Order Processing –Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain management – Performance measurements.

UNIT III

Transportation - Position of Transportation in Logistics and Supply chain management – Road, Rail, Ocean, Air, Transport Multi model transport – containerization – CFS – ICDS - Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics.

UNIT IV

Logistical Information system (LIS) – Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and Supply Chain management. Components of a logistic system – transportation – Inventory carrying – warehousing – order processing – Ocean transport – ships – types – measurement of capacity of ships –shipping information.

UNIT V

Issues and challenges for developing countries – Multi Model transportation – Role of containerization – Problems – Legal aspects of shipping – The Indian carriage of Goods by Sea Act, 1925 – Multi Model Transportation of Goods Act, 1993.Characterizing practices – Port Procedures – Exporting General Merchandise – Containerized cargo for export through Inland container Depots – Bill of lading Infrastructure development – Air Transport – Comparative evaluation of transport system – Decision Criteria – Advantages of Air transport – Importance – Insurance aspects of logistics.

Books for reference

1. Krishnaveni Muthiah, 'Logistics Management and Seaborne Trade' Himalaya Publishing House.
2. D.K. Agarwal, 'Textbook of Logistics and Supply Chain Management', Mac Millan India Ltd.
3. Martin Christopher, 'Logistics and Supply Chain Management' Pearson Education, 2003.
4. Ronald H. Ballou, 'Business Logistics and Supply Chain Management' Pearson Education, 2004.

BUS E124 ORGANISATIONAL BEHAVIOUR

UNIT I

Introduction to Organisational Behaviour – Foundations of Individual Behavior – Personality, Perceptions, Learning, Values and Attitudes.

UNIT II

Motivation – Early Theories, Contemporary Theories – Motivation at Work – Designing Motivating Jobs.

UNIT III

Group Dynamics – Group Behavior, Communication and Group Decision Making, Inter Group Relations.

UNIT IV

Leadership – Trait, Behavioural and Contingency Theories, Power and Politics, Transactional analysis (T.A.), Work Stress.

UNIT V

Organisational Structure and Design: Organisational Changes and Development, Organisational Culture and Climate, Organisational Conflict: Causes, Types of Conflict, Management Conflict.

Books for reference

1. Stephen Robbins, "Organisation Behaviour", Mc Graw Hill, 2002.
2. Fred Luthans, "Organisation Behaviour", McGraw Hill, Millenium Edn.
3. Hugh J. Arnold et al, "Organisation Behaviour", McGraw Hill, 2002.
4. Hellriegel Don. et al, "Organisation Behaviour", Thomson, 2001.
5. JIT S Chandran, "Organisation Behaviour", 2nd Edn, Vikas Publishing House, 2002.
6. Uma Sekaran, "Organisational Behaviour", Wiley & Sons, New Delhi.

BUS E125 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT I

Nature and scope of investment management – investment objectives, constraints – factors – investment process – investment management and portfolio management - factors for investment analysis - impact of economic analysis - impact of industrial analysis role of capital markets.

UNIT II

Understanding the investment environment - sources of investment information - approaches of security analysis - market indicators - security price movements -fundamental analysis - technical-analysis - Dow theory - Random walk theory - efficient market hypothesis - various forms of market efficiency and their implications to security analysis-technical analysis Vs. efficient markets hypothesis - common stock analysis - economic analysis - economic indicators - industry analysis.

UNIT III

Company analysis components - non financial aspects - financial analysis - financial statement - analysis of prospectus - ratio analysis - EPS, UPS dividend yield - payment ratio - ROI, ROCI<Risk return - market risk - interest rate risk - purchasing power risk - business risk - financial risk - measurement of risk.

UNIT IV

Portfolio - portfolio management - portfolio theory - meaning and objectives, traditional and modern portfolio theory. Diversification - Markowitz's approach - portfolio management process-portfolio planning-portfolio analysis-portfolio selection -portfolio evaluation -portfolio revision-various steps involved in the development of portfolio.

UNIT V

Capital market theory - assumptions - risk, investors preference - capital asset pricing model (CAPM) - estimating Betas - significance of betas in portfolio theory - securities market line arbitrage pricing theory-options pricing model-put and call - valuation of various options - futures trading - hedging and forward contracts - Indian stock market and the institutional investors.

Books for reference

- 1 Elton, Edwin J., Gruber, Martin J., Brown, Stephen J., Goetzmann, William N., "Modern Portfolio Theory and Investment Analysis", 6th Edn, Wiley, 2003.
- 2 Prasanna Chandra, "Managing Investments", Tata McGraw Hill, New Delhi, 1999.
- 3 Lee, Cheng F., "Advances in Investment Analysis and Portfolio Management", Publisher: Science & Technology Books.
- 4 Sidney Cottle, Grahaan & Dadd's Security Analysis, Tata McGraw Hill, 1989.
- 5 Dc Fisher & RJ Jordan, Security Analysis & Portfolio Management, Prentice Hall of India, 1999.
- 6 Carsberg, Bryan, " Analysis for Investment Decisions", Haymarket Pub, London.
- 7 V.A Avadhani, "Investment Analysis Portfolio Management", 2nd Edn, Oscar Publications.
- 8 J C Francis and S H Arclean, Portfolio Analysis, Prentice Hall of India.
- 9 Cohen, Jerome; Zinbarg, Edward, "Investment Analysis and Portfolio Management", McGrawHill Pub, 1993.

BUS E126 INSURANCE AND RISK MANAGEMENT

UNIT I

Risk and risk management process - risk identification - evaluation - risk management techniques -selecting and implementing risk management techniques.

UNIT II

Commercial risk management applications - property - liability-commercial property insurance different policies and contracts - business liability and risk management insurance - workers' compensation and risk financing.

UNIT III

Personal risk management applications - property – liability - risk management for auto owners - risk management for home owners.

UNIT IV

Risk management applications - loss of life - loss of health - retirement planning and annuities - employee benefits - financial and estate planning.

UNIT V

Risk management environment - industry - functions and organisation of insurers - Government regulation of insurance sector - IRA - Privatisation of insurance business in India - changes in Insurance Act - Insurance intermediaries insurance products pricing, claim valuation - Foreign insurers in India.

Books for reference

1. Rejda, George E., "Principles of Risk Management and Insurance", 6th Edn, Addison Wesley Longman, 1998.
2. McNamara, "Principles of Risk Management and Insurance", Addison-Wesley
3. Dorfman, "Introduction to Risk Management and Insurance", Prentice Hall, 1998.
4. Williams; Heins, "Risk Management and Insurance", McGraw Hill Pub.
5. James S. Treischmann; Sandra G. Gustavson, " Risk Management and Insurance", South-Western Thomson Learning.
6. Insurance Act - Latest.
7. Sengupta Mrinal Chandra, Insurance Finance, Progressive Publishers, New Delhi, 1997.
8. Jah, RN, Insurance in India, Bharat Book Bureau, Mumbai 1999.
9. Stewaral Ddoss VS Kaveri Total Quality assessment in Insurance, Akaksha publishing house, New Delhi, 2002.
10. Anand Ganguly, "Insurance Management", New Age international, 2003.

BUS E127 MARKETING OF SERVICES

UNIT I

Nature and classification of services - Characteristics of services and their marketing implications.

UNIT II

Marketing strategies for service firms - with special reference to information, communication, consultancy, advertising, professional services, after - sales service, recruitment, training and tourism.

UNIT III

Product support services - pricing of services - problems of quality - innovations. in services.

UNIT IV

Marketing of financial services – nature – types - marketing of insurance - mutual fund - marketing for non-profit firms.

UNIT V

CRM & Relationship Marketing Customer Satisfaction.

Books for reference

- 1 Christopher H Lovelock & Lawren Wright, "Principles of Services Marketing and Management", Pearson Education.
- 2 E.G. Bateson, "Managing Services Marketing - Text and Readings", Dryden Press, Hinsdale 111, 1989.
- 3 Philip Kotler and Paul N. Bloom, "Marketing Professional Services", Prentice Hall, New Jersey, 1984.
- 4 Payne, "The Essence of Services Marketing", New Delhi, Prentice Hall, 1994.
- 5 Berry Dick, "Managing Service for Results", New York, ISA, 1983.
- 6 Lovelock, C.H., Managing Services, Englewood Cliffs, N.J., Prentice Hall, 1988.
- 7 Karen P Coronclaves, "Services marketing – A Strategic Approach", Pearson Education.
- 8 Woodruffe, "Services Marketing", Pearson Education.
- 9 Zeithaml, Valarie A., "Services Marketing", McGraw-Hill Publishers.

BUS E128 CRM AND RELATIONSHIP MARKETING

UNIT I

Customer Relationship Management - Measurement - Qualitative Measurement Methods - Quantitative Measurement Methods - Calculating Relationship Indices.

UNIT II

Customer Relationship Survey Design - Statistical Analysis of Customer Surveys - Using Customer Relationship Survey Results.

UNIT III

Relationships in Marketing - Relationship Concepts - Relationship Drivers - Lasting Relationships

UNIT IV

Customer Partnerships – Internal Partnerships – Supplier Partnerships – External Partnership.

UNIT V

The Technological Revolution – Relationship Management – Changing Corporate Cultures

Books for reference

1. John Egan, "Relationship Marketing, Exploring Relational Strategies In Marketing", Prentice Hall.
2. John Anton, "Customer Relationship Management", Prentice Hall.
3. Jagdish N Sheth and Atul Parvatiyar, "Handbook of Relationship Marketing", Response Books, 2002.
4. Anderson, "Customer Relationship management", Tata McGraw Hill, 2002.
5. David Strutton; Lou E. Pelton; James R. Lumpkin, "Marketing Channels: A Relationship Management Approach", McGraw-Hill Higher Education.
6. Zineldin, Mosad, "Strategic Relationship Management: A Multi-Dimensional Perspective: Towards a New Co-Opetive Framework on Managing, Marketing and Organizing", Coronet Books Pub.
7. McKenna, Regis, "Relationship Marketing: Successful Strategies for the Age of the Customer", Addison-Wesley Longman, 1991.
8. Christopher, Martin, "Relationship Marketing", Science & Technology Books.

BUS E129 COMMODITIES MARKET

UNIT I

Commodities market – overview – Commodities and its recent trends, History and development of Commodities Market, Global Size of Commodity Market, Evolution of Commodity market in India.

UNIT II

Commodities Trading - Fundamental Analysis, technical Analysis – Spot Trading – Commodity Derivatives – forward Contracts – Future Contracts, nature of the contract, types of traders, pricing of futures, taking positions and trading strategy, taking delivery, calculation of pa-offs – commodity Options, Options on Futures.

UNIT III

Commodity Exchange – Need for commodities Exchange, Role of Commodities Exchange, Importance of Commodities Exchange around the world, Growth of Commodities Exchange in India, various Commodities Exchange in India.

UNIT IV

Regulation of commodity markets – Legal framework with regards to regulation of commodity markets, forward contracts (Regulation) Act 1952, Forward market commission & its role and powers.

UNIT V

Role of the central Government – Department of Consumer Affairs, ministry of Consumer affairs, food and Public Distribution in Regulating commodity markets.

Books for reference

1. Commodity Derivatives, Indian Institute of banking & Finance, MacMillan publishers India, 2007.
2. Bruce G. Gould, Dow Jones – Irwin Guide to Commodities trading, Authorhouse.
3. Amine Bouchentouf, Commodities of Dummies, Publisher for Dummies.
4. Sridhar.A.N., Futures and Options equities and Commodities, Shroff Publishers & Distributors.
5. Geroge R. Sranko, How to Make Money Trading Stocks & Commodities, Universe publishers.
6. Jeffrey M. Christian, Commodities Rising: The Reality Behind the Hype and How to Really Profit in the commodities market, John willey & Sons.
7. Julius B, Commodity Exchange and Futures Trading – Principles and Operating Methods, Baer Publishers.

BUS E130 BUSINESS CONSULTANCY

UNIT I

Introduction - The Challenges of Consulting - Defining and Framing Business Problem - Develop a business plan - Creative problem solving.

UNIT II

Questioning - Interviewing and Data gathering skills - Persuasively making the business case - Organizational Structure and Function.

UNIT III

The Credit/Sales Controversy - Basic Strategic Analysis - Market the business - Financial Strategies - Contemporary Strategic Issues - E-Commerce Strategy

UNIT IV

Build a client relationship - Building Excellent Processes - Business Process Reengineering: Its Past, Present and Possible Future

UNIT V

Small and family Business Consulting - Knowledge Management.

Books for reference

1. Wood- Peter (Editor), "Consultancy and Innovation: The Business Service", Routledge Pub.
2. Nash, Susan, "Starting And Running A Successful Consultancy Business, An Insider Guide", How To Books Pub, 2002.
3. Peter Block, Flawless Consulting, Jossey-Bass/Pfeiffer, 1999.
4. Elaine Biech, The Business of Consulting, Jossey-Bass/Pfeiffer, 1998.
5. Edgar H. Schein, Process Consultation, Volume III (First Edition) , Addison Wesley Longman, 1999
6. Alan Weiss, Million-Dollar Consulting: The Professional's Guide to Growing a Practice, McGraw-Hill Trade, 2002

BUS E131 SERVICES TAX

UNIT I

Introduction – Growing Importance and Revenue Potential Legislative Provisions and Administration , Legal base and Constitutional Validity.

UNIT II

Service Providers – Liability to pay Tax – Stock Broker's Services – General Insurance Business Services – Telephone Services, Page Services , Advertising Services, Courier Services, Consulting Engineer's Services, Custom House Agent Services, Manpower Recruitment Agency's Services, Air travel Agent Services, Mandap Keeper's Services, Tour operators Services, Architect's Services, Interior Decorator Services, Management Consultant Services, Practising Chartered Accountant's Services, Practising

UNIT III

Cost Accountant's Services, Practising Company Secretary's Services, Real Estate Agent's Services, Security Agency's Services, Credit Rating Agency's Services, Underwriter's Services, Scientific and Technical Consultancy Services, Photography Services, Telegraph Services, Telex Services, Fax Services, Insurance Auxiliary Services, Banking and other Financial Services, Motor car Repair Services, Beauty Parlor Services, Cable operator Services, Health Club and Fitness Centers Services, Life Insurance Business Services, Rail Travel Agents Services and Storage and Warehousing Services and Other Services Notified by the Government.

UNIT IV

Maintenance of Records - Service tax Returns - Assessment Procedure, Payment of Tax, Revision -Appeals and Refund of Tax – Service tax Authorities and their Powers.

UNIT V

Audit of Records, Credit of Tax Payment and Other Statutory Provisions and Rules.

Books for reference

1. Mittal J.K., "Law Practise and Procedure of Service Tax", Bharat Law House, New Delhi, 2002.
2. Gupta S.S., "Service Tax: How to meet your obligations", Taxmann Allied Services, New Delhi, 2002.
3. Mohan Lavi R., "Srvice Tax: Concept, Practice and Procedures", Bharat Law House Pvt Ltd, New Delhi, 2002.
4. N.Marwah & S.K.Pahwa, "Service Tax: Law and Procedures", 2 Edn, Oscar Publications.
5. Reardon, Dennis C. "And" Stoeber, Edward A., "Tax and Benefit Planning for Personal Service Businesses", The American Society of CLU.
6. Bakul B. Mody, "Service Tax: On chartered Accountants, Chartered Secretaries, Cost and Works Accountants with practical Analysis of New Notifications", Oscar Publications.
7. Nabhi's, "Service Tax Guidelines 2001-02", Nabhi Publications.

BUS E132 BUSINESS PROCESS OUTSOURCING

UNIT I

Introduction – meaning – planning outsourcing – define scope of transaction – areas targeted for BPO – general categories – administration- Asset and property management – finance – HR

UNIT II

Selecting group of potential vendors – request for proposal – selecting the vendor – negotiating strategy – process – exposure analysis – BPO contract – key issues.

UNIT III

Sharing inter – firm processes – survey of technology – pricing considerations – transaction costs – Measuring performance – Service levels – Bench marking

UNIT IV

Structure of BPO Agreement – transition – integration – staffing – customer responsibility – intellectual property – Audit – Liability – Liquidated damages

UNIT V

Contact related issues – Dispute resolution – governing law – taxing BPOs – international issues – US Backlash.

Books for reference

1. BPO: Process, strategies & Contracts, Arthur John K. Halvey, Barbara Murphy Melby. John Wiley & sons
2. Outsourcing: Steven M. Bragg, John Wiley & sons
3. Alliances outsourcing & the Lean Organisation – Micheal Milgate, Greenwadd Pub Group, 2001
4. It outsourcing guide – Rob Aldens
5. BPO – the hot world of doing business – Ramesh Kumar
6. Strategic Outsourcing – Maurice F.Greaver, Aualam 1999.
7. S. Nakkiran & D.J Franklin, “ BPO” Deep & Deep Publication, 2004

BUS E133 INFRASTRUCTURE DEVELOPMENT & FINANCE

UNIT I

Introduction: Characteristics of infrastructure projects – types of infrastructure projects. Status of Infrastructure Development in India – Government policy towards infrastructure Development in India – Experts Committees recommendations.

UNIT II

Models of Infrastructure Development – Public Ownership and Operative PPP Model, BOOT, BOLT, BOT.

UNIT III

Infrastructure project Appraisal – Methods – Procedure Difficulties in Application – Practices across the world – World Bank Approach.

UNIT IV

Infrastructure financing in India – Sources and Institutions – IDFC, TNDF & IDC criteria and eligibility. Types of funding – terms of funding – Procedures & Clearances – recovery.

UNIT V

Case studies – Power/ Energy Projects – Telecom Projects – Transport & Port projects.

Books for reference

1. Mudge, Richard R. and Susan Jakubiak, Financing Infrastructure: Innovations at the local level, National League of Cities, Washington, 1988.
2. McDowell, Bruce D., Future of Infrastructure finance, CETS, Philadelphia, 1996.
3. India power projects – Regulation and Policy and Finance – Vol. 1 & 2, Asia Law and Practice, Hong Kong, 1998.
4. Project finance – Practical case studies, Capital Management Sciences, New York, 1990.
5. Project and Infrastructure Finance in Asia, Asia Law and Practice, Hong Kong, 1994.
6. Bhattacharaya.K.P., (Ed.), Affordable Housing and Infrastructure in India, Vedams Academic Books, New Delhi, 1998.
7. Kirit S.Parikh, Infrastructure, public goods and Markets, Forum of free Enterprise, 1999.
8. Martin.J.E & P.Heaultme, Risk management: Techniques to Managing Project Risk.
9. S.P.Verma, infrastructure in India's Development, IIPA New Delhi 2004.
10. Raghuram R Jain, R.Jain, S.Sinha et.al, Infrastructure Development and Financing – Towards a public private partnership MacMillian india Ltd, New Delhi, 1999.
11. World Bank Private Participation in Infrastructure in Developing Countries Trends, impact and policy lesson, Clive Harris, 2003.
12. P.Chandra .P, Project Planning Analysis Selection – implementation – and revision, TMH, New Delhi – 2000.
13. GOI, The India Infrastructure Report, Policy Imparities for Growth & Welfare, 1996.

BUS E134 STRATEGIC COST MANAGEMENT

UNIT I

Planning Environment – Forecasts trend and changes – Social, Political legal and technological impacts – Distribution channels and competitive forces – Public and Private Sector investment – International trade – prices and government policies for capacity expansion.

UNIT II

Strategies – Meaning and implications of corporate planning long range planning, business policy planning – Process of developing – strategic plan – Swit Analysis – Strategies for stagnation Vs. Growth – Strategies for growth through expansion Vs. diversification, Acquisition and merger strategy, strategy of joint venture both in Indian and abroad

UNIT III

Model Building – strategies in the development of models – Delphi Model, Econometric Model, Mathematical programming Model, Budgetary and Heuristic Model – Sensitivity analysis and characteristics of the model.

UNIT IV

Marketing concept objectives and framework – Linkage between strategic planning and marketing strategy – research and intelligence sources – control or application of management accounting in marketing – Analysis of marketing cost and profitability, pricing policies and strategies.

UNIT V

Distribution cost analysis and control – contribution analysis and product – Line profitability analysis – Evaluation of research information – Perfect, imperfect and Baye's Theorem.

Books for reference

- 1 Ghoush P.K., Dhingra, I.C., Rajan Nair, N., Mani K.P, "Advanced Management Accounting – Strategic Management", Sultan Chand & Sons, New Delhi.
- 2 Prasad L.M., "Business Policy: Strategic Management" Sultan Chand & Sons, New Delhi, 2002.
- 3 Alles, Michael, " Strategic Cost Management", Courier Custom Publishing.
- 4 Wilson, Richard M., "Strategic Cost Management", Aldershot Ashgate Publishers, 1997.
- 5 Shank, John K, "Strategic Cost Management: The New Tool for Competitive Advantage", The Free Press.
- 6 Blocher, "Cost Management: A Strategic Emphasis", Irwin/McGraw Hill, 1999.
- 7 Blocher, Edward, "Cases and Readings in Strategic Cost Management for Use with Cost Management: A Strategic Emphasis", McGraw-Hill Higher Education.

BUS E135 BUSINESS ETHICS, CORPORATE GOVERNANCE & SOCIAL RESPONSIBILITY

UNIT I

Concept of ethics - sources -- values - codes of conduct - what is an ethical issue? - Ethical theory and its applications to business/morality and ethical theory – Ethical management - love and reverence in work and life - strengthening personal and organisational integrity - the spiritual core of leadership.

UNIT II

Advertising and information disclosures - environmental responsibility - ethics and ecology - employee rights - conflict of interests - work ethics - professional ethics and responsibility

UNIT III

Corporate social responsibility - meaning - promoting corporate responsiveness - managing socially responsible business

UNIT IV

Corporate Governance – Meaning and scope -- Origin- Practices –Shareholders Vs. Stakeholders approach –Board mechanism, Role and duties of the directors-Chairman-Governance committees.

UNIT V

Codes of governance –Birla committee report.

Books for reference

1. A M A, "Corporate Governance And Business Ethics", Excel Books, 1997
2. Cannon Tom, "Corporate responsibility. A textbook on business ethics, governance, environment: role and responsibilities", Pitman, London,1994.
3. Hoffman, W. Michael, et, "Corporate Governance and Institutionalizing Ethics", Lexington Books; 1984.
4. Sutton, Brenda, editor, "The Legitimate Corporation; Essential Readings in Business Ethics & Corporate Governance", Blackwell Publishers, 1993.
5. Tom L. Beauchamp and Norman E. Bowie, "Ethical Theory and Business", Prentice Hall, New Jersey, 1983.
6. Manual Vela Squez, "Business Ethics Concepts and Cases", Prentice Hall, New Jersey, 1982.
7. Kenneth Blanchard and Norman Vincent Peale, "The Power of Ethical Management", New York, William Morrow & Co., 1988.
8. Paul M. Minus, "The Ethics of Business in a Global Economy", London, Kluwer Publishing Group, 1993,
9. R.C. Sekhar, "Ethical Choices in Business", Response Books, 1997.
10. Kendall, Nigel, "Corporate Governance", London, Financial Times Pitman Publishing, 1992.

WEBSITE REFERENCES

1. www.cia.gov.com
2. www.cliffsnotes.com
3. www.collegeboard.com
4. www.iae.com
5. www.internationaleconomics.com
6. www.edindia.qrg
7. www.sas.com
8. www.finance.best4sites.net
9. www.eincometax.abouttax.org
10. www.getbestinfo.com
11. www.onebird.com
12. www.mis.caentry.ac.uk
13. www.global_investment_institute.com
14. www.bettermanagement.com
15. www.abebbooks.com
16. www.unishivaji.ac.in
17. www.iii.org
18. www.ucl.ac.uk
19. www.knowthis.com
20. www.taxmann.com

BUS E 136 TOTAL QUALITY MANAGEMENT

UNIT I

Introduction to Quality Control - Quality and Cost Considerations - Statistics and its Applications in Quality Control.

UNIT II

Sampling Inspection in Engineering Manufacture- Statistical Quality Control by the Use of Control Charts- Methods of Inspection and Quality Appraisal - Reliability Engineering - Value Engineering and Value Analysis

UNIT III

Theory of Sampling Inspection - Standard Tolerancing ABC Analysis - Defect Diagnosis and Prevention.

UNIT IV

Recent Technique for Quality Improvement - Zero Defect - A Quality Motivation Techniques - Quality Management System and Total Quality Control

UNIT V

Selection of ISO Model and Implementation of ISO 9000. Human Resource Development and Quality Circles - Environmental Management System and Total Quality Control

Books for reference

1. Dahlgaard Jens J., Kristensen K., Kanji Gopal K, "Fundamentals Of Total Quality Management", Bross Chapman & Hall, London, 1998.
2. George, Stephen and Weimerskirch, Arnold, "Total Quality Management - Strategies and Techniques Proven", Mohit Publications, 2001.
3. Juran, Joseph M., "Total Quality Management", McGraw-Hill Pub.
4. Hakes, Chris (editor), "Total Quality Management: The Key to Business Success", NY: Chapman and Hall Pub, 1991.
5. Fox, Roy., "Making Quality Happen. Six Steps to Total Quality Management", McGraw-Hill, 1991
6. Jain, "Quality Control And Total Quality Management", Tata McGraw Hill, 2002
7. H.Lal, "Total Quality Management: A Practical Approach", New Age International Private Ltd, 2002.
8. Besterfield, "Total Quality Management", Pearson Education, 1999.
9. Rao, Ashok, "Total Quality Management: A Cross Functional Perspective", Wiley & Sons.

BUS E 137 BUSINESS FINANCE

UNIT I

Functions of finance manager - methods and sources of raising finance - sources of short term and long term finance - critical appraisal of different securities and bonds as source of finance - equity shares - convertible and non-convertible debentures - preferred stock.

UNIT II

Objectives / goals of finance function - financing decisions - investment decision - importance of financial planning –problems in financial forecasting - Capital Structure decisions – Determinants of Capital Structure – Over trading – over and under capitalisation – Cost of capital and value of the firm - factors influencing dividend policy of firm - company law provisions on dividend payment.

UNIT III

Investment decisions - risk - required rate of return - estimating cash flows - present value of cash flows - evaluation of alternative investment proposals - sensitivity analysis - simulation - decision making under conditions of risk and uncertainty - inflation and investment decisions.

UNIT IV

Working capital management - working capital cycle - forecasting of working capital requirement - factors influencing working capital - different components - inventory - cash - receivables - credit policies - collection policies.

UNIT V

Capital asset pricing - Sharpe's (CAPM - security analysis and portfolio selection - Markowitz portfolio theory (theory only) - Financial management and market efficiency - random walk theory - Harry Roberts classification of market efficiency - capital markets in India - role of SEBI - investor protection (theory only). Merger and Acquisitions(M&A) – forms – motives-evaluating M&A – considerations in M&A negotiations – Implications of Leveraged buy-outs.

Books for reference

1. Brealey and Myers, "Principles of Corporate Finance", New York, McGraw Hill, 1990.
2. Weston and Brigham, "Managerial Finance", New York, Holt Rinehart, 1989.
3. Chalmers and Haley, "Financial Management", New York, McGraw Hill, 1983.
4. I.M. Pandey, "Financial Management", New Delhi, Vikas, 1990.
5. Stephen Archer, "Financial Management", New York, John Wiley, 1983.
6. Babatosh Banerjee, "Financial Policy and Management Accounting", Calcutta, The World Press, 1991.
7. Howard, Bion B. & Upton, Miller, "Introduction to Business Finance", McGraw-Hill.
8. Dauten, Carl A., "Business Finance. The Fundamentals of Financial Management", Prentice-Hall.
9. Prasanna Chandra, "Financial Management", TMH, NewDelhi, 2002.

BUS E 138 CORPORATE AND ALLIED LAWS

UNIT-I

The Companies Act, 2013, Rules and Regulation there under in its entirety with specific reference to prospectors and Allotment of Securities management and Administration Dividend

UNIT-II

Accounts of Companies appointment and qualification of Directors meetings of Board and its powers appointment and Remuneration of managerial personal

UNIT-III

Compromises, Arrangements and amalgamations prevention of oppression and mismanagement Revival and rehabilitation of sick companies, companies incorporated outside India

UNIT-IV

Government companies National Company Law intutional and appalled Tribunal and special court

UNIT-V

The Securities and Exchange Board of India Act, 1992, Rules, Regulations and Guidelines issued there under- Securities Contracts (Regulation) Act, 1956 - The Foreign Exchange Management Act, 1999- The Competition Act, 2002- The Prevention of Money Laundering Act, 2002.

Books for reference

1. Dr.D.K. jain -Company Law–ready reckoner Thirteenth edition- Bharat Law House Private limited New Delhi-2014.
2. K.V. Shna bhogue - Company Law procedures- Sixth Edition Bharat Law House Private limited New Delhi-2014.
3. Dr. J.C. verma -Corporate merger amalgamation and takeover- Fifth edition Bharat Law House Private limited New Delhi-2008
4. C.A. kamal karg- Guide to preparation of Balance sheets under XBRL and New Schedule VI First Edition Bharat Law House Private limited- 2011
5. Munish Bhandari –A Handbook on corporate and allied Laws- 2013
6. Munish Bhandari –corporate and allied Laws- 2014
7. G.Sekar and B. saravana Prasath–A Handbook on corporate and allied Laws- 2013
8. P.P.S. Gogna -corporate and allied Laws- 2013
9. Tejpal Sheth–corporate and allied Laws- 2013
10. Dr.T. Padma and KPC Rao–corporate and allied Laws Bharat Law House Private limited New Delhi- 2013