

**DRAFT FORMAT FOR SYLLABUS UNDER CBCS FOR MASTER LEVEL COURSES
OF MASTER DEGREE IN COMMERCE- 2015-16**

Semester-I	Name of the Paper	No. of credits	Marks
JMC-CC 101	Management Concept and Organisation Behaviour	04	100 (80 end semester +20 internal assessment)
JMC-CC 102	Business Environment	04	
JMC-CC 103	Advanced Statistical Analysis	04	
JMC-CC 104	Accounting for Managerial Decisions	04	
JMC-CC 105	Financial Management	04	
Semester-II			
JMC-CC 201	Managerial Economics	04	
JMC-CC 202	Marketing Management	04	
JMC-CC 203	Strategic Financial Management	04	
JMC-CC 204	Computer Application in Business	04	
JMC-CC 205	Practical on Computer Application	04	
Semester-III			
JMC-CC 301	Business Research & Business Communication	04	
JMC-CC 302	International Business	04	
JMC-CE 303	Financial Institution and Markets	04	A student is allowed to opt for any two core elective individually or group of 303 and 304 or 305 and 306 or 307 and 308 taken together.
JMC-CE 304	Security Market Operations	04	
JMC-CE 305	Corporate Financial Accounting	04	
JMC-CE 306	Accounting Standard and Corporate Reporting	04	
JMC-CE 307	Consumer Behaviour	04	
JMC-CE 308	Market Research	04	
Under CBCT (Open for students of other departments/ Courses) and a student can opt any one			
JMC-AE 309	Financial Accounting	04	
JMC-AE 310	Financial Instruments & Services	04	
Semester-IV			
JMC-CC 411	Management Information System	04	
JMC-CC 412	E. Commerce	04	
JMC-CC 413	Dissertation & Viva Voce	04	
JMC-CE 414	Investment Management	04	A student is allowed to opt for any two core elective or a group of 414 and 415 or 416 and 417 or 418 and 419 taken together.
JMC-CE 415	Portfolio Management	04	
JMC-CE 416	Specialised Accounts	04	
JMC-CE 417	Cost and Management audits	04	
JMC-CE 418	International Marketing Management	04	
JMC-CE 419	Advertising	04	

80 Credits

CC	-	Core Course	1500	(Mandatory with no Choice)
CE	-	Core Elective	400	(Mandatory with choice inter-department)
AE	-	Allied Elective	100	(Mandatory with choice inter-department)

PAPER CC 101 MANAGEMENT CONCEPT & ORGANISATIONAL BEHAVIOUR

Objective : The objective of this course is to help students understand the conceptual framework of management and Organisational Behaviour.

Course Inputs

- UNIT-I Schools of Management Thoughts: Nature & Scope of Management, Traditional theories of management, Human behaviour and social system school; Decision theory school; Systems school; Contingency theory of management; functions of a manager.
- UNIT-II Managerial functions: Planning-concept, significance, types; organizing concept, principles, types of organizations, authority, responsibility, power, delegation, decentralization.
- UNIT-III Team Development: Leadership: Concept; Leadership styles; Theories -trait theory, behavioural theory, Fielder's contingency theory; Situational theory; Likert's four systems of leadership.
- UNIT-IV Motivation: Process of motivation; Theories of motivation: Maslow's need hierarchy theory, Mc Gregor's Theory X & Y, Mc Clelland's need theory, Victor Vroom's expectancy theory, Herzberg's two factor theory, Skinner's reinforcement theory.

References

- Michael, V. P : Organisational Behaviour & Managerial Effectiveness, S. Chand, New Delhi..
- Hellreigel, Don John W Slocum Jr. and Richards W. Woodman: Organisational Behaviour, South Western College Publishing, Ohio.
- Hersey, Poul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resource, Prentice Hall, New Delhi.
- Aswathappa, K.; Organisational Behaviour, Himalaya Publishing House, Mumbai.
- Koontz, Harold, Cyril O'Donnell and Heinz Weihrich: Essentials of Management, Tata McGraw-Hill, N. Delhi
- Luthans Fred: Organisational Bhaviour, McGrawHill, New York.
- Newstrom, John W. and Keith Davis: Organisational Behaviour: Human Behaviour at work, TMH, N. Delhi
- Robbins, Stephen P, and Mary Coulter: Management, Pearson Education, New Delhi.
- Steers, Richards M. and J. Stewart Balck: Organisational Behaviour, Harper Collins College Publishers, NY
- Sukla, Madhukar: Understanding Organisations: Organisation Theory and practice in India, PH, New Delhi
- Thom hill. -Managing Change". Pearson Education. New Delhi. Green Berg -Behaviour in Organisation" Hall. -Organisation Structure, Process and outcomes-.
- Terry, G.R.: Principles of Management
- Drawker, Peter; Practice of Management
- Prasad, L.M.; Principles and Practice of Management

Objective: The objective of this course is to develop the ability to understand and scan business environment, analyze opportunities and take decisions under uncertainty.

- UNIT-I An Overview of Business Environment
Meaning, Nature and Characteristics of Modern Business. Meaning and Significance of Business Environment, Types of Environment: Internal and External, Micro and Macro. Environmental Analysis- Process, Benefits and Limitations.
- UNIT-II Economic Environment:
Nature of the Economy, Structure of the Economy, Economic Policies, Economic Conditions, Government Policies, Industrial Policy, Exim Policy, Public Sector, Private Sector, Industrial Sickness, Small Industries.
- UNIT-III Political and Legal Environment:
Government and Business, FERA and FEMA, Consumer Protection Act, Protection of Patents, Protection of Trade Marks. Competition Act
- UNIT-IV Socio-cultural Environment:
Business and Society, Nature and Impact of Culture on Business, Consumerism, Social Responsibilities of Business, Business Ethics, Social Audit.

References:

1. Cherunilam F., Business Environment : Texts and Cases (Himalaya)
2. Aswathappa K., Essentials of Business Environment (Himalaya)
3. Agrawal and Diwan, Business Environment (Excel)
4. Mishra & Puri, Economic Environment of Business (Himalaya)
5. Jain P.C., Government and Business Policy (Galgotia)
6. Ghosh B., Economic Environment of Business (Vikas)
7. Adhikary M., Economic Environment of Business (Sultan Chand)
8. F.Churunilam, International Business Environment (Himalaya)

Objective: The course aims at making the students learn the application of statistical tools and techniques for decision making

UNIT-I Correlation & Regression Analysis : Two variable Cases, Multiple Correlation & Multiple Regression.

UNIT-II Probability Theory – Probability – Classical, Relative and Subjective Probability, Addition and Multiplication Probability Models- Conditional Probability and Bayes Theorem.

Probability Distributions, Binomial, Poisson and Normal Distribution, Their characteristics and Application.

UNIT-III Data types, Data Collection and Analysis: Sampling, need, errors and methods of sampling , Probability and Non-probability Method, Sampling and Non sampling Errors, Law of Large Numbers and Central Limit Theorem, Sampling Distribution and their Characteristics.

UNIT-IV Theory of Estimation and Testing of Hypotheses. Significance Test of Large Sample and Small Sample Test ; t-test, z- test and F- test, Non parametric Test:- Chi-square Test, Sign Test, Rank Sum Test, One Sample Runs Test, H or Kruskal Walls Test.

References:

1. S.P. Gupta, Statistical Methods, (Sultan Chand and Sons)
2. S.C. Gupta, Fundamentals of Statistics, (Himalaya Publishing House)
3. R.P. Hooda, Statistics for Business & Economics, (Macmillan)
4. D.N. Elhance , Beena Elhance and B.M. Aggarwal Business Statistics, (Kitab Mohal)
5. Heinz, Kohler, Statistics for Business & Economics, (Harper Collins)

Objective : The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions

Course Inputs

UNIT-I Financial Statement Analysis- Trend Analysis - Financial Ratio Analysis; Solvency Ratios, Leverage Ratios and Capital Structure Ratios – Fund Flow Statement.

UNIT – II Marginal Costing and Break-even Analysis: Concept of marginal cost; cost-volume-profit analysis; Break-even analysis; Decisions regarding sales-mix, make or buy decisions and discontinuation of a product line.

UNIT-III Budgeting: Definition of budget; Essential of budgeting; Types of Budgets- functional budget, cash budget and flexible budget.

UNIT- IV Standard Costing and Variance Analysis: Standard costing as a control technique; Variance analysis- meaning and importance, kinds of variance and their uses - materials, labour and overhead variance.

References:

Horngren, C.T. Gary L. Sundem and William O. Stratton: Introduction to Management Accounting, Pearson Education, Delhi

Hornrgren Charles T. George Foster and Srikanta M. Dattar : Cost ,Accounting: A Managerial Emphasis, Pearson Education, Delhi.

Banerjee Bhabatosh : Management Accounting.

Anthony, Robert: Management Accounting, Tarapore-wala, Mumbai.

Garrison, Ray H. and Eric W. Noreen: Management Accounting, Richard D.Irwin, Chicago.

Jawaharlal : Adv. Management Accounting - S. Chand, New Delhi.

Jain & Narang, Cost Accounting, Kalyani publisher

Hansen, Don R. and Maryanne M. Moreen: Management Accounting, South-Western College Publishing, Cincinnati, Ohio.

Lall, B.M., and I.C. Jain: Cost Accounting: Principles and Practice, Prentice Hall. Delhi.

Pandey, I.M: Management Accounting, Kalyani publisher.

Manmohan & Goyal, Principles of Management Accounting, Sahitya Bhavan, Agra

Objective: The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various environmental constraints.

UNIT –I Meaning, nature and scope of finance. Financial goal-profit Vs. wealth maximization. Finance functions-investment, financing and dividend decisions.

Capital Budgeting- investment evaluation criteria- payback period, accounting rate of return, net present value, internal rate of return and profitability index, Capital rationing, Cost of Capital.

UNIT –II Operating and Financial leverage-Measurement of leverage, Effects of operating and financial leverage on profit, combined financial and operating leverage.

Capital Structure Theories-Net Income Approach, Net Operating Income Approach, Traditional Approach and, MM Hypothesis, Determinants of Capital Structure decision.

UNIT –III Dividend Policies-Issues in dividend policies, Walter's Model, Gardon's Model (Relevance concepts) M. M. Hypothesis (Irrelevance Concept) Determinants of dividend policy, Divident policy in practice-Forms of dividend policy.

UNIT –IV Management of Working Capital-Meaning, significance and types of working capital, Need for working capital-concept of operating cycle, estimation of working capital requirements, Financing of working capital.

Dimensions of working capital management-Management of Inventories receivable and cash.

References:

1. Pandey, I. M., Financial Management, (Vikas)
2. Chandra, P. Financial Management: Theory and Practice, (Tata McGraw Hill)
3. Khan M.Y. & Jain P.K, Financial Management:Text & Problems.(Tata McGraw Hill)
4. Sharma R.K. and Gupta S.K. Financial Management, (Kalyani)
6. Van Horne James C., Financial Management and Policy, (Prentice Hall)
7. T.P. Ghosh, Accounting and Finance for Managers, (Taxmann)
8. D. Chandra Bose, Fundamentals of Financial Management (Prentice Hall of India)
9. R.P. Rustagi, Financial Management, (Galgotia publishing Company)

PAPER CC 201

MANAGERIAL ECONOMICS

Objective: This course aims to develop managerial perspective to economic fundamentals as an aid to decision making under given environmental constraints.

UNIT-I Nature and scope of Managerial Economics, Managerial Economist's Role and Responsibilities, Objectives of Business Firm. Demand Analysis: Determinants of Demand, Theory of Consumer Choice: Cardinal Utility Approach, Indifference Curve Approach.

UNIT –II Production Theory: Production Function, Law of Variable Proportion; Law of Returns to Scale, Economics of Scale, Cost Concepts, Short and Long run Cost Function- their nature, shape and inter relationship.

UNIT –III Price Determination: Methods of Price Determination, price determination under Perfect Competition, Monopolistic Competition, Oligopoly and Monopoly.

UNIT –IV Business Cycles: Nature and Phases of a Business Cycle, Theories of Business Cycles- Monetary, Innovation, Samuelson and Hicks Theories.

References:

1. Varshney R.L., and Maheswari K.L., Managerial Economics, (Sultan Chand & Sons)
2. Dean, Joel, Managerial Economics, (Prentice Hall)
3. Mote, V.L., Paul S. & Gupta, G.S., Managerial Economics Concepts and Cases, (TataMcgrawhill)
4. Dwivedi, D.N, Managerial Economics, (Vikas Publishing House)
5. Adhikary M. Business Economics, (Excel Books)
6. Chopra OP: Managerial Economics, (TataMc.GrawHill)
7. D.M. Mithani, Managerial Economics, (Himalaya)
8. Mishra & Puri, Economics for Management :Text and Cases, (Himalaya)
9. H.L. Ahuja, Business Economics : Micro & Macro, (S.Chand & Co. Ltd.)
10. S.A. Siddiqui & A.S.Siddiqui, Managerial Economics & Financial Analysis, (New Age)

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.

UNIT-I Introduction: Evaluation of marketing, Concepts of marketing, Marketing mix, Strategic marketing planning and overview.

Market Analysis and Selection: Marketing environment, macro and micro components and their impact on marketing decision, Market segmentation and positioning.

UNIT-II Product Decisions: Product classification of Products, Major product Designs, Product line and Product Mix, Branding, Packaging and Leveling, Product Life Cycle, New Product Development and Consumer Adoption Process.

UNIT -III Pricing Decisions Factor affecting price determination, Pricing Policies and Strategies, Discounts and Rebates.

UNIT -IV Promotion and Distribution Decisions, Promotion mix-Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations, Nature, function and types of distribution channels, distribution channel intermediaries, Channel management decision.

References:

1. Kotler, Philip, and Gary Armstrong: Principles of Marketing, (Prentice Hall)
2. Kotler, Philip :Marketing Management: Analysis, Planning Implementation and Control, (Prentice Hall)
3. Ramaswamy, V.S. and Namkumari S.: Marketing Management, (Macmillan)
4. Srinivassan, R.: Cass Studies in Marketing : The Indian Context, (Prentice Hall)
5. Stanton, William J., and Charles Fatrell: Fundamentals of Marketing: (Mc.Graw Hill)
6. Still, Richard R, Edward W.Coundiff and Norman A.P. Govani: Sales Management: Decisions, Strategies and cases, (Prentice Hall)
7. F. Cherunilam, Industrial Marketing, (Himalaya)
8. S.A. Sherlekar, Marketing Management, (Himalaya)
9. S.A.Sherlekar, K.Nirmala, Prasad and S.J.Salvadore Victor: Principles of Management (Himalaya)
10. S.K. Grover & T.N.Chhabra, Marketing Management, (Dhanpat Rai & Company)

PAPER- CC 203

STRATEGIC FINANCIAL MANAGEMENT

Objective : The objective of this course is to acquaint students with the advanced concepts of financial management and the application of the same in developing financial strategies for the organization.

Course Inputs

- UNIT-I Financial Policy and Strategic Planning: Changing face of Financial Management. Corporate governance and ethical business strategy.
- UNIT-II Investments Decisions Under Risk and Uncertainty: Techniques of investment decision- risk adjusted discount, rate, certainty equivalent factor, statistical method, sensitivity analysis.
- UNIT-III Expansion and Financial Restructuring: Mergers and Amalgamations - Corporate restructuring, types of corporate restructuring-Expansion strategy, Reasons for merger, benefits and cost of merger; Evaluation of merger proposal
- Leasing: Meaning, importance, types, tax. Evaluation of lease from the point of view of lesser and lessee; Lease Verses buy decision
- UNIT-IV Financing Strategy: Hybrid securities namely convertible and non-convertible securities, deep discount bonds, secured premium notes, convertible preference shares; option. Financing, warrants, convertibles and exchangeable. Future contracts, Forward Contracts options swaps, (Derivative Securities).

References

1. Chandra, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
2. Copeland, T.T Koller and J Murrin: Valuation Measuring and Managing the value of Companies John Wiley, International Edition, NY.
3. Copeland T.E. and J.F. Weston: Financial Theory and Corporate Policy, Addison-wesley, NY.
4. Hamlon Jane: Financial Decision Making, PHI, New Delhi.
5. Hull J.C.: Options, Futures and other Derivative Securities, Prentice Hall of India, Delhi.
6. Matto, P.K.: Corporation Restructuring: An Indian Perspective Macmillan, New Delhi.
7. Pandey I.M.: Financial Management, Vikas Publications, Delhi.
8. Smith C.W., C.W. Smithson and D.S. Wilford: Managing Financial Risk, Harper and Row, NY.
9. Stewart G.B.: The Quest for Value, Harper Collins, London.
10. Sudarsanam P.S.: The Essence of Mergers and Acquisitions, Prentice Hall of India, Delhi.
11. Van Horne J.C. and J.M. Wachowicz Jr.: Fundamentals of Financial Management, Prentice Hall, Delhi. Van Horne J.C. : Financial Management and Policy, Prentice Hall of India, New Delhi.
12. Verma J.C.: Corporate Managers, Amalgamations and Takeovers, Bharat Publishing House, New Delhi.
13. Weston J.F., K.S. Chung and S.E. Haag: Mergers, Restructuring and Corporate Control, Prentice Hall, Delhi

(THEORY) Full Mark- 100

Objective: To provide an understanding the theoretical aspects computer, networking and word processing.

UNIT-I Introduction to computer based business data processing: Basic components of a Computer and their operation, Classification of software, Application software, System software, Concepts of Language, Translators, Editors.

Operating Systems: Batch processing, Multiprogramming and time sharing OS, Introduction to WINDOWS : Platform menu bottoms, boxes etc. Accessories, Note pad, Word pad, Paintbrush, etc. Control panel, Windows explorer, Creation of folder. Creation, Deletion and Search for files, personalizing Windows: Customizing start menu, Creation, shortcuts to Programs and Files, Changing the Desktop settings. LINUX Features and their advantages.

UNIT-II

Introduction to Computer Networking: Need of networking, Types of Network- LAN,MAN,WAN. Network Topologies, Email, Internet, Intranet, Extranet, Concept of WWW and Internet Browsing. Types of Browsers-IE, Chrome, Firefox, sharing of files in a network, IP Address, Remote Desktop.

Database Management System: Concept of DBMS, Database Design- Physical and Logical, Databases and Tables, Forms, Queries and Reports. Introduction to SQL and SQL Commands, Client Server Architecture and Distributed Database

UNIT-III

Word Processing: Introduction to MS-WORD, Creation and editing of text files. Find and replace, Cut, Copy, Paste, Text formatting and spacing, Fonts, Indents, Page setup, Page numbering, Headers and footer, Print setting, Spell check, Creation of tables, Drawing simple objects, Mail merge facility.

Spread Sheet: Introduction to MS-EXCEL, Worksheet, Cell, Range, Tool bars, Creation of Worksheet, Editing, Insertion of columns, Rows, deletion of columns and rows, formatting data, Copying and moving data, Manipulation of worksheet data, Use of formula, drawing different types of charts, Printing of worksheet data.

UNIT-IV

Presentation: Introduction to MS-Power point, preparation and presentation of slides, Creation of graphs, tables, organization charts, Addition of new slides, changing slide layouts, slide show.

Accounting packages: Introduction to Tally ERP 9, preparation of voucher, invoice and salary statement, maintenance of inventory records, maintenance of accounting books and final accounts, balance sheet, financial report generation.

PAPER CC 205

LAB ASSIGNMENTS

Full Mark-100 (Practical 80 and viva-voce 20)

Objective: To provide an exposure to the students through computer practical's how to prepare various statements and accounts.

1. Prepare a MS-WORD Document (having at least 2/3 pages) with proper formatting, Make multiple copies of the letter to be sent to different address using mail merge facility.
2. Prepare a weekly sales report in MS-WORD where the report consists of a heading, subheadings, Plain text, a table indicating sales figures of different items of different days of a week.
3. Prepare a worksheet in MS-EXCEL indicating demands of various categories of customers for different product types, Draw necessary charts to study the demand patterns of different categories of customers.
4. Prepare a worksheet indicating department wise funds allocation, expenditure of various heads and actual budgeted amount. Use this worksheet for analysis using available formulas and functions in MS-Excel.
5. Prepare a set of presentation slides in Power point to exhibit salient features of a particular brand of computer to be marketed.
6. Prepare for a slide show intended to present various activities aspects of a University to a visiting team.
7. Write a program in FOXPRO, To prepare payroll for an organization.
8. To calculate income tax for the employees of a company.
9. To manage inventory of finished goods of a production unit.
10. To build a personal information system for an organization with all relevant querying facility.

References:

1. The Compact Guide to Microsoft Office by Ron Mansfield. BPB Publications.
2. Fundamental of Computers by V. Rajaraman.
3. Computer for Beginners by Jaggi &. Jain, Academy.
4. Straight to the point MS Office 2000, (Firewall Media)
5. Introduction to Database Systems C.J. Date- Addison Wesley Massachusetts
6. <http://office.microsoft.com/en-001/training>

PAPER CC 301 BUSINESS RESEARCH & BUSINESS COMMUNICATION

Objective : The objective of this course is to familiarize the students with the process and technique of scientific research and its relevance in the managerial decision making. Another objective of this course is to provide a broad view of communication skills to the students.

UNIT-I Research: Meaning and Definition, Functions of Social Science Research Difficulties and Limitations of Social Science Research, research in Functional Areas: Finance, Marketing, Production, Human Resources, Ethics in Business Research.

UNIT-II Planning of Research: the planning Process, Selection of a Research Problem, Sources of Research Problems, Formulation of the Research Problem, Formulation of the Hypothesis, Research Design.

UNIT-III Report Writing: Categories of Report, Planning Report Writing, Research Report Format, Principles of Writing, Documentation, Footnotes and Bibliography, Writing the Report, Oral Presentation.

UNIT-IV A. Communication: Interpersonal Communication: Significance; Concept of Two-way Communication; Process of Communication, Barriers to effective Communication; Types of Communication: Written and Oral Communication.

 B. Organizational Communication: Factors influencing Organizational Communication, Communication Flow, Communication Network, Informal Communication; Interviews.

References:

1. Krishnaswami O.R. & Ranganatham M., Methodology of Research in Social Sciences, (Himalaya)
2. Bajpai S.R.: Methods of Social Survey and Research (Kitab Mahal)
3. Sarvanavel P., Research Methodology (Kitab Mahal)
4. Kooper D.R. & Schindler P.S., Business Research Methods (Mc. Grow Hill)
5. Kothary, C.R.: "Research Methodology, Methods & Technique" (Wiley Eastern)
6. Rai & Rai, Business Communication (Himalaya)
7. Pradhan H, & Pradhan, N.S., Business Communication (Himalaya)
8. Locker & Kaezmark, Business Communication, (Tata Mc-Graw hill)

Objective: The objective of this course is to provide a glimpse of global business environment and the emerging trends thereof.

UNIT-I International Business, Meaning, Nature, Theories of International Business, Scope, Competitive Advantage, Problems of International Business, Challenges of International Business.

UNIT-II Modes of Entering International Business: International Business Analysis, Different Modes of Entry in to International Business Globalization: Meaning and Definition, Features, Stages of Globalization, Benefits and Demerits of Globalization Methods of Globalization.

UNIT-III World Trade Organization (WTO) and Multi-national Corporations, Trade Blocks and Business Centers.

UNIT-IV International Finance: International Accounting, International Finance and Foreign Exchange, International Financial Institutions.

Reference:

1. International Business: Text and Cases P. Subba Rao (Himalaya)
2. International Business, Cherunilam (S. Chand)
3. International Business Environment, F. Cherunilam (Himalaya)
4. International Business, V.K. Bhalla & S.Sivaramu (Anmol)
5. International Business, K. Aswathappa (Tata Mc.Graw)
6. International Marketing Management, Varshney & Bhattacharyya (Sultanchand)
7. International Finance, Manju Agarwal, (IIF, Delhi)
8. International Trade & Export Management, F. Cherunilam (Himalaya)
9. Export & Import Management, Acharya & Jain (Himalaya)

Objectives: The course aims at providing students with an understanding of the structure, organization and working of financial institutions and markets in India.

- UNIT-I Introduction, Nature and Role of Financial System, Indian Financial System, Financial markets: Money market and capital market, Role of SEBI
- UNIT-II Commercial Banks: functions, management and investment policies of commercial banks, present structure, e-banking, e-trading, Recent developments in commercial banking; Reforms in Banking Sector.
- UNIT-III Development banks: Concept, objectives, functions, operational and promotional activities of development banks: IFCI, ICICI, IDBI, IIBI and NABARD
- UNIT-IV Foreign investment: types, trends, implications, Regulatory framework for foreign investment in India.

References:

1. Bhole, L.M., Financial Markets and Institutions, (Tata Mc GrawHill)
2. Khan M.Y., Indian Financial System, (Tata Mc.GrawHill)
3. Srivastav, R.M., Management of Indian Financial Institutions, (Himalaya)
4. Avdhani, Investment and securities market in India, (Himalaya)
5. Avdhani, Investment and Securities Market in India, (Himalaya)
6. Giddy, I.H., Global Financial Markets, AITBS.
7. Gordan & Natarajan, Financial Markets & Services, (Himalaya)
8. Varshaney, P.N., Indian Financial Systems, (Sultan Chand & Sons)
9. Verma, J.C, Guide to Mutual Funds and Investment Portfolio, (Bharat Publishing)
10. M.Y. Khan, Indian Financial System, (Tata Mc.GrawHill)

PAPER CE 304**SECURITY MARKET OPERATIONS**

Objective : The course aims at equipping students with the practical knowledge about the functioning of primary, secondary markets and some financial services.

UNIT-I : Introduction to Financial markets: Types of financial markets – money market and capital market - its function, importance, features. Distinctions between capital market and money market.

UNIT-II : Primary Market: Concept, objectives, function, advantages and disadvantages of primary market, principal steps of public issue, underwriting of issue, forms of underwriting, role of underwriting in corporate financing, SEBI Guidelines for public issue and for underwriting, Insider trading meaning and SEBI Guideline for insider trading (1992).

UNIT-III : Secondary market: meaning of Stock Exchange, functions of stock exchange, listing of securities and the requirements, objective of listing, advantages of listing, criterion of listing, functionaries of stock exchange, types of speculators, speculative transactions. Role of SEBI on stock exchange.

UNIT-IV Depository system: meaning, objectives, depository operation process, benefits of depository system, NSDL and CDSL.
Derivatives: meaning, kinds of financial derivatives- forward, futures, option and swap - their meaning and importance.

References:

1. Bhalla, V.K. Investment Management, Security Analysis, S. Chand, New Delhi.
2. Dalton, John M.; How the Stock Market works, Prentice Hall, New Delhi.
3. Gupta, L.C.: Stock exchange trading in India; Society for Capital Market Research and Development, Delhi
4. Machi Raju H.R. Indian financial system
5. Machi Raju, H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd., N. Delhi
6. Web site of bseindia.com, nse-india.com
8. Donald E. Fisher, Ronald J. Jordan; Security Analysis and Portfolio Management; Prentice Hall, N. Delhi.
9. Gordon and Natarajan, Financial Markets & Services, (Himalaya)
10. Vasant Desai, Financial Markets & Services, (Himalaya)

Objective: The Objective of this course is to expose students to advanced accounting issues and practices

- UNIT-I Valuation of goodwill and share: Need for valuation, Factors affecting value of goodwill, Methods of valuation of goodwill, Need for valuation of shares, Methods of valuation of shares.
- UNIT-II Accounting issues relating to amalgamation, absorption and reconstruction of companies: Meaning and methods of external and internal reconstruction, Calculation of purchase considerations, Alteration of share capital, Reduction of share capital, Accounting treatments and entries.
- UNIT-III Accounts of Holding Companies: Introduction and Meaning of holding company and subsidiary, Merits and demerits and consolidation of financial statements. Basic rules for constructing a consolidated balance sheet with some special adjustments.
- UNIT-IV Recent trends in corporate accounting: Social Responsibility accounting, Human resource accounting, Environmental accounting (No Practical Problems will be asked from Unit V).

Reference

1. Beams, F. A. : Advanced Accounting, (Prentice Hall)
2. Dearden, J, and S. K. Bhattacharya: Accounting for Management, (Vikas)
3. Engler, C., L.A. Bernstein & K.R. Lambert, Advanced Cost Accounting, (Irwin)
4. Fischer, P.M., W.J. Taylor & J.A. Leen, Advanced Accounting, (South-Western)
5. Gupta, R. L., Advanced Financial Accounting, (S. Chand and Co.)
6. Monga, J.R, Advanced Financial Accounting, Mayoor Paperbacks
7. Narayanaswamy, R.: Financial Accounting: A Managerial Perspective, (Prentice Hall)
8. Neigs, R.F., Financial Accounting, (Tata Mc Graw Hill)
9. Shukla, M. C. and T. S. Grewal: Advanced Accountancy, (Sultan Chand & Co).
10. Warren, C.S. & P.E. Fess: Principles of Financial and Managerial Accounting, (South-Western)

PAPER CE 306 ACCOUNTING STANDARD & CORPORATE REPORTING

Objective: To provide an understanding to the students regarding Accounting theories, standards and corporate reporting.

UNIT-I : Accounting an Introduction: Accounting as an Information System, Branches of Accounting, Meaning of Financial Accounting, Objective of Accounting, Users of Accounting Information.

UNIT-II : Development in Accounting Theory : Concept of Accounting Theory, Role of Accounting Theory, Classification of Accounting Theory, Methodology in Accounting Theory – Positive and negative Methodology.

UNIT-III : Accounting Standards: Defining the term standard, Benefits of Accounting Standard, Management and Standard Setting, Govt. as standard setter, Private sector as standard setter, Standard setting body, Standard setting by agency, Types of standard setting.

UNIT-IV Corporate Reporting: Concept of financial reporting, Qualitative Characteristics of Financial Reporting, Benefits of Financial Reporting Objective of financial reporting, General purpose and specific purpose reporting.

References:

1. Accounting Theory, R.K. Lele and Jawahar Lal, (Himalaya)
2. Advanced Accounting : Financial Accounting, Dr. Ashok Sehgal & Dr. Deepak Sehgal, (Taxmann)
3. Studies in Accounting Theory, P.K. Ghosh, G.C. Maheswari, R.N. Goyale, (Wiley Eastern Limited)
4. Corporate Financial Reporting: Theory and Practice, Prof. Jawaharlal, (Taxmann)
5. Accounting for Management, Dr. Jawahar Lal, (Himalaya)

PAPER CE 307

CONSUMER BEHAVIOUR

Objective: The course helps students to develop basic understanding of the concept and theories of consumer and industrial buyer behavior and their application in marketing decision making.

UNIT-I: Introduction of individual consumer behavior: definition, major factors influencing consumer behavior – cultural, social, personal and psychological factors.

UNIT-II: Individual Consumer buying behavior: identifying the buyers, individual consumer buying process– Stages of consumers buying decision process, problem recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior, process of diffusion and adoption and buyer's decision process towards new products.

UNIT-III : Models of Consumer Decision Making - Nicosia Model; Howard- Sheth Model; Engel- Kollat- Blackwell Model.

UNIT-IV Organisational buying behavior: Industrial market characteristics, factors influencing industrial buyer's behavior, stages of industrial buyer's process, reseller buyer behavior, government buyer behavior.

References:

1. D. L. Loudon, J. Albert Della Bitta : Consumer Behavior; Concepts and Applications, Tata McGraw Hill Publishing Company Limited
2. D. I. Hawkins, R. J. Best, and K. A. Coney: Consumer Behaviour: Building Marketing Strategy, Tata McGraw-Hill Publishing Company Limited.
3. F. R. Kardes : Consumer Behavior and Managerial Decision Making, Prentice Hall of India Private Limited
4. Henry A. : Consumer Behavior and Marketing Action, Thomson Asia Pte Ltd.
5. K.K. Srivastava, S. Khandai : Consumer Behavior in Indian Context, Galgotia Publishing Company.
6. L. G. Schiffman, L. L. Kanuk, & S. R. Kumar: Consumer Behavior, Pearson Education Inc.
7. M. Evans, A. Jamal, & G. Foxall : Consumer Behavior, John Wiley & Sons LTD.
8. M. Khan : Consumer Behavior, New Age International Publishers.
9. M. R. Solomon : Consumer Behavior Buying, Having and Being, PHI Learning Private Limited
10. R. Majumdar : Consumer Behavior: Insights from Indian Market, PHI Learning Private Limited.
11. R. D. Blackwell, P.W. Miniard, & J. F. Engel: Consumer Behavior, Cengage Learning India Private Limited.
12. S. R. Nair : Consumer Behavior Consumer Behavior & Marketing Research, Himalaya Pub. House.

PAPER CE 308

MARKETING RESEARCH

Objective: The course helps students to develop basic understanding of the concept and marketing research and enable them to learn the process, tools and techniques of marketing research.

UNIT-I : Meaning, characteristics, Nature of marketing research, Marketing Research and Market Research, Aims and Objectives of Marketing Research, Scope of Marketing Research, Formal marketing research process, Advantages of marketing research, Limitations of Marketing Research.

UNIT-II : Research Design- Objectives of research design, types of research design- exploratory, descriptive and experimental research design, research design procedures.

UNIT-III: Data collection: methods of data collection- primary source, secondary sources. Sampling plan: meaning of universe, sampling types- probability samples and non probability samples, merits and demerits of sampling methods.

UNIT-IV Data analysis and report writing: bivariate and multivariate data analysis. Statistical tools used in data analysis. Report writing: essentials of good report writing stages of report writing.

References:

Marketing Research: Text & Cases, Boyd, Westfall & Stasch, R D Irwin
Research For Marketing Decisions ,Green & Tull, Prentice Hall
Marketing Research; Measurement & Method, Tull & Hawkins, Prentice Hall
Marketing Research ,G C Beri, Tata Mcgraw Hill
Marketing Research, Debashish Pati, Universal Press
Marketing Research: Text & cases, R Nargundkar, Tata Mcgraw Hill
Marketing research: An Application Orientation, Naresh K Malhotra, Pearson
Marketing Research; Concepts, Practices & cases, Easwaran & Singh, Oxford
Consumer Behavior Consumer Behavior & Marketing Research, S. R. Nair: Himalaya Pub. House
Marketing Research ,Luck and Rubin.

Objective: To provide an understanding to the students the basic concept of Accounting to analyze the components and preparation of financial statements.

- UNIT-I** Introduction to Accounting: Meaning & Scope of Accounts, Need and objective of accounting, Book keeping and accounting.
Accounting Principles: Concepts, Convention Branches of accounting, Capital & Revenue and Accounting equation.
- UNIT-II** Accounting Process:- Journal: Subsidiary books, Ledger & preparation of Trial Balance rectification of Errors, Bills of exchange and Promissory notes.
- UNIT-III** Preparation of Income statements: objective and need for preparation of Income statements Forms & contents of Income Statement: Preparation of manufacturing Accounts, Trading Accounts and profit and loss Accounts with adjustments.
- UNIT-IV** Preparation of Balance sheet: Objectives and needs for Balance Sheet- form and contents of B/S- preparation of B/S with adjusting closing entries relating to Fixed Assets, outstanding expenses, prepaid expenses, Income received in advance, accrued income, debtors, creditors and closing stock.

Reference:

1. Jain S.P. & Narang K.L. Advanced Accountancy, Kalyani Publishers, Ludhiana.
2. Xiver G. Francis: Fundamentals of Accounting, Tata Macgraw Hill Publications.
3. Saxsenas & Chawla, Double entry Booking, Kalyani Publishers, Ludhiana.
4. Tulsian P.C., "Financial Accounting" Volume-1, Pearsons, education, New Delhi (2013).
5. Narayanswamy R. "Financial Accounting "A Management perspective, PHI, New Delhi (2013)

PAPER AE 310**FINANCIAL INSTRUMENTS & SERVICES**

Objective: To enable the students to understand the Indian financial system and various financial instruments and services those are offered to the investors by the system.

Unit-I Introduction to Indian Financial System: Financial Markets in India, Institutions and Markets, Objective of Financial Market, Money Market, Government Security Market, Foreign Exchange Market, Capital Market, Reforms in Financial Market.

Unit-II Money Instruments: Importance of Money Market, Organisation of Money Market, Feature of Money Market, Commercial Bill, Treasury Bill Money at call and short Notice, Certificate of Deposits (CD), Commercial Papers (CPS), Repo Instruments, Interbank Participation Certificates.

Unit-III Capital Market Instruments: Capital Market Structure, Importance and Constituents, Equity Share, Preference Share, Non-voting Equity Share, Cumulative Convertible Preference Share, Company Fixed Deposits, Warrants, Debentures, Bonds Secured Premium Notes (SPNs), Euro Convertible Bonds (ECBs), Global Depository Receipts (GDR), American Depository Receipts (ADR), Zero Coupon Bonds.

Unit-IV Concept of Same Key Financial Services: Mutual Funds, Venture Capital, Factoring, Forfeiting, Credit Rating, Depositories, Credit Cards, Debit cards, Housing Finance, Learning, Hire purchase, Merchant Banking, Credit Rating, Custodial Services, Depository Services.

Reference

1. Khan M-V: Financial Services, Tata MC-Graw Hill, West Patel Nagar, New Delhi.
2. Desai Vasant: Financial Market and Financial Market and Financial Services, Himalaya Publishing House, Giragaon, Mumbai-4
3. Gordan E & Natarajank: Banking Theory, Law and Practice, Himlaya Publishing House, Giregaon, Mumbai-4.

Objective: To provide an understanding to the students the basic information needs of manager for the decision making process. The supporting systems which continuously provide the information to the managers.

UNIT – I Introduction to MIS: concept of information system. Data & information, MIS and levels of management, Characteristics of MIS, importance and significance of computer based MIS, Goals of Information System.

UNIT-II Planning & Controlling Information System: : Introduction to planning, strategic information systems panning, tactical and operational planning, business a system planning, critical success factors, computer aided planning tools, acquisition of hardware, software and services, hardware evaluation factors, software evaluation factors, evaluation of vendor support, implementation MIS, problems of MIS.

Controlling information system: Why controls are needed ? Information system controls: input controls, processing control, output controls, storage controls, procedural controls, physical facility controls, controls for end user computing, controlling information systems costs, auditing information systems.

UNIT-III Decision support system : introduction, managerial decision making, phases in decision making, process factors that shape the decision process, architecture of DSS (DBMS, MBBS, DGMS). Information support for intelligence, Design and choice phase, DSS as tool for decision making, difference between EDP, MIS and DSS.

Introduction to ERP: concept and importance.

UNIT-IV Application of information system:

- i) Accounting information system – order processing, inventory control, accounts receivable: accounts payable etc.
- ii) Financial information system – Cash and securities management, capital budgeting, financial forecasting, financial planning.
- iii) Marketing information system-sales, product, management advertising and promotion, sales forecasting, market research.
- iv) Manufacturing information system-process control, product control and scheduling etc.

References :

1. Computer in Business Management an Introduction by James A.O. Brien
2. Management Information Systems: Conceptual Fundamentals, Structure and Development by Gorden B. Davis Margrethe H. Olson.
3. Information Systems for Modern Management by Robert G. Mardick, & Ross. (Printice Hall)
4. Management Information System for Higher Education by Centre for Educational Research & Innovations, Canada.
5. Management Information System by W.S. Jawadekar, (Tata McGraw Hill)
6. Management Information System (Text & Applications) by Mr. C.S.V. Murthy, (Himalaya)
7. Management Information System , O'Brien Markes (Tata Mc.Graw Hill)

PAPER CC 412

E- COMMERCE

Objective The Objective of this Course is to enable students gain knowledge about e-commerce and its various components.

Course Inputs

UNIT-I Introduction to E-Commerce: Meaning and Concept; Electronic commerce versus traditional commerce; Media convergence; E-commerce and e-business; Channels of e-Commerce; Business applications of e-commerce; Need-for e-commerce, e-commerce as an electronic trading system-special features.

UNIT-II Business Models of E-Commerce and Infrastructure: E-Commerce models; Supply chain management, product and service digitization, remote servicing, procurement; Online marketing and advertising; E-commerce resources and infrastructure, resources and planning for infrastructure.

Unit-III Business to Consumer E-Commerce: Cataloguing, order planning and order generation, cost estimation and pricing, order receipt and accounting, order selection and prioritization, order scheduling, order fulfilling and delivery, order billing and payment management; Post sales services.

Business to Business E-Commerce: Need and alternative models of B2B e-commerce; Technologies, EDI and paperless trading; EDI architecture, EDI standards, VANs, Costs of EDI infrastructure.

UNIT- IV A. Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, types of threats, sources of threats, security tools and risk-management approach, e-commerce security and a rational security policy for e-commerce; Corporate Digital Library; I.T. Act 2000.

B. Electronic Payment Systems: Special features required in payment systems for e-commerce; Types of e-payment systems; E-cash and currency servers. e-cheques, credit cards, smart cards, electronic purses and debit cards; Business issues and economic implications; Operational, credit and legal risks of e-payment systems; Risk management options in e-payment systems; Components of an effective electronic payment system.

References

1. Agarwala, K.N. and Deeksha Agarwala: Business on the net: What's How's of E-Commerce: Macmillan, New Delhi
2. Janal D,S.: On-Line Marketing Hand Book, Van Mostrand Reinhold, New York.
3. Agarwal K. N. and Deeksha Agarwala: Business on the Net: Bridge to the on line storefront: Macmillan, New Deihi
4. Cady, Glee Harrab and McGregor Pat: Mastering the Internet, SPS Publication, New Deihi
5. Diwan Prag and Sunil Sharma: Electronic Commerce- A Manager's Guide to E-Business, Vanity Books International Deihi
6. Janal D. S.: On-Line Marketing Hand Book, Van Nostrand Reinhold, New York.
7. Kosivr David: Understanding Electronics Commerce, Microsoft Press, Washington
8. Minoli and Minol: Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
9. Schneider Gray P: Electronic Commerce, Course Technology, Deihi
10. Young, Margaret Levine: The Complete Reference to Internet, Tata McGraw Hill, New Delhi.
11. O'Brien J.: Management Information Systems, Tata McGraw Hill, New Deihi
12. Deewan Bhusan - E Commerce - S. Chand, New Delhi
13. Parag Diwan and Sunil Sharma, E- Commerce- A managers guide to E- Business; Excel Books, New Deihi
14. Bhusan Deewan : E-Commerce, Sultan Chand, New Deihi

PAPER CC 413**DISSERTATION AND VIVA-VOCE**

Every student shall have an appropriate topic selected for doing Dissertation at the beginning of the third semester and shall submit the same and face a viva-voce at the end of the fourth semester for evaluation. Dissertation and the Viva-Voce carry 50 marks each.

Objective : This course exposes the students to the various concepts of investment management and provides an in-depth study of various issues there under

Course inputs

UNIT-I Investment: Nature and scope of investment analysis; Elements of investment, Objectives of investment, Types of Investments: Investment avenues, Features of Investment , Sources of investment information phases of investment.

UNIT-II Measurement of Risk and Return- Systematic Risk and Unsystematic Risk, Measurement of BETA.

UNIT-III Fundamental Analysis: Economic analysis, industry analysis and company analysis.
Technical Analysis: Various prices and volume indicators, indices and moving average; interpretation various types of trends and indices.

UNIT-IV Valuation of Fixed Income Securities: Bonds, debentures, Preference shares, and convertible securities.

Valuation of Variable Income Securities: Equity Shares.

References:

1. Bhalla V.K. : Investment Management, Security – Analysis, S.Chand, New Delhi.
2. Agarwala, K.N and Agarwala D: Bulls, Bears and the Mouse, Macmillian, N. Delhi
3. Cheney, J. and E. Muses: Fundamentals of investments, paul, New York.
4. C.J. Fransis: Investment Analysis and Management, Mc.Graw Hill, International Ed.
5. Dalton John M: How the Stock Markets works, Prentice Hall, Delhi
6. Domodran: Investment Valuation, John Wiley, Newyork.
7. Fabozzi Frank J: Investment Management, PH, International Edition.
8. Fisher Donal E. And Ronald J. Jordan: Security Analysis and Portfolio Management, Prentice Hall, Delhi
9. French Don: Security and Portfolio Analysis, Merni Publishing Co.
10. Kevin S: Portfolio Management, Prentice Hall, New Delhi
11. Machi Raju H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd.; N. Delhi
12. Merbert B. Mayo: Investments, Fryden Press
13. Sharpe Willam F., Gordon J. Alexander and Jeffery J. Bailey: Investments, Prentice Hall, New Delhi.
14. Smith Richard D: Profit Investments, West Publishing Company.

Objective: The Objective of this course is to enable students learn various methods of building portfolios, evaluation, and revision under various economic environmental constraints.

Course Inputs

UNIT-I Portfolio Management: Meaning, importance and objectives , Phase of Portfolio Management.

Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; Effects of combining securities; Markowitz risk-return optimization.

UNIT-II Single Index Model: Portfolio total risk, portfolio market risk and unique risk, Sharpe's optimization solution.

Capital Asset Pricing Model (CAPM) and its assumptions, Capital market line, Security market line; Risk free lending and borrowing.

UNIT-III Portfolio Revision, Need and constraints, Revision Strategies, Portfolio Performance Evaluation: Measure of return, Risk adjusted measure of performance evaluation.

UNIT- IV Market Efficiency: Concept and importance, Random Walk Theory, The Efficient Market Hypothesis. Forms of Market Efficiency, Weak Form, Semi strong form and strong form.

References:

1. Barua, Raghunathan and Verma: Portfolio Management , Tata McGraw Hill, Delhi.
2. Clark, James Francies : Investment management .Mc Graw Hill, International Edition, New York.
3. Fabozzi Frank J; investment Management, Prentice. Hall, international Edition, New York.
4. Bhalla V. K. - Investment Management, Portfolio Analysis - S. Chand, New Delhi
5. Fischer D.E. and Jordan R.J, Security Analysis and Portfolio Management, Prentice Hall, Delhi.
6. Sharpe William F., Gordon J Alexander and J.V. Bailly: Investments, Prentice Hall, Delhi.
7. Strong Robert; Portfolio Construction: Management and Protection, West Publishing Co.
8. Sharpe William F.; Portfolio Theory and Capital Markets, McGraw Hill, New York.

Objective: To provide opportunity understanding the peculiarities of each such special Accounts like H R Accounts, Environmental Accounts, Inflation Accounts and Government Accounts.

UNIT-I Human Resources Accounting : Meaning, Objectives and Significance of HRA Assumptions Underlying HRA, Important Factors in Developing HRA in an Organization Major Aspects of HRA, Use of HRA, Accounting for Human Resources Costs. Measurement of Historical Cost of Human Resources. Human Resource Accounting Models HRA in India.

UNIT-II Environmental Accounting: Advantages of EA, Key issues in EA Constituents of EA, Major Accounting issues in EA, EA in India and Relevance of EA.

UNIT-III Inflation Accounting : Introduction , Limitation of historical Cost Accounting , Methods of accounting for inflation , Current purchase power (CPP) Accounting , Current Cost Accounting, Holding gain/loss, Depreciation Adjustment, Cost of sales Adjustment (COSA), Monetary Working Capital Adjustment (MWCA), Gearing adjustment.

UNIT- IV Accounts of Indian Government : Introduction, Central of Government Finances, Recording of Financial Transactions of Government. Treasury System, Structure of Government Accounts, Capital and Revenue Expenditure/Receipts India Audit and Accounts Departments Comptroller and Auditor General of India, Public Accounts Committee- Consolidation of funds-Compilation of Accounts.

References:

1. Jain S.P. and Naranga K.L. : Advanced Accounting, Kalyani Publisher, Ludhiana.
2. Arulanandam M.A. and Raman K.S. : Advanced Accountancy, Himalaya Publishing House, Mumbai.
3. Sehgal Ashok and Sehgal Deepak : Advanced Accounting, Taxman's Publication, New Delhi.
4. Saxena V. K. : Advanced Accounting, Sultan Chand and Sons, New Delhi.
5. Xavier Grancis G. : Fundamental and Advanced Accounting, Tata MC Graw Hill Publishing Company Ltd., New Delhi.

Objective: To help the students to understand the meaning and importance of Auditing in costing, Management Accounting and Government Sector.

Unit-I Introduction : Meaning necessity and type of audit: Generally accepted auditing principles and techniques : standard auditing practices.

Unit-II Cost audit : Characteristics, scope and function of cost audit : Benefits and limitations : Provision of cost audit in companies Act :Cost audit rules. Cost audit Procedure : cost audit reports.

Unit-III Management Audit: Management audit Vis-a-Vis financial audit and cost audit. Audit of various operations and management functions.

Unit-IV Government and Tax Audit : audit of government departments and public sector undertaking : Tax audit under Income Tax Act.

REFERENCE :

1. Maheswari, S. N. : Advance Cost Accounting, Sultan Chand & Sons, Kishore, Ravi M. : Advance Management Accounting, Taxmann Publications, New Delhi.
2. Batra, G. S. : Auditing and Contemporary Accounting : New Horizons, Deep and Deep Publications, New Delhi.
3. Arun Kumar and Rachna Sharma : Auditing Theory and Practice, Atlantic Publisher, New Delhi.

PAPER CE 418**INTERNATIONAL MARKETING MANAGEMENT**

Object: To provide an exposure to the students in the field of International Market environment planning and Research.

- UNIT-I International marketing: Meaning, Objectives, Significance, International Marketing Concept, International Marketing Planning.
- UNIT-II International Marketing Environment: Economic, Political, Cultural and Ethical Environment, International Marketing Opportunity and Market Segmental.
- UNIT-III International Marketing Mix Strategy: Product, Price, Promotion and Distribution.
- UNIT-IV International Marketing Research: Meaning and Definition, International Marketing, Research Plan and research Methods.

Reference

1. International Marketing Management: text & Cases, U. C. Mathur, Sage Publications India Pvt. Ltd., N. Delhi.
2. International Marketing, Raj gopal, Vikas Publish in House, N. Delhi.
3. International Marketing- Rakesh Mohan Josh, Oxford University, Prets, USA.
4. International Marketing- P. K. Vasudev, Excell Books India
5. International Business- Text & Cases, P. Subba Rao, Himalaya Publishing House, Mumbai.

Objective: Providing an understanding the role, importance designing and development of advertising along with its ethical and legal dimension.

Unit- I Advertising: Definition Nature and scope of Advertising: Advertising vs. Sales Promotion, Types of Advertising Setting Advertising Objectives, Advertisement Budget & Methods of Budgeting for Advertising.

Unit-II Advertising Agencies & Its role Types of Advertising Agencies, Advertising Agency Structure & Function.

Unit-III Developing & Designing a Message, Role of Creativity in Advertising, Media Planning, Measuring the Effectiveness of Advertisement, and Post Testing of Advertisement.

Unit-IV Advertisement Laws and Ethics : Legal, Ethical and Social Aspects of Advertising and Children, Intellectual Property Right Role and Relevance.

Reference

1. Aakar, David A. etc., Advertising Management, 4th ed., 4th ed., New Delhi, Prentice Hall of India, 1985.
2. Belch, George E. and Blech, Michael a., Introduction to Advertising and Promotion, 5rd ed., Chicago, Irwin, 1995.
3. Borden, William H., Advertising, New York, John Wiley, 1981.
4. Hard, Norman, The Practice of Advertising, Oxford, Butterworth Heinemann,
5. Kevin, Keller, Strategic Brand Management, Latest Edition.
6. Ogilvy, David, Ogilvy on Advertising, London, Longman, 1983.
7. Sengupta, Subroto, Brant Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.
8. Jaishri Jethwaney & Shruti Jain, Advertising Management, Oxford University Press-2006.