Faculty of Commerce
Syllabus
For
Master of Commerce (M. Com.)

Effective From

JULY - 2010
Structure of Program for Master of Commerce (M.Com.)
Semester System
Effective from the Academic Year 2010-2011
At
Department of Commerce and Business Administration,
Saurashtra University, Rajkot.

Scheme of Master of Commerce (M.Com.) Semester System Syllabus

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Core Course

Elective Course (Any One of the following Subject to the Same Specialization Group in All Four Semester)

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Inter/Multi Disciplinary Course

| MC-1.5 | Inter Disciplinary Course-1 | ICT-01 | Operations of Stock Exchanges |

Total
Semester - I

CORE COURSE- 1

MARKETING MANAGEMENT

Objective:

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Inputs

Unit 1.

Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning- an overview.

Unit 2.

Market Analysis and Selection: Marketing environment -macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumer versus organisational buyers; Consumer decision-making process.

Unit 3.

Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life-cycle -strategic implications; New product development and consumer adoption process.

Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

Unit 4.

Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

Unit 5.

Promotion Decisions: Communication process; Promotion mix -advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion -tools and techniques.

References
CORE COURSE- 2-

BUSINESS ENVIRONMENT

Objectives:
This course develops ability to understand and scan business environment in order to analyze opportunities and take decisions under uncertainty.

Course Inputs

Unit 1.
Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment - internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

Unit 2.
Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies - industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalisation and structural adjustment programmes.

Unit 3.
Political and Legal Environment of Business: Critical elements of political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy; Consumer Protection Act.

Unit 4.
Socio-Cultural Environment: Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.

Unit 5.
International and Technological Environment: Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions - WTO, World Bank.

References
3. Alagh, Y.K: Indian Development Planning and Policy, Vikas Pub, New Delhi
CORE COURSE- 3

CORPORATE FINANCIAL ACCOUNTING

Objective
The objective of this course is to unable students to understand accounting concepts, tools and techniques used for managerial decisions.

Course Inputs

Unit 1.
Final Accounts and Financial Statements of Companies (Advance level problems including managerial Remuneration)

Unit 2.
Accounting issues relating to Amalgamation (As per Indian AS – 14)

Unit 3.
Accounting issues relating to Absorption and Reconstruction of companies. (As per Indian AS – 14)

Unit 4.
Lease Accounting. (As per Indian AS – 19)

Unit 5.
Earning Per Share. (As per Indian AS – 20)

Note: 70% Marks for the Practical Problems.
30% Marks for the Theory.

References:

<table>
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<tr>
<th>Name of Book</th>
<th>Author</th>
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<tbody>
<tr>
<td>1. Financial Accounting</td>
<td>P.C.Tulsian</td>
</tr>
<tr>
<td>2. Advanced Accounts</td>
<td>M.C.Shukla &amp; T.S. Grewal</td>
</tr>
<tr>
<td>3. Advanced Accountancy</td>
<td>H.Chakraborty</td>
</tr>
<tr>
<td>4. Accountancy</td>
<td>Dr. S.Kr. Paul</td>
</tr>
<tr>
<td>5. Advanced Accounting</td>
<td>S.N.Maheshwari</td>
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<tr>
<td>6. Advanced Accounting</td>
<td>R.L.Gupta &amp; M.Radhaswamy</td>
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<td>7. Advanced Accounting</td>
<td>B.M. Agrawal &amp; M.P. Gupta</td>
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<td>8. Accounting standards</td>
<td>D.S.Rawat</td>
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<td>9. Advanced Accounting</td>
<td>Ashok Sehgal &amp; Deepak Sehgal</td>
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<tr>
<td>10. Advance Accounting</td>
<td>Gupta &amp; Gupta</td>
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<td>11. Modern Accounting</td>
<td>Mukherjee</td>
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<tr>
<td>12. Accounting Standards and Corporate Practices</td>
<td>Sanjiv Agarwal</td>
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UNIT-1
Analysis and Interpretation of ROI (Return on Investment)

UNIT-2
Analysis and Interpretation of GVA (Gross Value added) & NVA (Net Value Added)

UNIT-3
Analysis and Interpretation of EVA (Economic Value Added) & MVA (Market Value Added)

UNIT-4
BSC (Balanced Score Card) and Bench Marking

UNIT-5
Financial Analysis and Planning
   - Ratio Analysis for Performance Evaluation and Financial Strengths.
   - Application of Ratio Analysis in Decision Making.

Note: 80 % Marks for Practical Problems and 20 % Marks for Theory questions.

References:

Name of Book                                      Author
1. Management Accountancy                        - J.Batty
2. Principles & Management Accounting           - Manmohan & S.N. Goyal
3. Management Accounting                        - Khan & Jain
4. Management Accounting                        - S.P. Gupta
5. Management Accounting                        - Guruprasad Murthy
6. Management Accountancy                       - S.B. Chowdhary
7. Management Accounting                        - M.Y. Khan
8. Management Accounting                        - Hingorani
9. Management Accounting                        - N.P. Srinivasan
10. Management Accounting                       - P.V. Rathnam
11. Management Accounting and Financial Control - S.N. Maheshwari
12. Management Accounting                       - Jagwant Singh | Rantej Paul
15. Accounting for Management Text and Cases    - S.B. Bhattacharya | John Dearden
16. Modern Management Accounting                - Nelson A. Tom & Miller, Paul B.
SPECIALIZATION GROUP-B (BANKING & FINANCE)

ELECTIVE COURSE-I

SECURITY ANALYSIS

Objective: The objective of this course is to help students understand various issues in security analysis.

Course Inputs:

Unit 1.
Investments:
Nature and scope of investment analysis, Elements of investments
Avenues of investment, Approaches to investment analysis, Concept of return and risk
Securities return and risk analysis, Measurement of risk and return.

Unit 2.
Financial Assets:
Types and their characteristics, Source of financial information.

Unit 3.
Public Issue:
SEBI guidelines on public issue; Size of issue; Pricing of issue; Promoters contribution;
Appointment of merchant bankers; Underwriting: Brokers, Registrars, Managers, Bankers & Allotment of shares

Unit 4.
Secondary Market:
Role, Importance, Types of brokers; Trading mechanism; Listing Of security;
Depository – Role, and Need; Depository Act – 1996.
Valuation Of Securities:
Bonds, Debentures; Preference shares; and Equity Shares.

Unit 5.
Fundamental Analysis:
Economic Analysis; Industry Analysis and Company Analysis.
Technical Analysis:
Trends, Indicators, Indices and moving averages applied in technical analysis.

References
1. Security analysis and portfolio management—P. Pandian
2. Investment analysis and portfolio management—Madhumati, Rangarajan
SERVICES MARKETING

Objective:
This course acquaints students with the basic issues in services marketing and customer relationship management.

Course Inputs

Unit-1

Importance of Services Sector: Nature and types of services; Difference between services and goods marketing; Services marketing triangle.

Unit -2

Environment for Services Marketing: Macro and micro environments; Understanding service customers -models of service consumer behaviour; Customer expectations and perception; Service quality and GAP model.

Unit -3

Market Segmentation and Selection: Service market segmentation; Targeting and positioning.

Unit - 4

Services Marketing Mix: Need for expanded marketing mix; Planning for service offer; Pricing, promotion and distribution of services; Management of people, process and physical evidence: Matching of demand for and supply of services.

Unit - 5

Service Marketing Applications: Marketing of financial, hospitality, hospital, tourism and educational services; International marketing of services and GATS.

References
INTER / MULTIDISCIPLINARY COURSE

INTER DISCIPLINARY COURSE-1

OPERATIONS OF STOCK EXCHANGE

Objectives
This course aims at equipping students with the practical knowledge about the functioning of primary markets and stock exchanges.

Course Inputs

Unit 1.
Capital Market
Primary Market
Secondary Market

Unit 2.
Organisation of Stock Exchanges with special reference to NSE & BSE

Unit 3.
Trading Mechanism on stock exchange
Evolution and functioning of online trading
Regulatory Framework
Risk and Surveillance System

Unit 4.
Advent of Dematerialisation,
CDSL & NSDL

Unit 5
Products Traded on Stock Exchanges
-Equity, Derivatives, Futures, Options, Currency, ETF, Mutual Funds, etc.

References:

1. Bulls, Bears & the mouse-Dr. Kamlesh Agrawal and Deksha Agrawala, Macmillan India Limited.
10. www.nseindia.com - NCYM
11. www.bseindia.com - BSE