

Integral University, Lucknow
Master of Commerce (M.Com) Syllabus 2016-2018

SECOND YEAR

SEMESTER 4th

S. No	Sub Code	Subject	Period (Per Week)				Evaluation Scheme				
			L	T	P	Credit	Sessional Marks			Exams	Total
							CA	TA	Total	ESE	
1	BM548	E-Commerce	3	1	0	4	15	10	25	75	100
2	BM549	Advanced Auditing	3	1	0	4	15	10	25	75	100
3.	BM550	Industrial Economics	3	1	0	4	15	10	25	75	100
ELECTIVE: Chose any one set of two specialization courses from Finance, Marketing & HR											
Finance											
3	BM551	Financial Market	3	1	0	4	15	10	25	75	100
4	BM552	Investment Analysis & portfolio Management	3	1	0	4	15	10	25	75	100
Marketing											
3	BM553	Advertising Management	3	1	0	4	15	10	25	75	100
4	BM554	Customer Relationship Management	3	1	0	4	15	10	25	75	100
Human Resource											
3	BM555	Human Resource Policy and Practices	3	1	0	4	15	10	25	75	100
4	BM556	Training & Development	3	1	0	4	15	10	25	75	100
5	BM557	Dissertation Project	0	0	2	2	0	0	25	75	100
6	BM558	Comprehensive Viva Voce	0	0	0	0	0	0	25	75	100
Total						22					700
Total Credits (28+24+28+22)						102					

L Lecture P Practical T Tutorials CA Class Test TA Teacher Assessment, ESE End Semester Examination

M.Com- II YEAR
SEMESTER-IV
BM548
E-COMMERCE
w.e.f. 2016-2017

Total Number of Sessions-40
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 1 0 4

Objective: The basic objective of this course is to make the student familiar with mechanics for conducting business transactions through electronic means.

Unit-I (8 Hours)

E-commerce: Introduction: Meaning, Nature, Concepts, advantages & disadvantages of E-Commerce. Framework of E- Commerce, Concept of I-way.

Unit-II (8 Hours)

Online-Business: Planning online business: Nature & dynamics of the internet, pure online Vs. Brick & click business; assessing requirements for an online business designing, Developing & deploying the system tools for promoting websites.

Unit-III (8 Hours)

Methods of Payments: Mechanics of making payment through internet; Online payment mechanics, Electronic payment system; Electronic Fund transfer, Payment gateways, plastic money, debit card, credit card, smart card, E-cash, e-cheque.

Unit-IV (8 Hours)

Security in E-commerce: Laws relating to online transaction- salient features, security in e-commerce:- Digital signature, Network security, data encryption, firewall, ecommerce application in manufacturing, wholesale, retail & service sector.

Unit- V (8 Hours)

Indian Scenario of E-commerce: Indian perspective: benefits of ecommerce, drawbacks and limitations of E commerce, Major requirements E- commerce, Emerging trends and technologies of E-Commerce, from E commerce to E business. Web Security: Introduction, firewalls and transaction security.

Reference Books

1. Bhaskar, *E commerce* ,Tata Mc Graw Hill Publications
2. Krishnamurty, *E commerce Management*, Vikas Publishing House.
3. Kalakota & whinstone, *frontiers of Electronic commerce*, Pearson education.
4. Kalakota R ., *Electronic commerce a guide for manager*, Pearson education 2000.
5. Griensten & Feinmen, *Internet Services*, Cengage Publications.

M.Com- II YEAR
SEMESTER-IV
BM 549
ADVANCED AUDITING w.e.f 2016-2017

Total Number of Sessions-40

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C – 3 1 0 4

UNIT-1

(8 Hours)

Auditing concepts. Basic principles governing an audit - Relationship of auditing with other disciplines - Audit Programme - Vouching - Verification and Valuation.

UNIT-II

(8 Hours)

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.

UNIT III Internal Control:

(8 Hours)

Significance of Internal control. Evaluation of internal control procedures - Techniques including questionnaire- Flowchart - Review of internal control.

UNIT IV Audit of Limited Companies: (8 Hours) 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.

UNIT V Audit Committee and Corporate Governance:

(8 Hours)

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. Use of Computers for Audit purposes - Audit tools - Test packs - Computerized audit programme.

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. Jagdish Prasad : Auditing : Principles

M.Com- II YEAR
SEMESTER-IV
BM 550
Industrial Economics
w.e.f 2016-2017

Total Number of Sessions-45
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 1 0 4

Objective:

This course provides an introduction to current theory and empirical work in Industrial economics. It starts by examining the internal structure of firms. It then moves on to the analysis of various aspects of strategic interaction between firms and the determinants of industrial structure.

Unit I:

10

Introduction to Industrial Economics. Development of Industries & its importance. Appraisal of Important Indian Industries: Iron & Steel, Engineering, Sugar, Paper, Cotton & Synthetic Textile, Jute, Cement and Petrochemical. Localization of Indian Industries & Principle of Localisation.

Unit II:

09

Development of Industries in India Pre-Independence Development of Industries, Industrial Development of Five Year Plans Industrial Policy in India & Its effects. Public Sector undertakings and New Challenges before PSUs

Unit III:

09

Industrial Finance in India Main Sources of Industrial Finance Necessity & Significance of Industrial Finance Specialized Institution of Industrial Finance. Labour Participation in Management Small Scale Industries New Challenges before SSIs

Unit IV:

08

Industrial Legislation in India Industrial Development & Regulation Problem of Industrial Labour & Labour welfare Measures

Unit V:

09

Role of Foreign Capital in Industrial Development (FDI) in Indian Industries Portfolio Investment in Industries. Measurement of Industrial Performance: Herfindahl-Hirschman Index

Books Recommended :

1. G. Rosen – Industrial Change in India
2. S.C. Kuchchdail – Industrial Economy of India.
3. M.Mehta – Structure of Indian Industries.
4. V.V. Giri – Labour Problem in Indian Industries.
5. R.S. Kulksheta – Industrial Economics.
6. N.Das – Industrial Enterprises in India.
7. Government of India

- Economic Survey
 - Report of Currency & Finance, RBI.
 - Five Year Plans, Planning Commission.
8. Rudder Dutt & K.P.M. Sundharam – Indian Economy.

M.Com- II YEAR
SEMESTER-IV
BM 551
FINANCIAL MARKET
w.e.f 2016-2017

Total Number of Sessions-40
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C – 3 1 0 4

Objective: The purpose of this course is to provide an understanding of the structure, operations and trends in the Capital market, fixed income securities market, forex market and an overview of derivatives market and the role played by financial institutions in these markets.

Unit I: (8 Hours)
Financial markets- Structure, Participants, Trend - Role of central bank and commercial banks.

Unit II: (8 Hours)
Capital market- Instruments, Players, trading - Primary and secondary market - Role of stock exchanges and stock indices.

Unit III: (8 Hours)
Fixed Income securities market - Structure and trends - G-sec market - Call Money Market, TB Market, Repo and CBLO, Bonds market, trading in G-sec market. Interest rate - theories, determinants, dynamics of short term and long term rates Trading in bond market - term structure of interest rates - yield curve - trends. Debt securitization and Structured Products

Unit IV: (8 Hours)
Derivatives market - Stock derivatives, Forex derivatives - Futures, Forward, Swaps, Credit derivatives.

Unit V: (8 Hours)
Commodity Markets - Structure, Operations and trends

Suggested Readings:

1. Kohn Meir, *Financial Institutions and Markets*, Oxford University Press.
2. Madura Jeff, *Financial Markets and Institutions*, South Western Cengage Learning.
3. Mishkin, Fredrick S. and Stanley G. Eakins, *Financial Markets and Institutions*, Pearson Education India.
4. Kidwell, David S., Backwell, David W., Whidbee, David A. and Sias Richard W., '*Financial Institutions, Markets and Money*', Wiley.
5. Reserve Bank of India – Various publications
6. Goel Amit Kumar, Capital & Money Market, Himalaya Publication House

M.Com- II YEAR
SEMESTER-IV
BM 552
INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
w.e.f 2016-2017

Total Number of Sessions-40
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 1 0 4

Objective: This is course in the area of investment analysis and portfolio management in order to acquaint a student to use various tools of security analysis and investment management for the efficient utilization of financial resources.

Unit-I **08**
Concept of investment, objective of Investment, investment and speculation, investment and gambling, investment process, alternatives of investment, Securities and security markets, financial intermediaries, SEBI and its guidelines; Investor protection.

Unit-II **08**
Risk & Return: Concept of Risk, Measures of risk and return, calculation, systematic and unsystematic risk components. Efficient market theory.

Unit-III **08**
Fundamental Analysis: Economy analysis, Industry analysis, Company analysis, financial analysis, Technical Analysis: Dow theory, Elliot's wave theory, Relative strength Analysis, Moving average analysis,

Unit-IV **08**
Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model).

Unit - V **08**
Performance measurement of portfolios- Sharpe ratio; Treynor ratio; Jensen's Alpha, Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry

Suggested Reading

1. Chandra P., Security Analysis & Investment Management, Tata McGraw Hill, New Delhi.
2. Fischer & Jordan, Security Analysis & Portfolio Management, Pearson Education.
3. Frank K.R.& Keith E. Brown, Investment Analysis & Portfolio Management, Cengage Learning Pvt. Ltd., New Delhi.
4. Gitman & Joehuk, Fundamentals of Investing, Pearson Addison Wesley. 5. Sharpe & Alexander, Investments, PHI Publication, New Delh

M.Com- II YEAR
SEMESTER-IV
BM 553
ADVERTISING MANAGEMENT
w.e.f 2016-2017

Total Number of Sessions-40
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 1 0 4

Objective: To develop an in -depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management which constitute a fast -growing area of marketing.

Unit I-Communication Basics: (8 Hours)

Communication and marketing; Communication process; Communication response hierarchy models; Cognitive processing of communication; EKB model; Marketing communication mix; Integrated marketing communication – an introduction;

Unit III- Introduction to Advertising (8 Hours)

Advertising - Its importance and nature; Advertising and publicity; Advertising management process; Advertising objectives; DAGMAR Approach; Determination of Target Audience and positioning; Advertising budget – factors influencing budget decision and methods .

Unit III- Advertising Message and Media Decisions: (8 Hours)

Creativity and advertising; Creative process; Creative appeals and execution styles; Developing advertising copy for print ad - headline, body copy, logo, illustration and layout. Media Decisions –Types of media, Advertising through Internet and interactive media; Developing media plan; media selection and scheduling.

Unit IV-Organization and Evaluation of Advertising Efforts: (8 Hours)

Centralized and decentralized systems; Inhouse agency arrangements; Advertising agencies – selection, compensation and appraisal of advertising agency; managing advertising agency relations; IMC services; Reasons for evaluating Advertising Effectiveness; Advertising testing process - Before and after advertising tests and techniques.

Unit V-Advertising in India: (8 Hours)

Social and regulatory aspects of advertising in India. Recent developments and issues in advertising

Suggested Readings:

9. Aaker, David A., Rajeev Batra and John G. Mayers, *Advertising Management*, Prentice Hall of India.
10. Belch. George and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
11. S.A. Chunawala, *Advertising, Sales & Promotion management*, Himalaya Publication.

M.Com- II YEAR
SEMESTER-IV
BM 554
CUSTOMER RELATIONSHIP MANAGEMENT
w.e.f 2016-2017

Total Number of Sessions-40

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 3 1 0 4

UNIT I : Concept and Applications

08

Introduction to CRM and eCRM What is customer? How do we define CRM? CRM technology components, customer life style, customer interaction. Difference between CRM and eCRM, features of eCRM.

UNIT II: Process of CRM

08

Sales Force Automations (SFA) Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.

UNIT III: Planning and Strategic forms of CRM

08

Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

UNIT IV: Tools of CRM

08

Call center Meaning, customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

UNIT V: Implementations of CRM

08

Implementing CRM Pre implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off, ongoing support, system optimization, follow up. Introduction to Application Service Provider (ASP), who are ASPs? Their role and function, advantages and disadvantages of implementing ASP. Impact of CRM on Marketing Channels Meaning, how does the traditional distribution channel structure support customer relationship, emerging channel trends that impact CRM. Case Studies

1. CRM at the speed of light by Paul Greenberg, YMH 2nd edition.
2. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition.
3. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM

Reference:

1. Mukesh Chaturvedi :Customer Relationship Management An Indian Perspective
2. Subhasish Das: Customer Relationship Management
3. Customer Relationship Management - Integrating Marketing Strategy and Information Technology Ed
4. Peelen: Customer Relationship Management
5. Willima G. Zikmund, Raymond McLeod, Jr., & Faye W. Gilbert
6. H. Peeru Mohamed & A. Sagadevan Customer Relationship Management (CRM) - A Step-by-Step Approach

M.Com- II YEAR
SEMESTER-IV
BM 555
HUMAN RESOURCE POLICY & PRACTICES
w.e.f 2016-2017

Total Number of Sessions-40
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 1 0 4

Objective: Main objective of this subject to introduce in M.Com is to let students be familiar with the human resource theories, tools and best practices how is being utilized in the human resource field.

Unit I: (8 Hours)

Definition, Objectives, Scope and functions of HRM- Evolution and Development of HRM – Environment of HRM – Strategic HRM – human Resource planning and developing manpower strategies.

UNIT –II (8 Hours)

Recruitment and selection process – Placement, induction and Placement – staff training and Development – Career planning

UNIT – III (8 Hours)

Motivation and productivity theories of motivation, tools of motivation –Job description, analysis and evaluation – Motivation and job enrichment – Performance monitoring and appraisal.

UNIT –IV (8 Hours)

Wage and salary administration – Incentives and Benefits – Employee health and safety – Employee discipline – Employee grievance handling.

UNIT –V (8 Hours)

Industrial Relations – Trade Unionism – Collective bargaining – Employee empowerment – Industrial democracy and Worker’s participation in Management.

BOOKS:

1. Sikula Andrew F. and John F.Mekenna, The Management of Human Resources, John Wiley, New York,1984.
2. De cenzo and Robbins, Human Resource Management, Printice Hall of India, 1998.
3. S.S.Khanka, human Resource management, S.Chand & Co. Ltd., New Delhi, 2003.
4. C.S.Venkata Ratnam and B.K.Srivastava, Personnel Management and Human Resources, Tata Mc Graw- Hill Publishing company Ltd., New Delhi, 1996.
5. John H. Bernardian and Joyce E.A. Russell, human Resource Management – An Experimental Approach, Mc Graw- Hill, New York, 1993.

M.Com- II YEAR
SEMESTER-IV
BM 556
TRAINING & DEVELOPMENT
w.e.f 2016-2017

Total Number of Sessions-40
Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 3 1 0 4

OBJECTIVE:

The objective of the course is to provide the learner an insight about how training needs of any organization are determined and fulfilled to develop the employees for better performance. The course focuses on updating management skills.

UNIT-I: Introduction to Training **08**

History of training, Philosophy of training, Definition of training, Concepts of training: Scope, Challenges, Forces influencing Training.

UNIT-II: Strategic Training and its Dynamics **07**

Strategic Training: Models of training-Faculty, Customer, Matrix, Corporate University and Business Embedded Model. Role of training in HRD, Training process & dynamics, Training and development strategies

UNIT-III: Training needs Analysis **09**

Training need analysis: The process and Approaches of TNA, Organizational Analysis, Requirement Analysis, Task, Knowledge, Skill and Ability Analysis, Person Analysis, Team Work for conducting TNA, Output of TNA. Methods of training, Designing of training programs, Development of training systems, Evaluation of training and development

UNIT-IV: Trainer and Training **08**

Training techniques and trainers role in training, Training styles-Selecting Trainer, selecting and preparing the Training Site, Pre Training Communication, Facilitation of Training with focus on Trainee. Transfer of Training Conditions Of Transfer, Facilitation of Transfer with focus on Organizational Intervention (Supervisor Support, Peer Support, Trainer Support, Reward System, Climate, etc.) Learning styles, Role of a trainer, Action research in training

UNIT - V: Employee development and career management **08**

Approaches to Employee Development, Development Planning Process. Types of development programmes-seminar, conferences, symposia. Career Management-Models of Career development Emerging trends in training methodologies

Suggested Reading:

1. Training & Development: Lynton & Pareek
2. Mapping the training program: Michalak

M.Com- II YEAR
SEMESTER-IV
BM 557
DISSERTATION PROJECT
w.e.f 2016-2017

Max. Marks: 100
External Assessment: 75
Internal Assessment: 25
L T P C - 0 0 4 2

Objective: To equip the student with the knowledge of actual functioning of the market and organization and problems faced by them for exploring feasible solutions and suggestions.

Guidelines:

At the end of second semester examination, every student of MCOM will undergo for a survey in any manufacturing, service or financial organization.

During the course of survey, project in charge will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/Institute, which will become a part of fourth semester examination. However, the report must be submitted by the end of fourth semester.

The report prepared by the student will be named as dissertation. The report should be based on original/actual data from the company assigned. It should reflect in depth study of micro problem assigned by the department where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone the survey. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the report will contain the study of micro research problem. The average size of report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and hard bound copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.

The report will have a certificate issued by project incharge of the College. This should be attached with the report. The report will be evaluated by internal as per annexure 1 and external examiner as per annexure

2. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.

The external marks will be awarded by the external examiner to be appointed by the examination division.

The format of the report is given below:

(a) Top Sheet of transparent plastic.

(b) Top cover.

(c) Preliminary pages.

Objective of the Research

Undertaken Literature Review

Research Methodology

Results and Analysis

Conclusions

References

M.Com- II YEAR
SEMESTER-IV
BM 558
COMPREHENSIVE VIVA VOCE
w.e.f 2016-2017

Total Number of Sessions-00

Max. Marks: 100

External Assessment: 75

Internal Assessment: 25

L T P C - 0 0 0 2

Objective: The objective of this course is to judge the understanding as well as application of the knowledge gained by the students by the end of the second year of the course.

Guidelines:

1. The comprehensive viva voce is scheduled to be held at the end of IV Semester in second year
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The total marks of viva are 100. The internal marks will be awarded by taking the presentation of the students in the front of a panel of at least three faculty members to be appointed by Director/Principal of the college.
4. The external marks will be awarded by the external examiner to be appointed by the examination division.