

UNIVERSITY OF PUNE

Master of Commerce (M.Com.) Semester Pattern with Credit System Revised with effect from June 2013

Preamble for Choice Based Credit System

Since liberalization the socio-political-economic scenario is changing very fast. There is a significant transformation in term educational expectation and aspiration of the learner. The educational system also is witnessing many changes and challenges due to technological growth and changes in the Government policies. Education is no longer a concern of students but it has become a matter of social and economic importance. The changes at the global level has influence the educational system, structure and expectation of the users.

University education needs to take contingency of all these changes and restructure itself to stand in a competitive dynamic environment. Professional stream of learning like Commerce have to be properly upgraded to accommodate challenges of change, expectation of employers' and to offer global opportunities to the learners. From this point of view the course structure of post-graduate programme in Commerce needs to be structured. It has to be according to expectations of the learners, employers and the society. The learning inputs have to be more update, skilled based and with appropriate applications. The course programme should consider desire aptitude, attitude and acumen of the learner.

From this point of view University of Pune has introduced Choice Base Credit System of course structure. This system shall offer a flexible user friendly, opportunity to the learner, will broader the horizon of Commerce education and will give a fair chance to every single learner to exhibit his talent, acquired skills and enhance his personality. It will further enhance his opportunity of global mobility, to acquire different knowledge inputs from different global institutes.

1. Objectives :

- a. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.
- b. To develop independent logical thinking and facilitate personality development.
- c. To equip the students for seeking suitable careers in management and entrepreneurship.
- d. To study by students methods of Data collection and their interpretations.
- e. To develop among students Communication, Study and Analytical skills.

2. Duration :

The M.Com. Course will be of Two Years duration consisting of Two part. i.e. Part I and Part II. Each part is having Two Semesters. Thus the M.Com. Course is of Four Semesters. For each Semester there will be Four Papers of 100 marks each. The M.Com. Degree will be of 1600 marks in aggregate.

3. Duration and Structure of Programme:

The M.Com (Semester pattern with Credit System) degree Programme shall be of 2 years' duration divided into two parts, Part I and Part II, and 4 semesters.

4. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

5. Course Structure:

The M.Com. degree course will be of two year duration consisting of four semesters and of minimum 64 credits as below:

Sr. No.	Semester	Total Credits
1	Semester I	16
2	Semester II	16
3	Semester III	16
4	Semester IV	16
	Grand Total	64

Four credits for project work at 4th Semester (This will include credits for fieldwork, data presentation and report writing)

In each Semester, there will be four papers of 100 marks each out of which 50 marks will be for Internal Assessment (attendance, home assignments, class tests, long term papers, classroom presentation and 50 marks for University Examination. Thus M.Com. degree examination, four Semesters shall be of 1600 marks and of minimum 64 credits altogether. The following shall be the course structure.

6. The Scheme of Papers: The following will be the Scheme of papers:

The List of Courses Semester I

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester I	Core Compulsory	101	Management Accounting	04	04	03	50	50	100
		102	Strategic Management	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		103	Advanced Accounting	04	04	03	50	50	100
		104	Income Tax	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		105	Information system and E-Commerce Practices	04	04	03	50	50	100
		106	Intellectual Property Laws	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		107	Advanced Cost Accounting	04	04	03	50	50	100
		108	Costing Technique and Responsibility Accounting	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		109	Co-operative Movement in India	04	04	03	50	50	100
		110	Organization of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		111	Organized Trades and Markets	04	04	03	50	50	100
		112	Business Environment and Policy	04	04	03	50	50	100
		Group F (Business Administration)							
		113	Production and Operation Management	04	04	03	50	50	100
		114	Financial Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		115	Legal Framework of Banking	04	04	03	50	50	100
		116	Central Banking	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		117	Marketing Techniques	04	04	03	50	50	100
		118	Consumer Behaviour	04	04	03	50	50	100

Semester II

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester II	Core Compulsory	201	Financial Analysis and Control/ Principals of Financial Accounting	04	04	03	50	50	100
		202	Industrial Economics/ Economic Environment/Business Statistics/ Quantitative application	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		203	Specialized Areas in Accounting	04	04	03	50	50	100
		204	Business Tax Assessment & Planning	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		205	E- Security & Cyber Laws	04	04	03	50	50	100
		206	Laws Regulating to Copyrights & Design	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		207	Application Cost Accounting	04	04	03	50	50	100
		208	Cost Control & Cost System	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		209	International Co-operative Movement	04	04	03	50	50	100
		210	Management of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		211	Modern Business Practices	04	04	03	50	50	100
		212	Business Environment Analysis	04	04	03	50	50	100
		Group F (Business Administration)							
		213	Business Ethics and Professional Values	04	04	03	50	50	100
		214	Elements of Knowledge Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		215	Banking Law & Practices	04	04	03	50	50	100
		216	Monetary Policy	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		217	Customer Relationship Management & Retailing	04	04	03	50	50	100
		218	Services Marketing	04	04	03	50	50	100

Semester III

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester III	Core Compulsory	301	Business Finance/ Financial System	04	04	03	50	50	100
		302	Research Methodology for Business	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		303	Advanced Auditing	04	04	03	50	50	100
		304	Specialized Auditing	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		305	Laws Relating to International Business	04	04	03	50	50	100
		306	WTO – Norms & Practices	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		307	Cost Audit	04	04	03	50	50	100
		308	Management Audit	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		309	Co-operative Credit System	04	04	03	50	50	100
		310	Co-operative Banking System	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		311	Entrepreneurial Behaviour	04	04	03	50	50	100
		312	Entrepreneurship	04	04	03	50	50	100
		Group F (Business Administration)							
		313	Human Resource Management	04	04	03	50	50	100
		314	Organizational Behaviour	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		315	Foreign Exchange	04	04	03	50	50	100
		316	International Finance	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		317	International Marketing	04	04	03	50	50	100
		318	Marketing Research	04	04	03	50	50	100

Semester IV

Semester	Subject Type	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester IV	Core Compulsory	401	Capital Market and Financial Services/ Portfolio Management	04	04	03	50	50	100
		402	Industrial Economic Environment/ Operations Research	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		403	Recent Advances in Accounting, Taxation, Taxation and Auditing	04	04	03	50	50	100
		404	Project Work/ Case Studies	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		405	Recent Advances in Commercial Laws and Practices	04	04	03	50	50	100
		406	Project Work/Case Studies	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		407	Recent Advances in Cost Auditing and Cost System	04	04	03	50	50	100
		408	Project Work/Case Studies	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		409	Recent Advances in Co-operative and Rural Development	04	04	03	50	50	100
		410	Project Work/Case Studies	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		411	Recent Advances in Business Practices and Environment	04	04	03	50	50	100
		412	Project Work/Case Studies	04	04	03	50	50	100
		Group F (Business Administration)							
		413	Recent Advances in Business Administration	04	04	03	50	50	100
		414	Project Work/Case Studies	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		415	Recent Advances in Banking and Finance	04	04	03	50	50	100
		416	Project Work/Case Studies	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		417	Recent Advances in Marketing	04	04	03	50	50	100
		418	Project Work/Case Studies	04	04	03	50	50	100

7. Scheme of Examination:

The examination of regular students of M.Com. degree course of the University of Pune admitted in the academic session 2013-14 and after shall be based on:

- (a) Semester Examination
- (b) Continuous Assessment
- (c) Choice Based Credit System, and
- (d) Semester Grade Point Average and Cumulative Grade Point Average System

For each paper of 100 marks, there will be an Internal Assessment (1A) of 50 marks and the University Examination (UE) of 50 marks/ 3 hours duration at the end of each semester. A candidate who will secure at least 40% marks allotted to each paper will be given 4 credits. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semesters.

The Internal Assessment for each paper will be 50 marks which will be carried out by the department during the term. The Internal Assessment may be in the forms of written test, seminars, term papers, presentations, assignments, orals or any such others. The distribution of internal assessment marks shall be as follows:

Midterm Test	20
Presentation/Role Play	10
Case studies/ Group Discussion	10
Quiz / Home Assignment	10
Total	50

There shall be four semester examinations: first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly, the third and fourth semester examinations shall be held at the middle and the end of the second academic year, respectively.

A student cannot register for the third semester, if she/he fails to complete 50% credits of the total credits expected to be ordinarily completed within two semesters.

8. Research project work:

There will be a Research Project to be prepared by a student during the fourth semester. The objective of the project work is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work is to be undertaken under guidance of a teacher allotted to a student by the department.

Division of marks	Marks	
A. Synopsis with working bibliography (Internal Assessment)	40 marks	50 marks
Viva Voce (Internal Assessment)	10 marks	
B. A full project Report (Minimum 50-80 pages) (Internal & External Assessment)	40 marks	50 marks
Viva Voce (Internal & External Assessment)	10 marks	

As the Research Project is based on the self study done by the candidate and evaluated for 100 marks altogether, 04 credits will be awarded to a successful candidate in this subject. The project may be evaluated by two examiners one internal and one external, selected from the panel of PG examiners of the University. The Viva voce must be conducted by the teachers selected out of the panel of PG examiners maintained by the University.

The candidates have to submit the project 15 days before the commencement of the fourth semester university examination. The project report shall be type-written and submitted in duplicate. A candidate who fails to submit the project may resubmit the same in the subsequent semester examination for evaluation. The project work activities must be duly supported by documentary evidence to be endorsed by the Head or Guide.

9. Standard of passing:

A candidate shall be declared to have passed in the paper provided he/she has secured minimum GP of 4.5 in the UNIVERSITY EXAMINATION and GRADE POINT AVERAGE of 4.0 in aggregate of UNIVERSITY GRADE and INTERNAL ASSESSMENT taken together.

10. Classification of successful candidates:

Candidates who secured not less than 60% of aggregate marks (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) in the whole examination shall be declared to have passed the examination in the first class. All other successful candidates shall be declared to have passed in second class. Candidates who obtain 70% of the marks in the aggregate (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) shall be deemed to have passed the examination in first class with distinction.

A student who passess in all the courses will be declared to have passed the M.Com. degree with the following honours.

CGPA in (4.00, 4.99)	- Pass Class
CGPA in (5.00, 5.49)	- Second Class
CGPA in (5.50, 5.99)	- Higher Second Class
CGPA in (6.00, 7.99)	- First Class
CGPA in (8.00, 10.00)	- First Class with Distinction

11. Scheme of Credits:

Sixty (60) hours of teaching will lead to three credits (which mean four hours per week teaching in one semester) and long term paper as well as presentation will carry one credit. Each semester shall have 16 credits.

12. Structure of Transcript:

At the end of each semester, student will be given a transcript showing the performance and result in each course. The transcript shows, for each course the title of the course, credit values, grade in UNIVERSITY EXAMINATION , grade in INTERNAL ASSESSMENT , grade point index, result as pass or fail. Also, the semester grade point average (SGPA) and cumulative grade point average (CPGA) will be shown. Further the equivalent percentage of marks corresponding to SGPA or CGPA to equivalent percentage is given by:

$$\text{Equivalent percentage marks} = \begin{cases} 10 \times \text{CGPA} & \text{if CGPA /SGPA is in [4.00, 6.00]} \\ 05 \times \text{CGPA} + 30 & \text{if CGPA /SGPA is in [6.00, 9.00]} \\ 25 \times \text{CGPA} - 150 & \text{if CGPA /SGPA is in [9.00, 10.00]} \end{cases}$$

Marks	Grade	Grade Point
100 to 75	O : Outstanding	06
74 to 65	A : Very Good	05
64 to 55	B : Good	04
54 to 50	C : Average	03
49 to 45	D : Satisfactory	02
44 to 40	E : Pass	01
39 to 0	F : Fail	00

(C) GPA	Grade
05.00 – 6.00	O
04.50 – 04.99	A
03.50 – 04.49	B
02.50 – 03.49	C
01.50 – 02.49	D
00.50 – 01.49	E
00.00 – 00.49	F

13. Distribution of Periods:

There shall be 60 periods for each subject to cover the entire teaching of 4 credits. This will be distributed as follows:

Particulars	Periods
Teaching session per programme	48
Assignment/ Test	04
Role play/ Group Discussion	04
Case studies and presentation	04
Total	60

14. Standard of Passing.

- A. Regular students: - A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.

15. Award of Class.

- a. The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, and IV together.
The Award of class shall be as under:-

- b. Improvement: - A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. Examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

16. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- Management Accounting
- Financial Analysis & Control
- Business Statistics,
- Advanced Accounting and Taxation
- Advanced Cost Accounting and Cost Systems.

17. A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2013. For the students who have completed the terms for the First Year as per Old Course will be admitted to the Second Year as per Old Course M. Com. The examination as per Old Course will be held simultaneously for three years from April / May 2014.

18. Qualification of the Teachers :

The Teachers recognized to teach the subjects as per Old Course shall be deemed to be recognized in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics:** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development:** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.
- E. Research Methodology and Project Work:** M.Com. M.A (Eco.) M.Phil./Ph.D. with 5 years degree teaching experience.
- F.** Similarly all the changes in qualification as per U.G.C norms and guidelines shall also be applicable as and when the changes come into force (If applicable)

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M.Com. Part I Semester I
Compulsory Paper
Subject Name -: Management Accounting
Course Code -: 101.

Objective -: The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.

Unit No.	Topic	Lectures
1.	BASIC CONCEPTS: Management Accounting- Meaning and Definition, Characteristics, Objectives, scope and functions of Management Accounting Financial Accounting, Cost Accounting and Management Accounting Tools and Techniques of Management Accounting - Advantages and Limitations of Management Accounting - Installation of Management Accounting System-Management Accountant : functions and duties - Essential qualities.	06
2.	FINANCIAL STATEMENT ANALYSIS: Introduction - objectives of analysis of financial statement-tools of financial statement analysis - Multi - step income statement, Horizontal analysis, Common sized analysis, Trend analysis, Analytical Balance Sheet.	04
3.	RATIO ANALYSIS: Ratio Analysis-Meaning and rationale, advantages and limitations. Types of Ratios -: Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios, Integrated Ratios.	08
4.	FUND FLOW AND CASH FLOW STATEMENT: A. Meaning of Fund flow statement -Uses of fund flow statement, Funds Flow Statement and Income Statement. Preparation of Funds Flow Statement. B. Meaning of Cash flow statement - Preparation of Cash Flow Statement. Difference between Cash Flow Analysis and Funds Flow Analysis. Utility of Cash flow Analysis. Limitations of Cash Flow Analysis.	12
5.	WORKING CAPITAL MANAGEMENT: Concept and definition of working capital - Determination of Working capital - Assessment of Working Capital needs - Study of components of working capital, such as cash management, accounts receivable management and inventory management.	12
6.	RESPONSIBILITY ACCOUNTING: Meaning, objectives and structure of Responsibility Accounting as a divisional performance measurement. Types of Responsibility Centers: Cost/Expense Centers, Profit Centers, Investment Centers.	06
Total		

Recommended Books
<ol style="list-style-type: none">1. R. N. Anthony , G. A. Walsh: Management Accounting2. M. Y. Khan. K. P. Jain: Management Accounting3. I. M. Pandey: Management Accounting (Vikas)4. J. Betty: Management Accounting5. Sr. K. Paul: Management Accounting6. Dr. Jawaharlal: Management Accounting7. Dr. Kishor Jagtap: Management Accounting (Success Publication)8. S. N. Maheshwari: Principles of Management Accounting9. Ravi M. Kishore: Financial Management (Taxman, New Delhi)10. Richard M. Lynch and Robert Williamson: Accounting for Management Planning & Control.11. Ravi Kishor: Advanced Management Accounting (Taxman)

M.Com. Part I Semester I
Compulsory Paper
Subject Name -: Strategic Management
Course Code -: 102.

Unit No.	Topic	Peroids
1.	Nature and Scope of Strategic Management: Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, - Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues.	06
2.	Strategy Formulation and Strategic Analysis: Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage, - Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.	06
3.	Strategic Planning: Conceptual Understanding of Strategic Plan, - Meaning, Stages (Steps), Alternatives, Advantages and Disadvantages of Strategic Planning, How to make it effective?.	10
4.	Strategic Choices/Options: Generating Strategic Alternatives, Strategic Options at Corporate (Company) Level – Stability, Growth and Defensive Strategies, External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance, Evaluation of Strategic Alternatives, - Product Port Folio Models, Selection of Suitable Corporate Strategy.	06
5.	Strategy Implementation: Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, - Factors affecting choice of structure, Degree of Flexibility and Autonomy.	06
6.	Functional Strategy: <ol style="list-style-type: none"> Marketing Strategy – Nature, Significance, Formulating Marketing Strategy Production Strategy – Need, Formulation of Production of Strategy for an organization. Research and Development (R&D) Strategy –Need, Formulating R and D Strategy Human Resource (HR) Strategy – Acquisition of Human Resources, motivation and maintenance of HR Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions Logistics Strategy 	08
7.	Strategic Review: Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma	08
Total		

Recommended Books

1. From Strategic Planning to Management -By Ansoff M.Igor, R. P. Declorch, R. I. Hayes (Willey 1976)
2. Cases in Strategic Management – By Buddhiraja S. B. and M. B. Athreya (TMH Publishing Company, New Delhi, 1996)
3. Business Policy:Strategic Planning and Management, By Ghosh P. K.8th Edition Sultan Chand and Sons, New Delhi
4. Strategic Management -Formulation, Implementation and Control By John A PearceII, Richard B. Robinson Jr. 9th Edition (The Mc-Graw Hill Companies)
5. Management Policy and Strategic Management (Concepts, Skills and Practices) By R. M. Srivastava, Himalya Publishing House
6. Contemporary Strategy Analysis By Grant Robert M. 2nd Edition Blackwell Publisher (USA)
7. Strategic Management of Organizations and Stakeholders –Concepts and Cases By Harrison and St. John, South western College Publishing, Ohio, USA-1998
8. Strategic Management By Hunger, J. David and Thomas Wheelar, 6th Edition, Addision Wesley Longman Inc., USA
9. Strategic Management Concepts and Cases By J. Thomson, Athur and M. J. Strickland – III, McGraw Hill 2001
10. Strategic Management -By Miller A , McGraw Hill 1998
11. Strategic Management -By Hitt MA et.al, South Western, 2001
12. Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.

M.Com. Part I Semester I
Advanced Accounting and Taxation Special Paper I.
Subject Title -: Advanced Accounting.
Course Code -: 103

Objective -:

- i. To lay a theoretical foundation of Accounting and Accounting Standards.
- ii. To gain ability to solve problems relating to Company Accounts, Valuations and special types of situations.

UNIT	TOPIC	No. of Lecturers in hours
I	BASIC CONCEPTS: Conceptual framework of Accounting - Accounting environment - Concept of accounting theory - Role of accounting theory - Classification of accounting theory - Approaches to accounting theory - Accounting Standards - Generally Accepted Accounting Principles - Selection of Accounting Principles - Professional Development of Accounting in India. Introduction to IFRS & IND-AS.	08
II	COSOLIDATED FINANCIAL STATEMENTS: Consolidated Accounts of Holding and subsidiary Companies Consolidation - Inter Company transactions - Issue of Bonus Shares - Revaluation of Fixed Assets - Debentures and Preference Shares of subsidiary Company- Dividend - (Holding company with two subsidiaries only to be studied). AS.21.	10
III	LIQUIDATION OF COMPANY: Preparation of Statement of affairs including deficiency /surplus account.	04
IV	VALUATION OF SHARES AND GOODWILL: A. Valuation of Shares - Need for valuation - Methods of valuation of shares- Net Assets method, Dividend yield method, Earning yield method, Return on Capital method, Price/Earning method and Fair value method & DCF Method (Discounted Cash Flow Method). B. Valuation of Goodwill - Need for valuation - Methods of valuing Goodwill - Number of Years purchase of average profits method, Capitalization method - Annuity method - Super profits method.	10
V	LEASE ACCOUNTING: Concept of Leasing: Important Steps in Leasing. Advantages and disadvantages of Leasing. Types of Leasing - Finance Lease - Operating Lease. Accounting treatment of Finance Lease and of Operating Lease. Sale and Leaseback.	08
VI	BRANCH ACCOUNTS: Branch Accounts: Independent Branches- Accounting at Head Office- Accounting at Branch- Some Special Transactions. Foreign Branches- Rules of converting Trial Balance of the foreign Branch in Head Office Currency	08
	TOTAL-	48

Notes :

1. Theory questions will carry 20% marks.
2. Practical problems will carry 80% marks.
3. Accounting standards relevant to the topics to be studied.

List of Books Recommended for Study

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins & K.A. Merchant: Accounting Text & Cases (Tata McGraw Hill).
7. Dr.S.N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi)
8. Dr.Ashok Sehgal & Dr.Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester I
Advanced Accounting and Taxation Special Paper II.
Subject Title :- Income Tax.
Course Code :- 104

Objective :-

- i. To gain knowledge of the provisions of Income - tax including Rules pertaining there to, relating to the following topics.
- ii. To develop ability to calculate taxable Income of 'Individual', 'Hindu Undivided Family' and 'Firm' assesses.

INCOME TAX ACT, 1961

UNIT	TOPIC	No. of Lecturers in hours
I	CONCEPTS AND DEFINITION History of Income Tax in India - Introduction to DTC - Fundamental Concepts and definitions under Income Tax Act, 1961 - Rates of taxes - Basis of charge - Residential status and scope of total income -Income Exempt from tax - Capital & Revenue	06
II	HEADS OF INCOME: SALARIES & HOUSE PROPERTY: A. Salaries: Chargeability -Allowances and Taxability - Perquisites - Valuation of perquisites - Provident Funds - Deduction from salaries (Theory & Advanced problems). B. Income from House Property: Annual Value-Self occupied property and let out property -deemed to be let out property - Permissible deductions. (Theory & Advanced problems).	08
III	HEADS OF INCOME : BUSINESS & PROFESSION: Profits & Gains of Business or Profession: Meaning of Business Profession and Vocation-deductions expressly allowanced Depreciation -Specific disallowances - Method of accounting - Maintenance of Books of Account - Audit of Accounts [Theory & Advanced Problems]	10
IV	HEADS OF INCOME : CAPITAL GAINS & OTHER SOURCES: A. Capital Gains: Meaning, Types and Exemptions B. Income from Other Sources: Chargeability - Deductions - Amounts not deductible.(Theory & Advanced Problems)	08
V	COMPUTATION OF TAXABLE INCOME: Clubbing of income - Set off and carry forward of losses - Deductions from Gross Total Income - Computation of Taxable Income of an Individuals and Hindu Undivided Families. (Theory & Advanced Problems)	10
VI	ASSESSMENT OF FIRMS AND THEIR PARTNERS : (Theory & Advanced Problems)	06
	TOTAL-	48

Notes:

1. Amendments made prior to commencement of Academic Year in the relevant act should be considered & studied.
2. The breakup of questions in the Examination will be as under:
 - a. Theory questions will carry 30% marks.
 - b. Problems will carry 70% marks.

List of Books Recommended for Study	
<ol style="list-style-type: none">1. Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman Publication, New Delhi2. Dr. Bhagawati Prasad: Direct Taxes3. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House, New Delhi.4. T. N. Manoharan: Hand Book of Income Tax Laws5. B.B.Lal & N.Vashisht: Direct Taxes (Pearson)	

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester I
Commercial Laws and Practices Special Paper I.
Subject Title -: Information Systems and E-Commerce Practices
Course Code -: 105

Objective -:

1. To get acquainted with the concepts and application of Information Systems used in Modern Businesses.
2. To impart knowledge about E-Commerce and familiarize students with E-commerce Modern Applications.

Unit No.	Name of the Unit / Topic	Periods
1.	Introduction to Information Systems System Concepts, Definition of a system, Basic Components of a system, Elements and types of a systems, General Model of a system, The model of a Business system. Information systems supporting major business functions. Four major types of systems – Transaction Processing Systems, Management Information systems, Decision Support Systems and Executive Support systems	10
2.	Introduction to E-Commerce Meaning and Definition of E-commerce, Benefits of E-Commerce to Businesses, Consumers and Society, Limitations of E-Commerce, Drivers of E-Commerce. Categories of e-Commerce- B2B, B2C, C2C, B2G and G2B. B2B applications, B2C applications and C2C applications.	10
3.	Inter organizational Information Systems and Internet, Intranet and Extranet Introduction, Role, benefits and structure of Inter organizational systems. Introduction to Electronic Data Interchange (EDI), Definition, benefits of EDI. EDI transactions and EDI Applications. Electronic Fund transfer. Introduction to Internet, Definition of Internet, Components of Internet, Services offered by Internet. Introduction to Intranet, Definition, advantages and disadvantages of intranet. Introduction to extranet and definition and applications of Extranet.	18
4.	E-Commerce Supporting functions Purchase and sale Procedures, Supply Chain management, Value Chains in E-Commerce. Electronic Payment Systems, Authentication of payment, Mode of Payments E-Commerce Security. Security Requirements. Security Mechanisms-Encryption, Digital Signature, E-Certificate, Secure electronic transaction protocol.	10
	Total	48

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended

1. E-commerce – Devid Whiteley- McGraw Hill
2. E-commerce – P.Joseph- PHI
3. E-commerce – The cutting edge of business – K.Bajaj and Nog TMH
4. System Analysis, Design and Introduction to Software Engineering – S.Parthasarathy, B.W.Khalkar
5. Text book on Intellectual property rights – N.K. Acharya, Asia Law House
6. Guide to Cyber Laws – B y Rohnay D. Ryder[Wadhwa, Nagpur]
7. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co.

M.Com. Part I Semester I
Commercial Laws and Practices Special Paper II.
Subject Title :- Intellectual Property Laws: Patents, Trade Marks & Biodiversity
Course Code :- 106

Objective :-

1. To make the students familiar with the concept of patents, trademarks, biodiversity;
2. To get the students acquainted with the regulatory regime concerning patents, trademarks, biodiversity ;
3. To make the students realize the commercial significance of patents, trademarks, biodiversity as Intellectual Property and understand the scheme of its protection.

Unit No.	Title & Contents of the Topic	No. of Periods
1	Intellectual Property – Origin, concept, Commercial/cultural dimensions, types/forms (Intellectual Property Rights, IPR) International regulatory regime for IPR (references to International legal Instruments viz. WTO,WIPO, GATT, TRIPS Paris Convention, PCT, Budapest Treaty...)	6
2	Patents —Definition, concept , types of patents, patentable & non- patentable inventions, Applications for patents, complete procedure for obtaining patents. (Chapters 1 to 8 of Patents Act,1970 as amended), Patents of Additions, surrender & revocation of patents.	8
	Working of Patents , Compulsory licenses and revocation, use of patents for government purposes and acquisition of patents, Infringement of patents, (acts of Infringement & defenses) reliefs for Infringement (suits), appeals, Offenses & penalties [Chapters 16 to 20 of Patents Act,1970 as amended]	8
	Patents Offices, establishment, Controller of Patents (functions and powers) Patent Agents, , International arrangement [Chapters 14 & 21, 22 of the Act], Issues and concerns in patent regime	4
3	Trade Marks-- Definition, concept , types of Trade Marks, Registration of Trade Marks [Procedure, duration , effect] Appellate Board [Establishment, composition, qualifications , procedure and powers, disposal of appeals]	8
	Assignments and Transmission of Trade Marks, Provisions relating to collective & certification Trade Marks, textile goods, Infringement of Trade Marks and remedies, Offenses (acts of violations, defenses) & Penalties	6
4	Biodiversity Act, 2002 —Important relevant definitions of the terms like Biodiversity, Biological Resources, Benefit Claims, Commercial Utilization, Fair & Equitable Benefit Sharing, Sustainable Use—Regulation of Access to Biodiversity [Ss 3 to 7], Functions & Powers of National Biodiversity Authority & State Biodiversity Board [Ss 18 to 25]	8

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended
<ol style="list-style-type: none">1. Intellectual Property Law – P. Narayan, Eastern Law House.2. Text book on Intellectual Property Rights. – N.K. Acharya , Asia Law House, Hyderabad.3. Law Relating to Intellectual Property – Dr. B.L. Waderha, Universal Law Publishing Co.4. Intellectual Property Rights, (2011), - Dr. Sreenivasulu N. S., Regal Publications, New Delhi – 7.5. Intellectual Property Law in India (2006) – Justice P. S. Narayana, Goigia Law Agency, Hyderabad.6. Universal’s “Intellectual Property Laws” (Bare Acts) Universal Law Publishing Co. Pvt. Ltd.7. Law of Intellectual Property - Dr. S. R. Mynei – Asia Law House, Hyderabad (2011).8. Intellectual Property Rights – Heritage, Science & Society Under International Treaties, A. Subbian Deep & Deep Publications Pvt. Ltd., New Delhi (2007)9. Intellectual Property Laws—Bextly & Sherman, Asia Law House

M.Com. Part I Semester I
Advanced Cost Accounting and Cost System Special Paper I.
Subject Title -: Advanced Cost Accounting.
Course Code -: 107

Objectives:

1. To acquaint the students with the significance of Cost Accounting in Global Competitive environment.
2. To enable students to learn application of different methods of costing in Manufacturing and Service Industry.

Unit No	Name of the Topic	Periods
1	Nature and Scope of Cost Accounting: <ol style="list-style-type: none"> a. Introduction, Meaning, Definition and Objectives of Cost Accounting, Cost Centre and Cost unit. b. Elements of Cost: Material, Labour and Overheads. Material: Concept, Procurement of Material, concept of Landed cost of material and major currencies (Dollar, Euro, and Pound). c. Storage and Inventory Control Techniques Perpetual Inventory system, ABC Analysis, Inventory Turnover ratios, Just In Time, Economic Ordering Quantity. 	12
2	Labour: <ol style="list-style-type: none"> a. Meaning, Definition and significance of Labour. b. Classification of Labour, Principles and Methods of Remuneration, Performance linked Incentives. c. Accounting of Labour cost, Job Evaluation and Merit Rating. 	12
3	Overheads: <ol style="list-style-type: none"> a. Meaning, Classification, Allocation, Apportionment and Absorption of Overheads. b. Accounting of Overheads: 	12
4	Methods of Costing: <ol style="list-style-type: none"> a. Job costing, Batch Costing and Contract Costing. b. Process costing c. Operating costing (Hospitals, Educational Institutes, Hotels and logistics and Warehouse.) 	12

Note:

The breakup of marks in the Examination will be as follows:

- a. 50 % of marks for Theory & 50 % of marks for Practical.
- b. Area of practical problems:
 - Inventory turnover ratio, EOQ.
 - Methods of Remuneration, Time rate, Piece rate, group bonus scheme, Performance linked incentives.
 - Primary and Secondary Distribution of Overheads (Repeated distribution method only).
 - Contract Costing, Process costing and Operating Costing.
- c. Study of Cost Accounting standards: CAS 3 (Revised), CAS 6 and CAS 7.

References:

1. Ravi Kishor: Advanced cost Accounting and cost systems, Taxman Allied services Pvt Ltd, New Delhi.
2. N.K. Prasad: Principles and Practice of Cost Accounting, Syndicate Pvt Ltd, Calcutta.
3. Prof. Subhas: Practice in Advanced costing and Management, Nirali Prakashan, Pune.
4. Ravi Kishor: Students guide to Cost Accounting, Taxman's allied services, New Delhi.
5. M. N Arora: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi.
6. S. N Maheshwari, Cost Accounting Theory and Problems, Mittal shree Mahvir Book Dept, New Delhi.
7. Website: www.myicwai.com.
8. Advanced Cost Accounting and Cost Systems -: Ravi Kishor, P.V. Ratlam, M.L.Basu

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Industrial Visits	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester I
Advanced Cost Accounting and Cost System Special Paper II.
Subject Title -: Costing Techniques and Responsibility Accounting.
Course Code -: 108

Objectives:

- 1) To equip the students for designing and implementing cost control, cost reduction programme and different cost system.
- 2) Relevant Cost Accounting Standard are to be studied
- 3) Level of knowledge –Advanced Techniques of Costing

UNIT NO.	NAME OF THE TOPIC	PERIODS
1	Budgeting & Budgetary Control Types of Budget, All Functional Budget & Master Budget, Key and limiting factor, fixed and flexible, cash budget, Zero base Budget [ZBB]	12
2	Standard Costing – Concept of Standard costs, Setting up of Standards: Variance analysis-Material Labour, Overhead, Sales and profit.	12
3	Uniform Costing & Inter Firm Comparison Reasons for differences in Cost and Costing Practices. The application of Uniform Costing, Advantages and limitations of Uniform Costing. Inter firm comparison Meaning, Advantages and Disadvantages	12
4	Responsibility Accounting and Reporting Definition, Meaning, Principles, controllable and Non-controllable costs. Centers of control, cost Centers, Revenue Center, Responsibility Center, Profit Center and Performance Measurement of Business Center. Reporting to different levels of Management.	12
	Total	48

Note: - 50% Marks for Theory and 50% Marks for Practical Problems.

Areas of Practical Problems (Advanced)

- 1) Budgetary Control
- 2) Standard Costing
- 3) Performance Measurement of Business Center
- 4) Simple Problem of Responsibility Accounting

References:

1. Ravi Kishor: Advanced cost Accounting and cost systems, Taxman Allied services Pvt Ltd, New Delhi.
2. N.K. Prasad: Principles and Practice of Cost Accounting, Syndicate Pvt Ltd, Calcutta.
3. Prof. Subhas: Practice in Advanced costing and Management, Nirali Prakashan, Pune.
4. Ravi Kishor: Students guide to Cost Accounting, Taxman's allied services, New Delhi.
5. M. N Arora: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi.
6. S. N Maheshwari, Cost Accounting Theory and Problems, Mittal shree Mahvir Book Dept, New Delhi.
7. Website: www.myicwai.com.
8. Advanced Cost Accounting and Cost Systems -: Ravi Kishor, P.V. Ratlam, M.L.Basu

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Industrial Visits	04
2	Assignments	04
3	Class room tests	04
Total		12 hours

M.Com. Part I Semester I
Co-operation and Rural Development Special Paper I.
Subject Title -: Co-operative Movement In India
Course Code -: 109

Objectives:

1. To acquaint the students with the Co-operative Movement.
2. To develop the capability of students for knowing different types of Co-operatives.
3. To aware the role of State and Central Govt. in development of co-operative sector.
4. To give basic knowledge about formation of Co-operative society and its administration.

Unit No.	Name of the Topic	Periods
1	Co-operative Movement in India: Evolution of Co-operative Movement in India- Pre and Post Independence Period – Role of Co-operatives in Globalised Economy.	12
2	Co-operative Legislation in India: Study of Maharashtra State Co-operative Societies Act 1960 and rules 1961 with updated amendments regarding :- a. Registration b. Members and their Rights. c. Properties and Funds d. Management. e. Audit Enquiry Inspection & Supervision. f. Settlement of Disputes. g. Liquidation h. Appeal Revision & Reviews.	12
3	Organizational setup of Co-operatives Departments (a) State Level (b) Divisional Level (c) District Level (d) Rights, Duties and Responsibilities of Registrar of Co-operative Societies	12
4	Reports of Various Committees and Institutional Support to Co-operatives: (a) All India Rural Credit Survey Committee (AIRCS), Rural Credit Review , Report Committee on Inauguration of Co-operative Credit CRAFTICAD , Report of Vaidyanthan Committee, Report of Narsimham Committee (b)NABARD & NCDC support to Co-operatives.	12
TOTAL		48

List of Books Recommended for Study

1. G.S. Kamat: New Dimensions of Co-operative Management
2. G.S. Kamat: Cases in Co-operative Management
3. K.K.Taimani: Co-operative Organisation and Management
4. I L O: Co-operative Management and Administration
5. B.C. Mehta: Consumer Co-operation in India
Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I Semester I
Co-operation and Rural Development Special Paper II.
Subject Title :- Organization of Co-operative Business
Course Code :- 110

Objectives:

1. To acquaint the students with the Co-operative movement.
2. To develop the capability of students for knowing different types of Co-operatives.
3. To aware the role of state and central Govt. in development of co-operative sector.

Unit No.	Name of the Topic	Periods
1	Introduction: Principles of Co-operation and Management and their Integration in Cooperatives, Professionalization of Cooperative Management.	12
2	Organization of Co-operatives: Organization Structure of Co-operatives-Organization Chart for Large Scale Co-operative business, Banking Units – Communication and Leadership in Cooperative Organization – Federal Structure of Co-operative Organization – Control over Co-operative Audit and Taxation.	12
3	Co-operatives Education and Training : Importance, Need, Role of Institutions in the Co-operative Training Vaikuntbhai Mehata National Co-operative Institute , Importance of Job Oriented Co-operative Training – National Co-operative Union of India, National Education Centre for Co-operative – National Council for Co-operative Training – State Co-operative Union – District Co-operative Union	12
4	Special Study of Co-operatives in Maharashtra: a) Co-operative Sugar Factory- Growth role of Co-op. Sugar Factory in Rural Development- b) Dairy Co-operatives progress and problems. c) Housing Co-operatives. d) Agricultural and Non-agricultural Credit Co-op. Societies.	12
	TOTAL	48

List of Books Recommended for Study
<ol style="list-style-type: none"> 1. G.S. Kamat: New Dimensions of Co-operative Management 2. G.S. Kamat: Cases in Co-operative Management 3. K.K.Taimani: Co-operative Organisation and Management 4. I L O: Co-operative Management and Administration 5. B.C. Mehta: Consumer Co-operation in India 6. Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I Semester I
Business Practices and Environment Special Paper I.
Subject Title :- Organized Trades and Markets
Course Code :- 111

Unit No.	Name of the Topic	Periods
1	Organized Trade & Markets - Introduction , Meaning and importance - Features of Organized Commodity Markets and Regulated Markets Concept & Objectives of Business - Nature and scope of Business in the modern context – Study of various policies with illustrations - Product buying, selling price and Credit policies.	12
2	Service Sector: - Meaning, Characteristics, types of services, Role, importance and development of Service Sector in India - Business Practices with reference to E-Commerce.	12
3	State in Trade:- FDI – Meaning, importance & objectives, role of FDI in retail trade with illustrations. Arguments for and against FDI. Concept of State Trading - Arguments for and against State Trading - Role of State Trading Corporation (STC) - State and privatization of trading Activities. Mall administration & organization – Super Markets.	12
4	Co-operative Marketing - objectives — Need - features - structure - Functions – Advantages and Role of co-operative marketing , with illustrations in rural areas - Direct Marketing for farmers, Self Help Group, rural development policy, Central Mall, Reliance Mart, Innovative Marketing practices.	12

Recommended Books:-

1. Principles of Business, Acharya, Govekar, A.R.Sheth & Co. Organization
2. Principles and Practice of Mamoria Joshi Kitab Mahal Marketing
3. Regulated Markets W.R.Natu
4. Marketing CO-operative, G.S.Kamat, Way Maharashtra State Co-op Union
5. Future Trading and Control Ram Desai
6. Bombay Money Market, H. parekh
7. Commodity Marketing and, P.L.Gadgil, Shubhada Saraswat Distributed Trade
8. Business Environment Text & Cases by Francis Cherybilam
9. Financial Derivatives & Risk Management by O. P. Agarwal.

M.Com. Part I Semester I
Business Practices and Environment Special Paper I.
Subject Title :- Business Environment and Policy.
Course Code :- 112

Unit No.	Name of the Topic	Periods
1	Business Environment - Meaning, Nature , Importance and scope of Environment – Types of Environment, various aspects of Environment - Business Environment with reference to India.	12
2	Problems of growth of Business Economy – Unemployment, Poverty, regional imbalance. Social injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Opportunities in Environment.	12
3	Pollution – Meaning, Problems of pollution - Types of pollution- Water, Air and Noise- Regulatory mechanism & laws, sources and effects, various policies of Government, Go Green Movement	12
4	Globalization & its impact, Meaning, objectives, importance & scope of Globalization Effect & challenges of Globalization Review of two decades of Globalization	12

Recommended Books

Global Economy and Business Environment Francis Cheranilan Himalaya publishing house Text & Cases (Edn 2001)
Business Environment Chllaaghan, Elliaon Edward Arnold
Economic Environment of Business SYBA k Misha, Puri Himalaya publishing house
Indian Business through ages FICCI Oxford University Press
Business Environment Text & Cases by Francis Cherubilam Environmental Pollution & Health by V. K. Ahluwalia.

M.Com. Part I Semester I
Business Administration Special Paper I.
Subject Title -: Production and Operations Management
Course Code -: 113

	No. of Lectures	Credit 04
1. Introduction to Production & Operations Management Meaning & Functions, Types of Production Systems Mass Production/Flow line, Continuous, Intermittent, Batch production, Job Lots etc, Service Systems, - Recent trends in production and service system Plant layout – Objectives, basic principles, types, Safety considerations and environmental aspects.	12	01
2. Product Design and Development Product Design – Meaning – Responsibility, factors, determining the design characteristics of good design, Production Department Stages of Product Design, Factor responsible for product development, tools of product development, product planning, standardization, simplification and diversification. Techniques of Product Development.	12	01
3. Production Planning & Control Production Planning and Control – Meaning, objectives, important procedures, Production Planning, Routing, Scheduling, ERP integrated system Dispatch, follow up, production control -meaning, objectives – factors – factors affecting production control, problems and cases	12	01
4. Quality Management and Productivity Meaning, measurement, techniques, factors affecting productivity measures to boost productivity – ISO 9000 to ISO -4000 – role of NPC Effects of liberalization & globalization on operations management Problems of rationalization, automation, and computerization. Preventive Maintenance, Inspection and Quality Control, Kizen five s'-GMP (Good Manufacturing Practices) Quality Circles, TQM	12	01
	<hr/>	<hr/>
	48	04
List of Books Recommended: -		
1. Production and operation Management – By B. S. Goel (Pragati Prakashan) 2. Production and Operations Management – By S. N. Chary (Tata Mcgraw Hill) 3. Modern Production and Operation Management –By Elword Buffa 4. Production Planning and Inventory Control –By Magee Budman (Tata Mc Graw Hill) 5. ISO 9000 – A manual for TQM – By Suresh D. Saurabh (S. Chand Publication) 6. Essentials of Business Administration By K. A. Shantappa 7. A Key of Production Management – By Kalyani Publication, Lundhiyana		

M.Com. Part I Semester I
Business Administration Special Paper II.
Subject Title -: Financial management
Course Code -: 114

	No of Lectures	Credit 04
1. Introduction Meaning & definition of Financial Management, Role of Finance Manager, Goals of Financial Management, Financial systems (in India) – Financial Assets, Financial Markets, Financial Intermediaries, Regulatory infrastructure (RBI, SEBI), Trends in Indian Financial System	12	01
2. Investment Decisions Capital Expenditure Decisions, Capital budgeting-purpose, process, types of capital investment decisions, capital budgeting techniques, capital rationing, Investment Decision Methods – Average Rate of Return (ARR), Pay Back, Internal Rate of Return (IRR), Present Value Approach	12	01
3. Financial Statements and Financial Analysis Financial Statements – Concept, their anatomy, Balance Sheet and its utility, Income Statement and its utility, limitation of financial statements. Financial Analysis –Types of analysis, utility, Techniques of Financial Analysis _ Ratio Analysis & Fund Flow Analysis	12	01
4. Management of Working Capital Nature of working capital, understanding working capital management- its significance –circular flow concept, Factors affecting working capital requirements Financing of working capital. Inventory management & Receivable management.	12	01
	48	04
List of Books recommended for Studies:- <ol style="list-style-type: none"> 1. Dr. Prassanna Chandra – Financial Management Theory & Practice published by McGraw Hill 6th Edition 2. Financial Management and Policy – By Dr. R. M. Shrivastava, Himalaya Publishing House 3. Indian Financial System – Bharati Pathak Dorling Kindersley (India) Pvt. Ltd. 4. Business Finance – S. C. Kuchal 5. Financial Management – I. M Pandey 6. Financial Management – Study material by Alpha group ICFAI Hyderabad 7. Financial Management – Dr. P. V. Kulkarni 8. Fundamentals of Financial Management By Horne, Wachowicz Jr. Bhaduri Published by Pearson Education 12th Edition 		

M.Com. Part I Semester I
Advanced Banking & Finance Special Paper I.
Subject Title -: Legal Framework of Banking.
Course Code -: 115

Objectives:

1. To acquaint the students with legal framework in which the Indian banking is working today.
2. To make the students aware about the latest developments in the field of banking law.
3. To enable the students to understand modern banking practices.
4. To enable the students to establish a link between the legal provisions and the practical aspects of banking.

1. Banking Regulation Act, 1949

12

Provisions relating to: Definition (Sec -5) Business of banking companies (Sec-6) Restrictions on business of banking companies (Sec -8, 19 and 20) Powers of the RBI (Sec -21, 35 and 36 to 36 AD) Winding up of a banking company (Part III and III-A of the Act) Applicability of the Act to Co-operative banks (Sec- 56), Amendments of BRA 1949 up to Dec. 2012

2. The Negotiable Instrument Act, 1881

12

Provisions relating to: Definition of negotiable Instrument (Sec- 13), Promissory note (Sec -4), Bill of exchange (Sec -5), and Cheque (Sec -6), Comparative Study of Negotiable Instruments Parties to negotiable instrument (Section -7), Holder (Sec -8), Holder in due course (Sec -9), Payment in due course (Sec -10), Negotiation (Sec -14), Endorsement (Sec -15), Dishonor of Negotiable Instruments (Sec -91-92), Noting and Protest (Sec -99-104-A), Penalties in case of dishonor of certain cheques for insufficiency of funds in the account (sections 138 to 147), As Amendments of Negotiable Instrument Act up to 2002

3. A. The Reserve Bank of India Act, 1934

12

Provisions relating to: Incorporation, Capital management and Business (Sec 3 to 19) Central Banking functions ((Sec -20 to 45): Regulatory and Supervisory Collection and furnishing of credit information (45 A to 45 G) Penalties (Sec 58 B to 58 -G), Changing role of the RBI.

B. The Foreign exchange Management Act, 1999

Provisions relating to: Preliminary (Sec 1-2), Regulation and management of foreign exchange (Sec 3 to 9) Authorized person (Section 10 to 12) Contravention and penalties (Section 13 to 15) Adjudication and appeal (Sections 16 to 21 and sections 34-35) Directorate of enforcement (section 36 to 38).

4. Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002

12

Provisions relating to: Preliminary (Section 1 and 2) Regulation of securitisation and reconstruction of financial assets and financial institutions (Section 3 to 12 A) Enforcement of security interest (Section 13 to 19) Central registry (Section 20 to 26) Offences and penalties (Section 27 to 30) Miscellaneous (Section 31 to 41) Relevant amendments between 2004 and 2008

TOTAL 48

List of Books Recommended for Study

1. Tannan's: Banking – Law & Practice.
2. Banking: Law & Practice – P.N. Varshaney.
3. Management of Banking & Financial Services – Justine Paul and Pamalata Suresh.
4. Legal and Regulatory Aspects of Banking– Published by Indian Institute of Banking & Finance.
5. All relevant & recent Bare Acts.

M.Com. Part I Semester I
Advanced Banking & Finance Special Paper II.
Subject Title -: Central Banking
Course Code -: 116

Objectives:

1. To study the functions of central bank
2. To understand monetary policy and its instruments

1. Evolution of central banking **08**

Origin and evolution of central banking.
Need and Rationale of central bank.
Evolution of Reserve Bank of India (R.B.I.)

2. Functions of Reserve Bank of India **12**

A. The Reserve Bank as currency authority:

□ Issue of currency notes, Asset banking for note- issue, Distribution of currency, Currency chests, Recent developments in currency management.

B. The Reserve Bank as banker to Government:

Maintenance of Government accounts, Banker to the Central Government and the State Governments, Management of public debt

C. RBI as a Banker Bank: Controller of Credit, Lender of Last Resort

D. RBI as a Custodian/Manager of Foreign Reserves

E. Promotional Functions of RBI

3. Regulation and supervision of Reserve Bank over Commercial banks. **10**

Regulation and supervision over commercial banks:
Licensing of banks, Opening of new banks, Branch Licensing, Foreign banks, Cash reserves and liquid assets, Prudential norms, capital and reserves, Control over methods of operation

4. Para banking activities **10**

Control over management, Annual accounts and audit, □Subsidiaries of commercial banks,
□Credit Information Bureau of India Ltd. (CIBIL) Bank Assurance, □Inspection of banks: Board for Financial Supervision (BFS) and system of inspection.

5. Non-banking financial companies (NBFCs) **08**

Regulatory framework for NBFCs:
Measures for supervision over NBFCs.

List of Books Recommended for Study

- 1) Monetary & Financial Sector Reforms in India – Y. Venugopal Reddy.
- 2) Govt. of India- Economic Survey
- 3) R.B.I.: Functions and Working – R.B.I. Publication.
- 4) R.B.I. Bulletins.
- 5) R.B.I. Annual Reports.
- 6) Trends & Progress of Banking in India- R.B.I. Annual

M.Com. Part I Semester I
Advanced Marketing Special Paper I.
Subject Title -: Marketing Techniques
Course Code -: 117

Objectives :

To study and critically analyze the basic concepts & techniques of Marketing.

Unit No.	Name of the Topic	Periods
1	Marketing an Introduction: Meaning definition Elements. Objectives Importance Advantages and limitations Evolution and Scope Approaches to the study of Marketing/ Marketing Concepts- Production, Product, Selling, Marketing and Holistic Marketing Concept	08
2	Marketing Organisation and Environment Meaning Definition need and importance of a Marketing Organisation, Different types of Marketing Organisations Marketing Environment: Meaning and Definition, Internal and external environmental factors impacting the marketing environment	08
3	- Product Mix— Meaning and Definition of Marketing Mix Concept of Product, Product Lines, Product line length, depth, width. Product Mix Width. Product Simplification diversification and elimination Product Management: New product development and Product Life Cycle Brand Managent: concept definition and history of brand/branding Brand Creation, Rebranding, Brand Positioning, Brand Equity Brand Contract, Brand Factory Labelling	08
4.	Price and Place Mix Price—definition and elements of price mix. Need, importance and objectives of pricing. Factors influencing pricing. Pricing Strategies. Place – Types of Distribution Channels and factors affecting selection of channel.	08
5	Promotion Mix/ Marketing Communication Elements of Promotion Mix—Advertising- Advertising – Setting the advertising objectives – Role of advertising, advertising media – advertising bud get – evaluating advertising effectiveness – profile of advertising agencies in India. Recent trends in modern advertising – Evaluating marketing communication programs Personal Selling – concept and importance, process of personal selling. Understanding and dealing with different types of customers. Sales Promotion: Meaning, Objectives and importance . Tools or techniques of sales promotion. Public Relations—Concept, history and tools of public relations. P.R agencies in Inda. Public Relations Society of India E- Marketing Promotion – E mails, different types of Web advertising, blogspots Online Sponsorships.	08

6	People Process and Physical Evidence -- People as a part of Marketing Mix, customer interaction, customer service Process as part of the Marketing Mix, Physical evidence/ Packaging	08
Total		48

Books Recommended	
1. Philips Kotlers – Marketing Management 2. Marketing Management Cravens – Hills – Woodruff 3. Marketing – A Managerial Introduction – Gandhi 4. Marketing Information System – Davis – Olsan 5. Consumer Behavior – Schiffman – Kanuk 6. Principles and Practice of Marketing – John Frair	

M.Com. Part I Semester I
Advanced Marketing Special Paper II.
Subject Title -: Consumer Behavior.
Course Code -: 118

Objective :

To impart knowledge regarding marketing management techniques and process; to develop understanding of the marketing functions techniques and strategies

Unit No.	Name of the Topic	Periods
1	Introduction to Consumer Behaviour and Market Segmentation: Meaning and Definition. Nature Scope and Application of Consumer Behaviour . Difference between consumer and customer. Market Segmentation: Meaning and definition, Market Criteria for effective Segmentation, Process/ Stages of Market Segmentation , Bases of Segmentation,	08
2	Consumer Perception: Definition of Perception, Elements of Perception, Perception Process, Importance of Perception Perception & Brand. Consumer Perception of Risks.	08
3	Consumer Learning and Memory Meaning Definition and elements of Learning Types of Learned Behaviour Behavioural Theory of Learning General Characteristics of Learning Memory Defined Advertising/Marketing Application	08
4	Personality and Self Concept Personality Defined Theories of Personality Measurement of Personality Self- Concept Defined How Self Concept Develop Brand Personality and Marketing Application	08
5	Motivation and Involvement Concept of Motivation and Motives Theory of Motivation Classifications of Motives Role of Motives Motives Arousal Definition of Involvement Dimensions of Involvement Types of Involvement and Marketing Implications	08
6	Attitude Formation and Change Definition of Attitude Attitude Function Characteristics of Attitude	08

	Sources of Attitude Development Structure Models of Attitudes Strategies for Changing Attitudes and Intentions	
TOTAL		48

Books Recommended

1. Consumer Behavior – Hawkins, Best, Coney – TMH, 9/e, 2004
2. Consumer Behaviour – Concepts Applications & Cases – M S Raju & Dominique Xardel
3. Consumer Behavior – Leon Schiffman, Leslie Lazar Kanuk – Pearson / PHI, 8/e
4. Consumer Behavior In Indian Perspective – Suja Nair – Himalaya Publishers
5. Customer Behavior – A Managerial Perspective – Sheth, Mittal – Thomson,
6. Cross cultural marketing – Robert Rugimbana and Sonny Nwankwo
7. Customer Relationship Management – Peeru Ahamed & Sagadevan – Vikas Publishing
8. Consumer Behaviour- Walker
9. Consumer behaviour- Loudon, Delebeta
10. Consumer Behavior - J.Paul Peter
11. Consumer Behaviour – Concepts Applications & Cases – M S Raju & Dominique Xardel.

UNIVERSITY OF PUNE

Master of Commerce (M.Com.) Semester Pattern with Credit System Revised with effect from June 2013

Preamble for Choice Based Credit System

Since liberalization the socio-political-economic scenario is changing very fast. There is a significant transformation in term educational expectation and aspiration of the learner. The educational system also is witnessing many changes and challenges due to technological growth and changes in the Government policies. Education is no longer a concern of students but it has become a matter of social and economic importance. The changes at the global level has influence the educational system, structure and expectation of the users.

University education needs to take contingency of all these changes and restructure itself to stand in a competitive dynamic environment. Professional stream of learning like Commerce have to be properly upgraded to accommodate challenges of change, expectation of employers' and to offer global opportunities to the learners. From this point of view the course structure of post-graduate programme in Commerce needs to be structured. It has to be according to expectations of the learners, employers and the society. The learning inputs have to be more update, skilled based and with appropriate applications. The course programme should consider desire aptitude, attitude and acumen of the learner.

From this point of view University of Pune has introduced Choice Base Credit System of course structure. This system shall offer a flexible user friendly, opportunity to the learner, will broader the horizon of Commerce education and will give a fair chance to every single learner to exhibit his talent, acquired skills and enhance his personality. It will further enhance his opportunity of global mobility, to acquire different knowledge inputs from different global institutes.

1. Objectives :

- a. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.
- b. To develop independent logical thinking and facilitate personality development.
- c. To equip the students for seeking suitable careers in management and entrepreneurship.
- d. To study by students methods of Data collection and their interpretations.
- e. To develop among students Communication, Study and Analytical skills.

2. Duration :

The M.Com. Course will be of Two Years duration consisting of Two part. i.e. Part I and Part II. Each part is having Two Semesters. Thus the M.Com. Course is of Four Semesters. For each Semester there will be Four Papers of 100 marks each. The M.Com. Degree will be of 1600 marks in aggregate.

3. Duration and Structure of Programme:

The M.Com (Semester pattern with Credit System) degree Programme shall be of 2 years' duration divided into two parts, Part I and Part II, and 4 semesters.

4. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

5. Course Structure:

The M.Com. degree course will be of two year duration consisting of four semesters and of minimum 64 credits as below:

Sr. No.	Semester	Total Credits
1	Semester I	16
2	Semester II	16
3	Semester III	16
4	Semester IV	16
	Grand Total	64

Four credits for project work at 4th Semester (This will include credits for fieldwork, data presentation and report writing)

In each Semester, there will be four papers of 100 marks each out of which 50 marks will be for Internal Assessment (attendance, home assignments, class tests, long term papers, classroom presentation and 50 marks for University Examination. Thus M.Com. degree examination, four Semesters shall be of 1600 marks and of minimum 64 credits altogether. The following shall be the course structure.

6. The Scheme of Papers: The following will be the Scheme of papers:

The List of Courses Semester I

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester I	Core Compulsory	101	Management Accounting	04	04	03	50	50	100
		102	Strategic Management	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		103	Advanced Accounting	04	04	03	50	50	100
		104	Income Tax	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		105	Information system and E-Commerce Practices	04	04	03	50	50	100
		106	Intellectual Property Laws	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		107	Advanced Cost Accounting	04	04	03	50	50	100
		108	Costing Technique and Responsibility Accounting	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		109	Co-operative Movement in India	04	04	03	50	50	100
		110	Organization of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		111	Organized Trades and Markets	04	04	03	50	50	100
		112	Business Environment and Policy	04	04	03	50	50	100
		Group F (Business Administration)							
		113	Production and Operation Management	04	04	03	50	50	100
		114	Financial Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		115	Legal Framework of Banking	04	04	03	50	50	100
		116	Central Banking	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		117	Marketing Techniques	04	04	03	50	50	100
		118	Consumer Behaviour	04	04	03	50	50	100

Semester II

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester II	Core Compulsory	201	Financial Analysis and Control/ Principals of Financial Accounting	04	04	03	50	50	100
		202	Industrial Economics/ Economic Environment/Business Statistics/ Quantitative application	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		203	Specialized Areas in Accounting	04	04	03	50	50	100
		204	Business Tax Assessment & Planning	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		205	E- Security & Cyber Laws	04	04	03	50	50	100
		206	Laws Regulating to Copyrights & Design	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		207	Application Cost Accounting	04	04	03	50	50	100
		208	Cost Control & Cost System	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		209	International Co-operative Movement	04	04	03	50	50	100
		210	Management of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		211	Modern Business Practices	04	04	03	50	50	100
		212	Business Environment Analysis	04	04	03	50	50	100
		Group F (Business Administration)							
		213	Business Ethics and Professional Values	04	04	03	50	50	100
		214	Elements of Knowledge Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		215	Banking Law & Practices	04	04	03	50	50	100
		216	Monetary Policy	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		217	Customer Relationship Management & Retailing	04	04	03	50	50	100
		218	Services Marketing	04	04	03	50	50	100

Semester III

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester III	Core Compulsory	301	Business Finance/ Financial System	04	04	03	50	50	100
		302	Research Methodology for Business	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	To choose any one Group of the following							
		Group A (Advanced Accounting & Taxation)							
		303	Advanced Auditing	04	04	03	50	50	100
		304	Specialized Auditing	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		305	Laws Relating to International Business	04	04	03	50	50	100
		306	WTO – Norms & Practices	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		307	Cost Audit	04	04	03	50	50	100
		308	Management Audit	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		309	Co-operative Credit System	04	04	03	50	50	100
		310	Co-operative Banking System	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		311	Entrepreneurial Behaviour	04	04	03	50	50	100
		312	Entrepreneurship	04	04	03	50	50	100
		Group F (Business Administration)							
		313	Human Resource Management	04	04	03	50	50	100
		314	Organizational Behaviour	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		315	Foreign Exchange	04	04	03	50	50	100
		316	International Finance	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		317	International Marketing	04	04	03	50	50	100
		318	Marketing Research	04	04	03	50	50	100

Semester IV

Semester	Subject Type	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester IV	Core Compulsory	401	Capital Market and Financial Services/ Portfolio Management	04	04	03	50	50	100
		402	Industrial Economic Environment/ Operations Research	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		403	Recent Advances in Accounting, Taxation, Taxation and Auditing	04	04	03	50	50	100
		404	Project Work/ Case Studies	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		405	Recent Advances in Commercial Laws and Practices	04	04	03	50	50	100
		406	Project Work/Case Studies	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		407	Recent Advances in Cost Auditing and Cost System	04	04	03	50	50	100
		408	Project Work/Case Studies	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		409	Recent Advances in Co-operative and Rural Development	04	04	03	50	50	100
		410	Project Work/Case Studies	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		411	Recent Advances in Business Practices and Environment	04	04	03	50	50	100
		412	Project Work/Case Studies	04	04	03	50	50	100
		Group F (Business Administration)							
		413	Recent Advances in Business Administration	04	04	03	50	50	100
		414	Project Work/Case Studies	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		415	Recent Advances in Banking and Finance	04	04	03	50	50	100
		416	Project Work/Case Studies	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		417	Recent Advances in Marketing	04	04	03	50	50	100
		418	Project Work/Case Studies	04	04	03	50	50	100

7. Scheme of Examination:

The examination of regular students of M.Com. degree course of the University of Pune admitted in the academic session 2013-14 and after shall be based on:

- (a) Semester Examination
- (b) Continuous Assessment
- (c) Choice Based Credit System, and
- (d) Semester Grade Point Average and Cumulative Grade Point Average System

For each paper of 100 marks, there will be an Internal Assessment (1A) of 50 marks and the University Examination (UE) of 50 marks/ 3 hours duration at the end of each semester. A candidate who will secure at least 40% marks allotted to each paper will be given 4 credits. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semesters.

The Internal Assessment for each paper will be 50 marks which will be carried out by the department during the term. The Internal Assessment may be in the forms of written test, seminars, term papers, presentations, assignments, orals or any such others. The distribution of internal assessment marks shall be as follows:

Midterm Test	20
Presentation/Role Play	10
Case studies/ Group Discussion	10
Quiz / Home Assignment	10
Total	50

There shall be four semester examinations: first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly, the third and fourth semester examinations shall be held at the middle and the end of the second academic year, respectively.

A student cannot register for the third semester, if she/he fails to complete 50% credits of the total credits expected to be ordinarily completed within two semesters.

8. Research project work:

There will be a Research Project to be prepared by a student during the fourth semester. The objective of the project work is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work is to be undertaken under guidance of a teacher allotted to a student by the department.

Division of marks	Marks	
A. Synopsis with working bibliography (Internal Assessment)	40 marks	50 marks
Viva Voce (Internal Assessment)	10 marks	
B. A full project Report (Minimum 50-80 pages) (Internal & External Assessment)	40 marks	50 marks
Viva Voce (Internal & External Assessment)	10 marks	

As the Research Project is based on the self study done by the candidate and evaluated for 100 marks altogether, 04 credits will be awarded to a successful candidate in this subject. The project may be evaluated by two examiners one internal and one external, selected from the panel of PG examiners of the University. The Viva voce must be conducted by the teachers selected out of the panel of PG examiners maintained by the University.

The candidates have to submit the project 15 days before the commencement of the fourth semester university examination. The project report shall be type-written and submitted in duplicate. A candidate who fails to submit the project may resubmit the same in the subsequent semester examination for evaluation. The project work activities must be duly supported by documentary evidence to be endorsed by the Head or Guide.

9. Standard of passing:

A candidate shall be declared to have passed in the paper provided he/she has secured minimum GP of 4.5 in the UNIVERSITY EXAMINATION and GRADE POINT AVERAGE of 4.0 in aggregate of UNIVERSITY GRADE and INTERNAL ASSESSMENT taken together.

10. Classification of successful candidates:

Candidates who secured not less than 60% of aggregate marks (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) in the whole examination shall be declared to have passed the examination in the first class. All other successful candidates shall be declared to have passed in second class. Candidates who obtain 70% of the marks in the aggregate (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) shall be deemed to have passed the examination in first class with distinction.

A student who passess in all the courses will be declared to have passed the M.Com. degree with the following honours.

CGPA in (4.00, 4.99)	- Pass Class
CGPA in (5.00, 5.49)	- Second Class
CGPA in (5.50, 5.99)	- Higher Second Class
CGPA in (6.00, 7.99)	- First Class
CGPA in (8.00, 10.00)	- First Class with Distinction

11. Scheme of Credits:

Sixty (60) hours of teaching will lead to three credits (which mean four hours per week teaching in one semester) and long term paper as well as presentation will carry one credit. Each semester shall have 16 credits.

12. Structure of Transcript:

At the end of each semester, student will be given a transcript showing the performance and result in each course. The transcript shows, for each course the title of the course, credit values, grade in UNIVERSITY EXAMINATION , grade in INTERNAL ASSESSMENT , grade point index, result as pass or fail. Also, the semester grade point average (SGPA) and cumulative grade point average (CPGA) will be shown. Further the equivalent percentage of marks corresponding to SGPA or CGPA to equivalent percentage is given by:

$$\text{Equivalent percentage marks} = \begin{cases} 10 \times \text{CGPA} & \text{if CGPA /SGPA is in [4.00, 6.00]} \\ 05 \times \text{CGPA} + 30 & \text{if CGPA /SGPA is in [6.00, 9.00]} \\ 25 \times \text{CGPA} - 150 & \text{if CGPA /SGPA is in [9.00, 10.00]} \end{cases}$$

Marks	Grade	Grade Point
100 to 75	O : Outstanding	06
74 to 65	A : Very Good	05
64 to 55	B : Good	04
54 to 50	C : Average	03
49 to 45	D : Satisfactory	02
44 to 40	E : Pass	01
39 to 0	F : Fail	00

(C) GPA	Grade
05.00 – 6.00	O
04.50 – 04.99	A
03.50 – 04.49	B
02.50 – 03.49	C
01.50 – 02.49	D
00.50 – 01.49	E
00.00 – 00.49	F

13. Distribution of Periods:

There shall be 60 periods for each subject to cover the entire teaching of 4 credits. This will be distributed as follows:

Particulars	Periods
Teaching session per programme	48
Assignment/ Test	04
Role play/ Group Discussion	04
Case studies and presentation	04
Total	60

14. Standard of Passing.

- A. Regular students: - A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.

15. Award of Class.

- a. The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, and IV together.
The Award of class shall be as under:-
- b. Improvement: - A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. Examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

16. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- Management Accounting
- Financial Analysis & Control
- Business Statistics,
- Advanced Accounting and Taxation
- Advanced Cost Accounting and Cost Systems.

- 17.** A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2013. For the students who have completed the terms for the First Year as per Old Course will be admitted to the Second Year as per Old Course M. Com. The examination as per Old Course will be held simultaneously for three years from April / May 2014.

18. Qualification of the Teachers :

The Teachers recognized to teach the subjects as per Old Course shall be deemed to be recognized in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics:** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development:** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.
- E. Research Methodology and Project Work:** M.Com. M.A (Eco.) M.Phil./Ph.D. with 5 years degree teaching experience.
- F.** Similarly all the changes in qualification as per U.G.C norms and guidelines shall also be applicable as and when the changes come into force (If applicable)

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M.Com. Part I Semester II
Compulsory Paper
Subject Name -: Financial Analysis & Control.
Course Code -: 201.

Objective -: The objective of the course is to enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.

UNIT	TOPIC	No. of Lectures in hours
I	LONG TERM INVESTMENT DECISIONS: Capital budgeting - Meaning- Importance - Evaluation technique and methods - Pay back, rate of Return, Discounted Pay Back Period- Discounted Cash flow - Net present value - Internal Rate of Return, Modified Internal Rate of Return- Profitability Index. Relationship between risk and returns.	10
II	COST OF CAPITAL: Meaning - Definition and assumptions - Explicit and implicit cost - Measurement of specific cost - Cost of debt - Preference Shares - Equity shares - Retained earnings - Weighted average cost of capital	10
III	MARGINAL COSTING: Meaning of Marginal Cost and Marginal Costing, advantages, limitations. Fixed and Variable cost, Contribution, Break-even analysis, Profit volume ratio, Limiting factor.	08
IV	SHORT RUN MANAGERIAL DECISION ANALYSIS: Introduction-Analytical Framework. Decision Situations:- Sales Volume related Decisions-Sale or further process-Make or buy - Product Line/divisions/departments - Short run use of scarce resources - Operate or shut down.	08
V	BUDGET AND BUDGETARY CONTROL: Meaning, Definition and scope of budget and budgetary control- Types of budgets - Financial budget - Master budget, Flexible budget - Capital budget.	06
VI	STANDARD COSTING: Concept, Advantages; Types of Standards-Variance analysis: Materials, Labour, Overhead - Managerial uses of Variances	06
TOTAL -		48

List of Books Recommended for Study:-

1. R. N. Anthony , G. A. Walsh: Management Accounting
2. M. Y. Khan. K. P. Jain: Management Accounting
3. I. M. Pandey: Management Accounting (Vikas)
4. J. Betty: Management Accounting
5. Dr. Kishor N. Jagtap: Management Accounting (Success)
6. Sr. K. Paul: Management Accounting
7. Dr. Jawaharlal: Management Accounting

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II**Optional Paper****Subject Name :- Industrial Economics****Course Code :- 202 - A.****Objectives:**

- 1) To study the basic concepts of Industrial Economics.
- 2) To study the significance and problems of Industrialization.
- 3) To study the impact of Industrialization on Indian Economy.

Chapter No.	Particulars	Total Lectures (48)
1.	Introduction 1.1 Meaning, Definition, Nature, Scope and Limitations of Industrial Economics. 1.2 Need and Significance of Industrial Economics. 1.3 Relationship between Industrial Development and Economic Development.	8
2.	Industrial Location. 2.1 Meaning of Industrial Location. 2.2 Factors Influencing Industrial Location. 2.3 Alfred Weber's Theory of Location. 2.4 Sargent Florences Theory of Location. 2.5 August Losch's Theory of Location.	8
3.	Industrial Productivity. 3.1 Meaning, Definition and Measurement of Industrial Productivity. 3.2 Factors Influencing Industrial Productivity. 3.3 Industrial Productivity. 3.4 Measures adopted by the Indian Government to Improve Industrial Productivity.	8
4.	Industrial Efficiency and Profitability. 4.1 Meaning, Definition and Measurement of Industrial Efficiency. 4.2 Factors affecting Industrial Efficiency. 4.3 Measures adopted by Indian Government, Industries and other agencies to Improve Industrial Efficiency. 4.4 Meaning, Definition and Measurement of Industrial Profitability.	8
5.	Industrial Profile and Problems. 5.1 Structure and Organisation of Large Industries in India. 5.2 Private Sector Enterprises: Role, Functions and Problems. 5.3 Public Sector Enterprises: Role, Functions and Problems. 5.4 Disinvestment Policies. 5.5 Micro, Small and Medium Enterprises (MSME) Role and Problems.	8
6.	Industrial Imbalance. 6.1 Meaning of Industrial Imbalance. 6.2 Causes and Effects of Industrial Imbalances. 6.3 Measures adopted by the Indian Government to reduce Industrial Imbalance 6.4 Regional Industrial imbalance - Special focus on Maharashtra	8

Recommended Books

1. S.C. Kuchal – Industrial Economy of India.
 2. D.R. Gadgil – Industrial Evolution in India, Oxford. 1948
 3. K.V. Sivayya and V.B.M.Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999 Publishing House.
 4. S.C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad.
 5. Bagchi and banerjee : change and choice in Indian industry, centre for studies in social science in culcatta.
 6. A. Donald Hay Dereck, Mouris : Industrial Economics : Theory and Evidence, Oxford
 7. K.N.Prasad : Indian Economy Since Independence.
 8. Solman Fabucant : A premier on Productivity, Prentice Hall.
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- i. www.newagepublishers.com/samplechapter/000386.pdf
 - ii. www.indecon.com/
 - iii. Www.tudyingeconomics.ac.uk/industrial-economics
 - iv. http://en.wikipedia.org/wiki/Industrial_economics
 - v. <http://encyclopedia2.thefreedictionary.com/Industrial+Economics>
 - vi. <http://studyingeconomics.ac.uk/industrial-economics/>
 - vii. www.aiu.edu/publications/student/.../industrial%20economics.html
 - viii. www.investopedia.com/terms/i/industrial-organization.asp

Suggested format of Continuous assessment along with allocation of Periods

Sr.No.	Assessment Chart	Periods Alloted
1.	Tests	3
2.	Quizzes	3
3.	Presentation Seminars	3
4.	Assignments	3

M.Com. Part I Semester II**Optional Paper****Subject Name :- Business Statistics.****Course Code :- 202 - B.**

1.	Theory of Probability Distributions: Discrete and Continuous 1.1 Random Variables, discrete random variable, continuous random Variable 1.2 Probability distribution and probability mass function (p. m .f.) of discrete random variable, Probability density function(p.d.f.) of continuous random variable 1.3 Expected value, variance and standard deviation 1.4 Numerical Problems on finding p.m.f/p.d.f, expected value and variance.	10
2.	Standard Probability Distributions 2.1 Binomial Distribution : p. m. f., mean and variance. 2.2 Poisson Distribution : p. m. f., mean and variance 2.3 Normal Distribution : p. m. f., mean, variance, properties 2.4 Limiting relations between these distributions 2.5 Numerical problems to calculate probabilities, mean and variance	14
3.	Estimation of Parameters of Distribution 3.1 Parameter and Statistic 3.2 Unbiased estimator 3.3 Confidence interval (around unbiased estimator) 3.4 Examples and Problems	8
4.	Tests of Hypothesis 3.1 Hypothesis, null and alternative hypothesis, two types of errors, test statistic, critical region acceptance region, level of significance, p-value 3.2 Chi square test for goodness of fit 3.3 Chi square test for independence of two attributes 3.4 Small sample Test for the mean a) One sample test b) Two sample test c) Pair t – test 3.5 Large sample tests for population mean and population proportion 3.1.1 Test for the mean a) one sample b) two samples 3.1.2 Test for the proportion a) one sample b) two samples 3.6 Numerical Problems	16
Recommended Books : 1. Schaum's outline series of Probability By Seymour Lipschutz 2. Probability and Statistics : R Walpole, S myers and K Ye 3. Fundamentals of Mathematical Statistics :S.C. Gupta and V.K. Kapoor 4. Fundamentals of Applied Statistics : S.C. Gupta		

M.Com. Part I Semester II
Advanced Accounting and Taxation Special Paper III
Subject Title -: Specialized Areas in Accounting.
Course Code -: 203

Objective -:

1. To develop competency of students to solve problems relating Special areas in accounting including accounting for Services Sector.
2. To understanding of Financial Reporting Practices.
3. To familiarize the student with procedure of accounting for Taxation.

UNIT	TOPIC	No. of Lectures in hours
I	ACCOUNTING FOR CONSTRUCTION CONTRACTS: Introduction - Accounting Treatment - Percentage of Completion Method, Completed Contract Method. Provision for foreseeable losses-Principles to be followed while taking credit for profit on incomplete contracts, valuation & disclosure of Work-in-progress, escalation clause, preparation of contract accounts.AS7	08
II	ACCOUNTING FOR CORPORATE RESTRUTURING: Amalgamation - Absorption - External reconstruction, (Advanced problems only) - Internal Reconstruction - reparation of Scheme of Internal Reconstruction.	08
III	FUND BASED ACCOUNTING: Introduction - Special Features of Accounting for Educational Institutions, Accounting for Government Grants as per guidance notes issued by the ICAI.	08
IV	SERVICES SECTOR ACCOUNTING: A. Hotel accounting - introduction - visitors' ledger. B. Hospital accounting - Introduction- capital and revenue expenditure OPD & IPD Register. C. Transport Undertaking - Introduction - preparation of final Accounts - Accounting o f Roadways Preparation of final accounts - Log Book.	08
V	CORPORATE FINANCIAL REPORTING: Issues and problems with reference to published financial statements of Companies. Financial Reporting in respect of Mutual Funds, Non Banking Financial Companies, Merchant Bankers, Stock Brokers	08
VI	ACCOUNTING FOR CORPORATE TAXATION: A. Accounting for Income Tax: Provision for Taxation - Advance Tax- Completion of Assessment - Corporate Dividend Tax-Tax Deducted at Source Deferred Tax as per AS.22. B. Accounting treatment of Excise Duty and CENVAT: Accounting at the time of payment of Excise Duty, Cenvat Credit availed and utilized for input and Final Product and Capital Goods. C. Accounting of State Level Value Added Tax. (VAT): VAT Credit in	08

	case of Inputs/Supplies, Capital Goods. Accounting for Liabilities adjusted from VAT credit receivable balance- Inputs and / or Capital Goods. D. Accounting under Service Tax. Basics of Service Tax-Accounting Groups and Accounting Heads-Accounting Entries at raising Invoice and receipt of payment.- Booking of expenses and making payment. (practical problems on journal entries on above transactions))	
TOTAL -		48

Notes:

1. Theory questions will carry 20% marks.
2. Practical problems will carry 80% marks.
3. Relevant Accounting standards to be studied under each topic

List of Books Recommended for Study :

1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
6. Robert Anthony, D.F.Hawkins & K.A. Merchant: Accounting Text & Cases (Tata McGrawHill).
7. Dr. S. N. Maheshwari: Corporate Accounting (Viakas Publishing House Pvt. Ltd. New Delhi)
8. Dr.Ashok Sehgal & Dr .Deepak Sehgal: Advanced Accounting (Taxmann, New Delhi).
9. Guidance Notes issued by Institute of Chartered Accountants of India. on :
 - a. Accounting for State level Value Added Tax :
 - b. Accounting for Fringe Benefits Tax :
 - c. Accounting for Corporate Dividend Tax:
 - d. Accounting Treatment for Excise Duty:
10. Taxmann's Journal on Service Tax : Volume 10.Part 7. (2007): Accounting under Service Tax by Pravin Dhandharia
11. Relevant guidance notes issued by the ICAI.

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II
Advanced Accounting and Taxation Special Paper IV
Subject Title :- Business Tax Assessment & Planning
Course Code :- 204

Objective :-

1. To provide understanding of Direct Taxes including Rules pertaining thereto and their application to different business situations.
2. To understand principles underlying the Service Tax.
3. To understand basic concepts of VAT, Excise Duty and Customs Duty.

UNIT	TOPIC	No. of Lectures in hours
I	ASSESSMENT OF VARIOUS ENTITIES: 1. Assessment of Companies 2. Assessment of Co-operative Societies 3. Assessment of Charitable Trusts (Theory & Problems)	08
II	MISCELLANEOUS: Income Tax authorities, Return of Income, Procedure for Assessment - Types of assessment, Appeals and Revision, Deduction of Tax at Source - Advance payment of Tax - Deduction and Collection of Tax At Source-Interest and penalties, Offences and Prosecutions - Refund of Tax-Transfer Pricing (Domestic & International Transactions) (Theory & simple problems on TDS, Advance Tax & Interest Calculation)	08
III	TAX PLANNING: Meaning of tax planning and management, tax evasion and tax avoidance-Nature and scope of tax planning and management in the corporate sector- Justification of corporate tax planning and management. Tax Planning considerations in relation to Business.(Theory)	08
IV	WEALTH TAX: Scheme of Wealth Tax - Incidence of Wealth Tax - Assets to be included in Net Wealth - Exempted Assets - Valuation of Assets and Wealth Tax Liability - Assessment and Penalties. (Theory & Problems)	06
V	BASICS OF INDIRECT TAXES: A] SERVICE TAX: Service Tax: Applicability and Services covered - Valuation of taxable services for service tax- Payment of Service Tax - Registration - Furnishing of Return - Maintenance of Record - Other obligations (Theory and Problems) B] VAT: The Basic concept of VAT-how VAT operates-merits & demerits of VAT-a brief overview of state level VAT in India. (VAT is not to be studied with reference to any particular State VAT Law.) (Theory Only)	18

	C] EXCISE DUTY: - Basics of Central Excise Duty – Conditions for imposition - Person liable - Rates of excise duty - Goods and Excisable goods - Manufacturer, Production and Manufacturer- Classification of goods. (Theory) D] CUSTOMS DUTY: Introduction to Customs Duty – Valuation - Customs Procedures - Classification for Customs and Rate of Customs Duty. (Theory)	
TOTAL -		48

Notes:

1. Amendments made prior to commencement of Academic Year in the relevant act should be considered.
2. Theory questions will carry 50% marks.
3. Problems will carry 50% marks

Scheme of Marking for Semester II will be as under:-

- a. Income Tax- 70 Marks
- b. Wealth Tax- 10 Marks
- c. Indirect Taxes -20 Marks
 - i- Service Tax
 - ii- VAT
 - iii- Excise Duty
 - iv- Customs Duty

List of Books Recommended for Study:

1. Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman Publication, New Delhi.
2. Dr. Bhagawati Prasad: Direct Taxes
3. Girish Ahuja and Ravi Gupta: Direct Taxes, Bharat Law House, New Delhi.
4. T. N. Manoharan: Hand Book of Income Tax Laws
5. B.B. Lal & N.Vashisht: Direct Taxes (Pearson)
6. S. S. Gupta: Service Tax (Taxman Publications, New Delhi)
7. R. Mohan Lavis: Service Tax (Bharat Publishers, New Delhi)
8. V.S. Datey: Indirect Taxes, Law and Practice (Taxman Publications, New Delhi)

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Quizzes	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II
Commercial Laws and Practices Special Paper III.
Subject Title :- E-Security and Cyber Laws
Course Code :- 205

Objective :-

1. To make the students aware of the cyber wrongs/crimes;
2. To impart knowledge of e-security and Internet Security amongst students
3. To make student familiar with various provisions of cyber Laws and I.T. Acts.
4. To get the students acquainted with the regulatory regime in computer field/e-business.

Unit No.	Name of the Unit / Topic	Periods
1.	Introduction to Computer crimes. Computer Crimes. Types of Computer crimes, Specific Threats, Attacks on Computer Systems, Major types of Security Problems / Common threats, Computer Frauds and abuse techniques. Characteristics and types of computer frauds. Preventing Computer Frauds and Ethical Considerations. System Vulnerability and abuse – Internet Vulnerability. Protecting Information systems from potential threats. E-Commerce security issues. Risk Involved in E-Commerce. Protecting E-Commerce System.	15
2.	E-Security Introduction to E-Security and Security Requirements. Types of Intruders, attacking methods, Hackers and Crackers. Computer Viruses, Spam, Denial of services. Security Policy, Secure E-Transactions. Types of Information Systems Controls- General Controls – Physical Controls, Access Controls, Biometric Controls, data Security Controls and Application Controls. Security Tools and Methods- Password, Authentication, Access Control, Encryption, Firewall, Antivirus Software, Digital Identity and digital Signature, Certificate Certificates. Secure Socket Layer and Secure Electronic Transaction Protocols.	15
3.	Cyber Laws --- Introduction to Cyber Laws—Meaning & scope of Cyber Laws, online contracts, & requirements & legal aspects of e-contracts (offer and acceptance in e-form), Cyber Laws & legal issues (cyber jurisprudence, & sovereignty, net neutrality, freedom of speech in cyber space, governance) Information Technology Act – 2002 Part-I Digital Signature-definition ,meaning, functions, procedure, E- Governance (Ss. 4 to 9), E- Records (Ss 11 to 16), Controller of Certifying Authority (powers, functions u/s 17 to 20), Digital Signature Certificates --License to issue Digital Signature Certificates, (suspension, revocation etc.--Ss.21 to 26), Duties of Certifying Authority (Ss.30 to 34), Provisions relating to Digital Signature Certificates (Ss. 35 to 39), Duties of subscriber(Ss.	10
4.	Information Technology Act – 2002 Part-II Penalties for Cyber Wrongs and Adjudication (Ss. 43 to 47) , Cyber Regulation Appellate Tribunal (Procedure and Powers(Ss.48 to 51, 57 to 64) Cyber Crimes/Offences & punishment (u/s 65 to 79), offences by companies(S.85) Amendments effected in IPC 1860, Indian Evidence Act, 1872, Bankers Books Evidence Act, 1891, Reserve Bank of India Act, 1934 pursuant to Ss. 91 to 94 of ITA, 2000.	08
	Total	48

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended:

1. E-COMMERCE and ITS APPLICATIONS – Dr. U. S. Pandey, Rahul Srivastava and Saurabh Shukla. S. Chand & Company, New Delhi
2. Management Information and Control Systems – Dr. Sushila Madan, TAXMANN’S.
3. Electronic Commerce from Vision to Fulfillment _ Elias M. Awad, Pearson Education.
4. Text book on Intellectual property rights – N.K. Acharya, Asia Law House.
5. Law of Information Technology (Cyber Law) – D. P. Mittal, TAXMANN’S
6. Guide to Cyber Laws – B y Rohnay D. Ryder[Wadhwa, Nagpur]
7. 6.. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing Co.
8. Law of Information Technology—D.P. Mittal
9. Cyber Laws—Krishnakumar
10. 9 Encyclopedia of Cyber Laws—Sujeet Kumar
11. Handbook of Cyber Laws---Vakul Sharma

M.Com. Part I Semester II
Commercial Laws and Practices Special Paper IV.
Subject Title :- Law Relating to Copyright and Designs.
Course Code :- 206

Objective :-

1. To understand the nature and scope of Intellectual Property laws
2. To get acquainted with various provisions of Intellectual property laws
3. To make the student familiar to Intellectual Property laws and their relevance in the changing business environment.

Unit No.	Name of the Topic	Periods
1.(a)	The Copyright Act, 1957:- Introduction and Evolution of the Law on Copy Right – Meaning, Scope and Characteristics of Copyright – Object of Copyright – Works in which Copyright Subsists – Qualification for Copyright Subsistence – Author and Ownership of Copyright and Rights of the Owner – International Copyright (Ss – 40-43)	10
1.(b)	Copyright (Procedure):- Term of Copyright (Sections 22 to 29, 37(2), 38(2) – Assignment/ License of Copyright (Sections 18 to 21, 30 To 32) – Registration of Copyright (Section 44 to 50-A along with rule 16 of chapter VI of Copyright Rules, 1958)	06
1.(c)	Copyright (Infringement and Regulatory Authorities):- Infringement of Copyright - acts which Constitute Infringement, acts not Constituting Infringement etc. (Section 51 to 53 A) – Offence and Penalties, Copyright Societies (Functions and Rights)	08
2	The Designs Act-2000: - Industrial Designs: Introduction and Meaning – Registerability of a Design, who can file an Application for Registration of a Design (Section 3 to 10) – Copyright in Registered Designs (Sections 11 to 20) – Infringement (Piracy) of Copyright in Design (Sec. 22) – Defenses which may be set up by the Defendant.	08
3	The Geographical Indications of Goods (Registration and Protection), Act, 1999: - Geographical Indications: Introduction, Meaning and Content – Procedure for Registrations – Duration, Renewal, Restoration (Section 11 to 18) – Rights Conferred by Registration – Infringement and its Remedies (Section 20-24) – Penalties for Infringement (Section 37 to 54) – Authorities: Registrar , Appellate Board – Certificate of Validity – Powers of Central Government.	08
4	Protection of Plant Varieties and Farmers Rights Act-2001:- Introduction Objective and Scope of the PPVFR Act, 2001 - Definitions [Plant, Propagating Material, Seed, Germ Plasma, Plant Variety, New Plant Variety, Farmer Etc.] Procedure of Registration, Who may apply? - What can be registered? – What Cannot be Registered - Acceptances and Opposition of Application – Rights and Privileges of Breeders and Researchers – Compulsory License – Period of Validity of Registration – Surrender and Revocation of Certificate – Infringement of Rights and its Remedies - Offences and Penalties – Authorities for Administration	08
	Total Period	48

[Note: Recent amendments in the Acts and relevant Landmark cases decided by courts are expected to be studied]

Books Recommended
<ol style="list-style-type: none">1. Intellectual Property Law – P. Narayan, Eastern Law House.2. Text book on Intellectual Property Rights. – N.K. Acharya , Asia Law House, Hyderabad.3. Law Relating to Intellectual Property – Dr. B.L. Waderha, Universal Law Publishing Co.4. Intellectual Property Rights, (2011), - Dr. Sreenivasulu N. S., Regal Publications, New Delhi – 7.5. Intellectual Property Law in India (2006) – Justice P. S. Narayana, Goigia Law Agency, Hyderabad.6. Universal’s “Intellectual Property Laws” (Bare Acts) Universal Law Publishing Co. Pvt. Ltd.7. Law of Intellectual Property - Dr. S. R. Mynei – Asia Law House, Hyderabad (2011).8. Intellectual Property Rights – Heritage, Science & Society Under International Treaties, A. Subbian Deep & Deep Publications Pvt. Ltd., New Delhi (2007)

M.Com. Part I Semester II
Advanced Cost Accounting and Cost System Special Paper III.
Subject Title -: Application of Cost Accounting.
Course Code -: 207

Objectives:

1. To provide knowledge on advanced cost accounting practices.
2. Relevant Cost Accounting Standard are to be studied.

Unit No.	Name of the Topic	Periods
1.	Cost Book Keeping and Reconciliation between Cost and Cost financial Accounts – Book - keeping, Cost Ledgers, interlocking and integral Accounts. Reconciliation of Cost and Financial Accounts, Reasons, needs, Methods.	12
2.	Product Life Cycle Costing: Introduction, Product Life cycle, Phases and Characteristics of Product Life Cycle, Stages of Product Life Cycle, Product Life Cycle Costing Features and benefits of Product Life Cycle Costing.	12.
3.	Value Chain Analysis Introduction - Definition – Role of Management Accountant – Value Chain Analysis – approach for assessing competitive advantages – value chain analysis v/s conventional management accounting.	12.
4.	Productivity & Concept and Measurement i) Productivity Meaning, Measurement of Material, Labour, Capital and Management Productivity. Productivity V/s Efficiency. Capacity - Theoretical, Practical and idle capacity, Capacity utilization and effect of same on cost. ii) Concept and Measurement Measures to improve productivity - Technical, Financial, Operational Measures. Restructuring of activities - Business Process Re-engineering elementary knowledge. Human aspect of productivity.	12.
	Total	48

Note: 50% Marks for Theory and 50% Marks for practical problems. Areas of Practical Problems :

1. Reconciliation of Cost and Financial Profit
2. Measurement of Productivity.

References:

1. Ravi Kishor: Advanced cost Accounting and cost systems, Taxman Allied services Pvt Ltd, New Delhi.
2. N.K. Prasad: Principles and Practice of Cost Accounting, Syndicate Pvt Ltd, Calcutta.
3. Prof. Subhas: Practice in Advanced costing and Management, Nirali Prakashan, Pune.
4. Ravi Kishor: Students guide to Cost Accounting, Taxman's allied services, New Delhi.
5. M. N Arora: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi.
6. S. N Maheshwari, Cost Accounting Theory and Problems, Mittal shree Mahvir Book Dept, New Delhi.
7. Website: www.myicwai.com.
8. Advanced Cost Accounting and Cost Systems -: Ravi Kishor, P.V. Ratlam, M.L.Basu

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Industrial Visits	04
2	Assignments	04
3	Class room tests	04
Total		12 hours

M.Com. Part I, Semester II
Advanced Cost Accounting and Cost System Special Paper IV.
Subject Title :- Cost Control and Cost System.
Course Code :- 208

Objectives:

1. To equip the students for designing and implementing cost control, cost reduction programme and different cost systems.
2. Relevant Cost Accounting Standards are to be studied.

Unit No.	Name of the topic	Periods
1	Marginal Costing, Cost – Volume – Profit Analysis And Differential Costing :- Marginal Costing- Meaning –Concept of Variability of Cost, Contribution P/V Ratio, Break :- Even – Analysis, Margin of Safety Cost- Volume, Profit Analysis – Procedure And Practical, Application. Differential Costing, Differential Costs, Differential Cost Analysis, Features of Differential Costing, Practical Application.	12
2	Pricing Decision: - Introduction – Pricing of Finished Product- Theory of Price – Pricing Policy – Principles of Product of Pricing – New Product Pricing – Pareto Analysis.	10
3	Cost Control and Cost Reduction :- Introduction, Process of Cost Control and Cost Reduction, Cost Reduction Programme and its Implementation – Methods and Techniques Costing System Design and Installation :- Study of Production Process, Objective. Selection of Methods of Costing, Creating Cost Center And Cost Codes – Deciding Basis of Apportionment of Various Overheads, Deciding Methods of Absorption. Fixing Responsibility And Designing Suitable MIS. Designing And Installing Cost System In Computer Environment	20
4	Value Analysis and Value Engineering :- Just-In-Time [JIT], Activity Based Costing (ABC)	06

Note: 50% Marks for Theory and 50% Marks for practical Problems.

Areas of Practical Problems:

- 1) Marginal Costing- Application oriented
 - 2) Pricing Decisions
- Level of knowledge will be advance and Practices

References:

1. Ravi Kishor: Advanced cost Accounting and cost systems, Taxman Allied services Pvt Ltd, New Delhi.
2. N.K. Prasad: Principles and Practice of Cost Accounting, Syndicate Pvt Ltd, Calcutta.
3. Prof. Subhas: Practice in Advanced costing and Management, Nirali Prakashan, Pune.
4. Ravi Kishor: Students guide to Cost Accounting, Taxman's allied services, New Delhi.
5. M. N Arora: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi.
6. S. N Maheshwari, Cost Accounting Theory and Problems, Mittal shree Mahvir Book Dept, New Delhi.
7. Website: www.myicwai.com.
8. Advanced Cost Accounting and Cost Systems -: Ravi Kishor, P.V. Ratlam, M.L.Basu

List of Learning Activities and Allocation of Periods

Sr. No.	Activities	Learning Hours
1	Industrial Visits	4
2	Assignments	4
3	Class room tests	4
Total		12 hours

M.Com. Part I Semester II
Co-operation and Rural Development Special Paper III.
Subject Title -: International Co-operative Movement.
Course Code -: 209

Objectives:

1. To acquaint the students with the Co-operative Movement.
2. To develop the capability of students for knowing different types of Co-operatives.

Unit No.	Name of the Topic	Periods
1.	Introduction: Origin and Growth of Co-operative Movement in the World- Cooperation in the post industrial revolution of Great Britain	12
2.	Co-operation in Social and Economic Systems: Co-operation in Capitalistic Systems- Co-operation in Socialistic System-Cooperation in Mixed Economy- International Cooperation. The International Cooperation Alliance (ICA)	12
3.	Co-operative Movement in the world: Co-operative Movement in the UK,USA,USSR. China, Japan and Israel.	12
4.	Role of Co-operative Movement in Global Economy: Impacts, Problems and Suggestions.	12
	TOTAL	48

List of Books Recommended for Study	
1.	G.S. Kamat: New Dimensions of Co-operative Management
2.	G.S. Kamat: Cases in Co-operative Management
3.	K.K.Taimani: Co-operative Organisation and Management
4.	I L O: Co-operative Management and Administration
5.	B.C. Mehta: Consumer Co-operation in India
6.	Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I Semester II
Co-operation and Rural Development Special Paper IV.
Subject Title -: Management of Co-operative Business
Course Code -: 210

Objectives:

1. To acquaint the students with the co-operative movement.
2. To develop the capability of students for knowing different types of Co-operatives.
3. To aware the role of state and central Govt. in development of co-operative sector.
4. To give basic knowledge about administration and management of Co-operatives.

Unit No.	Name of the Topic	Periods
1.	Co-operative Business Promotion: Problems of Economic and commercial viability-Services to members: Role of Co-operative department- Criteria for appraising performance of Co-operative Business: Organizational, Operational and financial-social responsibilities of Co-operative business- Industrial relation in Cooperative business.	12
2.	Business Policies and Practices (Managerial Evaluation) in following: <ol style="list-style-type: none"> 1. Sugar Co-operatives 2. Dairy Co-operatives 3. Credit Co-operatives 4. State Co-operative Bank 5. District Co-operative Bank 6. Primary Agricultural Credit Societies 	12
3.	Success stories of Co-operative Institutions: <ul style="list-style-type: none"> • Anand Dairy Co-operatives Gujrat • Warana Co-operatives Organization, Warnanagar • Shamrao Viithal Co-operative Bank. • Gokul Sahakari Sangh, Kolhapur 	12
4.	Problems of Co-operatives: <ol style="list-style-type: none"> a) Sugar Industry b) Agricultural and Non-agriculture Credit Co-operative. c) Dairy Co-operative d) Co-operative Banking 	12
	TOTAL	48

List of Books Recommended for Study
<ol style="list-style-type: none"> 1. G.S. Kamat: New Dimensions of Co-operative Management 2. G.S. Kamat: Cases in Co-operative Management 3. K.K.Taimani: Co-operative Organisation and Management 4. I L O: Co-operative Management and Administration 5. B.C. Mehta: Consumer Co-operation in India 6. Prof L.P. Wakale and Dr. G.H.Barhate: Sahakari Vikas- Sheth Publishing Mumbai

M.Com. Part I Semester II
Business Practices and Environment Special Paper III.
Subject Title :- Modern Business Practices
Course Code :- 211

Objective: To improve knowledge and understanding of students about chambers of commerce and trade, Associations, Public enterprises, Public utilities and Agri. business.

Unit No.	Name of the Topic	Periods
1	Organizations – Introduction, Importance, Objectives and functions of (1) Maharashtra Chamber of Commerce, Industries and Agricultural and their local branches (2) Maratha Chamber of Commerce, Industries & Agriculture (3) Indian Merchants Chamber. (4) Nagar Chamber of Commerce (Deccan) (5) Federation of Indian Chamber of Commerce and Industries (FICCI) (6) Confederation of Indian Industries (CII)	12
2	Public Enterprises and Public Utilities :- Objectives, functions and Organization of public Enterprises and Public Utilities - Management practices of Public enterprises in India - Efficiency – Autonomy and control of public Enterprises - Recent practices and policies in public Enterprises and Public Utilities- Before LPG & after LPG	12
3	Agricultural Business Practices :- Characteristics of Agricultural Business - Nature of Indian Agriculture – Government policies related to agricultural business - Problems and prospects of Agricultural Business - Agricultural Taxation policy. Agricultural products and Farms Services :- Nature and disposal of Agricultural by e-products - Farm waste - cost of recycling of farm waste.	12
4	Scheme of support for Women Entrepreneur in Maharashtra Maharashtra Rural Credit Programme: (1) Swarna Jayanti Gram Swarozgar Yojana (SJGSRY) (2) Swayamsidha Programe (3) Ramai Mahila Shakshamikaran (4) Rashtriya Sam Vikas Yojana (RSVY) (5) Krushi Saptak Yojana (6) Tribal Development Project (TDP) (7) Tejaswini Rural Women Empowerment Programme (8) Rajarshee Shahu Maharaj Swayamrozgar Yojana. Minority Women Empowerment Programme Mahila swavalamban nidhi (MSN) Problems of Small Scale Industries.	12

Recommended Books for study

1. Principles of Business Organization Acharya Govekar A.R , Sheth and Co
2. Principles of Practice of Marketing Mamoria, Joshi Kitab Mahal
3. Regulated Markets W. R. Natu
4. Marketing Co-Operative Way G.S. Kamat Maharastra state Co-op Union
5. Future Trading and Control Ram Desai
6. Bombay Money Market H.T.Y.B.A Parekh
7. Commodity Marketing and P.L. Gadgil Shubhada Sarswat, Distributive Trade Punc
8. Environment & Development : China & India

M.Com. Part I Semester II
Business Practices and Environment Special Paper IV
Subject Title :- Business Environment Analysis.
Course Code :- 212

Unit No.	Name of the Topic	Periods
1	Indian Industrial Environment - Growth of industries in public & private sectors in India, Co-operative sector in India - small and cottage industries. mergers and acquisitions. Foreign investment - Foreign Technology and MNCs Global Environment - Natural Social, Cultural, Demographic and Technological environment and its impact on World Trade.	12
2	Financial Environment of Business - Indian Money Market - Growth of capital Market in India - Financial Institutions - Role of Public, Private, and Co-operative Banks - Role of foreign banks and non Banking Institutions. Security Market :- Meaning, function, structure, constitution & management of Security Market.	12
3	Environmental Analysis- Meaning and importance - Techniques of Analysis, Verbal and Written Information, Search and scanning, Spying, Forecasting, Limitations of these techniques, Competitions analysis – Rivalry Amongst existing firms, threat of new entrants, treat of substitutes – Bargaining power of suppliers and buyers.	12
4	Selected Biography of Reliance Group of Industries Chordiya, Pravin Masale, Big Bazar founder Bhavarlal Jain	12

Recommended books for study

Global Economy and Business Francis Cheranilan Himalaya publishing house
Environment Text & Cases (Edn 2001)
Business Environment Chllaaghan, ELlison Edward Arnold
Economic Environment SYBA K Misha, Puri Himalaya publishing house of Business
Indian Business trough ages FICCI Oxford University Press

Recommended Journals/Periodicals

1. Arth Vijnyan 2. The Economic Times 3. Economic and Political Weekly, ode: 203

M.Com. Part I Semester II
Business Administration Special Paper III.
Subject Title -: Business Ethics and Professional Values
Course Code -: 213

	No. of Lectures	Credit 04
Unit I Introduction Nature , concept and definition of term Business Ethics , Profession and Values, Indian Ethos, Ethics and Values – Work Ethos – Importance of Human Values. Guidelines of Socio Ethical System at General Level. Meaning of Social Ethics, Issues related to Socio Ethics Factors affecting Social Ethics.	12	01
Unit II –Indian Ethical Practices in A) Marketing and Advertising : B) Copy rights and Patents C) Employment D) Gender Discrimination E) Accounting Disclosures	12	01
Unit III Dilemmatic situations in Professional Ethics, Code of Ethics and conduct 1. Corporate Governance 2. Corporate Social Responsibility 3. Corporate Citizenship	12	01
Unit- IV Indian Approach to Business Ethics Gandhian Approach in Management and Trusteeship Gandhi's Doctrine of Satya and Ahinsa , Concept , importance and relevance of trusteeship Principle in Modern Business, Emergence of new values in Indian Industries after economic reforms of 1991.	12	01
	48	04
Books Recommended Reference Books 1.Wg- Cdr – B.R.Chavala , Swastik Publishers . 2.Management by Values 3.S.K.Chakraborti , Oxford University Press 4FOUNDATIONS to Managerial Work – Contribution from Indian Thought – S. K.Chakraborti , Himalaya Publications 5.A Study in Business Ethics Rituparna Raj 6.Ethics in Management S.A. Sherlekar , Himalaya Publication 7. Business Ethics and Corporate Governance S. K. Bhatia		

M.Com. Part I Semester II
Business Administration Special Paper IV.
Subject Title :- Elements of Knowledge Management
Course Code :- 214

	No. of Lectures	Credit 04
1. Introduction to Knowledge Management Process Knowledge management :- an integrated approach Meaning knowledge management, Difference between data, information, knowledge and wisdom, Early forms of Knowledge Management and Evolution of Knowledge Management	12	01
2. Organizational Learning Individual learning, Team learning, Drives of organizational learning, Organizational learning frameworks, Knowledge acquisition, Information distribution, Information interpretation, Organizational memory, Unlearning, Organizational routines	12	01
3. Knowledge Management Tools & Change Management Organizing knowledge tools, Capturing knowledge tools Evaluating knowledge sharing knowledge, Storing and presenting knowledge, The nature of change, Personal response to change, welcome and resistance, Leadership and, Change management strategies, Gaining commitment for change, Reward and recognition. Cultural change management, Politics of change	12	01
4. Knowledge Management Culture Understanding of organizational culture and climate Norms, artifacts and symbols, Value, beliefs, attitudes and assumption, Typologies of organizational culture, Measuring organizational cultural creating knowledge –sharing cultural stickiness.	12	01
	4	04

Books Recommended

Sr.No.	Author	Title	Publisher
01	Elias Award and Hassan Gazai	Knowledge Management	Pearson
02	Arpita Gopal and Chandranii Singh	E-world Emerging Education Pvt. Ltd.	
03	Amrit Tiwan	Knowledge Management Toolkit	Pearson Education Pvt.Ltd.
04	Bukowitz W R Williams R.I.	Knowledge Management Field Work	London Pearson Education
05	Egaallo C F	Building the Knowledge Management Network	Wiley Dream tech India Ltd
06	Pettigrew A , Whipp R	Change Management for Competitive Success	Infinity Books

M.Com. Part I Semester II
Advanced Banking & Finance Special Paper III
Subject Title :- Banking Law & Practices
Course Code :- 215

- 1. Introduction to Prevention of Money Laundering Act, 2002 :-** **12**
Provisions relating to: Preliminary (Section 1 and 2) Offence of money laundering (Section 3 and 4) Attachment, adjudication and confiscation (Section 5 and 11) Obligation of banking companies, financial institutions and intermediaries (Section 12 and 15) Summons, searches and seizures (Section 16 and 24) The RBI guidelines, Money Laundering Act Post 2002
- 2. Banker customer relationship :-** **12**
Definition of a banker and a customer Banker customer relationship as debtor-creditor, agent-principal and trustee-beneficiary Features of the relationship Banker's duty of secrecy of customers' accounts: Credit Information Bureau of India limited Right of set off, Garnishee order, Law of limitation, Termination of relationship, Role of Banking Ombudsman Customer's service: Goiporia Committee Norms, Damodaran Committee Recommendations
- 3. Asset - Liability Management :-** **12**
Definition of assets and liabilities, Asset liability mismatches on the grounds of locations, maturity, return and currency Risks while managing the assets and liabilities: Liquidity risk, Interest rate risk, Pre-mature withdrawal and pre-payment risk, Price Risk, Foreign exchange and sector based risk, Strategies to manage these risks, RBI guidelines for asset and liability management. Management of loan portfolio with special reference to Non Performing Assets (NPAs): Definition of NPA, Income Recognition and Asset Classification Norms (IRAC Norms) Strategic approach in reduction of nonperforming assets Management of investment Portfolio- Regulatory aspects, Overview of Basel I and II
- 4. Hi-tech banking and Mergers and Acquisition in banking sector :-** **12**
Role and uses of Technology up gradation- Impact of Technology on Banks-Protecting the confidentiality and secrecy of data, Meaning of Merger and Acquisition: Recent cases of mergers and acquisition in Banking sector of India - Consolidation of Banks.

TOTAL 48

List of Books and Journals

1. Tannan's 'Banking', Law and Practice in India Banking
2. P.N. Varshney, Banking: Law and Practice
3. Justin Paul and Padmalatha Suresh: Management of Banking and Financial Services
4. All relevant and recent Bare Acts, Indian Institute of Bankers: Laws and Practices relating to banking
5. All journals published by Indian Institute of Banking and Finance
6. Indian Banking Associations Bulletin
7. RBI Bulletin
8. Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan Publisher India Ltd.

M.Com. Part I Semester II
Advanced Banking & Finance Special Paper IV
Subject Title -: Monetary Policy
Course Code -: 216

- 1. Money supply measures :-** **10**
Money supply measures of the Reserve Bank of India
Concept of High powered money
Recommendations of the Working Group on 'Money Supply :
Analytics and methodology of compilation (Chairman : Dr. Y.V.Reddy), 1998
□ □ □ Money supply and price stability.
- 2. Monetary management** **10**
Objectives of monetary policy: Price stability, Generation of employment, Exchange Rate Stability, Balanced growth etc., conflict between objectives.
- 3. A) Instruments of monetary policy :-** **10**
-Mechanism and effectiveness of following instruments.
i) Quantitative Instruments: Variations in Bank Rate, Open Market Operations and Variable Reserve Ratio
ii) Qualitative Instruments: Margin Requirements, Credit Rationing, Moral Suasion, Direct Action, Publicity
B) A review of monetary policy of the Reserve Bank of India in the last five Years - Recent policy changes announced by the R.B.I.
- 4. Development and promotional role of the Reserve Bank of India in Financial Inclusion and its implications.** **10**
1. R.B.I. and rural credit: priority sector advance, regional rural banks, development of Farm sector and non-farm sector.
2. R.B.I. and industrial finance: establishment of institutional, lending policy for Commercial banks, coordination between term lending institutions, bridge loans, Rehabilitation of sick industrial units.
3. R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to Promote Exports.

TOTAL 48

Recommended books/ Journals

1. Reserve Bank of India functions and working (latest edn.) R.B.I.
2. Monetary Economics for India, Dr. Narendra Jadhav
3. Central Banking for emerging market economies, A. Vasudevan
4. Monetary and Financial Sector Reforms in India: A central banker's perspective, Dr. Y.V. Reddy
5. Indian Economy: Essays on money and finance, Dr. C.Rangarajan.
6. Reserve Bank of India Bulletin
7. Annual Report on Trend and Progress of Banking in India

M.Com. Part I Semester II
Advanced Marketing Special Paper III
Subject Title :- Customer Relationship Management & Retailing
Course Code :- 217

Objectives : To impart knowledge regarding customer relationship management, & retailing techniques, process and tools and develop an understanding of the CRM & retailing functions techniques and strategies

Unit No.	Name of Topic	Periods
1	CRM An Introduction: Evolution of Relationship as a Marketing tool, Emergence of CRM Practice/ Factors responsible for the growth of CRM . CRM Cycle, Importance of CRM	08
2.	Emerging CRM Customer Retention Management, Reasons for Customer Switching and Strategies for Retention Customer Recall Management, Customer Recall Strategies CRM a Cost benefit analysis. CRM Benefit, CRM Cost and CRM Value	08
3	CRM and I.T eCRM an I.T Tool, e CRM in Business, Features of e- CRM Technologies of E CRM Important CRM Softwares—Oracle, Clarify, People Soft and My Sap CRM. Applications of e CRM	08
4.	Latest Development in CRM : Changing Roles of CRM , Customer Experience Management, Customer Profitability, Customer Classification based on Profitability, Customer Profitability as a strategic Management Tool, Customer Profitability and company Value, Customer Experience Management and Customer Profitability Management, Customer Lifetime Value	08
5	CRM Implementation Issues Challenges of CRM Implementation, Essentials of CRM Principle, Customer Satisfaction, Importance of Customer Satisfaction, Customer Expectation, Customer Perception	08
6	People factor in CRM— Customer Centric Organisational Structure Employee Organisation Relationship Employee Customer Orientation	08
	Total	48

Books Recommended

1. Strategic Marketing Management - David Aaker
2. Customer Relationship Management – Jaddish Seth, Parvaityar, Shainesh
3. Handbook of Relationship Marketing – Jagdish Sheth, Atul Parvatiyar
4. Leading Through Relationship Marketing – Richard Batterley
5. Relationship Marketing – S. Shajahan
6. Customer Relationship Management – Jagdish Seth., Atul Parvatiyar, G. Shainesh
7. Retail Management – Gibson Vedamani
8. Channel Management & Retail Marketing – Meenal Dhotre
9. Retail Marketing Management – David Gilbert
10. Retailing Management – Swapna Pradhan
11. Retail Management – Ron Hasty & James Rear don
12. Retail Marketing Management – Swapna Pradhan

M.Com. Part I Semester II
Advanced Marketing Special Paper IV.
Subject Title :- Services Marketing
Course Code :- 218

Objective :

To impart knowledge regarding services marketing, process and tools and develop understanding of the services marketing functions techniques and strategies

Unit No.	Name of Topic	Periods
1	Introduction: Definition and character of Services. Origin of Services Marketing. Types of Services./ Classification of Services. Difference between goods and services . Reasons for growth of Service Sector	08
2	Understanding Customer Needs related to services, , The Purchase Process for Services , The Service Offering , How Customers Evaluate Service Performances Understanding Customer Behaviour at Different Points in the Service Experience ,Customer Expectations in Services Customer Perceptions in Services	08
3	Product Mix and Services Marketing , Price Mix and Services Marketing . Physical Distribution/ Place Mix and Services Marketing.	08
4	Physical Evidence and Services Marketing , People and Services Marketing , Process and Services Marketing. Use of Marketing by service firms, Problems and Strategies in Services Marketing, The Financial and Economic Impact of Service	08
5	Organising for Service Leadership -- Service Leadership , Inter functional Conflict , Ensuring that Service Encounters are Customer-Oriented Listening to Customers through Research	08
6	CRM and Services CRM practices in Indian Service Businesses: Banking and Finance: recent customer service initiatives in the Banking Industry, Customer involvement in Banking, Customer centric communication in banks. Hospitality Industry: Customer Centric initiatives by Hotels , Customer Issues in hospitality industry, Aviation Industry: Customer Service initiatives by aviation sector	08
Total		48

Books Recommended
<ol style="list-style-type: none"> 1. Services Marketing - Zeithaml & Bitner 2. Services Marketing: Integrating Customer Focus Across the Firm – Valarie A. Zeithaml 3. Services Marketing - Christopher Lovelock 4. Service Marketing - Rampal & Gupta 5. Essence of Services Marketing - Ardian Payne 6. Services Marketing - S.M.Jha 7. Services Marketing - Helen Woodruffe

UNIVERSITY OF PUNE

Master of Commerce (M.Com.) Semester Pattern with Credit System Revised with effect from June 2013

Preamble for Choice Based Credit System

Since liberalization the socio-political-economic scenario is changing very fast. There is a significant transformation in term educational expectation and aspiration of the learner. The educational system also is witnessing many changes and challenges due to technological growth and changes in the Government policies. Education is no longer a concern of students but it has become a matter of social and economic importance. The changes at the global level has influence the educational system, structure and expectation of the users.

University education needs to take contingency of all these changes and restructure itself to stand in a competitive dynamic environment. Professional stream of learning like Commerce have to be properly upgraded to accommodate challenges of change, expectation of employers' and to offer global opportunities to the learners. From this point of view the course structure of post-graduate programme in Commerce needs to be structured. It has to be according to expectations of the learners, employers and the society. The learning inputs have to be more update, skilled based and with appropriate applications. The course programme should consider desire aptitude, attitude and acumen of the learner.

From this point of view University of Pune has introduced Choice Base Credit System of course structure. This system shall offer a flexible user friendly, opportunity to the learner, will broader the horizon of Commerce education and will give a fair chance to every single learner to exhibit his talent, acquired skills and enhance his personality. It will further enhance his opportunity of global mobility, to acquire different knowledge inputs from different global institutes.

1. Objectives :

- a. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.
- b. To develop independent logical thinking and facilitate personality development.
- c. To equip the students for seeking suitable careers in management and entrepreneurship.
- d. To study by students methods of Data collection and their interpretations.
- e. To develop among students Communication, Study and Analytical skills.

2. Duration :

The M.Com. Course will be of Two Years duration consisting of Two part. i.e. Part I and Part II. Each part is having Two Semesters. Thus the M.Com. Course is of Four Semesters. For each Semester there will be Four Papers of 100 marks each. The M.Com. Degree will be of 1600 marks in aggregate.

3. Duration and Structure of Programme:

The M.Com (Semester pattern with Credit System) degree Programme shall be of 2 years' duration divided into two parts, Part I and Part II, and 4 semesters.

4. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

5. Course Structure:

The M.Com. degree course will be of two year duration consisting of four semesters and of minimum 64 credits as below:

Sr. No.	Semester	Total Credits
1	Semester I	16
2	Semester II	16
3	Semester III	16
4	Semester IV	16
	Grand Total	64

Four credits for project work at 4th Semester (This will include credits for fieldwork, data presentation and report writing)

In each Semester, there will be four papers of 100 marks each out of which 50 marks will be for Internal Assessment (attendance, home assignments, class tests, long term papers, classroom presentation and 50 marks for University Examination. Thus M.Com. degree examination, four Semesters shall be of 1600 marks and of minimum 64 credits altogether. The following shall be the course structure.

6. The Scheme of Papers: The following will be the Scheme of papers:

The List of Courses Semester I

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester I	Core Compulsory	101	Management Accounting	04	04	03	50	50	100
		102	Strategic Management	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		103	Advanced Accounting	04	04	03	50	50	100
		104	Income Tax	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		105	Information system and E-Commerce Practices	04	04	03	50	50	100
		106	Intellectual Property Laws	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		107	Advanced Cost Accounting	04	04	03	50	50	100
		108	Costing Technique and Responsibility Accounting	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		109	Co-operative Movement in India	04	04	03	50	50	100
		110	Organization of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		111	Organized Trades and Markets	04	04	03	50	50	100
		112	Business Environment and Policy	04	04	03	50	50	100
		Group F (Business Administration)							
		113	Production and Operation Management	04	04	03	50	50	100
		114	Financial Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		115	Legal Framework of Banking	04	04	03	50	50	100
		116	Central Banking	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		117	Marketing Techniques	04	04	03	50	50	100
		118	Consumer Behaviour	04	04	03	50	50	100

Semester II

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester II	Core Compulsory	201	Financial Analysis and Control/ Principals of Financial Accounting	04	04	03	50	50	100
		202	Industrial Economics/ Economic Environment/Business Statistics/ Quantitative application	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		203	Specialized Areas in Accounting	04	04	03	50	50	100
		204	Business Tax Assessment & Planning	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		205	E- Security & Cyber Laws	04	04	03	50	50	100
		206	Laws Regulating to Copyrights & Design	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		207	Application Cost Accounting	04	04	03	50	50	100
		208	Cost Control & Cost System	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		209	International Co-operative Movement	04	04	03	50	50	100
		210	Management of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		211	Modern Business Practices	04	04	03	50	50	100
		212	Business Environment Analysis	04	04	03	50	50	100
		Group F (Business Administration)							
		213	Business Ethics and Professional Values	04	04	03	50	50	100
		214	Elements of Knowledge Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		215	Banking Law & Practices	04	04	03	50	50	100
		216	Monetary Policy	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		217	Customer Relationship Management & Retailing	04	04	03	50	50	100
		218	Services Marketing	04	04	03	50	50	100

Semester III

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester III	Core Compulsory	301	Business Finance	04	04	03	50	50	100
		302	Research Methodology for Business	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		303	Advanced Auditing	04	04	03	50	50	100
		304	Specialized Areas in Auditing	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		305	Laws Relating to International Business	04	04	03	50	50	100
		306	World Trade Organization – Norms & Practices	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		307	Cost Audit	04	04	03	50	50	100
		308	Management Audit	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		309	Co-operative Credit System	04	04	03	50	50	100
		310	Co-operative and Rural Banking System	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		311	Entrepreneurial Behaviour	04	04	03	50	50	100
		312	Entrepreneurship Development Pattern	04	04	03	50	50	100
		Group F (Business Administration)							
		313	Human Resource Management	04	04	03	50	50	100
		314	Organizational Behaviour	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		315	Foreign Exchange	04	04	03	50	50	100
		316	International Finance	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		317	International Marketing	04	04	03	50	50	100
		318	Marketing Research	04	04	03	50	50	100

Semester IV

Semester	Subject Type	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester IV	Core Compulsory	401	Capital Market and Financial Services	04	04	03	50	50	100
		402	A. Industrial Economic Environment Or B. Operations Research	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		403	Recent Advances in Accounting, Taxation and Auditing	04	04	03	50	50	100
		404	Project Work/ Case Studies	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		405	Recent Advances in Commercial Laws and Practices	04	04	03	50	50	100
		406	Project Work/Case Studies	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		407	Recent Advances in Cost Auditing and Cost System	04	04	03	50	50	100
		408	Project Work/Case Studies	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		409	Recent Trade in Co-operative and Rural Development	04	04	03	50	50	100
		410	Project Work / Case Studies	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		411	Recent Advances in Business Practices and Environment	04	04	03	50	50	100
		412	Project Work/Case Studies	04	04	03	50	50	100
		Group F (Business Administration)							
		413	Recent Advances in Business Administration	04	04	03	50	50	100
		414	Project Work/Case Studies	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		415	Recent Advances in Banking and Finance	04	04	03	50	50	100
		416	Project Work/Case Studies	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		417	Recent Advances in Marketing	04	04	03	50	50	100
		418	Project Work/Case Studies	04	04	03	50	50	100

7. Scheme of Examination:

The examination of regular students of M.Com. degree course of the University of Pune admitted in the academic session 2013-14 and after shall be based on:

- (a) Semester Examination
- (b) Continuous Assessment
- (c) Choice Based Credit System, and
- (d) Semester Grade Point Average and Cumulative Grade Point Average System

For each paper of 100 marks, there will be an Internal Assessment (1A) of 50 marks and the University Examination (UE) of 50 marks/ 3 hours duration at the end of each semester. A candidate who will secure at least 40% marks allotted to each paper will be given 4 credits. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semesters.

The Internal Assessment for each paper will be 50 marks which will be carried out by the department during the term. The Internal Assessment may be in the forms of written test, seminars, term papers, presentations, assignments, orals or any such others. The distribution of internal assessment marks shall be as follows:

Midterm Test	20
Presentation/Role Play	10
Case studies/ Group Discussion	10
Quiz / Home Assignment	10
Total	50

There shall be four semester examinations: first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly, the third and fourth semester examinations shall be held at the middle and the end of the second academic year, respectively.

A student cannot register for the third semester, if she/he fails to complete 50% credits of the total credits expected to be ordinarily completed within two semesters.

8. Research project work:

There will be a Research Project to be prepared by a student during the fourth semester. The objective of the project work is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work is to be undertaken under guidance of a teacher allotted to a student by the department.

Division of marks	Marks	
A. Synopsis with working bibliography (Internal Assessment)	40 marks	50 marks
Viva Voce (Internal Assessment)	10 marks	
B. A full project Report (Minimum 50-80 pages) (Internal & External Assessment)	40 marks	50 marks
Viva Voce (Internal & External Assessment)	10 marks	

As the Research Project is based on the self study done by the candidate and evaluated for 100 marks altogether, 04 credits will be awarded to a successful candidate in this subject. The project may be evaluated by two examiners one internal and one external, selected from the panel of PG examiners of the University. The Viva voce must be conducted by the teachers selected out of the panel of PG examiners maintained by the University.

The candidates have to submit the project 15 days before the commencement of the fourth semester university examination. The project report shall be type-written and submitted in duplicate. A candidate who fails to submit the project may resubmit the same in the subsequent semester examination for evaluation. The project work activities must be duly supported by documentary evidence to be endorsed by the Head or Guide.

9. Standard of passing:

A candidate shall be declared to have passed in the paper provided he/she has secured minimum GP of 4.5 in the UNIVERSITY EXAMINATION and GRADE POINT AVERAGE of 4.0 in aggregate of UNIVERSITY GRADE and INTERNAL ASSESSMENT taken together.

10. Classification of successful candidates:

Candidates who secured not less than 60% of aggregate marks (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) in the whole examination shall be declared to have passed the examination in the first class. All other successful candidates shall be declared to have passed in second class. Candidates who obtain 70% of the marks in the aggregate (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) shall be deemed to have passed the examination in first class with distinction.

A student who passess in all the courses will be declared to have passed the M.Com. degree with the following honours.

CGPA in (4.00, 4.99)	- Pass Class
CGPA in (5.00, 5.49)	- Second Class
CGPA in (5.50, 5.99)	- Higher Second Class
CGPA in (6.00, 7.99)	- First Class
CGPA in (8.00, 10.00)	- First Class with Distinction

11. Scheme of Credits:

Sixty (60) hours of teaching will lead to three credits (which mean four hours per week teaching in one semester) and long term paper as well as presentation will carry one credit. Each semester shall have 16 credits.

12. Structure of Transcript:

At the end of each semester, student will be given a transcript showing the performance and result in each course. The transcript shows, for each course the title of the course, credit values, grade in UNIVERSITY EXAMINATION , grade in INTERNAL ASSESSMENT , grade point index, result as pass or fail. Also, the semester grade point average (SGPA) and cumulative grade point average (CPGA) will be shown. Further the equivalent percentage of marks corresponding to SGPA or CGPA to equivalent percentage is given by:

$$\text{Equivalent percentage marks} = \begin{cases} 10 \times \text{CGPA} & \text{if CGPA /SGPA is in [4.00, 6.00]} \\ 05 \times \text{CGPA} + 30 & \text{if CGPA /SGPA is in [6.00, 9.00]} \\ 25 \times \text{CGPA} - 150 & \text{if CGPA /SGPA is in [9.00, 10.00]} \end{cases}$$

Marks	Grade	Grade Point
100 to 75	O : Outstanding	06
74 to 65	A : Very Good	05
64 to 55	B : Good	04
54 to 50	C : Average	03
49 to 45	D : Satisfactory	02
44 to 40	E : Pass	01
39 to 0	F : Fail	00

(C) GPA	Grade
05.00 – 6.00	O
04.50 – 04.99	A
03.50 – 04.49	B
02.50 – 03.49	C
01.50 – 02.49	D
00.50 – 01.49	E
00.00 – 00.49	F

13. Distribution of Periods:

There shall be 60 periods for each subject to cover the entire teaching of 4 credits. This will be distributed as follows:

Particulars	Periods
Teaching session per programme	48
Assignment/ Test	04
Role play/ Group Discussion	04
Case studies and presentation	04
Total	60

14. Standard of Passing.

- A. Regular students: - A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.

15. Award of Class.

- a. The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, and IV together.
The Award of class shall be as under:-

- b. Improvement: - A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. Examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

16. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- Management Accounting
- Financial Analysis & Control
- Business Statistics,
- Advanced Accounting and Taxation
- Advanced Cost Accounting and Cost Systems.

17. A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2013. For the students who have completed the terms for the First Year as per Old Course will be admitted to the Second Year as per Old Course M. Com. The examination as per Old Course will be held simultaneously for three years from April / May 2014.

18. Qualification of the Teachers :

The Teachers recognized to teach the subjects as per Old Course shall be deemed to be recognized in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics:** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development:** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.
- E. Research Methodology and Project Work:** M.Com. M.A (Eco.) M.Phil./Ph.D. with 5 years degree teaching experience.
- F.** Similarly all the changes in qualification as per U.G.C norms and guidelines shall also be applicable as and when the changes come into force (If applicable)

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M.Com. Part II Semester III

Compulsory Paper

Subject Name :- Business Finance.

Course Code :- 301.

(w.e.f. Academic Year: 2014-15)

Objective: To enable students to acquire sound knowledge of concepts, nature and structure of business finance.

Unit No.	Topic	Periods
1	A. Business Finance: Meaning, objective, scope and importance B. Time value of Money Need, Importance, Future value, Present value through discounted cash flow technique	10
2	Strategic financial planning: Meaning - objective, assumptions, steps in financial planning - estimating financial requirements - limitations of financial planning - capitalization – over capitalization - under capitalization, estimating financial needs and sources of finance.	12
3	Corporate securities and sources of long term finance: A. Ownership securities - equity shares: characteristics, advantage and disadvantages, preference shares: characteristics, advantage and disadvantages, Companies Act (Amendment) 2013 B. Creditor's securities- debentures: characteristics-classification- procedure of issuing debentures and Bonds. C. The dividend decision: Background of dividend policy, measures of dividend policy, dividend yield and dividend payout.	14
4	Short term finance and working capital Characteristics of short term finance – short term needs sources of short term financing – trade creditors, bank credit, bank financing of account receivables, working capital - advantages and disadvantages of short term financing.	12
	Total	48

Recommended Books

1. P.V.Kulkarni: Business finance, Himalaya Publishing House
2. S.C.Kuchal: Corporate Finance, Chaitanya Publishing House, Allahabad
3. Prasana Chandra: Financial Management: Theory and Practice
4. William L. Maggiuson, Scott B. Smart, Lawrence J. Gitman : Principles of corporate finance, Cengage Learning Private Limited, Dehli
5. Aswath Damodaram: Corporate Finance: Theory and Practice, Wiley International

M.Com. Part II Semester III
Compulsory Paper
Subject Name -: Research Methodology for Business.
Course Code -: 302.
(w.e.f. Academic Year: 2014-15)
(Board of Studies in Business Practice)

Objectives:

1. To acquaint the students with the areas of Business Research Activities.
2. To enhance capabilities of students to conduct the research in the field of business and social sciences.
3. To enable students, in developing the most appropriate methodology for their research studies.
4. To make them familiar with the art of using different research methods and techniques.

Unit No.	Topics	Periods
1	Introduction to Business Research: Introduction. Definition, Objectives, Significance & Types of Research, Criteria of research, Features of a Good Research , Steps in Research Process, Research Methods versus Methodology	12
2	Formulation of the Research Problem, Development of the Research Hypotheses, Research Design& Sampling: Research Problem: Defining the Research Problem, Techniques involved in Defining Research Problem. Hypotheses: Meaning, Definition & Types of Hypothesis, Formulation of the Hypotheses, Methods of testing Hypothesis Research Design: Meaning, Nature & Classification of Research Design, Need for Research Design, Phases/Steps in Research Design Sampling: Meaning & definition of Sampling, Key terms in Sampling, Types of Sampling, Probability & Non-probability	12
3	Data Collection, Measurement & Scaling, Processing of Data: Sources of Data Collection: Primary Data: Methods of Data Collection, Merits & Demerits Secondary Data: Internal & External Sources of Data Collection Measurement& Scaling: Meaning & Types of Measurement Scale, Classification of Scales Processing of Data: Editing, Coding, Classification & Tabulation. Analysis & Interpretation of Data: Types of Analysis-Univariate, Bivariate and Multivariate Analysis of Data	12
4	Research Report and Mode of Citation & Bibliography: Research Report: Importance of Report Writing, Types of Research Reports, Structure or Layout of Research Report Mode of Citation & Bibliography: Author, Date, System, Footnote or Endnote System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citings, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes, Examples of Bibliography Entries	12
Total		48

Books Recommended:

1. Alan Bryman & Emma Bell (2008), Business Research Methods, Oxford University Press, New York.
2. Anil Kumar Gupta (2011), Research Methodology-Methods & Techniques, Vayu Education of India, New Delhi.
3. Anwarul Yaqin (2011), Legal Research and Writing Methods, LexisNexis Butterworths Wadhwa, Nagpur.
4. C. R. Kothari (2008), Research Methodology-Methods & Techniques, New Age International Publishers, New Delhi.
5. Deepak Chawla & Neena Sondhi (2011), Research Methodology-Concepts and Cases, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Dipak Kumar Bhattacharyya (2013), Research Methodology, Excel Books, New Delhi.
7. Donald R. Cooper & Pamela S. Schindler (1999), Business Research Methods, Tata McGraw-Hill Edition, New Delhi.
8. P. L. Bhandarkar, T. S. Wilkison & D. K. Laldas (1993), Methodology & Techniques of Social Research, Himalaya Publishing House, Mumbai.
9. Pradeep Aglave (2000). Sanshodhan Padhatishastra Va Tante, Vidhya Prakashan, Nagpur.
10. Ram Ahuja (2003), Research Methods, Rawat Publications, Jaipur.
11. Russell K.. Schutt (2006), Investigating the Social World-The Process and Practice of Research, Sage Publication, New Delhi.

M.Com. Part II Semester III
Advanced Accounting and Taxation Special Paper V.
Subject Title -: Advanced Auditing.
Course Code -: 303
(w.e.f. Academic Year: 2014-15)

Level of Knowledge - Expert Knowledge

Objective: To impart knowledge and develop understanding of methods of auditing and their application.

UNIT	TOPIC	No. of Lectures in hours
I	Introduction: Auditing concepts. Basic principles governing an audit - Relationship of auditing with other disciplines - Audit Programme - Vouching - Verification and Valuation.	08
II	Standards on Auditing: Overview of Standard setting process - Role of Auditing and Assurance Standard and Auditing and Assurance Standard Board in India. Brief study of Standards on Auditing issued by the ICAI.	08
III	Internal Control: Significance of Internal control. Evaluation of internal control procedures - Techniques including questionnaire- flowchart - Review of internal control.	08
IV	Audit of Limited Companies: Preliminaries to the audit of limited company - Audit of share capital transactions - Debentures and other transactions - Audit report with special reference to CARO 2003 - Profit and divisible profit - Dividends - Investigation.	08
V	Audit Committee and Corporate Governance: Corporate Governance: Introduction-Verification of Compliance of Corporate Governance. Audit Committee: Constitution - Powers of Audit Committee - CEO/CFO Certification to Board - Report on Corporate Governance.	08
VI	Audit under Computerized Information System (CIS) Environment: Special aspects of CIS Audit Environment - Need for review of internal control - Use of Computers for Audit purposes - Audit tools - Test packs - Computerized audit programme.	08
TOTAL -		48

List of Books Recommended for Study:-

1. Spicer and Peglar : Practical Auditing.
2. Kamal Gupta : Contemporary Auditing.
3. R.C. Saxena : Auditing.
4. Basu : Auditing.
5. Jagadish Prasad : Auditing : Principles.

List of Learning Activities and allocation of periods:-

Sr. No.	Activities	Learning Hours
1	Quizzes/ Seminars/Presentations	04
2	Assignments/ Tutorials	04
3	Class Room Tests	04
	Total	12

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M.Com. Part II Semester III
Advanced Accounting and Taxation Special Paper VI.
Subject Title :- Specialized Areas in Auditing.
Course Code :- 304
(w.e.f. Academic Year: 2014-15)

Level of Knowledge - Expert Knowledge

Objective: To impart knowledge and develop understanding of methods of audit in Specialized areas.

UNIT	TOPIC	No. of Lectures in hours
I	Audit Under Tax Laws: Tax Audit U/s 44 AB of Income Tax Act, 1961-Form 3 CA, 3 CB and 3 CD - Audit under VAT Law - Steps to be taken by Auditor - Audit under Excise Law - Excise Audit 2000 - Audit Procedure.	04
II	Internal Audit: Nature, Scope and Purpose of Internal Audit - Review of Internal Control - Areas of Internal Audit - Purchase, sale, cash, bank transactions - Internal Audit Report.	06
III	Audit of Banks: Salient features of enactments affecting Banks - Bank Audit, its approach- Steps in Bank Audit - Checking of Assets and Liabilities - Scrutiny of Profit & Loss items - Audit Report of Banks - Long Form Audit Report	08
IV	Audit of Cooperative Societies: Provisions of Maharashtra State Co-operative Societies Act 2013 and Multistate Co-operative Societies Act 2002. Special features of Audit of Co- operative Societies. Audit of) Co-operative Consumers Stores, 2) Salary earners Co-operative Society 3) Co-operative Housing Societies, 4) Urban Co- operative Credit Society. Audit Report of Co-operative Societies	08
V	Audit of Specialized Units: Special features of audit of Educational Institutions, Hotel, Club, Hospital, Charitable Trusts.	10
VI	Government System of Audit: Funds maintained by Government for meeting expenditure and receipts- Structure of financial administration in India-Objects of Government audit- Role of Comptroller and Auditor General of India-Audit of receipt, expenditure, sanctions, Public Accounts Committee-Audit of Public Sector Undertaking-Audit of Local bodies.	12
TOTAL -		48

List of Books Recommended for Study:-

1. Kamal Gupta : Contemporary Auditing.
2. R.C. Saxena : Auditing.
3. Basu : Auditing.
4. B.N. Tondon : A Handbook of Practical Auditing.
5. Anil Roy Chaudhari : Modern Internal Auditing.
6. V.S. Agarwal : Internal Auditing.
7. George Koshi : Tax Audit Manual.
8. The Institute of Chartered Accountants of India : Guidance note on Tax Audit U/s 44 AB of the Income Tax Act.

List of Learning Activities and allocation of periods:-

Sr. No	Activities	Learning Hours
1	Quizzes/ Seminars/Presentations	04
2	Assignments/ Tutorials	04
3	Class Room Tests	04
	Total	12

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M.Com. Part II Semester III
Commercial Laws and Practices Special Paper V.
Subject Title -: Laws Relating to International Business
Course Code -: 305
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To acquaint the students with basic principles of International Trade, Theories of International Trade and Dispute resolution mechanism.
2. To study the impact of international business environment on foreign market operations and India's response to these developments.

Unit No.	Topic	Periods
1)	International Law: Meaning, Scope, Objectives, Nature and Development of International Law, Sources and Evidences of International Law, Codification of International Law, India and International Law, Distinction between Public International Law and Private International Law International Business: Meaning, Objectives and Nature, - Trans-National Corporations: Their rights, duties and Responsibilities under International Law - Charter on Economic Rights and Duties of States (ERDS)	12
2)	International Trade: Origin and nature of International Trade, International Trade Theories: Adam Smiths' Theory of Absolute Difference in Cost, David Ricardo's Comparative Cost Theory, Heckscher Ohlin's Theory of International Trade, Advantages and Disadvantages or Problems of International Trade, Free Trade (<i>Laissez – faire</i> policy), Protectionism, Tariff barriers, Impact of tariff, Non-Tariff barriers (NTB), Balance of Payments in International Trade (Provisions of the GATT, 1994), Role of National and International Law in International Trade, Role of the United Nations in International Trade Law through the United Nations Commission for International Trade Law (UNCITRACL): (i) International Sale of Goods and related transactions (ii) International Transport of Goods (iii) Construction Contracts (iv) International Payments (v) Brussels convention, 1968	14
3)	International Business Law:Environmental issues and India's Foreign Trade - (i) Environment Protection- Norms of International Environment Law – United Nations Conference – Stockholm, Nairobi Conference 1980 - Kyoto Protocol - Carbon Credit - Clean Development Mechanism - India's Response:Environment Impact Assessment Under Indian Environment Protection Act. (ii) India's Foreign Trade Policy:Objectives,Strategies and its Legal	12

	Dimensions, Provisions regarding Imports-Exports	
4)	International Commercial Dispute Resolution Mechanism: <ul style="list-style-type: none"> • International Commercial Arbitration & Conciliation under UNCITRAL- Model Law • International Court of Justice and its Jurisdiction • Enforcement of Foreign Awards in India. 	10
	Total	48

Recommended Books:

- 1) Arunkumar Jain, "International Business - Competing in the Global Market", Place-Charles Hill, Tata McGraw Hill, New Delhi.
- 2) M.L.Jhingan, "International Economics", Vrinda Publications, Delhi.
- 3) Malcolm N. Shaw, "International Law", Cambridge University Press, New Delhi, (2007).
- 4) V. K. Bhalla, S. Shiva Ramu, "International Business, Environment and Management", Anmol Publication Pvt. Ltd., New Delhi. (2010).
- 5) Dr. Ram Singh, "International trade operations", Excel Books, New Delhi, (2009).
- 6) Francis Cherunilam, "International Trade and Export Management", Himalaya Publishing House, Mumbai, (2000).
- 7) Dr. S. P. Gupta, "International Law and Human Rights", Allahabad Law Agency, Haryana, (2009).
- 8) Dr. S. R. Myneni, "International Trade Law", Allahabad Law Agency, Haryana (2008).
- 9) Indira Carr, "International Trade Law", Routledge, Abingdon, Oxon, (2014).
- 10) Macmillan, "International Banking Legal & Regulatory Aspects", Macmillan India Ltd., Daryaganj, New Delhi, (2007).
- 11) Judith Evans, "Law of International Trade", Old Baile Press, London, (2001).
- 12) Rajendra P. Maheshwari, "International Business", International Book House Pvt. Ltd., New Delhi, (2011).
- 13) Dr. S. K. Kapoor, "International Law and Human Rights", Central Law Agency, Allahabad, (2004).
- 14) K. C. Johsi, "International Law & Human Rights", Eastern Book Company, Lucknow, (2006).

M.Com. Part II Semester III
Commercial Laws and Practices Special Paper VI.
Subject Title -: World Trade Organisation Norms and Practices
Course Code -: 306
(w.e.f. Academic Year: 2014-15)

Objective:

To understand purpose and scope of GATT & WTO and to study their legal framework and disputes settlement mechanism.

Unit No.	Topic	Periods
1)	Introduction to WTO: Historical Background International Economic Relations before and after Second World War, Havana charter for International Trade Organizations (ITO), GATT to WTO – A Historical Overview: Protectionism, Formation of GATT, Objectives and Relevance of GATT at present, GATT Tariff Negotiations (from Geneva to Doha and beyond)	12
2)	World Trade Organization(WTO): Basic Principles of the WTO Trading System, the Objectives, Functions and structure of WTO – Decision making- The WTO Agreement – Membership, Accession and withdrawals, current status of individual accession, WTO and Global Economic Policy making, Achievements of WTO.	12
3)	Legal Framework of General Agreement on Tariffs and Trade (GATT) 1994: Preamble – General -Most favored Nation Treatment – (Art. – I) Schedules of concessions (Art. – II) National Treatment on International Taxation and Regulations (Art. – III), Special provisions relating to cinematograph films (Art.-IV), Freedom of Transit (Art.-V) Anti-dumping Agreement (Art. – VI) WTO Agreement on Agriculture – WTO Agreement on Textile and Clothing – WTO General Agreement on Trade in Service (GATS) – WTO– International Trade and Human Rights – Trade and Environmental issues in the WTO – Developing Countries and WTO - India's Responses to WTO	12
4)	The WTO Disputes Settlement Mechanism: Elements of disputes settlement - Dispute Settlement Body - Procedure of disputes settlement - Appeals - Good offices, conciliation and mediation - The establishment of panels -Terms of reference of Panels, composition, functions and responsibility of panels – Adoption of Panel Reports – Implementation of Rulings.	12
	Total	48

Recommended Books:

1. R. K. Rangachari, WTO, Its Benefits, Misunderstandings, Agreements, Policies for the developing countries, Palak Publication, Mumbai.
2. Francis Cherunilam, International Trade and export Management, Himalaya Publishing House.
3. Autar Krishen Kaul, "Guide to the WTO & GATT", Satyam Law International, New Delhi, 4th edition (2013).
4. Hema Garg, "WTO and Regionalism in World Trade", New Century Publications, New Delhi, (2004)
5. Arun Goyal, Noor Mohd, "WTO in the New Millennium", Academy of Business Studies, New Delhi.
6. K. D. Raja, "WTO Agreement on Anti-Dumping A GATT / WTO and Indian Jurisprudence", Kluwer Law International, New Delhi. (2008).
7. Jayanta Bagchi, "World Trade Organisation – An Indian Perspective" Eastern Law House, New Delhi (2008).
8. Vibha Mathur, "WTO and India" New Century Publications, New Delhi, (2005).
9. Amrita Shahabadi, "World Trade Organisation", APH Publishing Corporation, New Delhi, (2007)
10. Anne O. Krueger, "The WTO – as an International Organisation, Oxford University Press, New Delhi (1998).
11. T. K. Bhaumik, "The WTO – A Discordant Orchestra" Sage Publications, New Delhi, (2006)
12. Bernard Hoekman, Aaditya Mattoo & Philip English, "Development, Trade, and the WTO" The World Bank, Washington, D.C., Atlantic Publishers & Distributors, New Delhi (2005)
13. Dr. S. R. Myneni, "World Trade Organisation", Asia Law House, Hyderabad (2012).
14. Palle Krishna Rao, "WTO Text & Cases", Excel Books, New Delhi (2005).

M.Com. Part II Semester III
Advanced Cost Accounting and Cost System Special Paper V.
Subject Title :- Cost Audit
Course Code :- 307

(w.e.f. Academic Year: 2014-15)

Objective :- To provide adequate knowledge on Cost Audit Practices.

Level of Knowledge – Advanced.

2014-15

Unit No.	TOPIC	Periods
Topic I	Introduction Meaning, Definitions, Objectives & Scope of Cost Audit, Advantages of Cost Audit the concepts of Efficiency Audit, Proprietary Audit, Social Audit, System Audit.	08
2.	Cost Auditor Qualifications, Disqualifications, Appointment, Remuneration & Removal of Cost Auditor, Status, Relationship with financial Auditor – Rights, Duties, Responsibilities & Liabilities of Cost Auditor under Company Act 2013. Cost & Works Accountants Act. 1959, & other Statutes as amended from time to time.	08
3.	Cost Audit – Planning & Execution Familiarization with the Industry, The production process, system & procedure, List of Records Preparation of the Cost Audit Programme, Verification of Cost Records, Evaluation of Internal Control System, Audit Notes & Working Papers, Cost Audit in Electronic Data Processing Environment.	10
4.	Cost Audit Report Detail contents of the Report, Distinction between ‘Notes’ & Qualification to the Report, Cost Auditor’s observation & conclusions. Study of Cost Records and cost Audit Rules u/s 148 of the Company Act 2013.	12
5.	Numerical Problems on Cost Audit Calculation of prices to be quoted, Valuation of Closing Stock of Raw material, W.I.P., Finished Goods, Scrap, Power Cost, Calculation of different ratios, suggestions for improvements, Element wise Contribution to the Variation of profits, Costing & financial profit & Loss Accounting, Reconciliation between cost profit and financial profit.	10
	Total	48

Note – 1. All the amendments made to the respective Laws before one year Of the examination should be considered.

2. 80% marks for Theory and 20% marks for Practical Problems.

Area of the Practical Problems – Numerical Problems on Cost Audit.

References

1. Cost Audit and Management Audit-By D.Datta Chowdhary publication central Publication Kolkatta.
2. I.C.W.A. of India's publications
 - (A) Industry wise Cost Accounting Record Rules and Cost Audit Report Rules.
 - (B) Guidelines on Cost Audit.
 - (C) Cost Audit Reports Rules.
 - (D) Cost Audit Social Objectives.
3. Cost Audit and Management Audit – By V.K. Saxena and C.D. Vashist, Sultan Chand and Sons Delhi.
4. Cost Audit & Management Audit – By N.P. Agarwal.
5. The Management Audit- By P. William, Leonar.
6. Efficiency Audit- Mohanlal Jain, Printwel Jaipur.
7. Efficiency Audit- By Laxmi Narayan – Lon gman.
8. Institute of Cost and Works Accountants of India- Cost Audit Social Objectives.
9. Laws on Cost Audit- By N. Banerjee, International Law Book Centre, Kolkatta .
10. Cost and Management Audit-By Rajnath, published by Tata MC Graw Hill.

Journal – “Management Accountant”- ICWAI, Publication.

Web Site - www.mycwai.org/

M.Com. Part II Semester III
Advanced Cost Accounting and Cost System Special Paper VI.
Subject Title :- Management Audit.
Course Code :- 308
(w.e.f. Academic Year: 2014-15)

Objective :- To equip the students with the knowledge of the techniques and methods of planning and executing the Management Audit. Level of Knowledge: Advanced
2014-15

Unit no	Topic	Periods
1.	Management Audit Introduction – Definition - Concept of Management Audit. Difference between Financial Audit & Management Audit. Objectives, Importance & Scope of Management Audit. Relationship among different audits	08
2.	Procedure of Management Audit Preliminaries of Management Audit. Conduct & Essentials of Management Audit. Program of Management Audit.	08
3.	Evaluation of Corporate Image. Meaning & Concept of Corporate Image, Corporate Image Program. Management Audit & Corporate Image. Evaluation of corporate image, Critical Path Method (CPM), Program Evaluation and Review Techniques (PERT.)	10
4.	Different Areas of Management Audit Corporate Service Audit, Corporate Development Audit and Social Cost-Benefit analysis Evaluation of- 1. Consumer Services. 2. Research and Development. 3. Corporate culture. 4. Personnel development.	12
5.	Operational Audit Meaning & Concept of Operational Audit. Objectives, plan for Operational Audit. Approach, method, evaluation, recommendations and reporting under Operational Audit. Program for Operational Audit.	10
	Total	48

Note :-

1. All the amendments made of the respective Laws before one year of the examination should be considered.

List of books/material recommended for study:

1. Cost Audit and Management Audit-D.Dattachoudhary-Central Publication, Kolkata
2. Cost Audit and Management Audit-V.K.Saxena and C.D.Vashist-S.Chand and Company
3. Management Audit-P.William Leaner
4. Cost Audit and Management Audit-Rajnathan-Tata Mcgraw Hill Publication
5. Journal : Management Accountant-ICWAI Publication

Website -

www.myicwai.org , www.aicmas.com

M.Com. Part II Semester III
Co-operation and Rural Development Special Paper V.
Subject Title :- Co-operative Credit System
Course Code :- 309
(w.e.f. Academic Year: 2014-15)

Objective :-

1. To acquaint students with the concept of Co-operative credit system
2. To study the organizational set-up of co-operatives system
3. Creating awareness about the problems of rural credit

Course Content :

Unit No.	Topics	Periods
1	Introduction 1.1 Definition of Credit 1.2 Importance of Agricultural Credit 1.3 Features of Credit 1.4 Types of Credit 1.4.1 Short Term Credit 1.4.2 Medium Term Credit 1.4.3 Long Term Credit 1.5 Need of Institutional Credit for Agricultural Limitations of Credit System	10
2	Structure of Credit Co-operatives 2.1 Federal Credit Co-operatives 2.2 Need for the Integration of Short Term, Medium Term and Long Term Credit	04
3	Agricultural Credit Co-operatives 3.1 Agricultural Credit Co-operatives- PACS 3.2 District Central Co-operative Bank-DCC Banks 3.3 State Co-operative Banks	04
4	Non Agricultural Credit Co-operatives 4.1 Urban Co-operative Societies 4.2 Salary Earners Co-operative Credit Societies 4.3 Other Non Agricultural Credit Societies	10
5	Regional Rural Banks 5.1 Need and Objectives 5.2 Formations. 5.3 Functions 5.4 Sources of finance 5.5 Performance 5.6 Problems and prospects	12
Total Periods		48

Recommended Books

Books :

1. G.S. Kamat. - New Dimensions of Co-operative Management
2. K.K. Taimani. - Co-operative Organization and Management.
3. G.S. Kamat. - Cases in Co-operative management.
4. S.L.Goyal Principle, Problems and Prospects of co-operative administration, Sterling publishing pvt. Ltd, Jalandhar.
5. Samiuddin & Rahman – Co-operative sector in India, S.Chand & Co.
6. Kamat G.S. – New Dimension of Co-operative management, Himalaya Publishing.
7. Krihanaswami O.R. – Co-operative Audit, National council for Co-operative training, New Delhi.
8. Khandelwal M.C. - Co-operative Audit, Patiyala Pustak Bhandar, Jaipur.
9. Samiuddin – Scope & Problems of Co-operative in India, Aligarh.
10. Samiuddin – C o-operative farming & its impact on Rural Industrialization, Aligarh
11. Dutt and Somsundaram- Indian Economy

Journals :

1. Journal of Rural Development, Hyderabad (Rajendranagar)
2. Journal of co-operative perspective, Pune
3. The Indian Journal of commerce, New Delhi
4. Journal of Sahakari Maharashtra, Pune
5. Journal of Southern Economics

M.Com. Part II Semester III
Co-operation and Rural Development Special Paper VI.
Subject Title -: Co-operative and Rural Banking System
Course Code -: 310
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To understand the operational process of disbursement of loans and advances.
2. To understand the supervisory role of Maharashtra State Co-operative Bank.
3. To make students familiar with the role of NABARD and RBI.
4. To make them aware of the cooperative movement and inculcate co-operational attitude among them.

Unit No.	Name of the Topic	Periods
1	Lending Operations: 1.1 Eligibility for advances 1.2 Procedures, Types and Disbursement of Crop Loan System, Kisan Credit Card 1.3 Advances to priority sector schemes 1.4 Over Dues-follow up ,NPA Concept and Norms 1.5	12
2	Maharashtra State Co-operative Bank (Apex Bank): 2.1 Objectives 2.2 Functions and Working 2.3 Role of MSC Bank in the development of State Co-operative movement 2.4 Progress, Problems and Prospects of MSC Banks	12
3	National Bank for Agricultural and Rural Development (NABARD) 3.1 Historical background, Organization and Functions 3.2 Role of NABARD in Agricultural Finance and Rural Development of India 3.3 Procedure and norms of finance and refinance 3.4 Performance and evaluation	12
4	Institutional Support to Co-operative Credit 4.1 Role of RBI in Co-operative Credit 4.2 Funding of RBI 4.3 National Federation of State Co-operation Banks 4.4 National Federation of Agricultural and Rural Development Bank.	12
	TOTAL	48

List of Books Recommended for Study
<ol style="list-style-type: none">1. G.S. Kamat: New Dimensions of Co-operative Management2. K.K.Taimani: Co-operative Organisation and Management3. G.S. Kamat: Cases in Co-operative Management4. Dr.G.H.Barhate, L.P.Wakale and B.G.Sahane , Sahakar Vikas, Seth Publication, Mumbai.5. S.L.Goyal Principle, Problems and Prospects of Co-operative administration, sterling publishing pvt. Ltd. Jalandhar.6. Samiuddin & Rahman- Co-operative sector in India , S.Chand & co.7. Kamat G.S. –New Dimension of Co-operative management, Himalaya Publishing8. Krishanaswami O.R.-Co-operative Audit, National council for Co-operative training , New Delhi.9. Khandelwal M.C. - Co-operative Audit, Patiyala Pustak Bhandar, Jaipur.10. Samiuddin-Scope & Problems of Co-operative sector in India , Aligarh.11. Samiuddin- Co-operative farming & its impact of Rural Industrialization, Aligarh.
<p>Journals:</p> <ol style="list-style-type: none">1. Journal of Rural Development, Hyderabad (Rajendranagar).2. Journal of Co-operative perspective, Pune.3. The Indian Journal of Commerce, New Delhi.4. Journal of Sahakari Maharashtra, Pune.

M.Com. Part II Semester III
Business Practices and Environment Special Paper V.
Subject Title :- Entrepreneurial Behavior
Course Code :- 311
(w.e.f. Academic Year: 2014-15)

Objective :-

1. To develop understanding of entrepreneurial environment amongst the students.
2. To motivate students to inculcate in the modern values of entrepreneurship.

Unit No.	Topic	Periods
1	Entrepreneurship & Entrepreneurship training Meaning & features – Personal qualities – Studies of personal & social traits – Assessing potential entrepreneurship – tools & techniques used Behavioral tests. Entrepreneurship training Objectives & importance – Training models – Training Components – Information input & training methodologies	12
2	Development of achievement motivation Sources of development of achievement - Skills required for effective Entrepreneurship Development - entrepreneurship problems - beliefs & attitude - limitations	12
3	Promoting Entrepreneurship role - task & challenges - Need & importance of trainer - Motivator skills & qualifications required - Training the trainer - development input for trainer motivator - post training support.	12
4	Business opportunity identification - guidance - Importance & relevance of business opportunity - process of identifying & assessing business opportunity - Selection of business opportunity - new trends in the service sector - scope for entrepreneurship in the service sector - market survey tools & techniques	12

Recommended Books :

1. S.S. Nadkarni-Developing new Entrepreneurs, EDII Ahmadabad.
2. N.P. Singh - Entrepreneurs v/s Entrepreneurship Asian society for ED.
3. Desai Vasant –Dynamics of Entrepreneurial development & management, HPH
4. Khairka S.S. Entrepreneurial Development, S.Chand & Co, New Delhi.
5. Moharana Drant Desai- Entrepreneurship Development, RBSA Publishers, Jaipur.
6. Paul Jose,Kumar N.Paul T.M. Entrepreneurship Development, HPH, New Delhi.
7. Saini J.S. Rathore B.S. Entrepreneurship Theory & Practice

M.Com. Part II Semester III
Business Practices and Environment Special Paper VI.
Subject Title :- Entrepreneurship Development Pattern.
Course Code :- 312
(w.e.f. Academic Year: 2014-15)

Objective :-

1. To expose the students to the various aspects of entrepreneurship.
2. To enable the students to do SWOT analysis of entrepreneurship as career options.

Unit No.	Topic	Periods
1	Problems in Entrepreneurship Development - Dot com entrepreneurship - role of Govt. in entrepreneurship development – R & D Technology for commercialization - Science technology & entrepreneurship development.	12
2	Specialized institutions involved in entrepreneurship development - Business incubation & venture capitalists – DIC - Entrepreneurship within organization - corporate strategy entrepreneurship.	12
3	Business idea search - Project identification - project design - Network analysis - Business model PERT - Critical path method - Creativity & innovation - Meaning & importance - role in developing a new business - Creativity & problem solving - preparation of business plan.	12
4	Entrepreneurship in education - emerging trends - role in DST in promoting entrepreneurship - Preparation of Business plan - issues in project management - project direction - co-ordination & control - project cost evaluations & cost control - Interface with industrial sickness - project monitoring & MIS.	12

Recommended Books

6. S.S. Nadkarni-Developing new Entrepreneurs, EDII Ahmadabad.
7. N.P. Singh- Entrepreneurs v/s Entrepreneurship Asian society for ED.
8. Desai Vasant – Dynamics of Entrepreneurial development & management, HPH.
9. Khairka S.S. Entrepreneurial Development, S.Chand & Co, New Delhi.
10. Moharana Drant Desai- Entrepreneurship Development, RBSA Publishers, Jaipur.
11. Paul Jose, Kumar N.Paul T.M. Entrepreneurship Development, HPH, New Delhi.
12. Saini J.S. Rathore B.S. Entrepreneurship Theory & Practice

M.Com. Part II Semester III
Business Administration Special Paper V.
Subject Title -: Human Resource Management
Course Code -: 313
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To acquaint the students with in-depth knowledge of HRM.
2. To inculcate among students various practices followed by HR managers.
3. To create understanding about recent trends in HRM

UNIT NO	CHAPTER	PERIODS
UNIT-I	HUMAN RESOURCE MANAGEMENT Introduction – Meaning & Definition .Concept, Approaches, Functions, Challenges of HRM in Indian Context & in changing business scenario. H R Environment – Technology and Structure, Network Organisations, Virtual Organizations, Workforce Diversity, Demographic Changes, Entry of female employees in the workforce, Dual Career Employees, Employee leasing, Contract Labour, Global Competition, Global sourcing of Labour, WTO and Labour Standards.	12
UNIT-II	MANPOWER PLANNING & DEVELOPMENT Objectives, Estimating Manpower Requirement, Recruitment & Selection Sources of Recruitment and Process of Selection & Assessment Devices Retention of Manpower, Succession Planning. Training Process and Methodology, Need and Objectives, Training Procedure, Methods of Training and Aids, Evaluation of Training Programmes.	12
UNIT-III	Performance Appraisal and Merit Rating. Definition, Methods of Performance Appraisal, Result Based Performance Appraisal, Errors, Ethics in Performance Appraisal, 360 Degree Feedback. Merit Rating – Promotions, Transfers, Job Description, Job Evaluation, Job Enlargement, Job Enrichment, Job Rotation.	12
UNIT-IV	Retirement/Separation/Retrenchment Strategies& New Concepts in HRM Kinds of Retirement, VRS and Separation Schemes, Early Retirement Plans, Resignation, Discharge, Dismissal, Suspension, Lay off. New Concepts of Customer Service Level and Agreement, SQDCS, HR Audit, Benchmarking, Downsizing, HR Outsourcing, Assessment Centres. Building Human capital & Employee Satisfaction Survey	12
	TOTAL	48

Recommended Books :

1. Human Resource Management -Garry Dessler
2. Human Resource Management -R S Dwiwedi
3. Human Resource Management -V P Michael
4. Human Resource Management -Mirza and Saiyadin
5. Managing Human Resource -Arun Monappa
6. Strategic Human Resource Management – Charles R Green
7. Strategic Human Resource Management - Kandula
8. Strategic Human Resource Management -Jeffery B Mello
9. Personnel & Human Resource Management -Robert Mat & Jhon Jackson
10. Dynamics of Personnel Administration –Dr.Rudrabasavraj
11. Personnel & Human Resource Management –A.M Saxena
12. Manushyabal Vyavasthapan Va Audyogik Sambandha -Dr Madhavi Mitra
13. Employee First & Customer Second :Vinit Nayer

M.Com. Part II Semester III
Business Administration Special Paper VI.
Subject Title -: Organizational Behaviour
Course Code -: 314
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To make the students understand various concepts of organisation behaviour
2. To provide in depth knowledge about process of formation of group behaviour in an organization set up

UNIT NO	CHAPTER	PERIOD
UNIT-I	INTRODUCTION TO ORGANISATIONAL BEHAVIOUR Definition and Goals of Organisational Behaviour, Theoretical and Conceptual Frameworks for the Study of Organisational Behaviour. Role of Information Technology in Organisation .Impact of Globalisation on OB .Models of Organisational Behaviour – Autocratic, Custodial, Supportive, Collegial and SOBC	12
UNIT-II	ORGINSATIONAL DESIGNS , CULTURE ,PERSONALITY & ATTITUDES Horizontal Network and Virtual Designs. Definition and Characteristics of Organisational Culture .Creating and Maintaining Culture .Process of Impression Management: Personal branding, Meaning of Personality, Attributes of Personality Dimensions of Attitude, Attitude Change Jon Satisfaction, Outcomes of Job Satisfaction	12
UNIT-III	MOTIVATIONAL PROCESSES & EMOTIONAL INTELLIGENCE Types of Motives – Primary, General, Secondary Vroom's Expectancy Theory Meaning of Emotional Intelligence Emotional Intelligence in the Workplace	12
UNIT-IV	STRESS AND CONFLICT, GROUPS & TEAMS Meaning & Causes of Stress: Extra Organizational, Organizational, Group and Individual Types of Conflict: Intra individual, Interactive The Effects of Stress and Conflict Managing Stress and Conflict Concept of Work-life Balance. Types of Groups, Groups Cohesiveness. Dysfunctions of Group Types of Teams and Team Building	12
	TOTAL	48

RECOMMENDED BOOKS :

1. Organizational Behaviour -Freud Luthans
2. Human Behaviour at Work -J W Newstorm
3. Organisation Behaviour : Text and Cases -Games K, Aswathappa
4. Organisational Behaviour -Stephen Robbins
5. Organisational Behaviour -Dr Mrs Oka & Mrs Kulkarni

M.Com. Part II Semester III
Advanced Banking & Finance Special Paper V.
Subject Title -: Foreign Exchange.
Course Code -: 315
(w.e.f. Academic Year: 2014-15)

Objective -:

1. To provide an understanding of various aspects of foreign exchange market.
2. To acquaint the students with financing of foreign trade.
3. To provide an understanding of exchange rate mechanism and factors affecting exchange rates.
4. To make students aware of development in foreign exchange market.

Unit No.	Topic	Periods
1	Foreign Exchange Market: <ul style="list-style-type: none"> • Meaning of foreign exchange • Features of foreign exchange market. • Participants of foreign exchange market. • Spot market: features • Forward market: features • Forward market Hedging • Swap rates • Currency futures • Currency Options • Risk in Foreign Exchange Market 	12
2	Foreign Exchange Market in India: <ul style="list-style-type: none"> • Structure and Growth of Indian foreign Exchange Market • Foreign Exchange Management Act, 2000: Origin & Scope • Authorized money changers and Authorized Dealers in Foreign Exchange. • Dealing Rooms – Concept & Importance • Types of Accounts: of Non-Resident Indians • Meaning of Non-Resident • Non-Resident (External) Account (NRE) • Non-Resident (Ordinary) Account (NRO) • Foreign currency (Non-Resident) Account (FC NR) • Resident Foreign Currency Account (RFC) • Non-Resident Non-Repatriable Account (NRNR) • Role of Reserve Bank of India in Foreign Exchange Market. • Factors Influencing foreign exchange rate 	16
3	Financing of Foreign Trade: Objectives of Foreign Trade Documentation. Documents: <ul style="list-style-type: none"> • Letter to Credit (L/C) • Parties to L/C; operation of L/C • Types of L/C: Revocable & Irrevocable • Transferable, Back to back credits 	10

	<ul style="list-style-type: none"> • Revolving L/C • Anticipatory L/C • Draft, Types of draft. • Mate's Receipt. Bill of lading, Invoice. Insurance policy, • Certificate of origin, consular's invoice, bill of exchange 	
4	Methods of Financing Foreign Trade: Bank Credit – <ul style="list-style-type: none"> • Pre-shipment credit • Post-shipment credit • Medium-term credit • Credit under duty draw back scheme Export-Import Bank of India (EXIM Bank): Objectives, Functions, Performance and Role, Export Credit Guarantee Corporation (ECGC)	10
	Total	48

Recommended Books:

1. International Financial Management - V. Sharan
2. Financial Institution and Markets-a Global Perspective-Hazel J. Johnson
3. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade
4. Financial Markets and Institutions- L.M. Bhole
5. International Financial Management-Eun/Resnick
6. International Financial Management, Markets, Institutions-James C. Baker-
7. Reserve Bank of India Bulletin-
8. Annual Reports of IMF, World Bank, Asian Development Bank.
9. Reports on Trends & progress of banking in India –RBI

M.Com. Part II Semester III
Advanced Banking & Finance Special Paper VI.
Subject Title -: International Finance.
Course Code -: 316
(w.e.f. Academic Year: 2014-15)

Objective -:

1. To Provide understanding of International Financial market.
2. To acquaint the students with International monetary system
3. To Provide understanding of operations of international Financial Institutions

Unit No.	Topic	Periods
1 a	International Banking: Reasons For International Banking Types of International Banking offices: Correspondent Bank Foreign Offices Subsidiary and Affiliate Banks Offshore banking Centers.	10
b	International Money Market: Euromarkets- Development of Eurodollar Market. Instruments - Euro Notes, Euro commercial Paper, Medium-term Euro Notes.	
2	International Debt and Equity Markets: International Debt Market Instruments: Procedure for Issue of – Foreign Bonds Euro Bonds Global Bonds Convertible Bonds Floating rate Notes International Equity Market Instruments: Procedure for Issue of – American Depositary Receipts (ADR) Global Depository Receipts (GDR)	12
3	New Exchange Rate Regime: Floating Rate System: Independent Float and Managed Float. Currency Pegging: Pegging to single Currency ; Pegging to basket of Currencies ‘Pegging to SDRS (Special Drawing Rights); Crawling Peg. Convertible and Non-Convertible Currency.	14
4	International Financial Institutions Origin, Objectives, Structure and Operations of: A. Bank for International Settlements (BIS) B. International Monetary Fund (IMF) C. World Bank Group: International Bank for Reconstruction and Development (IBRD); International Finance Corporation (IFC); BRICS.	12
	Total	48

Recommended Books:

1. International Financial Management - V. Sharan
2. Financial Institution and Markets - a Global Perspective - Hazel J. Johnson
3. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade
4. Financial Markets and Institutions- L.M. Bhole
5. International Financial Management-Eun/Resnick
6. International Financial Management, Markets, Institutions-James C. Baker-
7. Reserve Bank of India Bulletin-
8. Annual Reports of IMF, World Bank, ADB.

M.Com. Part II Semester III
Advanced Marketing Special Paper V.
Subject Title -: International Marketing.
Course Code -: 317
(w.e.f. Academic Year: 2014-15)

Objectives

- The Course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.
- They would be far more equipped to design and participate in designing an international marketing strategy.
- The spin-off benefits to the participants should be to develop in them a right attitude, inject enthusiasm and hone their interactive ability as they address the issues and challenges of operating in the international markets.

S.N.	New Topic	Periods
1	Introduction <ul style="list-style-type: none"> • Concept of International Marketing and its scope, Objectives of International Marketing. • Reason of entry in International Marketing. • Challenges and Opportunities in International Marketing. 	12
2	International Marketing Environment <ul style="list-style-type: none"> • Macro factors (Economic, Political, Legal, Socio-Cultural & technological factors affecting international market. • Recent import and export policies & procedures. 	10
3	International Marketing Mix <ul style="list-style-type: none"> • International Research and Segmentation • Developing Global Products and Pricing • International Promotion and Advertising • International Distribution Systems • GATT, WTO, Facilities & incentives related to export Business 	12
4	Procedural Aspect Export Documentation and arranging Finance for Exports. <ul style="list-style-type: none"> • Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and pre-shipment Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting documents to Bank for purchase/Collection/ Negotiation under L/C. Export Credit Limit. <ul style="list-style-type: none"> • Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government. 	14
	Total	48

Recommended Books:

1. Winning The World Marketing – Bhattacharya
2. International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar.
3. International Marketing Management – Varshney and Bhattacharya
4. International Marketing Export Marketing – S.Shiva R amu
5. International Marketing – S.S. Rathor, J.S. Rathor
6. Global Marketing Strategy – Douglas & Craig
7. Export Marketing – Michael Vaz
8. Export Marketing – Francis Cherunilam
9. Export Marketing – B. Bhattacharya
10. Export - What, Where & How – Parasram
11. Essentials of Export Marketing – S.A. Chunnawala

M.Com. Part II Semester III
Advanced Marketing Special Paper VI.
Subject Title :-‘Marketing Research’.
Course Code -: 318

(w.e.f. Academic Year: 2014-15)

Sr. No	New Syllabus	Lectures
1	INTRODUCTION & MARKETING RESEARCH PROCESS : <p>A) Marketing Research- Meaning, Factors involved in Marketing Research, Types of Marketing Surveys, Role of Marketing Research in Marketing, Implications of marketing research on marketing mix(7 P's), Ethics in Marketing Research, Career in Marketing Research.</p> <p>B) Research Process- Formulating the Problem, finding basic research issues, Developing Hypotheses, Characteristics of a good Hypothesis, Research Methods, Research Design, Sampling, Data Collection Techniques, Data Analysis & Interpretation, Writing a Research Report.</p>	16
2	MARKETING RESEARCH IN PRACTICE: <p>A) Marketing Research Department's Goals- Pragmatic, Selective, and Evaluative, Marketing Decision Support System (MDSS) - Scope & Significance, Role of MDSS in Decision Making, Characteristics of a good MDSS, Components of MDSS.</p> <p>B) Applications of Marketing Research : Cluster analysis for identifying market segments, Conjoint analysis for Product research, Multi-dimensional scaling, Discriminate analysis and perceptual mapping for Brand positioning research, Advertising research – copy testing, media selection, media scheduling, Market and Sales Analysis, Sales forecasting – objective and subjective methods, Test marketing, Industrial versus consumer marketing research.</p>	16
3	MARKET INFORMATION: Meaning and Importance, Sources of Collecting Marketing Information, Using Secondary Data Sources, Standardized Sources of Collecting Data- Home Audit, Mail Diary, Shop and retail audits, Readership surveys and viewer ship surveys.	08

4	THE INTERNET AND MARKETING RESEARCH TODAY: Meaning, Importance, Advantages & Disadvantages of Web Based Marketing Research, Primary & Secondary Data Collection through Internet, Reach analysis, Marketing Research in Social Media, Online Brand Perception Research, Online Targeted Advertising.	08
	Total	48

References:

1. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaum
2. Marketing Research –Aakar, Kumar, Day
3. Marketing Research – Thomas C. Kinneer
4. Marketing Research – Nargundkar
5. Marketing Research – Measurement & Methods – Donald S. Tull, Del I. Hawkins
6. Marketing Research – Beri
7. Business Research Methods – Cooper.
8. Basic Marketing Research: Volume 1-Scott M. Smith Gerald S. Albaum.
9. Essentials of Marketing Research: Paurav Shukla.

UNIVERSITY OF PUNE

Master of Commerce (M.Com.) Semester Pattern with Credit System Revised with effect from June 2013

Preamble for Choice Based Credit System

Since liberalization the socio-political-economic scenario is changing very fast. There is a significant transformation in term educational expectation and aspiration of the learner. The educational system also is witnessing many changes and challenges due to technological growth and changes in the Government policies. Education is no longer a concern of students but it has become a matter of social and economic importance. The changes at the global level has influence the educational system, structure and expectation of the users.

University education needs to take contingency of all these changes and restructure itself to stand in a competitive dynamic environment. Professional stream of learning like Commerce have to be properly upgraded to accommodate challenges of change, expectation of employers' and to offer global opportunities to the learners. From this point of view the course structure of post-graduate programme in Commerce needs to be structured. It has to be according to expectations of the learners, employers and the society. The learning inputs have to be more update, skilled based and with appropriate applications. The course programme should consider desire aptitude, attitude and acumen of the learner.

From this point of view University of Pune has introduced Choice Base Credit System of course structure. This system shall offer a flexible user friendly, opportunity to the learner, will broader the horizon of Commerce education and will give a fair chance to every single learner to exhibit his talent, acquired skills and enhance his personality. It will further enhance his opportunity of global mobility, to acquire different knowledge inputs from different global institutes.

1. Objectives :

- a. To equip and train Post Graduate students to accept the challenges of Business World by providing opportunities for study and analysis of advanced Commercial and business methods and processes.
- b. To develop independent logical thinking and facilitate personality development.
- c. To equip the students for seeking suitable careers in management and entrepreneurship.
- d. To study by students methods of Data collection and their interpretations.
- e. To develop among students Communication, Study and Analytical skills.

2. Duration :

The M.Com. Course will be of Two Years duration consisting of Two part. i.e. Part I and Part II. Each part is having Two Semesters. Thus the M.Com. Course is of Four Semesters. For each Semester there will be Four Papers of 100 marks each. The M.Com. Degree will be of 1600 marks in aggregate.

3. Duration and Structure of Programme:

The M.Com (Semester pattern with Credit System) degree Programme shall be of 2 years' duration divided into two parts, Part I and Part II, and 4 semesters.

4. Eligibility :

The student who has passed any Bachelors degree of this University or any other recognized University shall be held eligible to be admitted to M.Com. Course.

5. Course Structure:

The M.Com. degree course will be of two year duration consisting of four semesters and of minimum 64 credits as below:

Sr. No.	Semester	Total Credits
1	Semester I	16
2	Semester II	16
3	Semester III	16
4	Semester IV	16
	Grand Total	64

Four credits for project work at 4th Semester (This will include credits for fieldwork, data presentation and report writing)

In each Semester, there will be four papers of 100 marks each out of which 50 marks will be for Internal Assessment (attendance, home assignments, class tests, long term papers, classroom presentation and 50 marks for University Examination. Thus M.Com. degree examination, four Semesters shall be of 1600 marks and of minimum 64 credits altogether. The following shall be the course structure.

6. The Scheme of Papers: The following will be the Scheme of papers:

The List of Courses Semester I

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester I	Core Compulsory	101	Management Accounting	04	04	03	50	50	100
		102	Strategic Management	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		103	Advanced Accounting	04	04	03	50	50	100
		104	Income Tax	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		105	Information system and E-Commerce Practices	04	04	03	50	50	100
		106	Intellectual Property Laws	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		107	Advanced Cost Accounting	04	04	03	50	50	100
		108	Costing Technique and Responsibility Accounting	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		109	Co-operative Movement in India	04	04	03	50	50	100
		110	Organization of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		111	Organized Trades and Markets	04	04	03	50	50	100
		112	Business Environment and Policy	04	04	03	50	50	100
		Group F (Business Administration)							
		113	Production and Operation Management	04	04	03	50	50	100
		114	Financial Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		115	Legal Framework of Banking	04	04	03	50	50	100
		116	Central Banking	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		117	Marketing Techniques	04	04	03	50	50	100
		118	Consumer Behaviour	04	04	03	50	50	100

Semester II

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester II	Core Compulsory	201	Financial Analysis and Control/ Principals of Financial Accounting	04	04	03	50	50	100
		202	Industrial Economics/ Economic Environment/Business Statistics/ Quantitative application	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		203	Specialized Areas in Accounting	04	04	03	50	50	100
		204	Business Tax Assessment & Planning	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		205	E- Security & Cyber Laws	04	04	03	50	50	100
		206	Laws Regulating to Copyrights & Design	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		207	Application Cost Accounting	04	04	03	50	50	100
		208	Cost Control & Cost System	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		209	International Co-operative Movement	04	04	03	50	50	100
		210	Management of Co-operative Business	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		211	Modern Business Practices	04	04	03	50	50	100
		212	Business Environment Analysis	04	04	03	50	50	100
		Group F (Business Administration)							
		213	Business Ethics and Professional Values	04	04	03	50	50	100
		214	Elements of Knowledge Management	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		215	Banking Law & Practices	04	04	03	50	50	100
		216	Monetary Policy	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		217	Customer Relationship Management & Retailing	04	04	03	50	50	100
		218	Services Marketing	04	04	03	50	50	100

Semester III

Semester	Subject Types	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester III	Core Compulsory	301	Business Finance	04	04	03	50	50	100
		302	Research Methodology for Business	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		303	Advanced Auditing	04	04	03	50	50	100
		304	Specialized Areas in Auditing	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		305	Laws Relating to International Business	04	04	03	50	50	100
		306	World Trade Organization – Norms & Practices	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		307	Cost Audit	04	04	03	50	50	100
		308	Management Audit	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		309	Co-operative Credit System	04	04	03	50	50	100
		310	Co-operative and Rural Banking System	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		311	Entrepreneurial Behaviour	04	04	03	50	50	100
		312	Entrepreneurship Development Pattern	04	04	03	50	50	100
		Group F (Business Administration)							
		313	Human Resource Management	04	04	03	50	50	100
		314	Organizational Behaviour	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		315	Foreign Exchange	04	04	03	50	50	100
		316	International Finance	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		317	International Marketing	04	04	03	50	50	100
		318	Marketing Research	04	04	03	50	50	100

Semester IV

Semester	Subject Type	Course Code	Title of the Paper	Hrs/ Week	Credit	Exam. Hours	Maximum Marks		
Semester IV	Core Compulsory	401	Capital Market and Financial Services	04	04	03	50	50	100
		402	A. Industrial Economic Environment Or B. Operations Research	04	04	03	50	50	100
	Core Elective/ Optional Subjects/ Special Subjects	<i>To choose any one Group of the following</i>							
		Group A (Advanced Accounting & Taxation)							
		403	Recent Advances in Accounting, Taxation and Auditing	04	04	03	50	50	100
		404	Project Work/ Case Studies	04	04	03	50	50	100
		Group B (Commercial Laws & Practices)							
		405	Recent Advances in Commercial Laws and Practices	04	04	03	50	50	100
		406	Project Work/Case Studies	04	04	03	50	50	100
		Group C (Advanced Cost Accounting & Cost system)							
		407	Recent Advances in Cost Auditing and Cost System	04	04	03	50	50	100
		408	Project Work/Case Studies	04	04	03	50	50	100
		Group D (Co-operation & Rural Development)							
		409	Recent Trade in Co-operative and Rural Development	04	04	03	50	50	100
		410	Project Work / Case Studies	04	04	03	50	50	100
		Group E (Business Practices & Environment)							
		411	Recent Advances in Business Practices and Environment	04	04	03	50	50	100
		412	Project Work/Case Studies	04	04	03	50	50	100
		Group F (Business Administration)							
		413	Recent Advances in Business Administration	04	04	03	50	50	100
		414	Project Work/Case Studies	04	04	03	50	50	100
		Group G (Advanced Banking & Finance)							
		415	Recent Advances in Banking and Finance	04	04	03	50	50	100
		416	Project Work/Case Studies	04	04	03	50	50	100
		Group H (Advanced Marketing)							
		417	Recent Advances in Marketing	04	04	03	50	50	100
		418	Project Work/Case Studies	04	04	03	50	50	100

7. Scheme of Examination:

The examination of regular students of M.Com. degree course of the University of Pune admitted in the academic session 2013-14 and after shall be based on:

- (a) Semester Examination
- (b) Continuous Assessment
- (c) Choice Based Credit System, and
- (d) Semester Grade Point Average and Cumulative Grade Point Average System

For each paper of 100 marks, there will be an Internal Assessment (1A) of 50 marks and the University Examination (UE) of 50 marks/ 3 hours duration at the end of each semester. A candidate who will secure at least 40% marks allotted to each paper will be given 4 credits. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semesters.

The Internal Assessment for each paper will be 50 marks which will be carried out by the department during the term. The Internal Assessment may be in the forms of written test, seminars, term papers, presentations, assignments, orals or any such others. The distribution of internal assessment marks shall be as follows:

Midterm Test	20
Presentation/Role Play	10
Case studies/ Group Discussion	10
Quiz / Home Assignment	10
Total	50

There shall be four semester examinations: first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly, the third and fourth semester examinations shall be held at the middle and the end of the second academic year, respectively.

A student cannot register for the third semester, if she/he fails to complete 50% credits of the total credits expected to be ordinarily completed within two semesters.

8. Research project work:

There will be a Research Project to be prepared by a student during the fourth semester. The objective of the project work is to introduce students to research methodology in the subject and prepare them for pursuing research in theoretical or experimental or computational areas of the subject. The project work is to be undertaken under guidance of a teacher allotted to a student by the department.

Division of marks	Marks	
A. Synopsis with working bibliography (Internal Assessment)	40 marks	50 marks
Viva Voce (Internal Assessment)	10 marks	
B. A full project Report (Minimum 50-80 pages) (Internal & External Assessment)	40 marks	50 marks
Viva Voce (Internal & External Assessment)	10 marks	

As the Research Project is based on the self study done by the candidate and evaluated for 100 marks altogether, 04 credits will be awarded to a successful candidate in this subject. The project may be evaluated by two examiners one internal and one external, selected from the panel of PG examiners of the University. The Viva voce must be conducted by the teachers selected out of the panel of PG examiners maintained by the University.

The candidates have to submit the project 15 days before the commencement of the fourth semester university examination. The project report shall be type-written and submitted in duplicate. A candidate who fails to submit the project may resubmit the same in the subsequent semester examination for evaluation. The project work activities must be duly supported by documentary evidence to be endorsed by the Head or Guide.

9. Standard of passing:

A candidate shall be declared to have passed in the paper provided he/she has secured minimum GP of 4.5 in the UNIVERSITY EXAMINATION and GRADE POINT AVERAGE of 4.0 in aggregate of UNIVERSITY GRADE and INTERNAL ASSESSMENT taken together.

10. Classification of successful candidates:

Candidates who secured not less than 60% of aggregate marks (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) in the whole examination shall be declared to have passed the examination in the first class. All other successful candidates shall be declared to have passed in second class. Candidates who obtain 70% of the marks in the aggregate (INTERNAL ASSESSMENT +UNIVERSITY EXAMINATION) shall be deemed to have passed the examination in first class with distinction.

A student who passess in all the courses will be declared to have passed the M.Com. degree with the following honours.

CGPA in (4.00, 4.99)	- Pass Class
CGPA in (5.00, 5.49)	- Second Class
CGPA in (5.50, 5.99)	- Higher Second Class
CGPA in (6.00, 7.99)	- First Class
CGPA in (8.00, 10.00)	- First Class with Distinction

11. Scheme of Credits:

Sixty (60) hours of teaching will lead to three credits (which mean four hours per week teaching in one semester) and long term paper as well as presentation will carry one credit. Each semester shall have 16 credits.

12. Structure of Transcript:

At the end of each semester, student will be given a transcript showing the performance and result in each course. The transcript shows, for each course the title of the course, credit values, grade in UNIVERSITY EXAMINATION , grade in INTERNAL ASSESSMENT , grade point index, result as pass or fail. Also, the semester grade point average (SGPA) and cumulative grade point average (CPGA) will be shown. Further the equivalent percentage of marks corresponding to SGPA or CGPA to equivalent percentage is given by:

$$\text{Equivalent percentage marks} = \begin{cases} 10 \times \text{CGPA} & \text{if CGPA /SGPA is in [4.00, 6.00]} \\ 05 \times \text{CGPA} + 30 & \text{if CGPA /SGPA is in [6.00, 9.00]} \\ 25 \times \text{CGPA} - 150 & \text{if CGPA /SGPA is in [9.00, 10.00]} \end{cases}$$

Marks	Grade	Grade Point
100 to 75	O : Outstanding	06
74 to 65	A : Very Good	05
64 to 55	B : Good	04
54 to 50	C : Average	03
49 to 45	D : Satisfactory	02
44 to 40	E : Pass	01
39 to 0	F : Fail	00

(C) GPA	Grade
05.00 – 6.00	O
04.50 – 04.99	A
03.50 – 04.49	B
02.50 – 03.49	C
01.50 – 02.49	D
00.50 – 01.49	E
00.00 – 00.49	F

13. Distribution of Periods:

There shall be 60 periods for each subject to cover the entire teaching of 4 credits. This will be distributed as follows:

Particulars	Periods
Teaching session per programme	48
Assignment/ Test	04
Role play/ Group Discussion	04
Case studies and presentation	04
Total	60

14. Standard of Passing.

- A. Regular students: - A candidate is required to obtain 40% marks in each of course in both Mid Semesters and Semester end. It means passing separately at Mid-Semester and semester Examinations is compulsory.

15. Award of Class.

- a. The class in respect of M.Com. Examination will be awarded on the basis of aggregate marks obtained by the candidates in all the sixteen papers at the Semester I, II, III, and IV together.
The Award of class shall be as under:-
- b. Improvement: - A candidate having passed M.Com. Examination will be allowed to improve the performance. The same is termed as 'Class Improvement Scheme' under which improvement of performance shall be allowed only at the Semester end Examination.
- c. A candidate after passing M.Com. Examination will be allowed to appear in the additional Special Subject after keeping necessary terms in the concerned special subject only, for which a passing certificate will be issued.

16. Medium of Instruction :

The use of Marathi is allowed for writing answers in the examination except for following courses:

- Management Accounting
- Financial Analysis & Control
- Business Statistics,
- Advanced Accounting and Taxation
- Advanced Cost Accounting and Cost Systems.

- 17.** A student (Regular / External) will be admitted to Revised M. Com. Course with effect from June 2013. For the students who have completed the terms for the First Year as per Old Course will be admitted to the Second Year as per Old Course M. Com. The examination as per Old Course will be held simultaneously for three years from April / May 2014.

18. Qualification of the Teachers :

The Teachers recognized to teach the subjects as per Old Course shall be deemed to be recognized in the corresponding equivalent subjects under Revised Course.

In case of: A) Business Statistics, B) Industrial Economics, C) Co-operation and Rural Development, D) Advanced Banking and Finance and E) Research Methodology and Project Work- Paper-IV of each Special Subject, the following qualifications be made applicable.

- A. Business Statistics :** M.Com, M.Phil with Statistics or Research Methodology as one of the Papers at M.Com /B.Com /M. Phil examination with 5 years degree teaching experience or M.A./M.Sc. With Statistics having 5 years degree teaching experience.
- B. Industrial Economics:** M.Com., M. Phil with Business Economics/Economics of Industries or Economics as one of the papers at B. Com/ M.Com Examination with 5 years degree teaching experience or M.A. Economics with 5 years degree teaching experience.
- C. Co-operation and Rural Development:** M. Com, M. Phil. With 5 years degree teaching experience or M.A. Economics (with Co-operation Rural Economics)
- D. Advanced Banking and Finance:** M. Com., M. Phil., with Banking as one of the papers at B.Com/M.Com examination 5 years degree teaching experience.
- E. Research Methodology and Project Work:** M.Com. M.A (Eco.) M.Phil./Ph.D. with 5 years degree teaching experience.
- F.** Similarly all the changes in qualification as per U.G.C norms and guidelines shall also be applicable as and when the changes come into force (If applicable)

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M.Com. Part II Semester IV
Compulsory Paper
Subject Name -: Capital Market and Financial Services.
Course Code -: 401.
(w.e.f. Academic Year: 2014-15)

Objective:

To enable students to acquire sound knowledge, concept and structure of capital market and financial services.

Unit No.	Topic	Periods
1	Capital market: Meaning, Functions, Structure, Characteristics, Participants of capital market - Capital market instruments, Equity share, Preferences shares, Debenture, Bonds - Innovative debt instruments - Forward contracts, Futures contract - Options contract, trends in capital market.	10
2	Stock Market Stock exchange: organization-membership-governing body - Bombay stock exchange, National Stock Exchange and Over the Counter Exchange of India (OTCEI) 1. Primary market - Functions of primary market - issue mechanism, participants 2. Secondary market : Objectives, functions of secondary markets, stock broking, e-broking, depository system-functions and benefits stock market trading-derivatives trading	10
3	Financial Services Merchant banking-meaning-functions and services rendered Mutual funds: Meaning, functions-Types-Open and closed ended funds-income funds balanced fund, growth fund-index fund Portfolio management-meaning and services Credit rating-meaning and need, various credit rating agencies. Foreign Direct Investment	16
4	Securities and Exchange Board of India (SEBI) Background, Establishment, functions, powers, achievements and Regulatory aspects, recent changes & emerging trends.	12
	Total	48

Recommended Books :

1. M.Y. Khan: Indian financial system-Tata Macgraw Hill Publishing Co. Ltd.
2. Frank J.Fabozzi & Franco Modigliani : Capital markets institutions and instruments - Prentice Hall of India, New Delhi
3. Fredric Mishkin and Stanley Eakins, Financial Markets and Institutions, Pearson Prentice Hall, Boston san Francisco, New York.

M.Com. Part II Semester IV
Compulsory Paper
Subject Name -: Industrial Economic Environment.
Course Code -: 402-A
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To study the basic concepts of Industrial Finance.
2. To study the effects of New Economic Policy.
3. To study the impact of Labor reforms on Industries.

Chapter No.	Particulars	Total Lectures (48)
1.	Industrial Finance 1.1 Meaning, Concept and Functions of Industrial Finance. 1.2 Internal Sources of Industrial Finance. 1.3 External Sources of Industrial Finance – Foreign Direct Investment (FDI), Foreign Institutional Investment (FII), Non Residential Indians (NRI) as a Source of Industrial Finance	8
2.	Industrial Growth and Policy in India 2.1 Industrial Growth in India Since 1991. 2.2 New Industrial Policy 1991. 2.3 Export and Import Policy Since 1990-91. 2.4 Multi National Corporations – Performance and Problems 2.5 Special Economic Zones (SEZ) – Progress and Problems	8
3.	Effects of New Economic Policy (1991). 3.1 Liberalization – Concept & its Effects on Indian Industry. 3.2 Privatization - Concept & its Effects on Indian Industry. 3.3 Globalization - Concept & its Effects on Indian Industry.	8
4.	Industrialization and Environmental Issues. 4.1 Industrial Development & Environmental Problems. 4.2 Major Environmental Issues in the Process of Industrialization- Social Cost & Benefits (pollution, Health issues, work management etc) 4.3 Environmental Policy and Regulations.	8
5.	Information Technology (IT) Industries. 5.1 Meaning and dimensions. 5.2 Major issues in Information Technology. 5.3 Growth & Present position of IT Industries in India. 5.4 Future Prospects of IT Industry.	8

6.	Industrial Relations and Labour Reforms. 6.1 Meaning and Causes of industrial Disputes. 6.2 Machinery for Settlement of Industrial Disputes. 6.3 Labour Policy Reforms and Its Impact on Industries.	8
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Recommended Books

1. S. C. Kuchal – Industrial Economy of India.
2. D. R. Gadgil – Industrial Evolution in India, Oxford.1948
3. K. V. Sivayya and V.B.M. Das – Indian Industrial Economy, Chand and Co. Ltd. New Delhi 1999
4. S. C. Kuchal – Major Industries in India, Chaitanya Publishing House, Allahabad.
5. Francis Cherunilam – Industrial Economics – Indian Perspective, Himalaya Publishing House, Mumbai.1999
6. Wadilal Dagli – A profile of Indian Industry, Vora and Co. Mumbai.
7. Dutt and Sunderam – Indian Economy, S. Chand and Co. 2008

Suggested format of Continuous assessment along with allocation of Periods

Sr. No.	Assessment Chart	Periods Alloted
1.	Tests	3
2.	Quizzes	3
3.	Presentation Seminars	3
4.	Assignments	3

M.Com. Part II Semester IV
Compulsory Paper
Subject Name -: Operation Research.
Course Code -: 402-B
(w.e.f. Academic Year: 2014-15)

Objectives :

- 1) To understand and master the concepts of Operations Research.
- 2) To inculcate an attitude of enquiry , logical thinking about Quantitative techniques.
- 3) To develop skills of facing real life problems using operational research techniques .
- 4) To prepare students to understand the art of applying Operational research techniques.
- 5) To gain knowledge of Operations research.

Unit no.	Topic	Periods
1.	Game Theory 2.1 Introduction 2.2 Characteristics of game theory 2.2 Two person zero sum game, Pay off and pay off matrix, saddle point, pure strategy, mixed strategy, value of game 2.3 Dominance Principle. 2.4 Algebraic system of solving 2X2 Game 2.5 Numerical problems	8
2.	Linear Programming Problem (L. P. P.) 3.1 Introduction, Advantages and Applications of L.P.P. 3.2 Basic Definitions and Terminology, Formulation, Canonical and Standard forms, Slack, Surplus and Artificial variables 3.3 Solution by graphical method (for problems with two variables only), 3.3 Solution by simplex method (canonical form and two iterations only) 3.4 degenerate, alternate , unbounded and Infeasible solutions 3.5 Formation of dual of a L. P. P. 3.6 Numerical problems	14
3.	Transportation Problem (T. P.) and Assignment Problem 3.1 Definition, T.P. as L.P.P., balanced and unbalanced T. P. 2.2 Methods of finding Initial Basic Feasible Solution (I. B. F. S.) a. North – West corner method b. Matrix Minima Method	14

	<p>c. Vogel's approximation method</p> <p>3.3 Optimal solution by U-V method</p> <p>3.4 Maximization and degeneracy in T. P.</p> <p>3.5 Definition, balanced and unbalanced A.P.</p> <p>3.6 Hungarian method</p> <p>3.7 Variations of A.P (maximization and restrictions)</p> <p>3.5 Numerical Problems</p>	
4.	<p>Project Management and Sequencing</p> <p>4.1 Activity, Event, Loop, Network (definition and drawing)</p> <p>4.2 Critical Path Method (CPM): critical activity, critical path, float (free, independent, total) , forward pass and backward pass calculations</p> <p>4.3 Programme Evolution and Review Technique PERT) : optimistic, pessimistic, most likely time estimates, expected time estimate and its variance</p> <p>4.4 Numerical Problems</p> <p>4.5 Assumptions in sequencing model, Basic terminology, n-jobs through two machine problems.</p>	12

Recommended Books:

1. Operations Research : Hamdy Taha
2. Operations Research: V.K. Kapoor
3. Operations Research : Kanti Swarup, Gupta Manmohan
4. Operations Research : Varade , Joshi: Diamond publications

M.Com. Part II Semester IV
Advanced Accounting and Taxation Special Paper VII.
Subject Title -: Recent Advances in Accounting, Taxation & Auditing.
Course Code -: 403
(w.e.f. Academic Year: 2014-15)

Level of Knowledge - Basic Knowledge

Objectives:

1. To up-date the students with latest developments in the Subject
2. To inculcate the habit of referring to various periodicals and publications in the given subject, apart from text books and reference books
3. To develop the ability to read, understand, interpret and Summarize various articles from newspapers, journals etc.

Suggested Topics/Areas covering recent developments in the subject:

UNIT	TOPIC	No. of Lectures in hours
1	IFRS (International Financial Reporting Standards).	04
2	A Study of Managerial Discussion And Analysis as per Section 49 of Listing agreement.	02
3	Corporate Governance Compliance by Companies.	02
4	Accounting and Taxation aspects of Carbon Credit Trading.	02
5	Environmental Accounting.	02
6	Forensic Accounting.	02
7	Lean Accounting.	02
8	Responsibility Accounting.	02
9	ESO (Employee Stock Options) Accounting.	02
10	XBRL (Extensible Business Reporting Language).	02
11	Transfer Pricing.	02
12	Accounting for KPO (Knowledge Process Outsourcing) and BPO (Business Process Outsourcing).	02
13	Accounting for NGO Grants.	02
14	Accounting for Local Self Governments.	02
15	Introduction of accrual method for Government Accounting.	02
16	Disclosures in Financial Statements- Recent Trends.	02
17	Accounting for Human resources.	02
18	Accounting for Intellectual Property Rights.	02
19	Inflation Accounting.	02
20	A Brief Study of a) Accounting for Derivatives	02

	b) Accounting for Retirement Benefits as per AS-15.	
21	Creative Accounting.	02
22	A brief study of provisions of proposed- i) Direct Taxes Code, ii) Goods and Services Tax, iii) Companies Act, 2013 relating to Account and Audit.	02
23	Non- Financial Reporting Requirements– i) Business Responsibility Reporting, ii) Sustainability Reporting, iii) A brief Study of National Voluntary Guidelines (NVG), iv) Report on Corporate Governance.	02
TOTAL -		48

Journals suggested:-

- A) The Accounting World :- The ICFAI University Press
 B) The Chartered Accountant :- The ICAI New Delhi
 C) Management Accountant :- ICWA Kolkatta
 D) Journal of Accounting & Finance :- Accounting Research Foundation Jaipur
 E) Journal of Indian Accounting Association, Jaipur

List of Learning Activities and allocation of periods:-

Sr. No	Activities	Learning Hours
1	Quizzes/ Seminars/Presentations	04
2	Assignments/ Tutorials	04
3	Class Room Tests	04
	Total	12

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M.Com. Part II Semester IV
Advanced Accounting and Taxation Special Paper VIII.
Subject Title -: Project Work / Case Studies.
Course Code -: 404
(w.e.f. Academic Year: 2014-15 Credit System)

Project Work in Accountancy:-

A student can select any topic relating to principles practices and procedures of accounting auditing taxation and management accounting. Any topic from the syllabus of the papers studied at M Com. Part One or Part Two under special paper Accountancy & Taxation can be of a use. Pick up any unit studied and try to connect it to commercial word around e.g. in taxation a student has studied taxation of a company, then he can select a topic Tax Planning of a particular company or a study of taxation of an educational institute. On this line following areas have been listed out for project work in Accountancy.

Area of Project Work in Accounting:-

Following is the list of topics for project work in Accounting.

1. Financial statement Analysis of –
 - a. A Limited Company for 5 years
 - b. Five Companies of five different industries
 - c. Five companies of one industry e.g. Automobile ,Engineering, Textile
 - d. Five banks from Private sector/Co-op. sector
2. Study of Working Capital Management of a large Company.
3. Study of Budgetary Control System of four Companies
4. Study of Management Information System of four Companies.
5. Procedure of preparation of Consolidated Balance Sheet by Holding Company having two / three subsidiaries companies.
6. Valuation of Shares of 10 unlisted Companies.
7. A study of Amalgamation/Merger of procedure of two Companies(Accounting procedure)
8. A comparative study of Accounting System of Hotel industry – Five Star, Three star, large Hotel and small Hotel.
9. Comparative study of Accounting of Hospitals from Private sector, Trust and Small Hospital.
10. Study of Accounting for Grants to school, college, institute.
11. Application of Inflation Accounting to a large Company's Balance Sheet.
12. Human Resource Accounting for Software, Marketing, Consulting Company

13. Preparation of Value Added Statements of a Company and its comparison with Conventional Accounting Statement.
14. Preparation of Economic Value Added Statement of a Company and its comparison with Conventional Accounting Statement.
15. A study of Application of Accounting Standards of five Companies.
16. Audit planning of five firms of Auditors.
17. A study internal Audit system of four companies.
18. Tax Planning of 10 assesses
19. Tax Planning regarding purchase of House Property.
20. Tax planning of Partnership Firm/ Limited Company.
21. Taxation of Public Trust
22. A study of Perquisites and its impact on Taxable Income Employees from 10 different Companies.
23. A study of ten Export Oriented Units from Taxation point of view.
24. Financial viability of five Co-operative Sugar Factories.
25. Comparative Study of Taxable Income of Individuals and HUFF
26. Problem of units paying Service Tax
27. Accounting for Tour and Travel business.
28. Comparative Study of Housing Loan Schemes of Banks and Financial Institutions.
29. Comparative Study of Fees Structure of Non-grant and Grant In Aid Educational Institutions.
30. A survey of 20 shareholders regarding utility of Published Annual Accounts of Company.
31. Study of Investment Pattern of 20 Individuals from Taxation point of view.
32. Preparation of Project Report for Small Scale Industry, Hotel, Xeroxing business, Computer Institute, Hospital, Transport Business, Petrol Pump.
33. Ascertainment of Cost of Capital from Annual Accounts of five Companies.
34. A financial viability study of Sick Industrial Companies.
35. A study of Tax Audit Report of Non-Corporate and Corporate Assessses.
36. A study of Secretarial Audit Report of five companies.
37. A study of Cost Audit Report of two companies.
38. A study of Government system Audit of Commercial Undertaking / Local bodies.
39. Commentary on Public Accounts Committee of Central Government.

40. A comparative study of different Accounts Software e.g. Tally, SAP, ERP, Local Software etc.
41. Consolidation procedure of different units of an Educational Society.
42. A study of Significant Accounting Policies of different Companies from different Industries.
43. A study of Qualified Audit Reports of different Companies.
44. Comparative study of Advances of Credit Co-op. Societies and Urban Co-op Banks.
45. Preparation of Project Report of Agro based industries, Poultry Farming, Dairy business, Nursery, Horticulture farm.
46. A study of Vehicle Loan schemes of different Banks.
47. Excise Accounting at manufacturing unit.
48. A comparative study of NPA of Urban Co-op Banks
49. A study of Corporate Responsibility Statements of Annual Accounts of 10 Companies
50. A study of Cash Flow Statement from Annual Accounts of 10 Companies.
51. Accounting of Leasing and Finance Companies.
52. A study of Accounting of Electricity Company, (Tata Power, Ahmedabad Electricity Power Co. Ltd.)
53. An exemption under Income Tax Act, availed by 10 different assesses.
54. A comparative financial analysis of running of Luxury buses by private operators and State Transport Corporation.
55. Financial Analysis of Produce Exchanges at Taluka Level.
56. Comparative study of Annual Report of 3 Co-op Banks for the year ending 2008 - 09.
57. Comparative study of Annual Report of 3 Limited companies for the year 2008-09
58. Various Accounting Policies followed by Financial Institutions.
59. Impact of IRAC Norms of financial position of any co-operative bank over last 3 years.
60. Audit classification of a Credit Co-op. Society for last 2 years.
61. Determination of Taxable Income of a Charitable Hospital as per Section 11,12,12A & 35 of I.T. ACT.. Act. 1961.
62. Accounting Standards, their application by the limited company to its annual accounts.
63. Comparative study of effect of Depreciation Allowance on Book Profit & taxable profits of a limited company for 3 years including carried forward and set-off.
64. Analysis of any three recent cases decided by High Court.

- 65. Study of fraud cases detected by application of S.A.P.
- 66. Comparative study of Financial Statements of Educational Institutions for 2 years.
- 67. A study on E filing of Tax Returns- Income Tax, VAT, Service Tax etc.
- 68. A study of Computerized Accounting system in any business unit

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M.Com. Part II Semester IV
Commercial Laws and Practices Special Paper VII.
Subject Title -: Recent Advances in Commercial Laws & Practices
Course Code -: 405
(w.e.f. Academic Year: 2014-15)

Objective:

To acquaint the students with the Knowledge about recent changes / developments in commercial laws.

Unit No.	Topic	Periods
1)	Competition Act, 2002: Definitions, Prohibition of certain agreements, Prohibition of abuse of dominant position, Regulation of combinations (Ss. 3 to 6), Competition Commission of India. (Ss. 7 to 13) Establishment, Composition, Selection Committee for Chairperson and Members of Committee, Term of Office, Resignation, Removal, Suspension, Restrictions on employment of Chair Person and other members, Appointment, Duties of Director General etc. (Ss. 16 to 17, 41) Duties, Powers, Functions, Meetings and Orders of Commission (Ss. 18 to 20, 22, 31), Acts taking place out of India (Ss. 32) Penalties (Ss. 42 to 48) Competition Appellate Tribunal (Ss. 53A to 53U)	12
2)	Limited Liability Partnership Act, 2008: Definitions, Nature of Limited Liability Partnership (Ss. 2 to 10). Incorporation of Limited Liability Partnership. (Ss. 11 to 21). Partners and their relations (Ss. 22 to 25) Extent and Limitations of Liability of Limited Liability Partnership and Partners (Ss. 26 to 31) Contributions and Financial Disclosures (Ss. 32 to 35) Compromise, Arrangement and Reconstruction of Limited Liability Partnerships. (Ss. 60 to 62) Conversion into Limited Liability Partnership (Ss. 55 to 58) Foreign Limited Liability Partnership (Ss. 59) Winding-up and Dissolution (Ss. 63 to 65)	12
3)	Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002: Definition & Importance of Act, Regulation of Securitization and Reconstruction of Financial Assets of Banks & Financial Institutions (Ss. 7 to 12), Enforcement of Security Interest (Ss. 13 to 19) Central Registry (Ss. 20 to 26) Offences and Penalties (Ss. 27 to 30)	12
4)	The Recovery of Debts Due to Banks and Financial Institutions Act, 1993: Need & Object, Establishment of Tribunal and Appellate Tribunal – Jurisdiction, Powers and Authority of Tribunals-Procedure of Tribunals, Powers of Tribunals, Recovery of Debt Determined by Tribunal	12
Total		48

Reference Books:

1. Taxman's Corporate Law, Taxman Allied Services Pvt. Ltd., New Delhi. (Recent Edition).
2. Seth's Commentaries on Banking Regulatory Act and Allied Banking Laws, Law Publishers (India) Pvt. Ltd., Allahabad.
3. Taxman's "Banking Law and Practice in India", India Law House, New Delhi.
4. P. N. Varshney, "Banking Law and Practices", Sultan Chand & Sons, New Delhi. (2012).
5. All bare Acts of respective legislations referred in the syllabus.

M.Com. Part II Semester IV
Commercial Laws and Practices Special Paper VIII.
Subject Title -: Project Work
Course Code -: 406
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To develop research attitude in the minds of students.
2. To enrich the ability of research work among students.

Introduction and Objective:

As a partial fulfillments of University of Pune requirement for M.Com programme students have to undergo in-plant training of 6 weeks in an organization of reput assigned by the institute or accessible to student. The objective of this activity is to test student's ability to apply theoretical knowledge to practical business situation.

In the light of exposure to different functional areas and research methodology at M.Com Part-I curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

Report Contents :

- A. Cover page
- B. Company Certificate
- C. Acknowledgement
- D. Declaration
- E. Executive Summary

Tentative Chapter Scheme:

- Chapter 1. Introduction to Study
- Chapter 2. Company Profile
- Chapter 3. Objective of Study
- Chapter 4. Review of literature
- Chapter 5. Research Methodology
- Chapter 6. Data analysis Interpretations
- Chapter 7. Observations and Findings
- Chapter 8. Conclusions and suggestions

M.Com. Part II Semester IV
Advanced Cost Accounting and Cost System Special Paper VII.
Subject Title :- Recent Advances in Cost Auditing and Cost System
Course Code :- 407
(w.e.f. Academic Year: 2014-15)

Objectives:

To provide knowledge on recent advances in cost accounting and cost systems.

SR. NO	TOPIC	LECTURES
1.	Cost Accounting Standards (CAS):-	08
	❖ CAS 1 to 5 and 7 (Final) and CAS -8 TO 19. (Drafts And Amendments' Subjects to Finalization from time to time) www.myicwai.org & www.acmas.com can be referred.	
2	Basic Excise Audit, VAT Audit And Productive Audit.	12
	❖ Generally Accepted Cost Accounting Principles. ❖ Scope, Of Excise Audit ,VAT Audit ❖ Procedure and Reports. ❖ Productive Audit –Meaning, Problems of Productive Audit and Means to overcome the Problems.	
3	Enterprise Resource Planning (ERP)	06
	❖ Introduction, Features and Benefits of ERP ❖ Reason for Implementation and E–Costing.	
4	Six Sigma	06
	Definitions, Importance, Scope, Benefits.	
5.	Study Of Journal –Management Accountant:	16
	By Reading of Journal of ICWAI-“ <u>Management Accountant</u> ” Issues From July to September (of the Respective Academic Year) and getting acquainted with recent changes and developments.	
		Total 48

Books Recommended :-

1. Indirect Taxes :- V.S. Datey
2. Indirect Taxes :- Ahuja.

Journals :-

Management Accountant - ICWAI, Publication

Cost Accounting Standards-Issued by ICWAI, Kolkatta

M.Com. Part II Semester IV
Advanced Cost Accounting and Cost System Special Paper VIII.
Subject Title -: Project Work / Case Studies
Course Code -: 408
(w.e.f. Academic Year: 2014-15)

Project Work Will Carry 100 Marks. For Regular Students, Project Work Is Compulsory. The Option Of Case Studies Is Only For The Students Registered As An External Student. 'Students Are Expected To Prepare The Project Report Based On The Field Work And Survey And Studying The Current Trends Under The Guidance Of Their Guide Teacher'. They Will Have To Submit The Report On 31st March Every Year. Project Viva Voce Will Be Conducted At The End Of IVth Semester But Before Theory Examination.

Guidelines Areas of Project Work

Marks: 100

Students are required to Visit a Unit in Concerned Industry and submit their report on any of the following project topics.

1. **Marginal Costing:** Techniques Based on Annual Reports of Listed Companies .To Study the Application of Marginal Costing in Taking Managerial Decision.
2. **Budgetary Control:** Study of Procedure of Audit. A Study of Budgetary Control System Established therein and used for cost Control Purpose.
3. **VAT Audit:** Visit to any Trading Concern offices Chartered Accountant and Cost Accountant, Understanding the Actual Procedure of VAT audit, its Implication & Benefits.
4. **Excise Audit:** Study of Procedure of Audit (Eligible for Excise Audit) or Office Cost Accountant, to understand the Actual Procedure of Excise audit, its Importance and Benefits.
5. **Cost Audit:** Audit Programme Understanding the Procedure of Cost Audit, Cost Accounting Record Rules of the Respective Industry and Preparation of Cost Audit Report.
6. **Process Costing:** Visit to Sugar Industry & Understanding the Use of Process Costing Method in the factory, Cost Analysis at Each Stage in Particular and Cost Analysis in General done in the Sugar Factory.
7. **Pricing Decisions:** Visit to any Industry Understanding the different Methods and Techniques used by the Concern in pricing different Products.
8. **Cost Control and Cost Reduction:** Visit to any Manufacturing Concern and Understanding the different Methods used fruitfully by the Priority in Cost Control and Cost Reduction. **ISO-Procedure.**
9. **Contract Costing:** Visit to Any Construction / Contracting firm and Understanding Ascertainment of Contract Cost, Allocation and Apportionment of different Expenses and Apportionment of profit on Incomplete Contract.

10. Costing in Service Industry: Visit to any Hotel, Airlines, Hospitals or any other Service Industry and Understanding the Costing Methods used in the Concerned Service Industry and its Utility to Ascertain the Cost of Service Rendered as well as for controlling the Cost.
11. Recent Developments in Cost Accounting.
12. Application of Activity Based Costing.
13. Study of Job Evaluation and Merit Rating in Industrial Unit:
14. Application to Agro Based Industries i.e. fishery, dairy, poultry etc.
15. Cost Reduction Program and its Implementation:
16. Study of Costing Techniques and its use in Decision Making:
17. Application of Onion – Cash Crop, Sugarcane, Cotton, Horticulture etc.
18. Study of Various Measurement Policies (Risk Management)
19. Study of minimum wages.
20. Study of fixation or fees of Professional Courses,
21. Study of Cost Associate with Finance of Any Company
22. Study of Cost Structure of Different Companies from same Industry.

M.Com. Part II Semester IV
Co-operation and Rural Development Special Paper VII.
Subject Title -: Recent Tread in Co-operative and Rural Development
Course Code -: 409
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To create awareness regarding globalization and its effects on a rural development.
2. To study and projects in the field of Co-operation and recent advances rural development.

Unit No.	Name of the Topic	Periods
1	Social & Economical Aspect: 1.1 Theory and practice of Co-operative principles. 1.2 Issue of economic viability of Co-operative institutions. 1.3 Issue of non-viability and sick co-operative units. 1.4 Social responsibility of Co-operative institutions. 1.5 Co-operative leadership in global era.	12
2	Globalization and Co-operatives : 2.1 Impact of globalization on co-operative institutions. 2.2 Challenges of global competition. 2.3 Meeting the global challenges. 2.4 New management technologies. 2.5 Quality enhancement through six Sigma.	12
3	Role of Self Help Groups in Rural Development 3.1 Formation & Organisation 3.2 SHGs an innovation for rural development. 3.3 Micro finance and SHGs. 3.4 Development of banking habits among rural people. 3.5 Rural artisans and SHGs. 3.6 Woman empowerment through SHGs. 3.7 Marketing of SHG products 3.8 Performance.	12
4	Rural distress and Government Measures. 4.1 Reports of various committees regarding farmers Suicides. 4.2 Causes of Farmer's suicides. 4.3 Short and long term Governmental measures for redressing rural distress. 4.4 Self-sustaining rural development.	12
TOTAL		48

List of Books Recommended for Study

Recommended Books, Journals & Reports

Books :

1. Krushnaswami O.R- Co-operative Audit.
2. Krushnaswami O.R- Co-operative Accounts
3. Bedi R.D. – Theory History and Practices of Co-operations.
4. Dubhashi P.R – Principles and philosophy of co- operation.
5. Dubhashi P.R-Rural development administration in India.
6. B.K.Sinha- Indian co-operation.
7. S.k.Day- power to the people.
8. Rajeshwar – community development, Panchayat raj, sahakari samaj.
9. S.K.Goyal – co-operative farming in India.

Journals:

1. Journal of Rural Development, Hyderabad (Rajendranagar)
2. Journal of co-operative perspective, Pune
3. The Indian Journal of commerce, New Delhi
4. Journal of Sahakari Maharashtra, Pune
5. Journal of Southern Economics

M.Com. Part II Semester IV
Co-operation and Rural Development Special Paper VIII.
Subject Title -: Project Work
Course Code -: 410
(w.e.f. Academic Year: 2014-15)

Objectives :

1. To develop research attitude of the students.
2. To enrich the ability of research work among the students.

Introduction & Objective :

As a partial fulfillments of University of Pune requirement for M.Com Programme students have to undergo in-plant training of 6 weeks in an organization of repute assigned by the institute or accessible to student. The objective of this activity is to test students ability to apply theoretical knowledge to practical business situation.

In the light of exposure to different functional areas and research methodology at M.Com. Part-II curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

REPORT CONTENTS :

- A. Cover Page
- B. Company Certificate
- C. Guide Certificate
- D. Acknowledgement
- E. Declaration
- F. Executive Summary

TENTATIVE CHAPTER SCHEME :

- CHAPTER 1. INTRODUCTION TO STUDY
- CHAPTER 2. COMPANY PROFILE
- CHAPTER 3. OBJECTIVES OF STUDY
- CHAPTER 4. REVIEW OF LITERATURE
- CHAPTER 5. RESEARCH METHODOLOGY
- CHAPTER 6. DATA ANALYSIS AND INTERPRETATIONS
- CHAPTER 7. OBSERVATIONS AND FINDINGS
- CHAPTER 8. CONCLUSIONS AND SUGGESTIONS

M.Com. Part II Semester IV
Business Practices and Environment Special Paper VII.
Subject Title :- Recent Advances in Business Practices and Environment.
Course Code :- 411
(w.e.f. Academic Year: 2014-15)

Objective :-

To provide knowledge and understanding of recent advances in Business Practices.

Unit No.	Topic	Periods
1	Industrial, investment & infrastructure policy of Maharashtra 2006 A) Thrust Areas. 1) Agro – Tourism 2) Agro processing Policy 3) Textile Policy. 4) Retail Policy. 5) Infrastructure development Policy. 6) Cluster Approach for Development.	12
2	A) Recent Scheme of Development of micro small & medium enterprises (MSME). B) Rajeev Gandhi Udyami Mitra Scheme (RGUMI).	12
3	B) Marketing Assistance. 1) Gram Udyog Vasahats. 2) Urban Haat. C) H.R. initiatives - Labour Market Information cell (LMIC) Service training institute (STI).	12
4	Environment Audit & Corporate Governance Nature - Scope & importance – Types – Limitation - Role & implication - Transparency & corporate discloser – Nominee Direct role.	12

M.Com. Part II Semester IV
Business Practices and Environment Special Paper VIII.
Subject Title -: Project Report.
Course Code -: 412
(w.e.f. Academic Year: 2014-15)

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business- Entrepreneurship. The students will have to work under the guidance of concerned subject teacher.

The project will carry total 100 marks out of which Forty marks will be allotted for Project Report and 60 marks will be allotted for Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointed by the University.

Note: The list of suggested areas for project work will be notified in due course.

Case Studies:

There will be a paper of case studies for external students. The paper will be set for 80 marks- to be converted in to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case also will be covered & it will carry twenty (20) marks.

Note: The paper of case studies will be offered only by external students only.

M.Com. Part II Semester IV
Business Administration Special Paper VII.
Subject Title -: Recent Advances in Business Administration
Course Code -: 413
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To familiarise the students with the recent advancements in business administration
2. To develop an understanding about tools and their application in the business.

UNIT NO	CHAPTER	PERIODS
UNIT- I	CONTEMPORARY ISSUES IN BUSINESS ADMINISTRATION Change management – Concept, Significance. Managing change-Important feature Dimensions Approaches towards managing change Futuristic and strategic approach toward changing business environment	12
UNIT-II	APPROACHES TO QUALITY MANAGEMENT & ENTERPRISE RESOURCE PLANNING K Total Quality management Six sigma Technique feature & utility Five's system of Quality management. Concept & features of E. R. P Tools of E. R. Applying E. R. P. In business. Computers & E. R.P	12
UNIT-III	CROSS- CULTURAL MANAGEMENT SYSTEM Global management system- Concept, &Significance. Issues in cross cultural management. Acquisition & mergers- Role & importance Current Trends in acquisitions & mergers national & international scenario	12
UNIT-IV	TURN AROUND & INNOVATION MANAGEMENT Concept & Significance of turnaround management, Techniques of turnaround management, Turn around management; prerequisite for success. Take over & turn around management Restructuring & Reengineering of business Concept of innovation Advantages and Significances of Innovation Key Steps in Innovation Management Role of Government and Private Institutions in promoting innovation	12
	TOTAL	48

M.Com. Part II Semester IV
Business Administration Special Paper VIII.
Subject Title -: Project Work / Case Studies.
Course Code -: 414
(w.e.f. Academic Year: 2014-15)

Project Work for internal students(414)

There will be a project work carrying 100 marks for internal students only. The students will have to select a subject from any area of the syllabi for Business- Administration. The students will have to work under the guidance of concerned subject teacher. The project will carry total 100 marks out of which sixty marks will be allotted for Project Report and 40 marks will be allotted for Project Viva Voce to be conducted by internal teacher and external teacher (examiner) appointed by the University.

Note: The list of suggested areas for project work will be notified in due course.

Case Studies:

There will be a paper of case studies for external students. The paper will be set for 80 marks- to be converted to 100 marks. Total 20 cases will be selected from standard book for study. In the question paper 3 cases out of 20 (twenty) cases will be covered, each carrying twenty (20) marks. One unseen case also will be covered & it will carry twenty (20) marks.

Note: The paper of case studies will be offered only by external students only.

BUSINESS ADMINISTRATION – SUGGESTED TOPICS FOR PROJECT REPORT

REPORT CONTENTS:

- 1.CoverPage
- 2.CompanyCertificate
- 3.Guide Certificate
- 4.Acknowledgement
- 5.Declaration
- 6.Executive Summary

TENTATIVE CHAPTER SCHEME

CHAPTER 1. INTRODUCTION TO STUDY

CHAPTER 2. COMPANY PROFILE

CHAPTER 3. OBJECTIVES OF STUDY

CHAPTER 4. REVIEW OF LITERATURE

CHAPTER 5. RESEARCH METHODOLOGY

CHAPTER 6. DATA ANALYSIS AND INTERPRETATIONS OBSERVATIONS

CHAPTER 7. FINDINGS CONCLUSIONS AND SUGGESTIONS

TOPICS

1. A empirical study on 360 degree Performance Appraisal in a Private sector organisation.
2. To study the Job Satisfaction of lower/middle/top level management in Banks/Private/Public sector.
3. To study stress management related to work of the employees from IT Sector.
4. A Study on cross cultural management issues in an multinational company.
5. To study the ERP System of a Private/Public sector organisation.
6. A comparative study of the impact of team work in two departments of an organisation.
7. To study the overcoming of negative emotions and boosting motivation of Managers in Private/Public sector organisation.
8. To study the Emotional Intelligence amongst female employees at workplace in Private/Public sector employees.
9. To study the work-life balance of employees in an organisation.
10. To study the work culture and work ethics in an organisation.
11. To study the impact of Training of employees in an Bank/Private/Public sector organisation.
12. To study the impact and Role of Job Rotation for the Positive outcome.
13. To study the Pros and Cons of VRS to employer and employees in an organisation- A case study.
14. A study on the problems involved with the resignation of an employee to both employer and employee.
15. A study on the prospects of Manpower Planning in organisation.
16. To study the awareness and utility of HRD and HRM in an organisation.
17. A study on the problems related to job transfers of employees specially with reference to female employees.
18. An overview of ethics in Performance Appraisal in an organisation.
19. To study the HR environment of two companies.
20. To study the HR challenges in employing Generation Y.
21. To study the HR Challenges in Indian Context.
22. To study the employee retention strategies of two companies.
23. To study the impact of change management of an organisation.
24. To study the techniques of turnaround management in an organisation.
25. To study the role and impact of information technology in indigenous and multinational companies.
26. To study the financial position of a Company
27. To study the capital structure and Cost of capital of a company
28. To study the working Capital Management
29. To study the customer retention techniques adopted by Banks
30. To study the CSR practices adopted by Companies.

M.Com. Part II Semester IV
Advanced Banking & Finance Special Paper VII.
Subject Title :- Recent Advances in Banking and Finance in India.
Course Code :- 415
(w.e.f. Academic Year: 2014-15)

Objectives:

1. To enable students understand new developments in banking industry.
2. To keep the students abreast with the innovative practices introduced in day to day banking.

Unit No.	Topic	Periods
1	Recent Developments in Banking: <ul style="list-style-type: none"> ➤ Financial inclusion : Concept, Benefits, RBI guidelines, Economic Growth and financial inclusion, constraint. ➤ Regulation with respect to management of NPAs and Maintenance of Capital adequacy. ➤ Micro finance & role of Banks. ➤ Customer service, customer education & Customer Relationship Management. ➤ The Banking Ombudsman Scheme, 2006 ➤ Concept of CAMELS rating in banks. 	12
2	Technological Developments in Banks: Delivery channels <ul style="list-style-type: none"> ➤ Core Banking ➤ Tele banking, Mobile banking, ➤ ATMs ➤ Internet Banking. ➤ Electronic Funds Transfer (BCS credit-debit, SWIFT, RTGS, and NEFT) 	12
3	Recent Developments in Money Market: <ul style="list-style-type: none"> ➤ Call/ Notice / Term policy ➤ Treasury Bills ➤ Commercial paper and certificate of deposits. ➤ Collateralized borrowing and lending obligations. (CBLD) ➤ Money market mutual fund. (Repos) ➤ Repurchase obligations (Market Repo & Repo with RBI) ➤ Money market derivative. 	12

4	Recent Developments in Capital Market: <ul style="list-style-type: none"> ➤ Recent reforms in the capital market with reference to primary market : Book building, reverse book building mechanism (75%-100%), Green shoe option, Online IPOs., Grading & IPO's ➤ Secondary market : organization, Regulation and functions of stock exchanges, listing and trading of securities, the BSE, the NSE, OTCEI, and the interconnected stock exchanges of India. The working of these stock exchanges. ➤ Changing trends in foreign institutional investments. ➤ Introduction of depositories and custodian, ➤ Options and futures trading in equity derivatives market. 	12
	Total	48

Recommended Books :

1. Financial Institution and Markets - a Global Perspective - Hazel J. Johnson
2. Foreign Exchange; International Finance-Risk Management-A.V. Rajwade
3. Financial Markets and Institutions- L.M. Bhole
4. International Financial Management-Eun/Resnick
5. International Financial Management, Markets, Institutions-James C. Baker-
6. Reserve Bank of India Bulletin-
7. Annual Reports of IMF, World Bank, ADB.

M.Com. Part II Semester IV
Advanced Banking & Finance Special Paper VIII.
Subject Title :- Project Work in Banking & Finance.
Course Code :- 416
(w.e.f. Academic Year: 2014-15)

The following are the topics suggested for Project Work:-

1. A study of trends in mutual funds
2. Financial Inclusion & unskilled worker.
3. Rural Development & role of NABARD
4. A study of Bank portfolio
5. Banking Development Problems & Perspectives
6. Role of IT in Banking industry: constraints & challenges
7. A study of New Banking products
8. A study of Marketing of Banking products
9. A study of Companies (Amendment) Act 2013 with reference to Banking
10. Capital Adequacy Norms: constraints & challenges
11. Project Evaluation Tools & Techniques
12. Assessment of Financial Health through Ratio Analysis
13. Study of Bank Balance Sheet.
14. Study of Urban Co-Operative Bank.
15. Study of Non-Performing Assets.
16. Study of Capital adequacy of Public sector, Private sector and Co-Operative Banks.
17. Study of Foreign bank branch working in India.
18. Study of National securities depository and Demat Account.
19. Study of Social banking (Prime Minister Rozgar Yojana, Suwarna Jayanti Sahara Rozgar Yojana, The Urban Self employment programe.)
20. Study of Self help group in Maharashtra.
21. Study of Recent Mergers and acquisition in banks.
22. Study of Foreign institutional investments.
23. Study of Recent reforms in capital market.
24. Study of R.B.I. recent policy.
25. Study of Stock Exchange.
26. Study of Non-Banking Finance Companies.
27. Study of Role of N.G.O's.
28. Study of International Financial Institutions.
29. Study of International Investors.
30. Skill Development for unemployment Youth.
31. Study of Self Help Groups

Note:

- Clarity with respect to any topic mentioned above be given by the concerned subject teacher /guide.
- Student is required to choose one institution / scheme at a time.
- The topics mentioned are for guidelines and the concerned subject teachers have the privilege to choose and suggest any other topic other than the above

M.Com. Part II Semester IV
Advanced Marketing Special Paper VII.
Subject Title -: Recent Advances in Marketing.
Course Code -: 417
(w.e.f. Academic Year: 2014-15)

Sr. No.	New Syllabus	Lectures
1	Marketing Strategy: Meaning- Definition - types of Marketing Strategies. Elements of Marketing Strategy Process of Creating a Marketing Strategy. Global v/ s Local Marketing Strategy Factors to be taken into account while adopting a particular Marketing Strategy. Advertising and Media Planning	12
2	Sustainable Marketing Concept and Importance Sustainable Marketing and Sustainable Development, Sustainable Marketing and related ethical issues, Current examples of Corporate Sustainability endeavors.	08
3	Digital Marketing Concept and Relevance of study in modern times. Search Engine Optimisation, Search Engine Marketing. Social Media: Types of Social Media, social Media Mix, Social Media Marketing, Social Media Management , Social Media Audit E Commerce: Credit card transactions, electronic payment system, cyber cash and smart cards. A study of some e marketing websites: www.alibab.com , www.flipkart.com and www.ebay.in	14
4	Retailing – Concept, Definition and Importance . Single Brand Retail , Concept and Definition. Multi Brand Retail – Concept and Definition. History of FDI in Single Brand retail in India. History of FDI in Multi Brand Retail in India. The pros and cons of allowing FDI in Single Brand retail in India The pros and cons of allowing FDI in Multi Brand Retail in India Government of India Policy on FDI in Single Brand Retail and FDI in Multi brand retail. State of Maharashtra Policy on allowing FDI in Single Brand Retail and Multi Brand Retail	14
	Total	48

Recommended Books:

1. Integrated Marketing Communications – Kenneth Clown & Donald Bach PHI, 2002
2. Strategic Marketing Management - David Aaker
3. Marketing Strategy, 3rd Ed. - Boyd Walker, Mulli Larrech
4. Relationship Marketing -S.Shajahan
5. Customer relationship Management - Shet Parvatiyar, Shainesh
6. Retail Management – Gibson Vedamani
7. Retailing Management – Swapna Pradhan
8. Service Marketing - Rampal & Gupta
9. Essence of Services Marketing - Ardian Payne
10. Services Marketing - S.M.Jha

M.Com. Part II Semester IV
Advanced Marketing Special Paper VIII.
Subject Title -: Project Work / Case Studies.
Course Code -: 418
(w.e.f. Academic Year: 2014-15)

Objectives :

1. To develop research attitude of the students.
2. To enrich the ability of research work among the students.

Introduction & Objective :

In the light of exposure to different functional areas and research methodology at M.Com. Part-I curriculum the students have to collect the data relevant to their topic or problem, analyze the same methodologically, make intelligent observations and offer some practical suggestions. In order to complete the task following Report Contents and Chapter Scheme is suggested which can be adopted with or without modification.

REPORT CONTENTS :

- a. Cover Page
- b. Company Certificate
- c. Guide Certificate
- d. Acknowledgement
- e. Declaration
- f. Executive Summary

TENTATIVE CHAPTER SCHEME

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CHAPTER 6. DATA ANALYSIS AND INTERPRETATIONS

CHAPTER 7. OBSERVATIONS AND FINDINGS

CHAPTER 8. CONCLUSIONS AND SUGGESTIONS

Note:

- 1) **This project is strictly being undertaken under the guidance and concerned teacher:**
- 2) Topics for Project are in general and student may modify or select the related subject in consultation with the teacher.

The Topics Suggested for Project Work :

- 1) A study of local market
- 2) Study advertising in local newspapers or outdoor advertising
- 3) Study of consumer satisfaction
- 4) Comparative study of buyer behaviour
- 5) Study of marketing strategies
- 6) Study of marketing of banking services
- 7) A comparative study of rural marketing versus urban marketing
- 8) Study of Customer Relationship Marketing (CRM)
- 9) An Analytical study of Marketing Mix
- 10) Study Customer Satisfaction of Product and Services
- 11) Study of Recent Trends in Marketing of any product or service
- 12) Study of Online Marketing