

Master of Commerce (M.Com.)

Courses and Syllabi

(2017 - 2019)



P.G. & RESEARCH DEPARTMENT OF COMMERCE

BISHOP HEBER COLLEGE (Autonomous)

(Affiliated to Bharathidasan University)
(Reaccredited with 'A' Grade (CGPA – 3.58/4.0) by the NAAC &
Identified as College of Excellence by the UGC)
DST – FIST Sponsored College & DBT Star College

TIRUCHIRAPPALLI – 620 017
TAMIL NADU, INDIA

2017 – 2019

Post – Graduate Programme in Commerce

Structure of the Curriculum

| Parts of the Curriculum | No. of courses | Credits |
|--------------------------------|-----------------------|----------------|
| Core | 14 | 64 |
| Elective | 4 | 17 |
| Project | 1 | 5 |
| NMEC | 1 | 2 |
| VLOC | 1 | 2 |
| Total | 21 | 90 |

M.Com.

(For the candidates admitted from the academic year 2017 onwards)

| Sem | Course | Course Code | Course Title | Hours /Week | Credits | Marks | | |
|--------------|--------------|-----------------------|---|-------------|-----------|-------|-------|-------------|
| | | | | | | CIA | ESA | TOTAL |
| I | Core I | P16CM101 | Organizational Behavior | 6 | 5 | 25 | 75 | 100 |
| | Core II | P16CM102 | International Financial Management | 6 | 5 | 25 | 75 | 100 |
| | Core III | P16CM103 | Logistics and Supply Chain Management | 6 | 4 | 25 | 75 | 100 |
| | Core IV | P16CM104 | Advanced Cost and Management Accounting | 6 | 4 | 25 | 75 | 100 |
| | Elective I | P16CM1:1 | Strategic Management | 6 | 4 | 25 | 75 | 100 |
| II | Core V | P16CM205 | Research Methodology | 6 | 5 | 25 | 75 | 100 |
| | Core VI | P16CM206 | Enterprise Resource Planning | 6 | 5 | 25 | 75 | 100 |
| | Core VII | P16CM207 | Project Appraisal Planning and Control | 6 | 5 | 25 | 75 | 100 |
| | Elective II | P16CM2:2 | Personality Development and Managerial Effectiveness | 6 | 4 | 25 | 75 | 100 |
| | NMEC | | <i>To be selected from the courses offered by other departments</i> | 4 | 2 | 25/40 | 75/60 | 100 |
| | VLOC | P17VL2:1/ P17VL2:2 | RI / MI | 2 | 2 | 25 | 75 | 100 |
| III | Core VIII | P16CM308 | Security Analysis and Portfolio Management – I | 6 | 4 | 25 | 75 | 100 |
| | Core IX | P16CM309 | Financial Markets and Financial Services | 6 | 4 | 25 | 75 | 100 |
| | Core X | P16CM310 | Business Analytics and Intelligence | 6 | 5 | 25 | 75 | 100 |
| | Core XI | P16CM311 | Financial Engineering – I | 6 | 5 | 25 | 75 | 100 |
| | Elective III | P16CM3:3 | Financial Products Marketing | 6 | 4 | 25 | 75 | 100 |
| IV | Core XII | P16CM412 | Security Analysis and Portfolio Management – II | 6 | 5 | 25 | 75 | 100 |
| | Core XIII | P16CM413 | Business Ethics Corporate Social Responsibility and Governance | 6 | 4 | 25 | 75 | 100 |
| | Core XIV | P16CM414 | Financial Engineering – II | 6 | 4 | 25 | 75 | 100 |
| | Elective IV | P16CM4F1 | Internship | 6 | 5 | -- | -- | 100 |
| | Project | P16CM4PJ | Project | 6 | 5 | -- | -- | 100 |
| Total | | | | | 90 | | | 2100 |

CIA - Continuous Internal Assessment NMEC – Non Major Elective Course

VLOC – Value added Life Oriented Course ESA - End Semester Assessment

NMEC offered by the Department:

Human Resource Development - P16CM2E1

Core I : Organizational Behaviour

Semester - I

Code : P16CM101

No.ofHours : 90

Credits : 5

Objectives

1. To be familiar with behavioural process in an organization.
2. To understand organizational psychology.

Unit I

Organizational Behaviour – Definition – Importance – Historical Background - Fundamental concepts of OB - 21st Century Corporates.

Perception – Process – Factors affecting Perception – Perceptual Selectivity- Perceptual Organization – Social Perception.

Learning – Process of Learning – Theories of Learning –Classical Conditioning, Operant Conditioning and Social Learning - Organizational Reward Systems.

Unit II

Personality - Meaning of personality - Development of personality – Theories of Personality – The Myers-Briggs Type Indicator – The Big Five Personality theory-. Personality and Emotions

Attitudes - Nature and dimensions of attitude –Job Satisfaction - Organizational Commitment.

Motivation - Theories of Work Motivation- Hierarchy of Needs theory – Theory X and Theory Y- Two factor theory- McClelland’s Theory of Needs, Goal Setting theory, and Expectancy theory.

Values – Important types of Values – values across cultures.

Unit III

Groups - Stages of Group Development – Group Properties – Group Decision Making.

Teams- Importance – Types- Formation of teams –Factors determining Team effectiveness.

Conflict Management – Traditional vis-à-vis Modern view of conflict – Constructive and Destructive conflict - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict

Unit IV

Power and Politics - The concept of power, Sources of power, Power and politics, Using power to manage effectively.

Organizational Culture – Dimensions – Culture as a liability –Ethical organizational culture, Positive organizational culture.

Unit V

Leadership - Definition - Importance - Leadership Styles –Charismatic Leadership, Transformational Leadership, Servant Leadership.

Change – Importance – Forces responsible for change – Resistance to change – Overcoming resistance to change- Organisational Development – Learning organisation.

Job stress - Sources - Effects – Management.

Reference

1. Organizational Behaviour -Stephen Robbins, Timothy.A. Judge, SeemaSanghi,13th Edition, Pearson Education,Inc.2009.
2. Human Behaviour at work: Organisational Behavior: Instructor's Manual, Davis and Newstorm, 7th Edition, McGraw-Hill,1985.
3. Organizational Behaviour, Fred Luthans, 4th Edition, McGraw-Hill,2005.

Core II INTERNATIONAL FINANCIAL MANAGEMENT

Semester - I

Code : P16CM102

No.ofHours : 90

Credits : 5

Objective

To understand the concept and theories of international trade, Globalisation, Multinational firms and international trade, Foreign exchange, Foreign Direct Investment, International Cost of Capital and International Capital Budgeting and Multinational Cash Management and International transfer pricing.

Unit – I : International business

International business – Introduction – Evolution – Nature – BOP, Theories of International Trade Comparative advantage theory, Absolute advantage theory, Heckscher Ohlin theory– Gains from trade and terms of trade, Barriers to International trade.

Unit – II : Multinational Corporations

Globalisation and Multinational firms – International monetary system – MNC's and International trade – Merits and demerits of MNC's, WTO.

Unit – III : Foreign Exchange Exposures

Measuring and Managing Economic exposure , Management of Translation and translation exposure – Distinction between transaction and translation exposure – Techniques of transaction exposure- Bid, Cross and Spread, Computation of bid/ask spread.

Unit – IV : Foreign Direct Investment

Foreign Direct Investment, Types of Foreign Direct Investment Foreign investment flows and Barriers – Cross Border Acquisitions- International Cost of Capital , Weighted average cost of capital, Cost of different sources of capital – Cost of debt, Cost of preferred stock, Cost of equity- International Capital Budgeting, techniques- Payback, ARR, NPV and IRR.

Unit – V : Multinational Cash Management

Introduction, objectives , need and importance of multinational cash management , Centralised and Decentralised Cash management, techniques of international cash management – Netting systems, Bilateral netting, Multilateral Netting – Exports and Imports – International Transfer Pricing, reasons for transfer pricing, transfer pricing in cash management, Impact on cash management.

Theory : 40% Problems : 60%

Books for Reference

1. International Trade and export management – Dr. Francis Cherunilam, Second Edition Francis Publishing House,2005.
2. International Business – C. Jeevanantham, Sultan Chand & Sons Pvt.Ltd,2004
3. Global financial Management – Dr. D. Joseph Anbarasu, Anes Student edition 2008.

Core : III LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Semester - I

Code : P16CM103

No. of Hours : 90

Credits : 4

Objectives

1. To Know about Process and functions of supply chain management and logistics system
2. To learn about Design and network in supply chain management
3. To understand the Role of Internet Technologies in Logistics Management.

Unit I Introduction to Supply Chain Management

Supply Chain – Objectives –importance – decision phases – process view – competitive and supply chain strategies – achieving strategies fit – supply chain drivers – obstacles – framework – facilities – inventory – transportation – information – sourcing – modeling for supply chain.

Unit II Introduction to logistic management

Definition, scope, functions, objectives –Integrated logistics management, role of logistics in the supply chain – Logistics & customer service, Role of logistics in competitive strategy, Logistics organisation and performance measurement, ERP – SAP – ORACLE.

Unit III Designing the supply Chain Management

Designing the distribution network – role of distribution – factors influencing distribution – design options – e – business and its impact – distribution networks in practice – networking design in the supply chain – role of network – factors affecting the networking design decisions– modeling for supply chain.

Unit IV Reverse logistics & Containerization

Reverse logistic - Scope, design, e-logistic – logistics information system – application of IT in logistics – automatic identification technologies – bar coding, RFID . **Containerization** – Concept, types, benefits, types of carriers – indirect & special carriers, Role of intermediaries – shipping agents, brokers – freight management – route planning of ports, ICDs, CONCOR- Global shipping options.

Unit V Transportation Network and Sourcing

Role of transportation – modes and their performance – transportation infrastructure and policies – design options and their trade – offs – Tailored

transportation , Sourcing – In –house or Outsource – 3rd and 4th PLs, GPS and GIS technology, Supplier scoring and assessment, Lean Management, Lean Manufacturing, Mass Customization.

Books for Reference

1. **Ailawadi C. Sathish & Rakesh Singh**, Logistics Management, *Prentice Hall, India, 2005*.
2. **Sunil Chopra and Peter Meindl**, Supply Chain Management – Strategy, Planning and Operation PHI, 4th Edition, 2010.
3. **Agrawal DK**, Text book of Logistics & Supply Chain Management, Macmillan India Ltd, 2003.

Core : IV ADVANCED COST AND MANAGEMENT ACCOUNTING

Semester - I

Code : P16CM104

No. of Hours : 90

Credits : 4

Objectives

1. To know the basic concepts and terminology associated with activity based costing and the ABC fits into an overall cost accounting system.
2. To apply curve concepts, models and various stages of Product life cycle costing and Project life cycle costing in accounting models.
3. To learn various methods of transfer pricing and international transfer pricing.
4. To learn the concepts and various techniques of target costing, theory of constraints, Back flush accounting and through put accounting.
5. To understand the concepts, benefits and methodology of Material Requirement Planning , Manufacturing Resources Planning and Business Process Re-engineering.

Unit I Activity Based Costing

Activity Based Costing (ABC) inadequacies of traditional methods of overhead absorption – Concept of ABC – Kaplan and Cooper’s approach to ABC – Cost Drivers - Cost Pools – Main Activities and its cost drivers – Allocation of overhead under ABC – Characteristics – Steps – Implementation and benefits of ABC system.

Unit II Learning Curve Model, Product Life Cycle Costing and Project life cycle costing

Learning Curve Model – Concept, Phase of Learning Curve – Graphical Representation – Learning Curve Application and factors affecting learning curve – Experience Curve.

Life Cycle Costing – Concept and Characteristics , Phases in Product Life Cycle – Product Life Cycle and cost Control – Experience Curve in Product Life Cycle Costing – Project Life Cycle Cost and their categories – Optimization of Product Life Cycle.

Unit III Transfer Pricing

Transfer Pricing – Importance – Transfer Pricing methods (Pricing at cost, standard cost plus lump sum – Market prices – Prorating the overall contribution – dual pricing – negotiated pricing) benefit of transfer pricing – International transfer pricing.

Unit IV Target costing, Theory of constraints, Backflush accounting and through put accounting

Target costing, Theory of constraints, Back flush accounting – through put accounting.

Unit V Just – in time approach, MRPI, MRPII, and BPR

Just – in time approach – Concept, aims, objectives, features of JIT, methodology in implementation of JIT, benefits in adaptations of JIT. MRP I (Material Requirement Planning) Definition, aims, methods of operation, benefits. MRP II (Manufacturing Resource Planning) – Business Process Re-engineering (BPR) – Characteristics – Principles - Objectives – methodologies in implementation of BPR and benefits.

Unit I –IV - Problems Unit V Theory Only

Books for Reference

1. Advanced Management Accounting – Ravi Kishore, Taxmann Publication 2nd edition 2007
2. Advanced Cost and Management Accounting Problems & Solution – V. K Saxena & Vashist C. D.2005

Theory 40%, Problems – 60%

Elective-I STRATEGICMANAGEMENT

Semester - I

Code : P16CM1:1

No. of Hours : 90

Credits : 4

Objective

To understand the Issues involved in the Strategic Management and appreciate the relevance in current management area.

Unit I

Strategy – Meaning, Nature, Essence, Levels, Importance. Process of Strategy. Strategic Intent, vision, Core values and Core purpose, Mission, Business definition, Objectives and Goals.

Unit II

Environmental Analysis – Dimensions of External Environment, PESTLE Framework, Mckinsey's 7S Framework, General Environment and organizations strategy, Environmental Scanning. Competitive Forces - Competitive environment, Porter's Five Forces Framework, Process for analysing external environment, Scenario planning. Internal Analysis – Types of Resources, The critical success factor, The value chain Framework, Quantitative and Qualitative assessment, comparison standards.

Unit III

Cost – Causes and effects of High cost, changing Role of cost in different market conditions. The experience curve – Causes of experience curve effect, Additional considerations for using experience curve effect, Experience curve and competitive strategy, Applicability, limitation. Role of Cost in Business Growth, Cost leadership. Differentiation – Concept, types, sources, cost, Advantage and disadvantages. Concept of Focus.

Unit IV

Nature and scope of Corporate strategies, Nature of stability strategy. Expansion strategies – Intensification, Integration, International Expansion. Diversification – Related, Unrelated, Rationale for Diversification, Alternative Routes to Diversification. Mergers and Acquisition Reasons, failure, steps. Strategic Alliances – Reasons, types, Benefits, Cost and risk, Factors contributing to successful Alliances, Planning for a successful alliance. Retrenchment strategy, Turnaround strategy, survival strategy, liquidation strategy.

Unit V

Structural Dimensions: Matching organizational structure to strategy, Determinants of organizational structure, Structure proposition, The stages models of structure, Forms of organization – benefit and limitation, Structuring Multinational organizations. Behavioural Dimensions : Leadership – Roles, Concept, Functions, Styles, corporate culture, Ethics and values. Control : Strategic Control process, methods of control, Problems of control system. Process of Evaluation, Business Portfolio Analysis, Qualitative Factors, Balanced scorecard, Structure of Evaluation.

Reference :

1. Strategic Management – John A Pearce II and Richard B Robinson – TataMcgrawhill.2006

Core : V RESEARCH METHODOLOGY

Semester - II

Code : P16CM205

No. of Hours : 90

Credits : 5

Objectives

1. To Know about Research Process, Research Design and Report Writing
2. To understand the concepts of Sampling Distribution
3. To learn to Perform Parametric Test and Non-Parametric Test
4. To Apply the concepts of Correlation, Regression and Time Series to cases

Unit I : Introduction

Nature and Scope of Business Research, Identification of Research problem, Research objective, Type of Business Research, Research Process, Research Designs : Exploratory, Descriptive, Experimental and Observational. Planning and formulation of Research Projects, Preparation of questionnaire and schedules, Measurement problem and scaling techniques. Collection of data : Primary and Secondary data. Purpose of research application, Type of research reports, Structure of Research report, Report writing and Presentation.

Unit II : Sampling Distribution and Estimation

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

Unit III : Parametric Test

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z - test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

Unit IV : Non-Parametric Test

Chi-square test for single sample standard deviation. Chi-square tests for independence of Attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

Unit V : Correlation , Regression and Time Series Analysis

Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

Books for Reference

1. Cooper, Schindler Business Research Methods, Tata McGraw Hill, 2007
2. C.R.Kothari, Research Methodology, New age Publication 2004
3. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education. 2006
4. Srivatsava TN and ShailajaRego, Statistics for Management, Tata McGraw Hill. 2007
5. N.D.Vohra, Business Statistics, Tata McGraw Hill, 2008.

Problem 75% Theory 25%

Core : VI ENTERPRISE RESOURCE PLANNING

Semester - II

Code : P16CM206

No. of Hours : 90

Credits : 5

Objectives

1. To gained insight on the evolution and basics of Enterprise Resource Planning (ERP) and its technologies.
2. To secure understanding on the Modules related toper.
3. To be aware of the implementation offer.
4. To acquire knowledge on the players in the Premarket.
5. To develop a familiarity with the basics of Oracle ERP.

Unit I - ERP basic concept and related technologies

ERP- Meaning- Definition- Evolution and Growth – Conceptual Framework of ERP- Benefits – Limitations- Scope.

ERP technologies – Business Process Reengineering (BPR) – Management Information System (MIS)- Decision Support System (DSS) – Executive Support System (ESS) – Data Warehousing – Data Mining- Online Analytical Processing (OLAP)- Supply Chain Management (SCM) – Customer Relationship Management (CRM).

Unit II – ERP Modules

Finance Module – Production Planning, Control and Maintenance – Sales & Distribution – HRM – Inventory Control – Quality Management.

Unit- III – ERP Implementation

Approaches to the study of ERP implementation- perspectives in ERP implementation – Challenges to implementation- implementation strategy – Phases in ERP implementation – benefits realized in ERP implementation – Reasons for failure of ERP implementation.

Unit IV- ERP Market

Marketplace Dynamics – SAP AG – Oracle – BAAN Company-PeopleSoft – JD Edwards – QAD Inc – SSA Global – Lawson Software – Epicor – Ramco Systems.

Unit V – Basics of Oracle

Relational Database – History of Oracle Database – Oracle Database Architecture- Oracle Database Storage Structures – Oracle Database Memory Structures – Application and Networking Architecture.

Books for Reference

1. Alexis Leon, *ERP Demystified*, Tata McGraw Hill, 2nd Edition, 2007.
2. Mary Summer, *Enterprise Resource Planning*, Prentice Hall, 2004.
3. Ellen Monk, Bret Wagnor, *Concepts in Enterprise Resource Planning*, 2nd Edition, 2005.
4. Parthasarathy, *Enterprise Resource Planning- Managerial and Technical Perspective*, New Age International Ltd Publishers, 1st Edition, 2007.
5. Vinod Kumar Garg, Venkitakrishnan, *Enterprise Resource Planning- Concepts and Planning*. PHI Learning Pvt Ltd, 2nd Edition, 2011.

Core : VII PROJECT APPRAISAL, PLANNING AND CONTROL

Semester - II

Code : P16CM207

No.of Hours : 90

Credits : 5

Objectives

1. To learn the concepts and importance of capital investments, capital budgeting and the generation of project ideas and screening.
2. To know the concept of technical analysis
3. To understand investments criteria.
4. To know about the Social Cost Benefit Analysis and Multiple Projects and constraints
5. To learn project management and the network techniques

Unit – I - Project Planning Overview

Capital Investments, Importance and Difficulties – Types of Capital Investments – Phases of capital Budgeting – Levels of Decision Making – Facets of Project Analysis – Key Issues in Major Investment Decisions – Objectives of Capital Budgeting – Common Weaknesses in Capital Budgeting.

Generation and Screening of Project Ideas

Generation of ideas – Monitoring the environment – Corporate Appraisal – Tools for identifying Investment Opportunities – Scouting of Project Ideas – Preliminary Screening – Project Rating index – Sources of Positive Net Present Value

Unit – II - Technical Analysis

Manufacturing Process/ Technology – Technical Arrangements – Material Inputs and Utilities – Product Mix - Plant Capacity – Location and Size – Machineries and Equipments - Structures and Civil Works

– Environmental Aspects - Project Charts and Layouts – Schedule of Project Implementation – Need for Considering Alternatives

Unit – III - Investment Criteria

Net Present Value – Benefit Cost Ratio (or Profitability Index) – Internal Rate of Return – Urgency – Payback Period – Accounting Rate of Return – Assessment of Various Methods – Investment Evaluation in Practice

Unit – IV - Social Cost Benefit Analysis

Rationale for SCBA – UNIDO Approach – Net Benefit in Terms of Economic (Efficiency) Prices – Measurement of the Impact on Distribution – Savings Impact and its Value- Income Distribution Impact – Adjustment for Merit and Demerit Goods – Little Mirrlees Approach – Shadow Prices – SCBA by Financial Institutions - Public Sector Investment Decisions in India

Multiple Projects and Constraints

Constraints – Method of Ranking – Mathematical Programming Approach – Linear Programming Model – Integer Linear Programming Model – Goal Programming Model

Unit – V - Implementation - Project Management

Forms of Project Organisation – Project Planning –Project Control – Human Aspects of Project Management–Pre-requisites for Successful Project Implementation– Essence of Project Management

Network Techniques For Project Management

Development of Project Network – Time Estimation – Determination of the Critical Path – Scheduling when Resources are Limited – PERT Model – CPM Model – Network Cost System

Theory – 60%, Problems – 40%

Books for Reference

1. Project : Planning, Analysis, Selection, Financing, Implementation and Review, Prasanna Chandra, Tata McGrawHill,2000
2. Project: Preparation, Appraisal and Implementation, Prasanna Chandra, Tata McGraw Hill,2010

**Elective : II - PERSONALITY DEVELOPMENT AND
MANAGERIAL EFFECTIVENESS**

Semester - II

Code : P16CM2:2

No.ofHours : 90

Credits : 4

Objective

To acquire skills that will help to be an effective individual and to be effective managers

Unit-1

Independence -Being Proactive in roles and relationships in life - Beginning with the End in Mind- Putting First Things First- Think Win-Win - Genuine feelings for mutually beneficial solutions or agreements in relationships -Seek First to Understand, Then to be understood -Use empathic listening to be genuinely influenced by a person, who compels them to reciprocate the listening and take an open mind to being influenced by you -Synergize - Combine the strengths of people through positive teamwork, so as to achieve goals that no one could have done alone.

Unit-II

Continuous improvements - Sharpen the Saw -Balance and renew your resources, energy, and health to create a sustainable, long-term, effective lifestyle. primarily emphasizes exercise for physical renewal, prayer (meditation, yoga, etc.) and good reading for mental renewal. It also mentions service to society for spiritual renewal.

Unit - III

Communication skills - Listening - communication barriers - Overcoming these barriers - Building self-esteem & self-confidence - Working on attitudes (ie) Aggressive, assertive and submissive- Increasing vocabulary - Body language - Preparation of self-introduction. Interpersonal relationship - analysis of Ego, strokes and life positions.

Unit-IV

Managerial Effectiveness - Concept of managerial effectiveness-Definition- The person, process, product approaches Bridging the gap - Measuring managerial effectiveness - current industrial practices in management of managerial effectiveness - The effective manager as an optimizer - Managerial qualities and skills - styles of managers - emerging role of management in an economy.

Unit – V

Placement preparation – resume writing – group discussion – role play – interview – Mock interview– emotional intelligence: introduction-Broad organizational cultural sensitivity.

Books for Reference

1. Seven Habits of Highly effective people - Steven Covey,2015
2. Peter Drucker, Management, Harperrow,2005
3. R.M. Omkar, Personality Development and Career management, S.Chand, 2008
4. Blanchard and Thacker, Effective training Systems, Strategies and Practice, Pearson, 2006
5. B.S. Moshal, Organisational Theory and Behaviour, Ane book.2004

Core VIII - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT – I

Semester III
No. of Hours 90

Code : P16CM308
Credits : 4

Objective

To know the dynamics of Security Analysis and Portfolio Management (SAPM) and apply the techniques to different management scenarios.

Unit I

Investment Scenario Concept of investment, investment objectives and constraints, security and Non – security forms of investment - concept of risk and return.

Unit II

Fundamental Analysis – objectives and belief of fundamental analysis – importance of economic analysis – economic forecasting methods – importance of industry analysis – key characteristics in industry analysis – industry life cycle – Techniques for evaluating relevant industry factors – company analysis.

Unit III

Technical analysis – Concept of technical analysis, Dow theory , types of charts, perspective on technical analysis – advanced technical tools – efficient market hypothesis (EMH) – concept of efficiency of stock markets – forms of EMH.

Unit IV

Equity Stock valuation models – Dividend capitalization models, Earning capitalization models, other models.

Unit V

Valuation of fixed income investments – Types of Bonds – Bond return and prices – Bond risks – duration – volatility – immunization.

Theory 25 %, Practical 75 %

Books for References

1. Investment analysis and Portfolio Management – Prasanna Chandra –Third Edition, Tata McGraw Hill, 2009.
2. Investment Management – Security analysis and Portfolio Management – V. K. Bhalla ,13th Edition S. Chand & Company Ltd.1982

Core IX - FINANCIAL MARKETS AND FINANCIAL SERVICES

Semester III

Code : P16CM309

No. of Hours 90

Credits : 4

Objectives

1. To know about Financial system, Financial Markets, Money Market and its instruments.
2. To understand the role of Debt market and its instruments in the Financial System.
3. To know the role of Capital Market and SEBI in the Financial System.
4. To be familiar with the concept of International Capital Market and its Instruments.
5. To get knowledge of NRI accounts, FII and FDI.

UNIT I Money Market

Financial System and financial Markets – Money Market – Need for money market – role of various intermediaries – influence of monetary policy on money market – Money Market Instruments - Call money – features, participants, purpose, – role of RBI – Treasury Bills – features , types, issuing procedures – Commercial Paper, features, issuing procedures – Certificate of Deposit – features, issuing procedures – Bill Financing – features, procedures of bill financing.

Unit II Debt Market

Gilt Edged Securities Market – features ,Types of Govt. Stocks ,role of RBI – REPOs – Nature and Purpose ,issuing procedures of Repos – Public Deposits – features, marketing of Deposits – Financial Guarantee – sources of Guarantee – specialized public Guarantee Institutions.

Unit III Capital Market

Impact of monetary policy on Capital market- Securities market – Primary Market and Secondary Markets – Regulation of the capital market – Evolution and organisation of Securities and Exchange Board of India, powers and functions of SEBI – Regulatory Framework in India – Self regulations of the Markets.

Unit IV International Capital Market

Overview of International Capital Market – Instruments available in the International Capital market(Bond and Equity) – role of various intermediaries – Decision Criteria for Resource mobilization.

Unit V FDI and FII

Non –Resident Indians – meaning of NRI – how to open NRI accounts – Types of NRI accounts – Foreign Institutional Investors(FIIs) – Investment by Foreign Institutions – Foreign Direct Investment(FDI) – categories of FDI – Policy for FDI and FII – Significance and criticism of FDI and FII.

Books for Reference

1. Bharati V. Pathak – “The Indian Financial System, Markets, Institutions and Services”– Pearson Publication 3rd Edition –2011
2. Meir Khan, Financial Institutions and Markets, OxfordPress,2010.
3. Khan . M.Y, Indian Financial System, Tata McGraw Hill,2008.
4. MBhole, Financial Institutions and Markets, Tata McGraw Hill ,2006

Core X BUSINESS ANALYTICS AND INTELLIGENCE

Semester - III

Code : P16CM310

No.of Hours : 90

Credits : 5

Course objectives

1. To understand the role of business analytics within an organization.
2. To analyse data using statistical and data mining techniques and understand relationships between the underlying business processes of an organization.
3. To learn to use decision-making tools/Operations Research techniques.
4. To learn to use advanced analytical tools to analyse complex problems under uncertainty.
5. To know how to manage business processes using analytical and management tools.

Unit I - Business Statistics

Data: Types of data - Data Visualization; Data summarization methods- Tables – Graphs – Charts – Histograms - Frequency distributions - Relative frequency measures of central tendency and dispersion - Box Plot - Chebychev's Inequality on relationship between the mean and the standard deviation of a probability distribution - Basic probability concepts, Conditional probability - Bayes Theorem - Probability distributions - Continuous and discrete distributions – Sequential decision-making.

Unit II - Predictive Analytics

Simple linear regression: Coefficient of determination - Significance tests - Residual analysis - Confidence and Prediction intervals - Multiple linear regression: Coefficient of multiple coefficient of determination - Interpretation of regression coefficients - Categorical variables – heteroscedasticity - Multi-collinearity – outliers - Autoregression and Transformation of variables.

Logistic and Multinomial Regression : Logistic function-Estimation of probability using logistic regression – Deviance - Wald Test – Hosmer Lems how Test.

Forecasting: Moving average - Exponential smoothing – Trend - Cyclical and seasonality components

- ARIMA (autoregressive integrated moving average) - Application of predictive analytics in retail - direct marketing - health care - financial services – insurance - supply chain.

Unit III - Optimization Analytics:

Introduction to Operations Research (OR) : Linear programming (LP) – formulating decision problems using linear programming - interpreting the results and sensitivity analysis - Multi-period LP models - Applications of linear programming in product mix – blending - cutting stock – transportation – assignment – scheduling - planning and revenue management problems -Network models and project planning - Integer Programming (IP) problems - mixed-integer and zero-one programming – Applications of IP in capital budgeting –location decisions – contracts.

Multi-criteria decision making (MCDM) techniques

Goal Programming (GP) and analytic hierarchy process (AHP) and applications of GP and AHP in solving problems with multiple objectives - Non-linear programming - portfolio theory.

Unit IV- Stochastic Models:

Introduction to stochastic models : Markov models – Classification of states- Steady – state probability estimation - Market share estimation and Customer lifetime value estimation Poisson process - Cumulative Poisson process - Applications of Poisson and cumulative Poisson in operations - marketing and insurance Renewal theory - Applications of renewal theory in operations and supply chain management Markov decision process - Applications of Markov decision process in sequential decision-making.

Unit V - Advanced Analytics:

Dynamic pricing and revenue management - high dimensional data analysis - financial data analysis and prediction - Supply chain analytics - Analytics in finance - Discounted cash flows (DCF) - Profitability analysis.

Asset performance : Sharpe ratio - Calmarratio-Value atrisk (VaR) - Brownian motion process - Pricing options and Black–Scholes formula - Game theory.

Insurance loss models : Aggregate loss models – Discrete time ruin models– Continuous time ruin models.

Textbook

1. Business Analytics Principles, Concepts, and Applications What, Why, and How - Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, Pearson.2009
2. Business Analytics with PH Stat, 2nd Edition- James R. Evans, University of Cincinnati. 2008. ©2013 Pearson.

CORE XI - FINANCIAL ENGINEERING - I

Semester - III

Code : P16CM311

No. ofHours : 90

Credits : 5

Objective

To know about Financial Engineering and its use.

Unit I

Introduction – Meaning of Risk – Types of Risk – managing the risk – cost of risk – Risk management process – Risk management techniques – risk management tools.

Unit II

Introduction to derivatives – history of derivatives – classification of derivatives – features of derivatives – participants in derivatives market – mechanics of derivatives market.

Unit III

Futures – History of future markets – meaning and operation of futures- difference between futures and forward – clearing house mechanism – types of margin – orders in future market – settlement procedure.

Unit IV

Relationship between the Future price and cash price – Hedgeable and Non Hedgeable Risk – Optimal hedging ratio – Speculation – Arbitraging – types of futures – currency futures – hedging with currency futures.

Unit V

Interest Rate future – Hedging interest rate with interest rate future – Index future – Hedging using index future – Commodity future.

Theory 60 %, Problems 40 %

Books for References

1. Futures and options - Vohra N.D and Bagri B.N, Tata McGraw Hill, 2007, New Delhi.
2. International Finance Management, P.G. Apte, Tata Mc Graw Hill, 2008, New Delhi.

Elective III - FINANCIAL PRODUCTS MARKETING

Semester - III

Code : P16CM3:3

No. of Hours : 90

Credits : 4

Objectives

1. To know how recent thinking in marketing and services marketing applies to financial products
2. To understand the concept of financial product mix.
3. To understand the segmentation concept for financial products marketing.
4. To understand the Retailing of banking products.
5. To learn to identify key issues related to Fixed Income Securities

Unit I Financial products

Types of Financial products – viability of financial products in current economic scenario – Different types of Financial products Marketing – financial products focused to Indian customer – Different stages of introduction of financial products to customer – management of financial products – different stages of managing Financial products – development of Indian financial products.

Unit II Financial Product Mix

7 P's – 4 c's – Impact of marketing strategies in financial products development - CRM – CRM in Banking Industry – competition theory in Direct financial product marketing - steps in the relationship management process – Strategies in Relationship management process .

Unit III Segmentation

Financial product Segmentation- profiling financial product segmentation - strategies involved in financial product segmentation - personal selling – impact of personal selling in Banking products - concept of corporate banking – corporate customer with reference to financial products.

Unit IV Retail Banking

Banking retail products and services – retail banking customers -types of retail banking services –retail banking strategies - Retail banking product differentiation - target marketing of Retail banking products – assurances in retail banking –assets classes of Retail banking.

Unit V Fixed income securities

Types of Investors - inflation, Liquidity, and tax adjustment risk in securities – supranational and primary Market bonds - Stock in financial product – avenues of investments – Recent trend in Investments.

Text Book

1. Padmalatha Suresh Justin Paul – “Management of Banking and Financial Services” – Pearson Publication – 2nd Edition –2010.

Books for Reference

1. Eric T.Bradlow, Keith E Niedermeier and Patti Williams., “Marketing for Financial Advisors” ISBN:9780071605144,2009.
2. Jeff Madura., “Personal Finance’ Pearson 3rd edition –2010.
3. Managing and Marketing of Financial Services, Taxmann, 2008.

Core : XII SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT-II

Semester - IV

Code : P16CM412

No. of Hours : 90

Credits : 5

Objective

To know about the dynamics of Security Analysis and Portfolio Management (SAPM) and to apply the techniques.

Unit I

Portfolio Management – Need for Portfolio Management – Portfolio Management Process – Efficient Portfolios and Efficient Frontier – Markowitz Model – Capital asset pricing model (CAPM) – Dominant portfolio – Separation theorem – Capital Market line – Security market line – Arbitrage pricing theory.

Unit II

Portfolio analysis – Concept of portfolio risk and return – Systematic and unsystematic risk – Beta of a portfolio – Analyzing portfolio diversification.

Unit III

Defining investment objectives – risk and investor preferences – investment constraints – investment goals and constraints for institutional investors – portfolio rebalancing – portfolio up grading – investment timings – formula plans – constant dollar value plan – constant ratio plan – variable Ratio plan – selection and revision of equity portfolios.

Unit IV

Measuring and Evaluating portfolio performance – meaning and importance – methods of calculating rate of returns – money weighted rate of return – Time weighted rate of return – linked internal rate of return – performance measures – Sharpe – Treynor – Jensen – FAMA's measure of selectivity and net selectivity.

Unit V

Mutual funds – Concepts, objectives, Types and advantages – services provided by the mutual fund – organization and management of mutual funds – Indian Mutual Fund.

Theory 25 %, Problems 75s %

Books for References

1. Investment analysis and Portfolio Management – Prasanna Chandra – TataMcgrawhill,2001
2. Investment Management – Security analysis and Portfolio Management – V. K. Bhalla , S. Chand,2005.

Core XIII - BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

Semester - IV

Code : P16CM413

No. of Hours : 90

Credits : 4

Objective

To understand concepts of ethics, Role of managers in ethical issues, Influences of political and legal environment on ethics, Influences of economic environment on ethics, and the concepts of corporate social responsibility and corporate governance

Unit I -Introduction

Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

Unit II- Ethics Theory and Beyond

Management of Ethics - Ethics analysis [Hosmermodel]; Ethical dilemma; Ethics in practice - Ethics for managers; Role and function of ethical managers- Comparative ethical behavior of Managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of Ethics in Corporate. Ethics evaluation. Business and ecological / environmental issues in the Indian context.

Unit III- Legal Aspects of Ethics

Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; prominent features of competitions act & FEMA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values

Unit IV - Environmental Ethics

Economic Environment; Philosophy of economic grow and its implications for business, Main Features of Economic Planning with respect to business; Industrial policy and framework of Government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

Unit V - Corporate Social Responsibility and Governance

Definition- Evolution- Need for CSR; Theoretical perspectives; corporate citizenship; Business Practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt.

References

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House. 2004
2. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc. 2006
3. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons. 2004

Core XIV - FINANCIAL ENGINEERING – II

Semester – IV

Code : P16CM414

No. ofHours : 90

Credits : 4

Objective

To know about Financial Engineering and its use.

Unit I

Options – Concept of Options – American and European Options – Trading strategy with options – type of position – options clearing corporation.

Unit II

Option Pricing Models – Binominal option Pricing Model – Blacksholes pricing model – Volatility – Types of volatility.

Unit III

Swap – Concept of financial Swap – Interest rate Swap – Currency Swap – Valuation of Swap.

Unit IV

Sensitivity of option premiums – Delta, Theta, Vega, Gamma. And Rho – weather derivatives – value at Risk – uses of value at Risk.

Unit V

Insurance – nature and classifications of Insurance – elements of Insurance contract – Various types of life and Non – life Insurance.

Theory 60 %, Problems 40 %

Books for References

1. Futures and options - Vohra N.D and Bagri B.N, Tata Mcgrawhill,2002
2. International Finance Management, P.G. Apte, Tata Mcgrawhill,2004.