

**Course Curriculum & Syllabi for Master of Commerce (M.Com)
(Effective from Admission Batch 2022-23 Onwards)**

**P.G. Department of Commerce
Berhampur University, Bhanja Bihar-760007**

About the Department:

The Post Graduate Department of Commerce is one of the oldest Departments in Odisha and India as well offering Commerce and business education. It was established in 1976 and has been immensely contributing for the development of commerce and business education by offering two year Master's Degree programme (M.Com), one year Master of Philosophy programme (M.Phil) and Doctoral programme (Ph.D) in Commerce. In addition, the department is also offering a two year professional programme in finance i.e. MBA (Financial Management) under self-financing mode. The Department has been imparting value based quality education and actively engaged in research as per the industry and market requirements by using ICT enabled facility, case based teaching, game playing, classroom presentation, weekly seminar, Computer lab assignments and project preparation. The department is well equipped with infrastructural facility such as Classrooms, Seminar Hall, Faculty Chambers, Computer lab, Office room, Scholars room and Reference room etc.

Programme Objectives:

With a quest to achieve excellence “in shaping the young minds, making them employable and socially responsible human being by inculcating befitting set of knowledge for a better future”, the P.G. Department of Commerce, directs all its efforts towards creating an ecosystem where innovative thoughts, open-mindedness, motivated self-drive take natural germination. The M.Com programme aims to provide:

- Conducive environments where the students can self discover their true potential for growth.
- Research orientation.
- Entrepreneurial skill and traits.
- Necessary knowledge and capacity to nurture future academicians.

As per this course structure, the M.Com programme comprises of 4 semesters with five courses in each semester. Further, as per the interest, the students have to choose one elective group out of three elective groups. The elective groups have been designed to offer advanced level specialization to the student in their respective fields. Under choice based credit System, the student will also study open elective course from other departments of the university.

To enhance the employability of the students, the department also offers one non-credit Value Added Course in 2nd Semester and one non-credit Value Added Course in 3rd semester which is not binding on

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the students to pursue. In addition, to create awareness among the students regarding the cultural heritage of South Odisha one non-credit is also offered by the University in 4th semester which is also not binding on the students to pursue.

The M.Com programme structure designed to delve deeper understanding of various dimensions of business, commerce and management. The syllabus aims at developing academic knowledge and skill, managerial ability and innovativeness among the students.

Programme Outcomes:

The course curriculum has been designed and continuously updated by considering the current academic standards and industry requirements at the State, National as well as International level, which equips the students to perform best in industry, teaching and research. The Master of Commerce (M.Com) course provides an excellent platform for teaching and research in business sphere. The course redefines and enhances the students' competency in analysing various functional areas of business such as finance, production, marketing, human resource and accounting. The course helps the students in understanding the different dimensions of business environment and take strategic decisions on various business operations by following ethical values. It serves the need of academics by inculcating the teaching and research orientation. The course helps the students in concreting the foundation for their higher studies and establishing themselves in the State and National level competitive examinations as well as making them employable in the field of accounting, finance and marketing. The teaching pedagogy is adopted to ensure all-round learning for the students. This course aligns with the University's overall vision i.e., taking up the social responsibility towards the holistic development of the weaker sections in the region by providing quality education. This course also attempts to kindle the sense of responsibility, development of innovative entrepreneurial ability with commitment to human values and ethics among the students.

To get industry exposure and get insights from industry, the students are required to undergo Industrial Visit/ Industrial Tour/Study Tour/ Field Study in 3rd/4th semester of the programme.

Choice of Elective: For both 3rd and 4th semester, a student is allowed to opt for three core elective papers of any one of the groups from “Accounting & Finance”, “Banking & Institutional Finance” and “Marketing”.

Evaluation: Each credit course carries 100 marks comprising of 20 marks of Mid-Semester assessment and 80 mark of End-Semester assessment except paper COMM C402 (Dissertation and Viva-voce) which carries 50 marks for dissertation and 50 marks for performance in the viva-voce.

Semester Wise Details of M.Com Programme			
Paper Code	Core/Elective	Paper Title	Credit
Semester-I			
COMM C101	Core	Organizational Behaviour	4
COMM C102	Core	Business Environment	4
COMM C103	Core	Advanced Marketing Management	4
COMM C104	Core	Advanced Financial Management	4
COMM C105	Core	Statistics for Business Data Analysis	4
Semester-II			
COMM C201	Core	Business Economics	4
COMM C202	Core	International Business	4
COMM C203	Core	Financial Markets & Institutions	4
COMM C204	Core	Strategic Financial Management and Business Valuation	4
COMM C205	Core	Research Methodology and Report Writing	4
COMM VAC1	Value Added Course (Non-Credit)	Entrepreneurship Development	--
Semester-III			
COMM CT300	CBCT	Personal Financial Planning	4
COMM C301	Core	Human Resource Development	4
COMM E302	Elective (Accounting & Finance)	Advanced Accounting	4
COMM E303	Elective(Accounting & Finance)	Investment Analysis & Portfolio Management	4
COMM E304	Elective(Accounting & Finance)	Financial Derivatives and Risk Management	4
COMM E305	Elective (Banking & Institutional Finance)	Behavioural Finance	4
COMM E306	Elective (Banking & Institutional Finance)	Management of Financial Institutions	4
COMM E307	Elective (Banking & Institutional Finance)	Financial Services and Marketing	4
COMM E308	Elective (Marketing)	International Marketing	4
COMM E309	Elective (Marketing)	Supply Chain Management and Logistics	4
COMM E310	Elective (Marketing)	Consumer Behaviour	4
COMM VAC2	Value Added Course (Non-Credit)	Trading in Stock Market	--
Semester IV			
COMM C401	Core	Strategic Management & Corporate Governance	4
COMM C402	Core	Dissertation and Viva-voce	4
COMM E403	Elective (Accounting & Finance)	IFRS and Ind AS	4
COMM E404	Elective (Accounting & Finance)	International Accounting & Corporate Reporting	4
COMM E405	Elective (Accounting & Finance)	International Finance	4
COMM E406	Elective (Banking & Institutional Finance)	Treasury, Investment and Risk Management	4
COMM E407	Elective (Banking & Institutional Finance)	Bank Management and Fin-Tech	4
COMM E408	Elective (Banking & Institutional Finance)	Insurance Management	4
COMM E409	Elective (Marketing)	Digital Marketing	4
COMM E410	Elective (Marketing)	Retail Marketing Management	4
COMM E411	Elective (Marketing)	Customer Relationship Management	4
COMM AC1	Add on Course (Non-Credit)	Cultural Heritage of South Odisha	--
Total Credit			80

COMM C101

ORGANISATIONAL BEHAVIOUR

Prerequisite: Basic Knowledge of General Management.

Course Objectives: To develop theoretical and practical understanding of different components of individual and group behaviour in organizational setting.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the concepts of organizational behaviour.

CO2: Know the various dimensions of individual behaviour and motivation.

CO3: Learn about group dynamics, team spirit and organizational conflict.

CO4: Have a better Insight about leadership and organization structure.

Pedagogy: Lectures, Case study Analysis, Experiential exercises and Assignments.

Unit-I:

Introduction: Emergence of organizational behaviour; Management and OB; Hawthorne studies and human relations school; Challenges and opportunities for organizational behaviour; Positive organizational behaviour.

Unit-II: Individual Behaviour: Foundations of individual behaviour; Perception; Attribution; Personality; Attitude; Learning and Values; Motivation – theoretical and practical dimension.

Unit-III:

Group Behaviour: Group dynamics; Cohesiveness and productivity; Group decision making; Managing organizational conflict; Managing misbehaviour at work.

Unit-IV:

Leadership: Influence, Power and Politics; Leadership – theoretical and practical dimension.

Organization System & Processes: Organization Structure – foundation and types; Climate and Ethos; Communication; Organizational effectiveness & performance, Managing change.

Readings:

1. Greenberg, Baron. Behaviour in Organisations: Understanding and Managing the Human Side of work. Pearson.
2. Hassard, J. Rethinking the Hawthorne Studies: The Western Electric research in its social, political and historical context. Human Relations 65(11):1431–1461.
3. Hegar, Kathryn W. (2011). Modern Human Relations at work, International Edition. Cengage.
4. Hersey, Paul, Dewey E. Johnson, and Kenneth, H. Blanchard. Management of Organisational Behaviour, PHI.

Prerequisites: Basic knowledge of business and its operations.

Course Objectives: To develop the ability to understand and scan business environment, analyze opportunities and take decisions under uncertainty.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the business environment.

CO2: Analyze the interaction of economic, political, legal environment.

CO3: Scan the business environment & can take various business decisions.

CO4: Understand socio cultural environment and its impact on business performance.

Pedagogy: Lectures, Case Study Analysis, and Assignments.

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, Intellectual Property rights (IPRs). 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.

Readings:

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. Cherunilam, International Business Environment (Himalaya).

Prerequisites: Basic knowledge of marketing management.

Course Objectives: To familiarize the students with the basic concepts of marketing and to develop their analytical skills so as to enable them to manage marketing operations of a business firm.

Course Outcomes: After completion of this course the students will be able to:

CO1: Familiarize themselves with the fundamentals of marketing and take better marketing decisions.

CO2: Understand the nuances and complexities involved in various products and pricing decisions.

CO3: Take effective distribution decisions for products and services.

CO4: Know the recent trend in marketing and ethical issues involved in marketing.

Pedagogy: Lectures, Case Study Analysis, Experiential exercises and Assignments.

Unit-I:

Introduction: Evolution 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 and Pricing Decision: Product- concept and classification, layers of product, Major product decisions; Product-Mix; New product development stages; Packaging and labelling; Product life cycle (PLC) – concept and appropriate strategies adopted at different stages.

Pricing–Objectives; Price sensitivity; Factors affecting price of a product; Pricing methods and strategies; Ethical issues in product and pricing decisions.

Unit-III:

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.

Unit-IV:

Trends in Marketing: Service Marketing, e-marketing, Green Marketing, Customer Relationship Management, Rural marketing; Other emerging trends- ethical issues in marketing.

Readings:

1. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. *Marketing Concepts and Cases*. Tata McGraw Hill.
2. Kotler, P. & Keller, K. L. *Marketing Management*. Pearson.
3. Kotler, Philip: *Marketing Management: Analysis, Planning Implementation and Control*, (Prentice Hall).
4. Kotler, Philip, and Gary Armstrong: *Principles of Marketing*, (Prentice Hall).
5. McCarthy, E. J., Cannon, J. & Perreault, W. *Basic Marketing*. McGraw-Hill Education.

Prerequisites: Knowledge of corporate financial accounting and mathematics.

Course Objectives: To make students understand various issues involved in financial management of a company and equip them with advanced analytical tools and techniques which can enhance their analytical ability for making sound financial policy decisions in a company.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the foundations of financial management and role of a finance manager.

CO2: Evaluate capital projects under different situations using appropriate capital budgeting techniques.

CO3: Determine cost of capital and examine the capital structure decisions.

CO4: Understand various issues and theories of dividend policy and management of working capital.

Pedagogy: Lectures, Case Study Analysis, Computer Application and Assignments.

Unit-I:

Introduction: Meaning, nature, scope and principles of financial management. Objectives of Financial management- profit Vs. wealth maximization; Measurement of shareholders' wealth- EVA and MVA; Finance as strategic function, Role of a finance manager; types of financial decisions; Agency problem and agency costs.

Unit-II:

Capital Budgeting Decision: Concept and estimation of Discounted Cash Flow (DCF); Capital budgeting techniques- Payback Period, Discounted Payback Period, Net Present Value, Accounting Rate of Return, Internal Rate of Return, Modified Internal Rate of Return, Profitability Index .

Unit-III:

Cost of Capital and Capital Structure Decision: Specific costs of capital, weighted average cost of capital; Theories of capital structure- Net Income theory, Net Operating Income theory, Traditional theory, MM Hypothesis, Trade off theory, Pecking order theory, Market timing theory; Signaling theory and effect of information asymmetry on capital structure; Factors affecting choice of Capital structure.

Leverage: Financial leverage and operating leverage.

Unit-IV:

Dividend Decision: Issues in dividend decision; Theories of relevance and irrelevance of dividend in firm valuation -Pure residual theory, Walter's model, Gordon's Model, MM Hypothesis, and Dividend signalling theory; Relevance of dividend under market imperfections; Traditional and Radical position on dividend; Types of dividend policies, Lintner's Model of corporate dividend behavior.

Working Capital Management: Concept and types of working capital; cash cycle and Management of cash holdings.

Readings:

1. Brealey, R. A. and Myers S. C. *Principles of Corporate Finance*. McGraw Hill.
2. Chandra, P. *Financial Management-Theory and Practice*. Tata McGraw Hill.
3. *Corporate Finance*. Cengage Learning.
4. Damodaran, A. *Corporate Finance: Theory and Practice*. John Wiley & Sons.
5. Pandey, I. M. *Financial Management*. Vikas Publishing.
6. Ross, S. A. and Westerfield, R. W. *Corporate Finance*. McGraw Hill.
7. Keown, A. J., Martin, J. D., Petty, J. W., and Scott, D. F. *Financial Management*. Pearson Prentice Hall

Prerequisites: Basics of central tendency, dispersion, correlation, variables and computer skills.

Course Objectives: To equip students with the important statistical techniques for managerial decision making and to provide ground for learning advanced analytical tools used in research.

Course Outcomes: After completion of this course the students will be able to:

CO1: Become aware of the concepts of data, its collection and visualization in sampling.

CO2: Understand the theory of probability and comprehend associated the decision making process.

CO3: Apply correlation and regression analysis in the real life case situations using softwares.

CO4: Understand the process of hypothesis testing including one-sample and two-sample tests.

Pedagogy: Lectures, Case study Analysis, Computer Application, and Assignments.

Unit-I:

Business Data Collection & Visualization: Changing face of statistics: Business Analytics, Big Data, Role of software in statistics, Defining Variables: Categorical Vs. Numerical, Data Measurement: Nominal, Ordinal, Interval & Ratio scale, Data Collection: Population Vs. Sample; Data Sources: Primary Vs. Secondary, Sampling: need, errors and methods of sampling, Law of Large Numbers and Central Limit Theorem, Secondary Data form: Time series, Cross Sectional & Panel Data. Data Visualization: Visualizing Categorical & Numerical Variable, Visualisation using computer.

Unit-II:

Probability Theory: Probability– Classical, Relative and Subjective Probability, Addition and Multiplication Probability Models- Conditional Probability and Bayes Theorem. Probability Distributions: Normal, Binomial and Poisson Distribution, Their characteristics and Application.

Decision Analysis: Decision-making process. Payoff and Regret tables. Decision rules under risk and uncertainty; Expected value approach and EVPI; Marginal analysis; Decision-tree analysis.

Unit-III:

Correlation & Regression Analysis: Multiple Correlation, simple & Multiple Regression, least square method, assumptions of regression and its evaluation, practical application of correlation & regression by using computer software.

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. practical application of hypothesis testing by using computer software.

Note: Relevant software will be used for pedagogical purpose. Evaluation of practical exercise (if any) using software will form a part of internal assessment.

Readings:

1. Heinz, Kohler, Statistics for Business & Economics, Harper Collins
2. Levine, Szabat, Stephan, Viswanathan, Business Statistics: A First Course, Pearson, 7th edition.
3. R.P. Hooda, Statistics for Business & Economics, Macmillan.
4. S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
5. S.P. Gupta, Statistical Methods, Sultan Chand and Sons.

Semester-II

COMM C201

BUSINESS ECONOMICS

Prerequisites: Basic knowledge of economics.

Course Objectives: To introduce the students to some of the key concepts of both microeconomics and macroeconomics that has bearings upon business decisions.

Course Outcomes: After completion of this course the students will be able to:

CO1: Comprehend the role of business economics and analyse demand by customers.

CO2: Understand the production theory and price determination of firm's product.

CO3: Build competence in National Income Determination and various sectoral models.

CO4: Have better idea about money, credit creation and monetary policy.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Nature and scope of Business Economics: Business 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 and shape.

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

Unit-III:

National Income Determination: Two-sector Model (Consumptions, Savings function, Investment, Equilibrium in Two sector Model, Multiplier concept); Three-sector Model (Equilibrium, Budget, Govt. purchase and its Effects on Budget Surplus, Full Employment Budget Surplus, Impact of Change in Tax Structure on Economy, Balanced Budget Multiplier, Automatic Stabilizers).

Unit-IV:

Money & Monetary Policy: Barter System, Money and its Origin, Functions of Money, Quantity Theory of Money. Demand for Money.

Credit Creation and Monetary Policy: Central Bank in India, Credit creation, Monetary Policy and its Tools.

Readings:

1. Sangita, Vaishali Kapoor, Introductory Macro Economics, Taxmann's Publication.
2. Bhattacharya, Macroeconomics and Indian Economy, Offord University Press.
3. V. K. Puri, Macro and Indian Economy, Himalaya Publishing House.
4. P. K. Dhar, Macro and Indian Economy, Kalyani Publisher.
5. N. G. Mankiw, Principles of macroeconomics. Cengage Learning.

Prerequisites: Basic knowledge of business environment.

Course Objectives: The objective of this course is to acquaint the students with international business operations and familiarize them with trends and developments in international business environment.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the concept of international business and identify the drivers of its expansion.

CO2: Assess the approaches, theories and modes of international business.

CO3: Know the regulatory mechanism of international trade and the levels of regional integrations.

CO4: Examine theories of international investment and the role of international economic institutions.

Pedagogy: Lectures, Case Study Analysis and Assignments.

Unit-I:

Introduction: Concept, Nature, Goals, and Risks in International Business, Stages of Internationalization of Business, Difference between Domestic Business and International Business, Globalization: Concept, Features, Drivers and Components of Globalization, Dimensions of Globalization and KOF Index, Merits and Demerits of Globalization.

Unit-II:

International Business: International business Approaches, Theories of International Business, Competitive Advantage and Problems of International Business.

Entering into International Business: International Business Analysis, Modes of Entry into International Business.

Unit-III:

Regulation of International Trade: World Trade Organization- Formation, Objectives, and Functions of WTO; Agriculture, TRIPs and TRIMs; Anti-Dumping Measures.

Regional Economic Integration: Concept, Types, Advantages, Trade Creation and Trade Diversion; Regional Trade Agreements: European Union (EU), NAFTA, ASEAN and SAARC.

Unit-IV:

International Investment: Types of international investment- Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI); Theories of International Investment- market imperfections theory, internalization theory, strategic behaviour, international product life cycle theory. Dunning's eclectic paradigm; Factors Influencing FDI, Reason for FDI, Costs and Benefits of FDI to host and home countries, FDI in India.

Balance of Payments (BOP): Concept and Components of BOP; BOP Disequilibrium and Its Correction. International Economic Institutions: IMF, World Bank and UNCTAD.

Readings:

1. Ball, D. A., Wendall, H. M., Geringer, J. M., Minor, M. S. & McNett, J. M, *International Business: The Challenge of Global Competition*, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
2. Daniels, J. D., Radebaugh, L. H., Sullivan, D. P., & Salwan, P., *International Business: Environment and Operations*. Pearson.
3. Griffin, R. W. & Pustay, M. W, *International Business: A Managerial Perspective*. Pearson.
4. P. Subba Rao, *International Business: Text and Cases*, Himalaya.

Prerequisites: Basic knowledge on Indian economy.

Course Objectives: To provide students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the importance and components of Indian financial system.

CO2: Gain knowledge on financial markets in India and their operations.

CO3: Know the financial institutions working in Indian economy.

CO4: Get knowledge on development finance institutions working for different sectors of the economy.

Pedagogy: Lectures and Case Study Analysis.

Unit – I:

An overview of Indian Financial System: Structure and components of Indian financial system; Role of effective financial system in Economic Development.

Unit – II:

Financial Markets: Money market: Concept, Functions, Participants, various types of money market Instruments, Role and functions of Reserve Bank of India (RBI).

Capital Market: Meaning, Functions, Participants, Types of Capital market Instruments, Primary Market Vs Secondary market, Trading and Settlement procedure on stock exchanges, Role of Securities and Exchange Board of India (SEBI).

Unit – III:

Financial Institutions: Types of banks: Commercial banks; Regional Rural Banks (RRBs); foreign banks; Cooperative banks- objectives and Functions; Non-Banking Financial Companies (NBFCs)- concept and Functions. E-banking; Fin tech companies- Concept, growth and importance.

Unit – IV:

Development Finance Institutions (DFIs)/Development Banks: Concept, objectives, Functions and promotional activities of SIDBI (Small Industries Development Bank of India), EXIM (Export-Import Bank of India), NABARD (National Bank for Agriculture & Rural Development), NHB (National Housing Bank), IFCI (Industrial Finance Corporation of India), IDBI (Industrial Development Bank of India)

Readings:

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

COMM C204 STRATEGIC FINANCIAL MANAGEMENT AND BUSINESS VALUATION

Prerequisites: Sound knowledge on of financial management of business.

Course Objectives: To give the students a deep insight into the application of financial management concepts and approaches in taking strategic decisions.

Course Outcomes: After completion of this course the students will be able to:

CO1: Know the importance for strategic planning in financial decision making.

CO2: Assess the long-term investment projects that are subject to risk and uncertainty.

CO3: Gain insights on managing risk associated with investment in working capital.

CO4: Ascertain the worth of business and predict the financial sickness of business.

Pedagogy: Lectures, Case Study Analysis and Computer Application.

Unit –I:

Financial Strategy & Planning:

Meaning Strategy & its features, financial management decision: investment, financing & dividend decisions, Strategic financial management: its meaning, definition, need, goal and scope, Constraint to strategic financial management, Financial statement analysis & estimating financial requirement, Financial forecasting technique. Financial planning process.

Unit – II:

Long-term investment decision & its risk management:

Capital budgeting decision under risk and uncertainty; Techniques for incorporating risk and uncertainty in capital budgeting decisions- Risk Adjusted Discount Rate Method (RADR), Certainty Equivalent method, Probability distribution method, Decision tree analysis, Sensitivity analysis and Scenario analysis.

Unit-III:

Short-Term Investment Decision & Its Risk Management:

Working Capital Risk Management: Estimation of working capital requirement; risk & uncertainty in approaches of working capital financing: aggressive Vs. conservative; Management of cash holdings: Baumol's Model and Miller-Orr Model, Cash budget, Management of Inventories and Receivables.

Unit- IV:

Business Valuation & Financial Distress: Meaning of value and factors affecting value, Strategic valuation, Equity vs. Enterprise Valuation, Asset based valuation, DCF valuation models, Residual income valuation.

Merger & Acquisition: Process and structure, Types of mergers, Drivers of M&A, Merger payoffs, M&A and share price behaviour, Corporate acquisitions, Corporate divestitures, Equity carve outs, Spin offs and leverage buy outs, Financial restructuring, Corporate Turnarounds, Valuation issues in M&A.

Financial Distress: Concept, Tools for predicting firms' financial distress and Liquidation process.

Readings:

1. Brealey, R. A. and Myers S. C. *Principles of Corporate Finance*. McGraw Hill.
2. Chandra, P. *Strategic Financial Management*- Tata McGraw Hill.
3. Damodaran, A. *Valuation* . John Wiley & Sons.
4. Pandey, I. M. *Financial Management*. Vikas Publishing.
5. Ross, S. A. and Westerfield, R. W. *Corporate Finance*. McGraw Hill.

COMM C205 RESEARCH METHODOLOGY AND REPORT WRITING

Prerequisites: Basic knowledge on statistics and computer.

Course Objectives: The Objective of this course is to help the students to understand the use of various techniques of econometrics in research and writing a research report.

Course Outcomes: After completion of this course the students will be able to:

CO1: Describe the research process and various types of research.

CO2: Describe research design and various methods of collection & processing of data.

CO3: Know about selection of samples and testing of hypothesis.

CO4: Use computer to analyse the data and write report on the researched topic.

Pedagogy: Lectures, Case Study Analysis and Computer Application.

Unit-I:

Research: Meaning, Objectives - Types of Research - Research Process - Validity and Reliability in Research; Role of Research in Functional Areas: Finance, Marketing, Human Resource Development and Production.

Research Methodology: Research Process and Defining Research Problems.

Unit-II:

Research Design: Features of a Good Research Design; Sampling: Types, Sampling Design - Steps and Characteristics of a Good Sample Design.

Methods and Techniques of Data Collection: Primary Data- Questionnaire and Interviews - Collection of Secondary Data – Cases; Data Processing.

Unit-III:

Testing of Hypotheses: Procedure for Hypotheses Testing- Use of Statistical Techniques for testing of hypotheses.

Testing of Samples: Sampling Distributions, Determining Size of the Sample. Sampling Errors.

Chi-square Test: Analysis of Variance and Co-variance, Multi Variate Analysis.

Unit-IV:

Use of Computer in Research: Creating a Database and its use for Statistical Analysis, Analysis and Interpretation of Data, Use of Statistical Techniques in Analysis and Interpretation.

Report Writing: Essentials of a Good Research Report; Types of Reports; Layout of a Research Report; Writing up of the Report; Evaluating a Research Report.

Readings:

1. Cooper & Schindler, Business Research Methods. New Delhi: TMGH.
2. Kothari, Research Methodology: Methods & Techniques, New Age Intl., New Delhi.
3. Levin & Rubin, Statistics for Management. New Delhi: PHI.
4. Mark Gardener, "Beginning R The statistical Programming Language, Wiley India Pvt Ltd, New Delhi.
5. Naresh Malhotra, Marketing Research: An Applied Orientation, Pearson.

Non-Credit Course
COMM VAC1 ENTREPRENEURSHIP DEVELOPMENT

Prerequisites: Basic knowledge on business operations.

Course Objectives: To inculcate entrepreneurial skill and trait among the students so as to enable them to start their new ventures.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the role of entrepreneurs in economic development and factors motivating entrepreneurship.

CO2: Know the process of generating new ideas for the business.

CO3: Become aware of the different sources of finance for starting a new venture.

CO4: Assess the marketing issues and challenges for the entrepreneurs.

Pedagogy: Lectures, Case Study Analysis and Assignments.

Unit I:

Entrepreneurship: Concept and Definitions, Entrepreneur versus Intrapreneur; Entrepreneurial Qualities and Characteristics; Role of Entrepreneurship in Economic Development; Types of Entrepreneurs; Entrepreneurship Process; Factors affecting Emergence of Entrepreneurship; Women Entrepreneurship; Social Entrepreneurship.

Unit II:

Creating Entrepreneurial Venture: Generating Business Idea- Sources of Innovation and Opportunities, Methods of Generating Ideas, Creativity and Entrepreneurship; Challenges in Managing Innovation; Intellectual Property Rights: Patents, Trademarks and Copyrights; Business Planning Process: Drawing Business Plan, Business Plan Failures; New Age Entrepreneurship; Forms of Business for Growth.

Unit III:

Entrepreneurial Finance: Debt and Equity Financing; Commercial Banks, Private Placements, Venture Capital, Institutions Support to Entrepreneurs; Lease Financing; Funding Opportunities for Start-ups in India.

Unit IV:

Marketing Issues and Challenges for Entrepreneurs (Discussion and Case Analysis).

Readings:

1. Kumar, Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India.
2. Hishrich., Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin
3. Acharya, S.C., Jena, B.M., and Lall, G.S. Fundamentals of Entrepreneurship, Nano Publishing House.
4. Taneja, Entrepreneurship, Galgotia Publishers.
5. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
6. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi

Semester-III

COMM CT300

PERSONAL FINANCIAL PLANNING

Prerequisites: Basis knowledge of income, savings and investment.

Course Objectives: To enable the student to manage their wealth effectively through proper personal financial planning.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the importance and process of financial planning.

CO2: Know various investment avenues available for individuals.

CO3: Manage both personal and financial risk of individuals.

CO4: Know the tax implication on personal financial planning.

Pedagogy: Lectures, Case Study Analysis and Assignments.

Unit-I:

Basics of Personal Financial Planning: Definition, Importance and process of financial planning, Concept of time value of money. Managing Investment Risk: types of risks, measurement and management of risks and financial statements.

Unit-II:

Investment Vehicles: Investment concerns, Small saving schemes, Fixed income Instruments, Mutual funds and other investment schemes and Asset classes. Investment Strategies: Various Strategies and asset allocation.

Unit-III:

Investing in stocks, bonds and commodities and concept of Futures and options. Insurance Planning;- Personal risk management, Nature and function of Insurance, Need analysis and Various Insurance products. Concept of Health Insurance.

Unit-IV:

Tax and Estate Planning: Various heads of incomes, Exemptions in Income tax applicable to various categories. Strategies of putting together a Complete Financial Plan: Benefits, Essential components of comprehensive financial plan. Implementing Personal Financial Plan, ethical issues involved in Financial Planning.

Readings:

1. Buffet, Marry and Clark, David. *Warren Buffett and the Interpretation of Financial Statement*.
2. Fisher, A. Philip. *Common Stocks and Uncommon Profits*. Wiley.
3. Graham, Benjamin. *The Intelligent Investor*.
4. Keown, A. J. *Personal Finance – Turning money into wealth*. Pearson Publication,
5. Khurshed, Arif. *Initial Public Offerings: The mechanics and performance of IPOs*, Harriman
6. House Publishing
7. Madura, Jeff. *Personal Finance*. Pearson
8. Soota, Ashok and Gopalan, S. R. *Entrepreneurship Simplified: From Idea to IPO*. Penguin Random House India.
9. Spier, Guy. *The Education of Value Investor*. Palgrave.
10. www.moneycontrol.com
11. www.valueresearch.com
12. www.marketsmojo.com
13. www.yahoofinance.com

Prerequisites: Basic knowledge of management and organization.

Course Objectives: The Objective of this course is to help students understand the Concept of Human Capital Development and measurement of value addition to the organisation.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the importance of Human resource and its development for an organization.

CO2: Know the importance of Strategic Human Resource Management & planning for the organization.

CO3: Explain the importance of Human Resource Training & Development.

CO4: Appraise the Human Resource Accounting and its measurement.

Pedagogy: Lectures, Case study Analysis and Experiential exercises.

Unit-I:

Introduction: Meaning & definition of Human Capital – Importance, Development of the Concept, Functional areas of HRM, Human Resources Policies, Human Resource Environment, Role of HR Practitioner.

Human Resource Development: Introduction to Human Resource Development, Goals of Human Resource Development, HRD interventions, Human Resource Development Processes & Outcomes, Human Resource Development future issues.

Unit-II:

Strategic HRM and Human Resource Planning: Strategic Human Resource Management, Models of Strategic HRM, Challenges of Strategic Human Resource Management, Human Resource Planning, Reasons, Stages & process of HRP, Strategies for manpower planning, Factors affecting HPR, Guidelines of effective HRP.

Unit-III:

Training & Development of Human Resource: Training & Development, Career planning, Succession planning, Talent management, Knowledge management, Employees engagement.

Unit-IV:

HR Accounting and Job Analysis: Job analysis & Job Design, Recruitment & Selection, performance appraisal & its methods. Human Resource Accounting & Human Resource Score card, Human Resource measurement.

Readings:

1. Appraising & Developing Managerial Performance-.T. V. Rao, Excel Books.
2. Ganesh Natarajan and Sandhya Shekhar, Knowledge Management – Enabling Business Growth, Tata McGraw-Hill Publishing Company Limited.
3. Sikha Kapoor, Human Resource Management, Taxman.
4. T. V. Rao, Recent Experience of HRD in Indian Industries, Oxford Press.

Prerequisites: Basic knowledge of financial accounting.

Course Objectives: To expose students with definitive and comprehensive accountancy covering advanced and specialised accounting for companies as well as different types of organisations.

Course Outcomes: After completion of this course the students will be able to:

CO1: Develop insights on corporate restructuring and accounting for various types of restructuring.

CO2: Present and analyze consolidated financial statements of holding and subsidiary companies.

CO3: Develop the skill of preparation of financial statements of banking companies.

CO4: Gain knowledge and competency in accounting for insurance companies.

Pedagogy: Lectures and Case study Analysis.

Unit-I:

Corporate Reconstruction: Internal and External Reconstruction -Computation and Discharge of Purchase consideration, Methods of Amalgamation, Inter-company and Cross holdings, Internal Reconstruction, Demerger/ Hiving off/ Spin off, External Reconstruction.

Unit-II:

Consolidated Financial Statements: Consolidation – Basic Concepts, Bonus Issue, Investments in Preference Shares, Different Reporting dates, Different Accounting policies, Disposal of Investment in Subsidiary, Consolidated P/L Account and Balance Sheet, Chain holdings and Cross holdings, Foreign Subsidiaries, Associates, Joint Ventures.

Unit-III:

Accounting for Banking Companies: Different Systems of Posting, Different Statutory Books to be Maintained, P/L Account, P/L Appropriation Account, and Balance Sheet as per Banking Regulation Act.

Unit-IV:

Accounting for Insurance Companies: Statutory Provisions in Preparing the Revenue Account, preparation and verification Balance Sheet. Marine and Fire Insurance Accounts.

Readings:

1. Advanced Accountancy Volume-II – Maheshwari & Maheshwari – Vikas Publishing.
2. Financial Reporting; M P Vijay Kumar – Snow White Publication.
3. Modern Accountancy Volume II – Hanif Mukherjee – McGraw Hill Publication.

COMM E303 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Prerequisites: Basic understanding of Accounting, Corporate finance, Capital market and Statistics.

Course Objectives: To expose the students on the various avenues available for effective investment and possible way to avoid risk in investments through portfolio Management.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the basic concepts of investment and portfolio.

CO2: Analyze the individual security.

CO3: Construct and Manage a Portfolio.

CO4: Evaluate and revise the portfolios.

Pedagogy: Lectures, Case Study Analysis and Computer Application.

Unit-I:

Introduction to Investment: Nature and scope of investment analysis; Savings Vs. Investment, Elements of investment, Objectives of investment, Investment Philosophy, Types of Investor, investor, speculator & gambler, Investment avenues, Features of Investment, Process of investment, Contemporary issues in investment management.

Measurement of Risk and Return: Measurement of stock return, Systematic risk and Unsystematic Risk, Measurement of BETA. Measuring risk and return in practice (using MS-excel).

Unit-II:

Equity Analysis: Fundamental Analysis: Economic analysis, industry analysis and company analysis.

Technical Analysis: Various prices and volume indicators, indices: various types of trends and indices.

Market Efficiency: Concept and importance, Random Walk Theory, The Efficient Market Hypothesis. Forms of Market Efficiency, Testing different form of market efficiency using MS-Excel/SPSS

Unit-III:

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-IV:

Single Index Model: Portfolio total risk, portfolio market risk and unique risk, Sharpe's optimization solution. Capital Asset Pricing Model and its assumptions, Capital market line, Security market line; Risk free lending and borrowing. Arbitrage Pricing Theory and Multifactor Asset Pricing Models.

Portfolio Revision & evaluation: Need and constraints, Revision Strategies, Formula plans: Constant Dollar Value Plan– Constant Ratio Plan - Dollar Cost Averaging etc., Portfolio Performance Evaluation: Measure of return, Risk adjusted measure of performance evaluation.

Readings:

1. Barua, Raghunathan and Verma: Portfolio Management, Tata McGraw Hill, Delhi.
2. Bhalla V. K. - Investment Management, Portfolio Analysis - S. Chand, New Delhi.
3. Clark, James Francies: Investment management. McGraw Hill, International Edition, New York.
4. Fabozzi Frank J; Investment Management, Prentice. Hall, international Edition, New York.
5. Fischer D. E. and Jordan R.J, Security Analysis and Portfolio Management, Prentice Hall, Delhi.
6. Kevin S: Portfolio Management, Prentice Hall, New Delhi.
7. Shalini Talwar, Security Analysis & Portfolio Management, Cengage, New Delhi
8. Sharpe William F., Gordon J Alexander and J.V. Bailly: Investments, Prentice Hall, Delhi.
9. Sharpe William F.; Portfolio Theory and Capital Markets, McGraw Hill, New York.
10. Strong Robert; Portfolio Construction: Management and Protection, West Publishing Co.
11. Zvi Bodie, Alex Kane AJ Marcus and Pitabas Mohanty: Investments, McGraw Hill, Chennai.

Prerequisites: Basic understanding of Accounting, Corporate finance, Capital market and Statistics.

Course Objectives: To introduce the students to the application of various tools and techniques of financial risk management.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the concept of risk and derivatives.

CO2: Make option strategies.

CO3: Make futures and swap strategies.

CO4: Understand the risk hedging schemes.

Pedagogy: Lectures, Case Study Analysis and Computer Application.

Unit-I:

Source of Financial Risk: Credit versus Market, Default Risk, Foreign Exchange Risk, Interest Rate Risk, Purchasing Power Risk etc.; Systematic and Non-Systematic Risk.

Introduction to Derivatives: Meaning and Purpose of Derivatives; Forward Contracts, Future Contracts, Options, Swaps and Other Derivatives; Types of Traders; Trading Future Contracts; Specification of the Future Contracts; Operation of Margins; Settlement and Regulations.

Unit-II:

Options: Types of Options; Option Trading; Margins; Valuation of Options; Binomial Option Pricing Modal; Black-Scholes Model for Call Options; Valuation of Put Options; Index Options; Option Markets-Exchange Traded Options, over the Counter Options, Quotes, Trading, Margins, Clearing regulation and Taxation; Future Prices and Spot Prices; Forward Prices versus Future Prices; Future versus Options.

Unit-III:

Futures: Hedgers and Speculation; Future Contracts; Future Markets Clearing House, Margins, Trading Future Positions and Taxation.

SWAPS: Mechanics of Interest Rate Swaps, Valuation of Interest Rate Swaps; Currency Swaps and Its Valuation; Credit Risk and Swaps.

Unit-IV:

Managing Market Risk: Hedging Schemes- Delta Hedging, Theta, Gamma. Relationship in Delta, Theta and Gamma. Vega and Rho; Portfolio Insurance.

Derivatives Market in India: Present position in India, Regulation, Working and Trading Activity.

Readings:

1. Chance, Don M: An Introduction to Derivatives, Dryden press, International Edition.
1. Chew, Lilian: Managing derivative risk, John Wiley, New Jersey.
2. Das Satyajit: Swap & Derivative Financing, Probus,
3. Hull J. Options: Future and other derivatives, Prentice Hall, New Delhi.
4. Kolb Robert W: Understanding Future Markets, Prentice Hall Inc., New Delhi
5. Kolb Robert: Financial Derivatives, New York Institute of Finance, New York

Prerequisites: Basic knowledge of Corporate Finance and financial markets.

Course Objectives: To provide the student with knowledge to understand the difference between the classical financial theory and Behavioural finance. The course is focused on the specific features of decision-making process in a market that is not strongly efficient.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand and model the behaviour of investors.

CO2: Recognise the factors of influencing the investors' behaviour.

CO3: Analyse various market hypotheses and know the level of efficiency of the market.

CO4: Identify the behavioural influence on corporate decision making.

Pedagogy: Lectures, Case Study Analysis and Computer Application.

Unit-I

Conventional Finance and Behavioural Finance: Assumptions, differences, and reconciliation. Neoclassical Finance; Empirical anomalies and their behavioural explanations: Investor behaviour and its modelling.

Unit-II:

Heuristic: Driven Biases, Frame Dependence, Socio-emotional influences; Information processing: Bayesian rationality, Heuristically shortcuts, Cognitive paths. Bounded rationality.

Unit-III:

Behavioural challenges to corporate finance theories: Structure irrelevance and behavioural factors, dividend irrelevance, and behavioural factors. Market efficiency: Adaptive Markets Hypothesis and Market ecology.

Unit-IV:

Corporate decision-making under Behavioural influence: Behavioural challenges to asset management theories: Systematic underperformance. Active portfolio management and alpha hunting; Socio-psychological challenges to financial markets.

Readings:

1. Ackert, L., and R. Deaves, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
2. Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch.
3. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
4. Mitchell, O. S., and S. P. Utkus, eds. Pension Design and Structure: New Lessons from Behavioral Finance (Oxford University Press, New York, New York).
5. Montier, James: Behavioural Finance, John Wiley & Sons, New York.
6. Nofsinger, J. R., Investment Madness, Prentice Hall.
7. Plous, S. The psychology of judgment and decision-making NY: McGraw Hill.
8. Shleifer, Andrei, Are Financial Markets Efficient?, Chapter 1 in Inefficient Markets, Oxford University Press.
9. Understanding Behavioral Finance by Ackert Nofsinger, Pearson Prentice Hall, (4th Edition).
10. What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill.

Prerequisites: Basic knowledge of Financial Institutions.

Course Objectives: To develop the necessary skills among the students in applying the principles of financial analysis and risk management to manage the funds in financial institutions.

Course Outcomes: After completion of this course the students will be able to:

CO1: Gain knowledge on working and capital requirements of financial institutions.

CO2: Know the techniques of managing assets and liabilities of financial institutions.

CO3: Analyse various means of managing risk financial institutions.

CO4: Know the mechanism of evaluating loan request and granting loans by financial institutions.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Types of financial institutions, recent trends in domestic and global financial systems, classification of commercial banks, NBFCs, Capital adequacy requirements under Basel II and III, NPAs, strategies of managing NPAs.

Unit-II:

Introduction to ALM and techniques, managing currency exposures, earnings sensitivity analysis and market value of equity sensitivity analysis, ALM trading principles, structured finance products including asset-backed commercial paper, mortgage-backed securities, collateralised debt obligations and structured investment vehicles, and their role in ALM, securitisation and balance sheet management

Unit-III:

Management of interest rate risk, interest sensitive gap, maturity model, duration gap, immunization strategies; Management of market risk, risk metrics model, historic model, BIS regulations and Large-Bank Internal Models; Liquidity risk, Sovereign risk, Foreign exchange risk.

Unit-IV:

Introduction and Overview, evaluating commercial and consumer loan requests, customer profitability analysis and loan pricing, Credit Rating, Structural Credit Risk Models, Credit VAR, Expected Shortfall, Recovery Rate/Loss Given Default (LGD) Introduction to Merton's Model & Moody's Analytics Model.

Readings:

1. G. Ramesh Babu, Management of Financial Institutions In India, Concept Publishing Company.
2. John Hull, Risk Management and Financial Institutions, Wiley.
3. Meera Sharma, Management of Financial Institutions-With Emphasis on Bank and Risk Management, PHI Learning.
4. Madhu Vjj, Management of Financial Institutions in India, Amol Publications.
5. Nigam Srivastava, Management of Indian Financial Institutions, Himalaya Publishing House.

Prerequisites: Basic knowledge of Financial Institutions.

Course Objectives: To acquaint students with the concept of various financial services those are currently in operation in the Indian financial system.

Course Outcomes: After completion of this course the students will be able to:

CO1: Know the role of merchant banking and forms of venture capital financing available for business.

CO2: Understand the lease and hire-purchase as a source of finance for the business.

CO3: Aware of factoring, forfaiting and credit rating services in India.

CO4: Understand the dematerialisation of securities and the marketing strategy for financial services.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Financial Services: Concept and Over View.

Merchant Banking: Concept, Services Rendered by Merchant Banks, Merchant Banks in India, Regulation of Merchant Banks, Problems of Merchant Banks.

Venture Capital Financing: Concept, Features, Origin and Growth of Venture Capital, Schemes and Methods of Venture Capital Financing, SEBI Guidelines and Problems of Venture Capital in India.

Unit-II:

Lease Finance: Concept, Types of Leasing, Leasing in India, Factors Influencing Lease Verses Buying Decision, Problems of Leasing Companies.

Hire Purchase: Concept, Growth, Types of Hire Purchase, Problems and Prospects of Hire Purchase in India.

Unit-III:

Factoring: Concept, Types of Factoring, Legal Aspects, Factoring Mechanism, Problems of Factoring.

Forfaiting: Concept, Benefits, Mechanism, and Difference between Factoring and Forfaiting.

Credit Rating: Concept, Credit Rating Agencies: CRISIL, ICRA, CARE & Others, Techniques of Credit Rating, Rating Methodology, Rating Symbols, Ethical Issues and Problems in Credit Rating.

Unit-IV:

Depository System and Dematerialization: Concept, Depository, Depository Participants, SEBI Guidelines, Dematerialization of Shares, Dematerialization Process, Advantages and Drawbacks.

Marketing of Financial Services: Financial Services Marketing Verses Goods Marketing, Services Marketing Mix, Marketing Strategy for Financial Services: Stages in formulation, Types of Strategy.

Readings:

1. Avadhani, V.A., Investment and Securities Market in India, (Himalaya).
2. Balajee: Services Marketing Management, S. Chand, N. Delhi.
3. Gordon and Natarajan, Financial Markets & Services, (Himalaya).
4. Gupta, S.K. and Agarwal, N. Financial Services, (Kalyani Publishers).
5. Guruswamy S., Financial Services and Systems, (Vijay Nicole P. Ltd).
6. Khan, M.Y., Financial Services, (Tata Mc.Graw Hill).
7. Machiraju, HR, Indian Financial System, (Vikas).
8. Machiraju, HR, Merchant Banking, (New Age International Publishers).
9. O.P. Agarwal, Environment & Management of Financial Services, (Himalaya) .
10. Payne, Adrian: the Essence of Services Marketing, Prentice Hall, New Delhi.
11. Pezullo, Marketing Financial Services, (Mc.Millan India Ltd.).

Prerequisites: Basic knowledge of marketing management.

Course Objectives: To enable the students to learn the concept and issues of international marketing, analyze foreign market environment and develop international marketing strategies.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand international marketing environment and the process of international marketing.

CO2: Understand decisions related to international product planning and pricing.

CO3: Explain methods of promoting a product in foreign markets and understand issues involved in it.

CO4: Know the channels of distribution and the emerging trends in international marketing.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

International Marketing Environment: Typology of international marketing environment; Influence of foreign market's physical, economic, socio-cultural, political and legal environments on international marketing decisions; Global trading environment and developments.

International Market Segmentation, Targeting and Positioning; Screening and selection of foreign markets; International market entry strategies—Exporting, licensing, contract manufacturing, joint venture, wholly-owned subsidiaries abroad.

Unit-II:

International Product and Pricing Decisions: Major product decisions –product quality, design, labelling, packaging, branding and product support services; Issue of product standardization vs. adaptation; International trade product life cycle; New product development.

Pricing Decisions for International Markets: Factors influencing international price determination; International pricing process, policies and strategies; Delivery terms and currency for export price quotations; Standardised vs. differentiated pricing strategies; Transfer pricing.

Unit-III:

International promotion strategies: Communications across countries - Complexities and issues; Country-of-origin effects and strategies for dealing with adverse country-of-origin effects; International promotion mix: Concept, tools and their key features; Developing international promotion campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs and international advertising; International sales force management: Process and major issues.

Unit-IV:

International Distribution Decisions: Distribution channel strategy; Different types of international distribution channels, their roles and functions; Selection and management of overseas middlemen; International distribution logistics - inventory management, transportation, warehousing, and insurance.

Emerging Trends in International Marketing: International marketing through Internet; Ecological concerns in international marketing, International marketing ethics.

Readings:

1. Cateora, Phillip R., Graham, John L. & Gilly, Mary (2016). *International Marketing*. Tata McGraw Hill.
2. Czinkota, Michael R. & Ronkainen, Ilkka A. (2013). *International Marketing*. Cengage Learning.
3. Joshi, Rakesh M. (2014). *International Marketing*. Oxford University Press.
4. Keegan, Warran J. & Green, Mark C. (2015). *Global Marketing*. Pearson.
5. Kotabe, Masaaki and Helsen, Kristiaan (2010). *Global Marketing Management*. John Wiley & Sons.
6. Onkvist, Sak & Shaw, John J. (2009). *International Marketing: Analysis and Strategy*. Psychology Press.
7. Terpstra, Vern Foley, James & Sarathy, Ravi (2012). *International Marketing*. Naper Press.

Prerequisites: Basic knowledge of marketing management.

Course Objectives: To acquaint the students with the concepts and tools of supply chain management and logistics as relevant for a business.

Course Outcomes: After completion of this course the students will be able to:

CO1: Describe supply chain management and logistics concepts at macro and micro levels.

CO2: Understand the role of logistics in relation to procurement, transportation, and warehousing.

CO3: Understanding the role of Relationship Marketing in SCM.

CO4: Know the Challenges in Logistics and Supply Chain Management.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Introduction: Evolution, importance, scope, concept of Supply Chain Management (SCM) and trade logistics; Supply chain management as a Management Philosophy; Function of SCM, Value chain for supply chain management; Design of SCM.

Logistic activities– An overview, contribution of logistics at macro and micro levels; SCM and trade logistics; Logistics and competitive advantage; Logistics mix; Concept, span and process of integrated SCM; Difference between logistics and SCM.

Unit-II:

Focus Areas of Logistics and Supply Chain Management: Product development process and SCM, purchasing cycle, types of purchases, JIT purchasing, strategic role of purchasing in the supply chain and total customer satisfaction; Purchasing vs. procurement, procurement strategies; Transportation: Introduction, objectives, modes of transportation, importance of effective transportation system; Warehousing: Reasons for warehousing, warehousing evaluation and requirements, warehousing location strategies. Logistical packaging: objectives and concept of logistical packaging, types of packaging material, packaging costs.

Unit-III:

Behavioural Issues in Supply Chain Management: Role of relationship marketing in SCM; Managing relationships with suppliers and customers; Captive buyers and suppliers; Strategic partnerships; Supplier-retailer collaboration and alliances.

Performance Measurement: Framework of performance indicators, methods of performance measurement, and the balanced score card approach, benchmarking, supply chain metrics (KPIs), performance measurement and continuous improvement.

Unit-IV:

Trends and Challenges in Logistics and Supply Chain Management: Third party and fourth party logistic outsourcing- Challenges and future directions; Reverse logistics; Bullwhip effect; Push based and pull based systems; Green supply chain management; E-Commerce logistics: requirements of Logistics in e-commerce, EDI, bar coding, RFID; Re-engineering the supply chain- Future directions

Readings:

1. Bozarth, C.C. & Handfield, R. B. *Introduction to Operations and Supply Chain Management*. Pearson Education.
2. Chopra, S. & Meindl, P. *Supply Chain Management: Strategy, Planning and Operation*, Pearson Education.
3. Christopher, M., *Logistics and Supply Chain Management*. Prentice Hall.
4. Hult, M. G., Closs, D., Frayer, D. Global. *Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage*. McGraw Hill Ltd.
5. Shapiro, J.F. *Modelling the Supply Chain*, Cengage Learning.

Prerequisites: Basic understanding marketing management.

Course Objectives: To provide an in-depth understanding of the consumer buying processes and their determinants as relevant for marketing decision making.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand consumer behaviour and consumer decision making process.

CO2: Describe the underlying variables resulting into differences in consumer decision making.

CO3: Know the socio-cultural factors affecting consumer decision making.

CO4: Understand the models of consumer behaviour.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Consumer Behaviour: Importance and nature of consumer behaviour; Types of consumers and their role; Consumer behaviour and marketing concept; Changing profile of Indian consumers and new consumption patterns.

Consumer Decision Making Process: Buying motives; Buying roles; Consumer buying process; Stages and levels of consumer decision making; Business buying behaviour- an overview; Theories of motivation and its application.

Unit-II:

Personal Factors Affecting Consumer Behaviour: Demographic characteristics; Family, Family life cycle and consumer decision making; Household influence on consumer buying behaviour; Needs and motivation; Perception; Perceptual mapping and positioning; Value perceptions; Attitude and attitude change; Attitude models; Learning and learning theories; Consumer involvement- antecedents and consequences; Personality- Concept and personality theories; Psychographics; Life style and applications.

Unit-III:

Socio-Cultural Determinants of Consumer Behaviour: Reference group influences- Theories of reference group and applications; WOM communication and opinion leaders; Social class and social class stratification in India; Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system; Consumer socialization and inter-generational influences; Cross-cultural dimensions of consumer behaviour.

Unit-IV:

Models of Consumer Behaviour and Business Buying Behaviour: An overview of contemporary models; Deterministic and probabilistic approaches; Contemporary Models of consumer behaviour.

Readings:

1. Blackwell, R. D., Miniard, P. W., & Engel, J. F. *Consumer Behavior*. New Delhi: Cengage Learning
2. Hawkins, D. I., Motherbaugh, D. L., & Mookerjee, A. *Consumer Behavior: Building Marketing Strategies*. Chennai: McGraw Hill Education (India)
3. Schiffman, L. G., & Kanuk, L. L. *Consumer Behaviour*. Prentice Hall.

Non-Credit Course
COMM VAC2 TRADING IN STOCK MARKET

Prerequisites: Basic Knowledge of Indian capital market.

Course Objectives: To develop the ability to understand and trade by analysing the stocks in Indian stock market.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the capital market at national and global level.

CO2: Know the process of public issues and listing of stock in exchanges.

CO3: Get acquainted with the trading procedure in stock markets.

CO4: Analyse different trading options available in the stock markets.

Pedagogy: Lectures, Case study Analysis, Experiential exercises.

Unit-I:

Introduction to stock markets, Primary market and secondary market, understanding Indices, integration among world markets.

Unit-II:

IPO analysis, understanding prospectus, application procedure, understanding the concept of gray market premium, listing gains.

Unit-III:

Trading in stock market, Requirements for trading in stock market, Demat Account, Segments of market, trading methods, awareness on stock market frauds, Technical analysis Vs fundamental analysis

Unit-IV:

Trading in derivatives; Buying and selling of futures and options, Margin trading, option chain analysis, open interest, Volume, ITM, ATM, OTM, strategies in option buying.

Readings:

1. The Little Book of Common Sense Investing by Jack Bogle.
2. A Random Walk Down Wall Street by Burton G. Malkiel.
3. The Intelligent Investor by Benjamin Graham.
4. One Up On Wall Street by Peter Lynch.
5. The Warren Buffett Way by Robert G. Hagstrom.
6. How to Make Money in Stocks by William J. O'Neil.
7. Stocks to Riches by Parag Parikh.
8. How To Avoid Loss and Earn Consistently by Prasenjit Paul.

Semester-IV

COMM C401

STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE

Prerequisites: Basic knowledge on business environment and business management.

Course Objectives: To enable the students to analyse the business environment and prepare appropriate strategy for the organisation. Further, to provide a deeper understanding on how organisations are governed and managed.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the concept of strategy and formulate strategy for business.

CO2: Know how the strategies are implemented and evaluated.

CO3: Know the corporate governance issues and landmark governance guidelines.

CO4: Understand the role of agents, institutions and government in good corporate governance.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Concept of strategy: Defining strategy; Approaches to strategic decision making; Strategic intents; Limitation of Strategic Management, Strategic Analysis: External Analysis and Internal Analysis.

Strategy Formulation and Choice of Alternatives: Strategies- stability, growth, modernization, diversification, Retrenchment, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies.

Unit-II:

Strategy Implementation: Inter- relationship between formulation and implementation; Issues in strategy implementation; Resource allocation. Strategy and Structure: Structural considerations.

Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation and control, Problem in management and evaluation.

Unit-III:

Corporate Governance (CG): Meaning, Historical Perspective, Issues in CG, Theoretical basis of CG, CG Mechanism, CG Systems, Good CG. Landmarks in the Emergence of CG: CG Committees, World Bank on CG, OECD Principles, Sarbanes, Oxely Act, 2002, Indian Committees ad Guidelines, CII Initiatives.

Unit IV:

Agents & Institutions in CG: Rights & Privileges of Shareholders, Investors Problems & Protection, CG & other Stakeholders, Role of Regulators & Government.

Readings:

1. Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
2. Bhattacharya S.C. - Strategic Management - S. Chand, New Delhi.
3. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
4. Coulter, Mary K: Strategic Management in Action, Prentice Hall.
5. H. Igor, Ansoff: Implanting Strategic Management, Prentice Hall. New Jersey.
6. Kazmi, Azhar: Business Policy, Tata McGraw Hill, Delhi
7. Rochard G. Hamermesh, Michael E. Porter; Business Policy: Text and Cases, Richard D. Irwin, Inc, Homewood.
8. Sontakki, C. N., Strategic Management, Kalyani, New Delhi.
9. Das, Corporate Governance in India, PHI.
10. Fernando A. C., Corporate Governance, Pearson Education.
11. Prasad, Corporate Governance, PHI.

Prerequisites: Domain knowledge, statistics, and computer application.

Course Objectives: To instil research attitude and spirit among the students.

Course Outcomes: After completion of this course the students will be able to undertake research on their interested field and prepare a research report.

Pedagogy: Lectures, Discussion, Data Collection, Data Analysis and Report Writing.

Every student shall have an appropriate topic selected for preparing dissertation at the beginning of the fourth semester and shall submit the same and face a viva-voce at the end of the fourth semester. The students shall be evaluated out of 100 marks comprising of 50 marks for dissertation and 50 marks for performance in the viva-voce.

Readings:

1. Cooper & Schindler, Business Research Methods. New Delhi:TMGH.
2. Kothari, Research Methodology: Methods & Techniques, New Age Intl., New Delhi .
3. Levin & Rubin, Statistics for Management. New Delhi:PHI.
4. Mark Gardener, “Beginning R The statistical Programing Language, Wiley India Pvt Ltd, New Delhi.
5. Naresh Malhotra, Marketing Research: An Applied Orientation,Pearson.

Prerequisites: Basic knowledge of financial reporting.

Course Objectives: To let the students know the fundamentals of accounting standards and corporate reporting practices. This paper will help the students to gain the knowledge on selective accounting standard.

Course Outcomes: After completion of this course the students will be able to:

CO1: Have understanding of Indian Accounting Standard and its applicability in preparation of financial statements.

CO2: Understand different types of report prepared by the corporate and concept of triple bottom line.

CO3: Prepare statement of Cash flow statement and have broad idea about PPP and inventory valuation.

CO4: Gain idea about fair value measurement and the reporting practices followed of corporate.

Pedagogy: Lectures, Case Study Analysis and Assignments.

Unit-I:

Introduction to Indian Accounting Standards- Introduction, Applicability, Carve-Outs and Carve- Ins, Framework for the preparation and presentation of Financial Statements in accordance with Indian Accounting Standards.

Unit-II:

Presentation of Financial Statements (Ind AS-1), Separate financial statements (Ind AS-27), Interim financial reporting (Ind AS- 34), Annual Report, Triple Bottom Line.

Unit-III:

Inventories (Ind AS-2), Statement of Cash Flows (Ind AS-7), Property, plant and equipment (Ind AS-16), Income Tax (Ind AS -12).

Unit-IV:

Intangible Assets (Ind AS-38), Impairment of Assets (Ind AS-36), Fair value measurement (Ind AS-113), Leases (Ind AS-116).

Readings:

1. Chatterjee, B. D. & Jain Jinender, Illustrated Guide to Indian Accounting Standards (Ind AS), Taxmann, New Delhi.
2. Maller, S., Accounting under Ind AS, Bloomsbury, New Delhi.
3. Rawat, D. S. & Jain Jinender, Students' Guide To Ind ASs (Converged IFRSs), Taxmann, New Delhi.
4. Uma Devi. R., Reporting Practices-Financial and Non-Financial, CSMFL, India.

COMM E404 INTERNATIONAL ACCOUNTING & CORPORATE REPORTING

Prerequisites: Basic knowledge of financial accounting.

Course Objectives: To expose students to the prevailing International Accounting Systems and to increase the employability of students in MNCs.

Course Outcomes: After completion of this course the students will be able to:

CO1: Develop Insights on the different dimensions of the international accounting.

CO2: Know the country differences and harmonization of accounting practices.

CO3: Understand the operations of International Accounting Standard Committee.

CO4: Know the major accounting issues.

Pedagogy: Lectures, Case Study Analysis and Assignments.

Unit-I:

International Dimensions of Accounting-Introduction-Definition-Importance-Scope of international Accounting-Status of International Accounting Education: World Scenario in India- Internationalization of the Accounting Profession: Introduction-The Accounting Profession in Selected Countries-Internationalization of the Profession- International Dimensions of Financial Reporting: Introduction Variables that influence Transnational reporting-Reporting practices- International Financing Reporting System(IFRS)-Salient Features –Need-Provisions-Applications in India-USA-UK and other Countries.

Unit-II:

Country Differences and Harmonization of Accounting Practices: Accounting differences-Why and how National Practices differ?, How differences are addressed(Harmonization)Concept of Harmonization-Need for Standardization-Impediments to Standardization- Endeavours towards Harmonization-Institution-IASC-The European Union-UN.

Unit-III:

International Accounting Standards Committee: Origins & Operations-Achievements-Current Issues-The Standards-Components and Structure of Financial Statements-Balance sheet items –Income Statement Items-Consolidated Financial Statements-Cash flow Statement-Requirements relating to particular Enterprises.

Unit-IV:

Comparative Analysis of Major Accounting Issues: Legal basis of Accounting regulation-Existence of a Conceptual Frame work-Additional components of Financial Statements-General Approaches Asset Valuation-Internally Generates intangibles & Research & Development-Goodwill-Tangible Fixed Assets-Investments-Current assets-leases-Provisions-Deferred taxes.

Sustainability and Other Reporting: Triple Bottom Line Reporting, Global Reporting Initiative, Integrated Reporting, Business Responsibility Reporting, Management Discussion and analysis.

Readings:

1. Comparative international accounting -Nobes Christopher & Parker Robert, Research Education, Asia, New Delhi.
2. International accounting a user perspective-Saudagaran, Shahorkh. M, Cengage learning India Pvt. Ltd, New Delhi.
3. International Accounting, Mohapatra Das. A.K., Prentic Hall of India, New Delhi.
4. International accounting, Rathore, Shirin, PHI learning, New Delhi.
5. International Accounting-Peter Walton, International Thomson Business press.

Prerequisites: Basic knowledge of macroeconomics and international financial institutions.

Course Objectives: To provide the student a sound knowledge on international financial flows, exchange rate determination and management of financial exposure.

Course Outcomes: After completion of this course the students will be able to:

CO1: Acquire knowledge on international financial and monetary system.

CO2: Understand the mechanism of forex market.

CO4: Know the determination of exchange rates.

CO3: Appreciate role and importance of international financial institutions in international money flow.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

International Financial and Monetary System: The Growth and Importance of International Finance; Benefits of Studying International Finance, Bretton Woods Conference, European Monetary System.

Unit-II:

Foreign Exchange Markets: Meaning, Structure & organization of the foreign exchange market, participants, spot market, forward market. Exchange Rate Quotation, Factors influencing exchange rates and Types of Foreign Exchange Rates and Interest rate.

Unit-III:

Theories of Foreign Exchange Rate Determination: Purchasing Power Parity, The Fishers Effect Interest Rate Parity, Forward Spot Relationship.

Foreign Exchange Risks: Types of Risks in Foreign Exchange Transaction Exposure, Real Operating Exposure & Translation Exposure & Management of Risks in Foreign Exchange Market.

Unit-IV:

Multilateral Financial Institutions: Role and Importance of IMF, IBRD, IDA, IFC and ADB.

Readings:

1. Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi 2009,5th edition
2. Shapiro, Alan. C: Multinational Financial Management, Prentice-Hall, New Delhi. 2006,8th edition
3. Cheol S. Eun, Bruce G. Resnick: International Finance Management, McGraw Hill, 2009 5th Edition.
4. Buckley, Adrian: Multinational Finance, Prentice-Hall, New Delhi, 2020 5th Edition. Open Resource: <https://www.udemy.com/course/international-finance-i/>
5. Avadhani V.A., International Finance: Theory & Practice, Himalaya Publishing House, Mumbai.
6. Levi, Maurice D: International Finance, The Markets and Financial Management of Multinational Business, McGraw Hill, International Edition, N. Delhi
7. Baker J.C. International Finance: Management Markets & Institutions, Prentice Hall of India, New Jersey.

COMM E406 TREASURY, INVESTMENT AND RISK MANAGEMENT

Prerequisites: Basic knowledge of financial instruments and banks.

Course Objectives: To equip students with tools and methods of analysing aspects related to international financial systems, Balance of Payments and International financial markets, besides making them aware of mitigating forex risk.

Course Outcomes: After completion of this course the students will be able to:

CO1: Acquire adequate knowledge on various types of securities available for investment.

CO2: Gain insights on treasury management.

CO3: Know the means of liquidity management.

CO4: Understand the role of RBI and technology in treasury management.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Debt Markets and Fixed Income Securities: Introduction, Terminologies, Types of bonds, Govt. of India securities, State development loans, Other approved securities, Non SLR securities, Public Sector Undertakings' (PSU) Bonds, Corporate debentures, Bonds and debentures, some other aspects of fixed income securities, Bond Dynamics, Discounted cash flow, Time value of Money.

Interest Rate Quotations and Market Terminology: Introduction, Fixed and floating rate of interest, Simple and compound rate of interest, Yield, Premium and discount, Front end and rear end, Day count conventions.

Unit-II:

Treasury Management: Introduction, Sources of profit for Treasury, Global Scenario, RBI Measures, Scope and functions of treasury management, Nature of Treasury Assets and Liabilities, Objectives of treasury, Organizational Structure, Integrated Treasury: Cost Centre and Profit Centre, Functions, Benefits.

Unit-III:

Liquidity Management: Objectives, Sources and Deployment, CRR, SLR, CCIL: Netting/ Elimination of Exposures, RTGS.

Risk Analysis and Control: Interest Rate Risk, Investment/ Trading Book, Value at Risk, Forex (Market) Risk.

Unit-IV:

Regulations, Supervision and Compliance of Treasury Operations: RBI guidelines, Extracts from FIMMDA handbook.

Role of Information Technology In Treasury Management: Negotiated Dealing System, Other Trading Platforms/ Systems, Straight Through Processing (STP), Settlement, Custody and Others.

Readings:

1. A. V. Avadhani, Treasury Management in India, Himalaya Publishing House.
2. Biagio Mazzi, Treasury Finance and Development Banking-A Guide to Credit, Debt, and Risk, Wiley.
3. Hong Kong Institute of Bankers (HKIB), Treasury Markets and Operations, Wiley.
4. S. K. Bagchi, Treasury Risk Management, Jaico Publishing House.

Prerequisites: Basic knowledge on bank operations and banking technology.

Course Objectives: To introduce the various dimensions of the contemporary issues banking COOs/CIOs/CTOs facing: how is the next generation IT operating model of a bank should look like in terms of hardware infrastructure, application and data landscape, organization and business-IT interface, key IT processes, as well as the major challenges arising from the technology native FinTech world.

Course Outcomes: After completion of this course the students will be able to:

CO1: Become familiar with the key components of banking IT hardware and software infrastructure.

CO2: Gain knowledge on management of portfolio at digital platform.

CO3: Understand various electronic facilities for financial transactions.

CO4: Become aware of recent technology in financial sectors.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Introduction to Fintech: Meaning and types of FinTech, FinTech Hubs, The History of FintTech.

Fintech for Managing Capital: Allocation of Capital and Insurance, WealthTech overview, Digital Investment options and platforms, Algorithmic Trading, AI and ML based Robo-Advisory

Unit-II:

Portfolio Management: Digital brokerage, Crowd funding, Customer verification and KYC.

Unit-III:

Pay Tech- Overview: RTGS, NEFT, ECS, Cards, PPIs, Wallets, Payment Banks, Payment gateways, UPI/ IndiaStack, BHIM, Other NPCI products - IMPS, RuPay, NFS, NACH, BharatBill pay etc., Ripple, IoT in Payments, PayU Case Study discussion.

Unit-IV:

Technology: Block chain, Wearables and Other, Big Data and Artificial Intelligence.

Readings:

1. John Hill, Fintech and the Remaking of Financial Institutions, Elsevier Science.
2. Klynveld Peat Marwick Goerdeler, Fintech in India-A Global Growth Story, Joint publication by KPMG in India and NASSCOM.
3. Agustin Rubini, Fintech in a Flash-Financial Technology Made Easy, De Gruyter.
4. Sanjay Phadke, FinTech Future-The Digital DNA of Finance, SAGE Publications.

Prerequisites: Basic knowledge of financial intermediaries and financial services.

Course Objectives: To make the students aware of the various insurable risks associated with life and property and the mechanism in mitigating such risks.

Course Outcomes: After completion of this course the students will be able to:

CO1: Know the concept and principles of insurance contract.

CO2: Gain insights on life, fire and marine insurance.

CO3: Understand the process of claim calculation and settlement.

CO4: Comprehend the concept of re-insurance and legal & social aspects of investment by insurers.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Introduction: Concepts & Features of Insurance, Types of Insurance; Essential of a valid contract, Fundamental principles of Insurance. Role of IRDA.

Unit-II:

Life Insurance: Fundamental principles, procedure for taking a policy, kinds of policies.

Fire Insurance: Fundamental principles, procedure, Premium, assignment, types of fire insurance.

Marine Insurance: Concepts, contract, procedure, fundamental principles, form and types of policies.

Unit-III:

Insurance Claim: Claim settlement procedure, Claim for loss of stock, claim for loss of profit.

Life Insurance: Settlement of claims, Calculation of benefit payable on maturity claims, death claims, adjustment for loans, unpaid premiums and interest. Foreclosure and alterations.

Unit-IV:

Re-Insurance: General Features, Common terms, functions, features, and classification. Methods of re-insurance, Proportional and non-Proportional; Bank Assurance.

Risk and Investment Management: Concept, types of risks, management and control of risks, techniques of risk management. Investment: Investment Principles, types and legal and social aspect of investment policies of insurance companies.

Readings:

- 1 Arif Kran, .Theory and Practice of Insurance. Educational Book House.
- 2 Ganguly Anand "Insurance Act", New Age International Publication.
- 3 Greene and Trieschemann, . Risk Insurance, South Western Publishing Co.
- 4 Grieder and Beadles, 'Principles of Insurance'.
- 5 Gupta, P.K; Insurance & Risk Management, Himalaya, Bombay.
- 6 Insurance Law Manual, Taxman, Delhi.
- 7 Mishra M.N. Insurance principles & Parctice, S. Chand, New Delhi.
- 8 Periasami, P; Principles & Practices of Insurance, Himalaya, Bombay.
- 9 Rejda: Principles of Risk Management and Insurance, Pearson Education, New Delhi.
- 10 Shama R.S., Insurance Principles and Practice. Vora, Delhi.
- 11 Study Material of Insurance Institute of India, Bombay.

Prerequisites: Basic knowledge of marketing and communication technologies.

Course Objectives: To help students to acquire the basic conceptual knowledge of E-Marketing and to impart skills for use of technology in marketing.

Course Outcomes: After completion of this course the students will be able to:

CO1: Have an insight of the Internet in India, Search Engine Optimization, and Search Advertising.

CO2: Develop an idea on Display advertising, Web Analytics, and Consumers Online.

CO3: Gain awareness about Social Media Marketing, Social Media Analytics and mobile marketing.

CO4: Gain knowledge on Email Marketing, Internet marketing strategy and content marketing.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

The adoption of Internet in India; Search Engine Optimization: Search Engine Marketing, Search Engine Optimization, Measuring SEO success, Mapping the SEO Journey;

Search Advertising: Online Advertising Payment Models, Search Advertising (Desktop), Search Advertising for Mobile Devices, Planning and Executing a Search Advertising Campaign, Strategic Implications of Advertising on the Search Network.

Unit-II:

Display Advertising: Concept, Display Advertising Targeting Options, Forms of Display Advertising, Planning and Executing a Display Advertisement Campaign, Strategic Implications of Advertising on the Display Network;

Web Analytics: Data Type and Data Collection Technology, Web Analytics, Type of Media and Data Type, Analyzing User Behavior;

Consumers Online: The Online Consumer – Decision Making process, Consumer Segments, User Experience.

Unit-III:

Social Media Marketing: Social Media, Social Media Marketing, Social Media Marketing strategy, Adopting Social Media in Organizations, Paid-owned-earned Media, Social CRM.

Social Media Analytics – Structured Data; Social Media Analytics: Unstructured Data.

Mobile Marketing: Mobile Internet in India, Mobile Marketing, Mobile Marketing strategy, Forms of Mobile Marketing, Mobile Advertising, M-Commerce.

Unit-IV:

E-Mail Marketing: Email Marketing in India, E-mail Marketing Concept and Strategy, Executing Email Marketing.

Internet Marketing Strategy and Content Marketing:

Internet Marketing Strategy, Content Marketing, Content Marketing in India.

Readings:

1. Internet Marketing: MoutusyMaity, Oxford University Press.
2. Digital Marketing: Seema Gupta- Tata Mcgraw Hill.
3. Fundamentals of Digital Marketing :Puneet Bhatia–Pearson
4. <https://ondigitalmarketing.com/learn/odm/>

Prerequisites: Basic concept of marketing management.

Course Objectives: The objective of this course is to facilitate the understanding of conceptual aspects of Retail Management, Supply Chain Management and Brand Management.

Course Outcomes: After completion of this course the students will be able to:

CO1: Know about the concept of retailing and retail management decisions.

CO2: Understand the strategic retail management mechanisms.

CO3: Know the supply chain management in retailing.

CO4: Become aware of the brand management techniques.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Introduction to Retailing: Meaning, Importance, Recent Trends, Retail Management Decision Process, Types, Opportunities.

Retailing Management Decision: Retail Market Segmentation and Location study, Retail Customer Buying Behavior; Retail Marketing strategy; Retail Locations and Site selection.

Unit-II:

Strategic Retail Marketing: Product and Merchandise Management, Pricing Strategies, Communication-Mix and Retailing Promotion; Store Layout and Management; Servicing Retail Customers.

Unit-III:

Supply Chain Management: Fundamentals of SCM; Demand Management, Operation Management; Logistic Management, Procure Management; Information and Technology; Performance Measurement and Control.

Unit-IV:

Brand Management: Meaning and Importance, types, Brand Planning; Brand Positioning; Brand Equity.

Readings:

1. Burman, Barry, Evans, J.E., "Retail Management", Pearson Education New Delhi.
2. Levy, Michael, Weitz, a, Barton, "Retail Management", Tata-McGraw Hill, New Delhi.
3. Pradhan, Swapna, "Retail Management", Tata-McGraw Hill, New Delhi.
4. Gilbert, D., "Retail Management", Pearson Education, New Delhi.
5. Bajaj, C., Tal Rajnish., Srivastava, Nidhi., "Retail Management", Tata McGraw Hill, New Delhi
6. Taylor, David A., "Supply Chain Management", Pearson Education, New Delhi.
7. Altekar., R.V., "Supply Chain Management", Pearson Education, New Delhi.
8. Handfield, R.B., Nicholasm E.L., "Supply Chain Redesign", Pearson Education, New Delhi.
9. Ogden, J.R., "Integrated Retail Management", Biztantra Publication.
10. Chunawalla., S.A. "Brand Management", Himalayan Publishing House, New Delhi.
11. Henry, D., "Brand Management", Himalayan Publishing House, New Delhi.
12. Ramesh Kumar, S., "Marketing and Branding", Pearson Educatin, New Delhi.

Prerequisites: Basic knowledge on marketing and supply chain management.

Course Objectives: To understand the concepts and principles of customer relationship management (CRM) and to appreciate the role and changing face of CRM as an IT enabled function.

Course Outcomes: After completion of this course the students will be able to:

CO1: Understand the concept of the CRM.

CO2: Know the importance of the CRM in Marketing.

CO3: Learn how to manage and share customer data.

CO4: Develop the skill to implement CRM in a business.

Pedagogy: Lectures and Case Study Analysis.

Unit-I:

Introduction to CRM: CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships, CRM success factors, the three levels of Service/ Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit-II:

CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling, Customer Retention, Behaviour Prediction - Customer Profitability & Value Modelling, Channel Optimization Event-based marketing, CRM and Customer Service, The Call Centre, Call Scripting Customer Satisfaction Measurement.

Unit-III:

Sales Force Automation: Sales Process, Activity, Contact- Lead and Knowledge Management Field Force Automation. CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

Analytical CRM: Managing and sharing customer data - Customer information databases Ethics and legalities of data use - Data Warehousing and Data Mining Concepts Data Analysis Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit-IV:

CRM Implementation: Defining success factors, preparing a business plan requirement, justification and processes, Choosing CRM tools, defining functionalities, Homegrown versus out-sourced approaches, managing customer relationships conflict, complacency, Resetting the CRM strategy. Selling CRM internally, CRM development Team, Scoping and prioritizing Development and delivery measurement.

Readings:

1. Alok Kumar Rai, Customer Relationship Management-Concept & Cases, Prentice Hall of India Private Limited, New Delhi.
2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi.
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi.
4. V. Kumar & Werner J., Customer Relationship Management, Willey India.

Non-Credit Course
COMM AC1 CULTURAL HERITAGE OF SOUTH ODISHA
 (ଦକ୍ଷିଣ ଓଡ଼ିଶାର ସାଂସ୍କୃତିକ ବିଭବ)

Aim of the Course (ପାଠ୍ୟକ୍ରମର ଲକ୍ଷ୍ୟ)

Kabi Samrat Upendra Bhanja is the master-spirit of Odia Language and Culture during Medieval period. The campus of Berhampur University has been rightly named after Kabi Samrat Upendra Bhanja as ‘BHANJA BIHAR’. South Odisha is the adorable storehouse of literary and cultural wealth of ancient and medieval Odisha which has elicited remarkable national acclaim. This course has been introduced with a view to familiarizing all the P.G. Students of Berhampur University with the excellent craftsmanship exemplified by the literary stalwarts including Kabi Samrat Upendra Bhanja along with the Arts, Culture and Folk Tradition of South Odisha. (ମଧ୍ୟଯୁଗୀୟ ଓଡ଼ିଆ ସାହିତ୍ୟ ଓ ସାଂସ୍କୃତିର ମହାନାୟକ କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜ। ବ୍ରହ୍ମପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟ ତାଙ୍କ ନାମରେ ‘ଭଞ୍ଜବିହାର’ ଭାବରେ ନାମିତ। ଗଞ୍ଜାମ ସମେତ ଦକ୍ଷିଣ ଓଡ଼ିଶା ସମଗ୍ରରାଜ୍ୟର ରୁଧ୍ରସଙ୍କଳିସର। ଏହାରକଳା-ସାହିତ୍ୟ-ସାଂସ୍କୃତି-ଲୋକପରମ୍ପରା ସର୍ବଭାରତୀୟ ସ୍ୱୀକୃତିପ୍ରାପ୍ତ। ଏହାକୁ ଦୃଷ୍ଟିରେ ରଖି ବ୍ରହ୍ମପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ସ୍ନାତକୋତ୍ତର ଶ୍ରେଣୀର ସମସ୍ତ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜଙ୍କ ସମେତ ଦକ୍ଷିଣ ଓଡ଼ିଶାର ଅନ୍ୟାନ୍ୟ ସାହିତ୍ୟିକ ପ୍ରତିଭା ଏବଂ ଏହିଅଞ୍ଚଳର କଳା, ସାଂସ୍କୃତି, ଲୋକପରମ୍ପରା ସମ୍ପର୍କରେ ସାଧାରଣ ଧାରଣା ପ୍ରଦାନ କରିବାପାଇଁ ଏପରି ଅଧ୍ୟୟନ ବ୍ୟବସ୍ଥା କରାଯାଇଛି।)

Course Outcomes (ପାଠ୍ୟକ୍ରମର ନିଷ୍ପତ୍ତି)

The teaching imparted to the P.G. students of Berhampur University on the various dimensions of the literary and cultural heritage of South Odisha will help them to acquire a valuable understanding of the same. They will be inspired adequately to take the positives learnt from the course and use them in future in their personal literary and cultural pursuits and thereby promote the literature and culture of Odisha on a global scale. (ଓଡ଼ିଆ ସାହିତ୍ୟ ଓ ସାଂସ୍କୃତିର ଏହିପରି ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଦିଗରେ ପାଠ ଦାନ କରିବାଦ୍ୱାରା କେବଳଯେ କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜ ଓ ଦକ୍ଷିଣ ଓଡ଼ିଶାର କଳା-ସାହିତ୍ୟ-ସାଂସ୍କୃତି-ଆଦିବାସୀ ଲୋକଜୀବନ ଓ ଲୋକପରମ୍ପରା ସମ୍ପର୍କରେ ବିଶ୍ୱବିଦ୍ୟାଳୟର ଛାତ୍ରଛାତ୍ରୀସଚେତନ ହୋଇପାରିବେ; ତାହାନ୍ତୁହେଁ, କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜଙ୍କ ସହିତ ଦକ୍ଷିଣ ଓଡ଼ିଶାର ସାହିତ୍ୟିକ କପରି ମଣ୍ଡଳ ଏବଂ ଏହିଅଞ୍ଚଳର ସାଂସ୍କୃତିକ ବିଭବ ଓ ଲୋକ ପରମ୍ପରା ସମ୍ପର୍କରେ ବିଶ୍ୱବିଦ୍ୟାଳୟର ଛାତ୍ରଛାତ୍ରୀମାନେ ମଧ୍ୟ ସମ୍ୟକଜ୍ଞାନ ଆହରଣରେ ବ୍ରତୀ ହୋଇପାରିବେ।)

This Paper consists of 50 marks with following 4 Units.

Unit-I: Literary works of Kabi Samrat Upendra Bhanja.	ୟୁନିଟ-୧: କବିସମ୍ରାଟ ଉପେନ୍ଦ୍ରଭଞ୍ଜଙ୍କ କୃତି ଓ କୃତିତ୍ୱ
Unit-II: Other Litterateurs of South Odisha	ୟୁନିଟ-୨: ଦକ୍ଷିଣ ଓଡ଼ିଶାର ଅନ୍ୟାନ୍ୟ ସାରସ୍ୱତ ସାଧକ
Unit-III: Cultural Heritage of South Odisha	ୟୁନିଟ-୩: ଦକ୍ଷିଣ ଓଡ଼ିଶାର ସାଂସ୍କୃତିକ ବିଭବ
Unit-IV: Folk and Tribal Traditions of South Odisha	ୟୁନିଟ-୪: ଦକ୍ଷିଣ ଓଡ଼ିଶାର ଆଦିବାସୀ ଓ ଲୋକ ପରମ୍ପରା

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