

Academic Year: 2023-2024

Master of Commerce



Syllabus & Scheme

Semester –I & II

SCHOOL OF COMMERCE





GYANVEER UNIVERSITY, SAGAR (M.P.)

Scheme of Examination M.Com II Semester (Major /Minor/Elective)

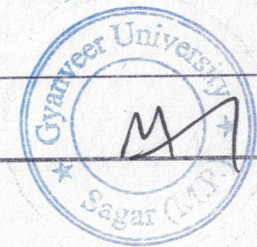
School of Commerce (Academic Session 2023-24)

Subject wise distribution of marks and corresponding credits

| S. No. | Subject Name | Subject Code | Paper Name | Maximum Marks Allotted | | | | | | | | | Total Marks | Contact Periods Per week | | | Total Credits |
|--------|--------------|--------------|---|------------------------|---|----------------------|-----------------------|------------------------|-------------------------|------------|-------------------------------------|-----------|-------------|--------------------------|---|---|---------------|
| | | | | Theory Slot | | | | Practical Slot | | | | | | L | T | P | |
| | | | | End Term Exam | Internal Assesment Class test (Descriptive & Objective)/Assignment/Seminar/ | | | Internal Assesment | | | External Assesment | | | | | | |
| | | | | | FINAL EXAM | Internal Assesment I | Internal Assesment II | Internal Assesment III | Class test/ Interaction | Attendance | Practical/ Presentation/ Lab Record | Viva Voce | | | | | |
| 1 | Core Course | MCOM221T | Financial Management | 60 | 20 | 20 | 20 | - | - | - | - | - | 100 | 6 | 0 | 0 | 6 |
| 2 | Core Course | MCOM222T | Managerial Economics | 60 | 20 | 20 | 20 | - | - | - | - | - | 100 | 6 | 0 | 0 | 6 |
| 3 | Core Course | MCOM223T | Business Environment and International Business | 60 | 20 | 20 | 20 | - | - | - | - | - | 100 | 6 | 0 | 0 | 6 |
| 4 | Core Course | MCOM224T | Marketing Management | 60 | 20 | 20 | 20 | - | - | - | - | - | 100 | 6 | 0 | 0 | 6 |
| 5 | Elective | MCOM225T | Public Finance | 60 | 20 | 20 | 20 | - | - | - | - | - | 100 | 0 | 0 | 4 | 4 |

Total credits : 6+6+6+6+4 = 28

Note: Allotment of Marks for Internal Assesment for theory portion is Best of Two / either of two and addition of them.



MASTER OF COMMERCE
SEMESTER-II
MCOM221T - Financial Management

Objectives:

- To provide an overview of Financial Management
- To impart knowledge about various techniques of managing finance
- To assist learners in understanding various theories of financial decisions
- To help learners in understanding about the procedures of taking long & short-term investing decisions.
- To make learners able to understand dividend decision strategy.

Course Contents:

(Lecture -12)

Unit-I:

Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions Finance as a strategic function. Role of finance manager.

Capital Budgeting: Nature, significance and kinds of capital budgeting decisions. Capital budgeting techniques- ARR, Payback period, discounted payback period, NPV, IRR.

(Lecture -12)

Unit-II:

Cost of Capital: An overview of cost of capital- Equity share capital, Preference share capital, debenture and retained earnings and WACC.

Theories of capital structure- NI, NOI, MM Hypothesis without and with corporate taxes, Modigliani miller argument with corporate and personal taxes, Point of Indifference, Optimal capital structure. Determinants of Capital structure in practice.

(Lecture -12)

Unit- III:

Operating and Financial leverage and evaluation of financial plans (EBIT-EPS analysis).

Dividend Policy: Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation, Dividend policy in Practice, Issues in dividend policy, Determinants of dividend policy.

(Lecture -12)

Unit-I:

Working Capital Planning and Management: Concept and types of working capital. Operating and cash cycle, Estimation of working capital requirement. Working capital financing, Determinants of working capital.

(Lecture -12)

Unit-V:

Management of Cash and Marketable Securities: Objectives of Cash Management, Factors determining Cash Needs, Basic strategies of Cash Management, Cash Management Techniques.

Receivable Management: Objectives, Credit Policies, Credit Terms and Collection Policies.

Inventory Management: Objectives and Techniques of Inventory Management.

Learning Outcomes: After completions of this course students will have knowledge to provide an overview of Financial Management. will have knowledge about various techniques of managing finance.

Reference:

1. Arthur J. Kewon, John H. Martin, J. William Petty & David F. Scott, Financial Management: Principles & Application, Pearson.
2. Banerjee, Bhabatosh. Financial Policy and Management Accounting. PHI (2019)
3. Brealey R.A. and S.C. Myers, Principles of Corporate Finance, McGraw Hill.
4. Brealey, Richard A. Stewart, C. Myers and Mohanthy. Principles of Corporate Finance. Tata McGraw Hill.
5. Chandra, P. Financial Management, Tata McGraw Hill.
6. Damodaran, A., Corporate Finance: Theory and Practice, John Wiley & Sons.
7. Ehrhardt, M. C. & Brigham E. F, Corporate Finance, Indian Edition, Cengage Learning
8. Gordon, E. & Natarajan, K. Financial Markets and Services. Himalaya Publishing House.
9. Gupta S.P. Financial Management, Sahitya Bhavan Publications, Agra.
10. Gupta, Shashi K. & Sharma, R. K. Financial Management – Theory and Practice. Kalyani Publishers
11. Khan, M. Y. & Jain, P. K. Financial Management – Text, Problems & Cases. Mc Graw Hill Publications
12. Khan, M. Y. Indian Financial System. Tata McGraw Hill
13. Khan, M.Y & Jain, P.K Financial Management: Text, Problems and Cases, Tata McGraw Hill.



MASTER OF COMMERCE
SEMESTER-II
MCOM222T- Managerial Economics

Objectives:

- To impart knowledge about various economic decisions that impacts managerial decision making
- To develop understanding of various micro and macro factors impacting a Firm's overall functioning.
- To develop the ability to initiate reform proposals
- To develop understanding of market behavior.
- To develop the ability to analyze the trade cycle.

Course Contents:

(Lecture -12)

Unit-I:

Nature and Scope of Managerial economics, Managerial Economist: Role and Responsibilities, Fundamental economics concepts Incremental Principle, Opportunity Cost Principle, Discounting Principle, Equi-marginal principle, Profit maximization theory.

(Lecture -12)

Unit-II:

Demand Analysis, Elasticity of Demand, its Meaning and Importance, Price Elasticity, Income Elasticity, Cross Elasticity, Theory of Consumer Choice, Indifference Approach, Revealed Preference theory.

(Lecture -12)

Unit-III:

Production Function, Law of Variable Proportions, Law of Returns to Scale.

(Lecture -12)

Unit-IV:

Business Cycles: Nature and Phases, Theories of Business Cycles: Non-Monetary Theories and Monetary Theories.

(Lecture -12)

Unit-V:

Profit Management: Measurement of Profit, Concept of Risk and Uncertainty, Profit Planning and Forecasting.

Learning Outcomes : After completions of this course students will have knowledge of Managerial economics, & will get knowledge about various economic decisions that impacts managerial decision making, various micro and macro factors impacting a Firm's overall functioning.



Reference:

1. Chopra, O.P., Managerial Economics, Tata McGraw Hill, Delhi.
2. Dean, Joel: Managerial Economics, Prentice Hall, Delhi.
3. Varian, H.R., International Micro Economics: A Modern Approaches East West Press, New Delhi
4. Varshney, R.L. and Maheshwari, K.L. Managerial, Economics; Sultan Chand and Sons New Delhi.
5. Dwivedi D.N.: Managerial Economics, Vikas Publishing House, New Delhi
6. Sinha V.C.: Managerial Economics.



MASTER OF COMMERCE
SEMESTER-II
MCOM223T - Business Environment and International Business

Objectives:

- To impart knowledge about business environments.
- To develop understanding of concepts and features of Public sectors
- To develop understanding of globalization for India.
- To develop understanding of Foreign direct investment
- To develop the understanding Foreign Trade Policy

Course Contents

(Lecture -12)

UNIT- I

Business Environment: Concepts and elements of business environment, micro-environment, macro environment; economic environment, economic systems, economic policies (monetary and fiscal policies), political & legal environment, role of government in business, International business environment.

(Lecture -12)

UNIT- II

Public Sector: Concepts and features of Public sectors, changing role of public sector, relevance of public sector public Sector reforms.

Privatization: concepts, nature, objectives. Industrial sickness, Industrial policy, Industrial licensing,

(Lecture -12)

UNIT- III

Liberalization: Economic reforms, liberalization and economy

Globalization: meaning, stages, factors facilitating and impeding globalization in India, consequences of globalization for India.

(Lecture -12)

UNIT- IV

Foreign Capital: Foreign direct investment, trends, problems & consequences, multinational corporations and collaborations.

(Lecture -12)

UNIT- V

Foreign Trade Policy and WTO: World Trade Organization (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS, IMF, World Bank, UNCTAD.



Learning Outcomes: After completions of this course students will be able to acquire knowledge about the business environments, will have understanding of concepts and features of Public sectors, will have understanding of globalization for India, will have understanding of Foreign direct investment, to develop the understanding Foreign Trade Policy.

Reference:

1. Aswathappa: Business Environment - Himalaya Publication; New Delhi
2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya Publication; New Delhi
3. Francis Cherunilam: Global Economy and Business Environment - Himalaya Publication; New Delhi
4. Prof. Laxmi Narain: Globalization - Liberalization and Privatization of Public Enterprises: S. Chand & Co.
5. S. K. Misra & V. K. Puri: Economic Environment of Business - Himalaya Publication; New Delhi



MASTER OF COMMERCE
SEMESTER-II
MCOM224T - Marketing Management

Objectives:

- To impart knowledge about various economic environments.
- To develop familiarize the students with the basic concepts and principles marketing
- To develop conceptual and analytical skills in marketing.
- To understand marketing operations of a business firm.
- To develop the understanding promotion in marketing.

Course Contents

(Lecture -12)

UNIT- I

Introduction: Nature and Scope of Marketing; Core Marketing Concepts; Evolution of modern marketing concept; Modern marketing concepts; Marketing Mix; Marketing management process-a strategic perspective; Customer quality, value and satisfaction; Planning and control.

Marketing Environment, Significance of scanning marketing environment, Analyzing macro environment of marketing-economic, demographic, socio-cultural, technological, political and legal segments; Impact of micro and macro environment on marketing decisions.

(Lecture -12)

UNIT-II

Buyer behavior: Need for studying buyer behavior; Consumer vs. business buying behavior; Consumer buying decision process and influences; Industrial buying process.

Market Segmentation, Targeting and Positioning: Bases for segmenting a consumer market; Levels of market segmentation; Factors influencing selection of market segments; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process.

(Lecture -12)

Unit- III

Product and Pricing Decisions: Product - concept and classification; Major product decisions; New product development; Packaging and labeling; Product support services; Branding decisions; Product life cycle – concept and appropriate strategies adopted at different stages.

Pricing- Objectives, Factors affecting price of a product, Pricing policies and strategies, Ethical issues in product and pricing decisions.



UNIT- IV

Distribution Decisions: Channels of distribution – concept and importance; Different types of distribution middlemen and their functions; Channel management, selection, motivation and performance appraisal of distribution middlemen; Distribution logistics – concept, importance and major logistics decisions; Channel integration and systems. Ethical issues in distribution decisions,

Retailing and Wholesaling: Types of retail formats; Retail theories; Retailing strategies; Non- Store retailing; Wholesaling-nature and importance, types of wholesalers; Developments in retailing and wholesaling in Indian perspective.

(Lecture -12)

UNIT- V

Promotion Decisions: Role of promotion in marketing; Promotion methods; Integrated Marketing Communication – Concept; Communication process and promotion; determining promotion mix; Factors influencing promotion mix; developing advertising campaigns. Ethical issues in promotion decisions.

Marketing Planning, Organizing and Control: Marketing planning process; Different ways of organizing marketing department; Sales, cost and profit analysis.

Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural marketing, and other emerging trends.

Learning Outcomes : After completions of this course students will be able to acquire knowledge about various economic environments. Will have understand how to develop familiarize the students with the basic concepts and principles marketing & develop conceptual and analytical skills in marketing.

Reference:

1. Bose.B.S. Marketing Management Himalaya Publishing House, New Delhi
2. Czinkota, Miachel, Marketing Management, Cengage Learning.
3. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
4. Karunakaran.K. Marketing Management Himalaya Publishing House, New Delhi
5. Kazmi, SHH, Marketing Management Text and Cases, Excel Books.
6. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson.
7. Kumar, Arun and N. Meenakshi, Marketing Management, Vikas Publishing House.
8. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Mktg, Cengage Learning.
9. Sarkar. M.K. Marketing Management Indica Publishers & Distributors Pvt Ltd New

MASTER OF COMMERCE
SEMESTER-II
MCOM225T - Public Finance

Objectives:

- To make learner aware with basics of public finance.
- To provide knowledge regarding public expenditure.
- To impart knowledge regarding public revenue and its sources.
- To make learner understand about public debt and related terms.
- To impart knowledge regarding Indian public finance.

Course Contents:

(Lecture -12)

UNIT- I

Public Finance: Meaning and Scope of Public Finance Public goods vs. Private goods, Principle of Maximum Social Advantage, Public Budget, Techniques of Budgeting(ZBB PBB), DeficitFinancing.

(Lecture -12)

UNIT- II

Public Expenditure: Meaning & Nature, Wagner's views on increasing state activities Wiseman- peacock hypothesis, Canons and classification of public expenditure effects on production, distribution and economic stability.

(Lecture -12)

UNIT- III

Public Revenue: Main source of revenue, Tax revenue, Direct and Indirect Taxes, Progressive, proportional & Regressive Taxes, Value added tax, The Division of tax burden, Incidence of a tax, effects on production and distribution.

(Lecture -12)

UNIT- IV

Public Debts: Role and Classification of public Debts and methods of their redemption, deficit management of Central & State Government.



(Lecture -12)

UNIT-V

Indian Public Finance: Financial Federalism under constitutions, Financial Adjustments in India, Finance Commission, review of Indian Tax System, Budgetary Procedure and Financial Control of India.

Learning Outcomes : After completions of this course students will be able To acquire knowledge. To make learner aware with basics of public finance. To provide knowledge regarding public expenditure. To impart knowledge regarding public revenue and its sources. To make learner understand about public debt and related terms.

Reference:

1. Bhatia H.L., (2012), Public Finance, Vikas Publications.
2. Harvey Rosen, (2005), Public Finance, Seventh Edition, McGrew Hill Publications.
3. J. Hindricks, G. Myles, (2006), Intermediate Public Economics, MIT Press.
4. Kaushik Basu and Maertens (ed.), (2013), The New Oxford Companion to Economics in India, Oxford University Press.
5. Report of the Fourteenth Finance Commission, Government of India.
6. Sury M.M., (1990), Government Budgeting in India, Commonwealth Publishers.

