

Integral University, Lucknow
Department of Commerce & Business Management
STUDY & EVALUATION SCHEME
Choice Based Credit System

M.Com

w.e.f. Session 2020-21

YEAR-II

SEMESTER-IV

S.N	Subject code	Subject	Period (Per Week)				Evaluation Scheme				
			L	T	P	Credit	Sessional (CA)			Exam	Subject Total
							UE	TA	Total	ESE	
1	BM548	E-Commerce	3	1	0	4	40	20	60	40	100
2	BM549	Advanced Auditing	3	1	0	4	40	20	60	40	100
3	BM550	Industrial Economics	3	1	0	4	40	20	60	40	100
ELECTIVE: Chose any one set of two specialization courses from Finance, Marketing & HR											
Finance											
4	BM551	Financial Market	3	1	0	4	40	20	60	40	100
5	BM552	Investment Analysis & Portfolio Management	3	1	0	4	40	20	60	40	100
Marketing											
4	BM553	Advertising Management	3	1	0	4	40	20	60	40	100
5	BM554	Customer Relationship Management	3	1	0	4	40	20	60	40	100
Human Resource											
4	BM555	Human Resource Policy and Practices	3	1	0	4	40	20	60	40	100
5	BM556	Training and Development	3	1	0	4	40	20	60	40	100
6	BM557	Dissertation Project	0	0	4	2	-				100
7	BM558	Comprehensive Viva-Voce	0	0	0	0	-				100
TOTAL			15	05	02	22	200	100	300	200	700
Total Credits (28+24+28+22)						102					

L - Lecture T – Tutorial P – Practical C – Credit UE– Unit Exams TA – Teacher Assessment

Sessional Total (CA) = UE + TA

Subject Total = Sessional Total (CA) + End Semester Examination (ESE)

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM548** Title of The Course: **E-COMMERCE**
 Pre-Requisite : NONE Co-Requisite : NONE

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.

Course Outcomes	
CO 1	Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.
CO 2	To able to create and maintain a good website and blog posts.
CO 3	Be able to understand and apply SEO and Email Marketing in today's modern world.
CO 4	To apply the Social Media Marketing techniques via various platforms.
CO 5	To implement various Analytics tools of online marketing.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Digital Marketing	Introduction to Digital Marketing & Website and Blog Development: Introduction to Digital Marketing and its Significance; Traditional Marketing Vs Digital Marketing; Digital Marketing Process; The contemporary digital revolution, digital transformation framework. Types of websites, Keywords, Understanding Domain and Web hosting, Building Website/Blog using CMS WordPress, Using WordPress Plug-ins; Blog Creation: Including Headlines, Links, Posts ; Using various plugins like Elimentor.	8
2	SEO& Email-Marketing	SEO& Email-Marketing: Introduction to SEO; SEO Keyword Planner Tools; On Page SEO Techniques: Indexing and Key Word Placement, Content Planning & Optimization, Display Advertising, Various SEO Plug-in, Off –Page SEO Techniques; Email Marketing- Introduction and Significance, campaigns using Mail Chimp; Email Marketing Strategy and Monitoring.	8
3	SEM & Social Media Marketing	SEM & Social Media Marketing: Introduction to SEM, Mobile Marketing, Video Marketing on YouTube. Introduction to Social Media Marketing: Facebook, Instagram, Linked-in, Twitter, Google G Suit and online marketing campaigns on theses Social Media platforms. Content Marketing, Content creation process, Influencer marketing.	8
4	Marketing Strategies & Analytics Tools	Using Marketing Strategies & Analytics Tools: Understanding Digital marketing Strategies, Using Marketing analytics tools to segment, target, position; Online PR and reputation management, Digital Marketing Strategies and its ROI. Using Google Analytics and other social media analytics tools. Using Apps and Gamification.	8
5	Applications of E-Commerce	Applications of E-Commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Road map of e-commerce in India, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model, Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems, Electronic Data Interchange (EDI).	8

References Books:

Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
Seema Gupta; Digital Marketing, McGraw Hill Education; First edition (November 2017)
Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).
Ravi Kalakota :Frontiers of E Commerce (Pearson)

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM549** Title of The Course: **ADVANCED AUDITING**

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

Objective : To provide knowledge of corporate governance and auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

Course Outcomes	
CO1	To provide knowledge about basic principles governing audit.
CO2	To describe generally accepted auditing practices as per AAS and the role of AAS board in setting up the standards.
CO3	To provide conceptual knowledge of significance, procedures and techniques of internal control.
CO4	To comprehend various provisions of companies audit and reporting under CARO 2003.
CO5	To emphasize the roles and tools of corporate governance in an organization.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Auditing concepts	Auditing concepts. Basic principles governing an audit - Relationship of auditing with other disciplines - Audit Programme - Vouching - Verification and Valuation	8
2	Standards on Auditing	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	8
3	Internal Control	Significance of Internal control. Evaluation of internal control procedures - Techniques including questionnaire- Flowchart - Review of internal control.	8
4	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.	8
5	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. Use of Computers for Audit purposes - Audit tools - Test packs	8

References Books:
Jagadish Prasad : Auditing : Principles, New Age Publishers, Agra, 2015
R.C. Saxena : Auditing, Taxman Publication new addition,2012
Kamal Gupta : Contemporary Auditing, Sahitya Publication, Haryana,2013
Spicer and Peglar : Practical Auditing, Taxman Publication, New York,2011
Boyd, Westfall and Stasch, Auditing: Test and Cases, Richard D. Irwin, Homewood, Illinois,2012

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM550** Title of the Course: **INDUSTRIAL ECONOMICS**

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To familiarize and acquaint the student with the 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.

Course Outcomes	
CO 1	To give the knowledge about the basics of Industrial Economics. A brief review of the most important basic industries of India and the concept of localization for better understanding of the critical positioning of industries.
CO 2	To provide the historical base of the industrialization in India pre as well as post independent India .
CO 3	To assess the industrial finance system in India. Also to touch the enclosing topics of labour participation and public sector undertakings in Indian context.
CO 4	To give better understanding of the industrial legislation and labour welfare measures adopted in India.
CO 5	To make an assessment of FDI system in India as well as measurement of the industrial performance .

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	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.	8
2	Development of Industries in India	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.	8
3	Industrial Finance in India	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.	8
4	Industrial Legislation in India	Industrial Legislation in India Industrial Development & Regulation Problem of Industrial Labour & Labour welfare Measures.	8
5	Role of Foreign Capital in Industrial Development (FDI) in Indian Industries	Role of Foreign Capital in Industrial Development (FDI) in Indian Industries Portfolio Investment in Industries. Measurement of Industrial Performance: Herfindahl-Hirschman Index.	8

References Books:
G. Rosen – Industrial Change in India
S.C. Kuchchdail – Industrial Economy of India.
M.Mehta – Structure of Indian Industries.
V.V. Giri – Labour Problem in Indian Industries
R.S. Kulksheta – Industrial Economics.

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM551** Title of the Course: **FINANCIAL MARKET**

Pre-Requisite : NONE Co-Requisite : NONE

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.

Course Outcomes	
CO1	To explain the conceptual framework of primary and secondary market in India.
CO2	To describe the peculiarities of fixed income security market.
CO3	To explain the intricacies of various derivative products like forward, futures and swap.
CO4	To provide conceptual understanding of structure operation and trends in commodity market.
CO5	To describe the role of stock exchange indices in setting up the trend of capital market.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Financial markets	Structure, Participants, Trend - Role of central bank and commercial banks.	8
2	Capital market	Instruments, Players, trading - Primary and secondary market - Role of stock exchanges and stock indices.	8
3	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.	8
4	Derivatives market	Stock derivatives, Forex derivatives - Futures, Forward, Swaps, Credit derivatives	8
5	Commodity Markets	Structure, Operations and trends.	8

References Books:
Kohn Meir, Financial Institutions and Markets, Oxford University Press, 2008, India New Delhi
Mishkin, Fredrick S. and Stanley G. Eakins, Financial Markets and Institutions, Pearson Education India, 2016, India New Delhi
Kidwell, David S., Backwell, David W., Whidbee, David A. and Sias Richard W., 'Financial Institutions, Markets and Money', Wiley, 2017, India, New Delhi
Reserve Bank of India – Various publications
Goel Amit Kumar, Capital & Money Market, Himalaya PublicationHouse, 2018, India New Delhi

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM552** Title of The Course: **INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT**

Pre-Requisite : NONE Co-Requisite : NONE

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 analysis and investment management for the efficient utilization of financial resources.

Course Outcomes	
CO 1	Understand the environment of investment, financial market and working of regulatory body.
CO 2	Analyze risk return relationship and its framework.
CO 3	To understand various tools used for equity analysis.
CO 4	Analyze portfolios along with a deep understanding of Capital market theory and associated models.
CO 5	Construct, select and evaluate portfolios along with basic understanding of Mutual fund.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	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.	8
2	Risk and Return	Risk & Return: Concept of Risk, Measures of risk and return, calculation, systematic and unsystematic risk components. Efficient market theory.	8
3	Fundamental Analysis	Fundamental Analysis: Economy analysis, Industry analysis, Company analysis, financial analysis, Technical Analysis: Dow theory, Elliot's wave theory, Relative strength Analysis, Moving average analysis,	8
4	Portfolio Analysis	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).	8
5	Performance measurement of portfolios	Performance measurement of portfolios- Sharpe ratio; Treynor ratio; Jensen's Alpha, Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry.	8

References Books:
Chandra P., Financial Management: Theory and Practice, 7th Edition, Tata McGraw Hill, 2016 New Delhi.
Fischer & Jordan, Security Analysis & Portfolio Management, Pearson Education, 2014 New Delhi
Frank K.R.& Keith E. Brown, Investment Analysis & Portfolio Management, Cengage Learning Pvt. Ltd., New Delhi,2017 india
Gitman & Joehuk, Fundamentals of Investing, Pearson Addison Wesley. 5. Sharpe & Alexander, Investments, PHI Publication, New Delih, 2013
Frank K.R.& Keith E. Brown, Investment Analysis & Portfolio Management, Cengage Learning Pvt. Ltd., New Delhi,2018 india

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM553** Title of The Course: **ADVERTISING MANAGEMENT**

Pre-Requisite : NONE Co-Requisite : NONE

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.

Course Outcomes	
CO 1	To discuss the details about basic communication tools and methods in advertising.
CO 2	To discuss about various advertising concepts and publicity.
CO 3	To develop an understanding about creativity in advertising and various types of interactive media and its usage.
CO 4	To study the organization and know the role of advertising agencies .
CO 5	To analyze the various issues in advertising and study the recent developments and regulations in advertising

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Communication Basics	Communication and marketing; Communication process; Communication response hierarchy models; Cognitive processing of communication; EKB model; Marketing communication mix; Integrated marketing communication – an introduction.	8
2	Introduction to Advertising	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.	8
3	Advertising Message and Media Decisions	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.	8
4	Organization and Evaluation of Advertising Efforts	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.	8
5	Advertising in India	Social and regulatory aspects of advertising in India. Recent developments and issues in advertising.	8

References Books:

Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India, 2018 New Delhi

Belch. George and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education, New Delhi 2017

S.A. Chunawala, Advertising, Sales & Promotion management, Himalaya Publication, New Delhi 2016

Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India, 2010 New Delhi

Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India, 2008 New Delhi

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM554** Title of The Course: **CUSTOMER RELATIONSHIP MANAGEMENT**

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To develop the conceptual and theoretical knowledge of customer relationship management.

Course Outcomes	
CO 1	To understand the concept of Customer relationship management.
CO 2	To develop and know about process of CRM.
CO 3	To analyse the strategy of CRM.
CO 4	To apply the strategy of CRM.
CO 5	To implement the CRM.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Concept and Applications	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	8
2	Process of CRM	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.	8
3	Planning and Strategic forms of CRM	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.	8
4	Tools of CRM	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	8
5	Implementations of CRM	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 2ndedition. 2. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition. 3. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM	8

References Books:
Mukesh Chaturvedi :Customer Relationship Management An Indian Perspective, 2017, New Delhi
Subhasish Das: Customer Relationship Management, 2015, New Delhi
Customer Relationship Management - Integrating Marketing Strategy and Information TechnologyE 2017 , India, New Delhi
Willima G.Zikmund, Raymind McLeod, Jr., & Faye W.Gilbert, 2015, India, New Delhi
H.Peeru Mohamed & A.Sagadevan Customer Relationship Management (CRM) - A Step-by-Step Approach, 2016, India New Delhi

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM555** Title of The Course: **HUMAN RESOURCE POLICY AND PRACTICS**

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

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.

Course Outcomes	
CO 1	The students will learn about the objectives, Scope, Evolution, Development and functions of HRM and Strategic HRM.
CO 2	The students will learn about the concept, policies and procedures of recruitment, selection, placement, training and Development and Career planning.
CO 3	Students will understand the concept and application of theories of motivation, Job analysis, Job evaluation and Performance appraisal.
CO 4	Students will understand the procedure and policies relating to wage and salary administration, Incentives and Benefits, Employee health and safety, Employee discipline and grievance handling mechanism.
CO 5	It will enable students to understand the role of Industrial Relations in view of Trade Unionism, Collective bargaining, Employee empowerment and Worker's participation in Management.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Definition, Objectives, Scope and functions of HRM- Evolution and Development of HRM-Environment of HRM-Strategic HRM – human Resource planning and developing manpower strategies.	8
2	Recruitment	Recruitment and selection process – Placement, induction and Placement -staff training and Development -Career planning	8
3	Motivation	Motivation and productivity theories of motivation, tools of motivation-Job description, analysis and evaluation-Motivation and job enrichment-Performance monitoring and appraisal.	8
4	Wages and Salary	Wage and salary administration -Incentives and Benefits-Employee health and safety -Employee discipline -Employee grievance landing.	8
5	Industrial Relation	Industrial Relations – Trade Unionism – Collective bargaining – Employee empowerment – Industrial democracy and Worker's participation in Management.	8

References Books:

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

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM556** Title of The Course: **TRAINING & DEVELOPMENT**

L	T	P	C
3	1	0	4

Pre-Requisite : NONE

Co-Requisite : NONE

Objective : To develop an in depth understanding of the modern concepts and techniques of training and development, trainer styles for Employee development and career management within organizations.

Course Outcomes	
CO 1	Students will understand the concept of training, scope, challenges and forces influencing employees' Training and development.
CO 2	Students will get to know about various Strategic Training Models focused on Faculty, Customer, Matrix, Corporate University including Business Embedded Model. They will also understand the role of training in HRD along with Training and development strategies.
CO 3	It will enable student to identify the training needs, choose appropriate method of conducting training, designing training programs and evaluate training effectiveness.
CO 4	Student will learn about training techniques and trainer's role in training. Also they will understand Training styles, preparation of Training Site, Pre-Training Communication, Facilitation, Learning styles, and action research in training.
CO 5	Students will get to know about employee development programme types, Planning Processes and Models of Career development along with emerging trends in training methodologies.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Training	History of training, Philosophy of training, Definition of training, Concepts of training: Scope, Challenges Forces influencing Training.	8
2	Strategic Training and its Dynamics	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.	7
3	Training needs Analysis	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.	9
4	Trainer and Training	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 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.	8
5	Employee development and career management	Approaches to Employee Development, Development Planning Process. Types of development programme -seminar, conferences, symposia. Career Management- Models of Career development Emerging trends in training methodologies.	8

References Books:

Lynton & Pareek, Training & Development, 2017, New Delhi

Michalak, Mapping the training program , 2015, New Delhi

Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, DorlingKindersley (India) Pvt. Ltd Noida 2017 , India, New Delhi

4.Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd New Delhi, 2015, India

Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay 2018

M.Com - YEAR-II SEMESTER-IV

Course Code : **BM557** Title of The Course: **DISSERTATION PROJECT**

Pre-Requisite : NONE Co-Requisite : NONE

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 examiner 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 - YEAR-II SEMESTER-IV

Course Code : **BM558**

Title of the Course: **COMPREHENSIVE VIVA VOCE**

Pre-Requisite : NONE

Co-Requisite : NONE

L	T	P	C
0	0	4	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.