# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

AFFILIATED TO THE UNIVERSITY OF CALCUTTA

## APPROVED COURSE STRUCTURE OF M.COM.

# P A R T : I

## FIRST SEMESTER

| | | |
|---|---|---|
| 1.1 | Organisational Behavior. | 50 |
| 1.2 | Advanced Economic Analysis. | 50 |
| 1.3 | Statistical Analysis for Business Decisions. | 50 |
| 1.4 | Corporate Financial Accounting And Reporting. | 50 |
| 1.5 | Strategic Financial Management. | 50 |
| | TOTAL MARKS OF 1ST SEMESTER: | 250 |

## SECOND SEMESTER

| | | |
|---|---|---|
| 2.1 | Marketing Management and Human Resource Management | 50 |
| 2.2 | Strategic and Operations Management | 50 |
| 2.3 | Advanced Cost & Management Accounting | 50 |
| 2.4 | Operations Research | 50 |
| 2.5 | Computer Applications in Business (Th-25 +Pr.25) | 50 |
| | TOTAL MARKS OF 2ND SEMESTER: | 250 |

# P A R T : II

## THIRD SEMESTER

| | | |
|---|---|---|
| 3.1 | Information System Management and E-Commerce | 50 |
| 3.2 | Business Ethics and Corporate Governance | 50 |
| 3.3 | Taxation for Business Decision Making | 50 |
| 3.4 | Advanced Auditing & Assurance Services | 50 |
| 3.5 | Financial Institutions & Market | 50 |
| | TOTAL MARKS OF 3RD SEMESTER: | 250 |

## FOURTH SEMESTER

| | | |
|---|---|---|
| 4.1 | International Business | 50 |
| 4.2 | Securities Analysis & Portfolio Management | 50 |
| 4.3 | Advanced Financial Statement Analysis | 50 |
| 4.4 | Research Methodology(25),<br>Project Work(50) and<br>Seminar Presentation(25) | 100 |
| | TOTAL MARKS OF 4TH SEMESTER: | 250 |
| | **FULL MARKS OF THE COURSE :** | **1000** |

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

# SYLLABUS FOR M.COM.

## 1.1. ORGANISATIONAL BEHAVIOUR

1. Concept of organisation – Organisation Structure - Foundations of organization theory – Concept and understanding of Organisational Behaviour in the global context. (Apprx. No. of Lectures-8)
2. The individual in the organization, Fusion Process of individual and organization – individual behaviour, foundation, nature, personality, values, attitudes, emotions, perceptions, learning – rationality of individual behaviour, limits to rationality. (Apprx. No. of Lectures-8)
3. Groups in organization – The Group – foundation of group behaviour – Informal and formal group – Creativity and group decision making – team building: process, potential problems, effectiveness. (Apprx. No. of Lectures-8)
4. Group dynamics – organizational conflict & resolution – inter-group behaviour – organizational culture, creation and maintenance, change of culture, cross-cultural communication. (Apprx. No. of Lectures-7)
5. Concept of Power – Basis of Power – Contingency Approach to Power – Power distribution in organization Concept of Politics – Sources of Authority – Limits of authority. (Apprx. No. of Lectures-4)
6. Organizational Development (OD) – Concepts, understanding of OD, techniques – management of organizational change – Job stress – employee counselling. (Apprx. No. of Lectures-5)

(Total approx.No. of Lectures-40)

*Reference Books:*


1. Robbins, S.A. Organisational Behaviour, Prentice Hall.
2. Luthans, F. Organisational Behaviour, Mc Graw Hill.
3. Aswathappa K. Organisational Behaviour, Himalaya Publishing.
4. Hersey, Blanchard and Johnson, Management of organizational Behaviour utilizing Human Resources, Prentice Hall.
5. News & Gom and Davies, Organisational Behaviour, Human Behaviour at work, Tata Mc Graw Hill.
6. Sukla, M.understanding organizations, organization Theory and Practice in India, Prentice Hall.
7. Organisational Development & change – Coming & Worley, Thomson.
8. Organisational Behaviour – Technology and Psychosocial System – Amitava chatterjee, Galgotia.
9. Organisational Behaviour – Mc Shane and Glinow, Tata Mc Graw Hill.
10. Hicks & Gullett, Organisations, Theory and Behaviour, Mc Graw Hill International.

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

# SYLLABUS FOR M.COM.

## 1.2. Advanced Economic Analysis

**1. Consumer Behaviour:**

(a) Choice under certainty - Indifference curve, budget constraint, constrained utility maximization, comparative statics and Slutsky equation, compensated and ordinary demand functions, labour - leisure choice, intertemporal choice, buying and selling. . (Apprx. No. of Lectures-8)

(b) Choice under uncertainty - Attitude towards risk, Expected utility theory, Insurance and investor's choice, Adverse selection and moral hazard. (Apprx. No. of Lectures-5)

**2. Demand Estimation and Forecasting:**

Empirical demand functions, identification and estimation of industry demand. Least Square technique, Time Series forecasting. (Apprx. No. of Lectures-5)

**3. Pricing strategies:**

Multiplant monopolist. Discriminating monopolist, Multiproduct monopolist, Peak - load pricing, Transfer pricing, cost - plus pricing. (Apprx. No. of Lectures-7)

**4. The models of Aggregate demand and supply:**

(a) IS - LM model and derivation of aggregate demand curve, policy analysis. Fiscal and Monetary policy multipliers. (Apprx. No. of Lectures-6)

(b) Models of aggregate supply, short run and long run. (Apprx. No. of Lectures-4)

**5. Inflation:**

Types and causes of inflation. The Phillips curve - Role of expectations. Disinflation and Sacrifice Ratio. (Apprx. No. of Lectures-5)

(Total approx.No. of Lectures-40)

*Suggested Readings:*


1. Pindyck and Rubinfeld: Microeconomics, *Tata McGraw Hill.*
2. Hal. R. Varian: Intermediate Microeconomics, *W. W. Norton and Co.*
3. Davies and Lam: Managerial Economics, *Prentice Hall.*
4. D. N. Dwivedi: Managerial Economics, *Vikash Publishing.*
5. N. G. Mankiw: Macroeconomics, *Worth Publishers.*
6. Dornbusch, Fischer and Startz: Macroeconomics, *Tata McGraw Hill.*
7. R. L. Varshney and K. L. Maheswari: Managerial Economics, *Sultan Chand and Sons.*

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

# SYLLABUS FOR M.COM.

## 1.3 STATISTICAL ANALYSIS AND BUSINESS DECISIONS

1. **PROBABILITY THEORY AND DISTRIBUTIONS** : Sample space, Addition and Multiplication law of Probability, Conditional Probability, Baye's Theorem, Binomial, Poisson and Normal Distributions.

(Apprx. No. of Lectures-6)

2. **SAMPLING** : Basic Concept, Standard Error of Sample Mean, Proportion, SRSWR SRSWOR, Sampling Distribution of Sample Mean and Variance. (Apprx. No. of Lectures-8)

3. **POINT AND INTERVAL ESTIMATION** : M.V.U.E. B.L.U.E. Testing of Hypothesis, Simple and Composite, Type I and Type II Errors, Power of a Test Level of significance, Z-test, $\chi^2$-test t-test, ANOVA (one way classification). (Apprx. No. of Lectures-12)

4. **Multiple and Partial Correlation** (Yule's notation). Multivariate Regression Model.

(Apprx. No. of Lectures-6)

5. **Business forecasting**, Time series model and S.Q.C. (Statistical Quality Control)

(Apprx. No. of Lectures-6)

***SUGGESTED BOOKS :***


1. Fundamental of Statistics – Gupta & Kapoor (S-Chand Publication)
2. Quantitative Techniques – C. R. Kothari (VIKAS)
3. An Outlines of Statistics Vol-1 – Goon, Gupta, Dasgupta.
4. Statistical Methods – Kapoor & Saxena.

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

# SYLLABUS FOR M.COM.

## 1.4. Corporate Financial Accounting and Reporting

1. Layout & Presentation of Financial Statements:
   Schedule VI, IAS-1, and limitations. (Apprx. No. of Lectures-3)
2. Valuation of Shares – Different Approaches. (Apprx. No. of Lectures-6)
3. Preparation & presentation of Cash Flow Statement. (Apprx. No. of Lectures-3)
4. Consolidated Accounts including Chain Holding. (Apprx. No. of Lectures-8)
5. Business Combination (Merger & Acquisition – IFRS - 3) (Apprx. No. of Lectures-6)
6. Segment Reporting (Apprx. No. of Lectures-2)
7. Accounting for Intangibles (Apprx. No. of Lectures-4)
8. Accounting for Leases (Apprx. No. of Lectures-2)
9. Accounting Standards ( EPS, Taxes on Income,
   Accounting for Intangibles Assets, Impairment of Assets & Others) (Apprx. No. of Lectures-6)

(Total approx.No. of Lectures-40)

*Suggested Readings:*


1. Banerjee, B: Regulation of Corporate Accounting and Reporting in India, *The World Press*
2. Gedford, N.M. :Extensions Accounting Disclosure, *Prentice Hall*
3. Chakraborty, H :Advanced Accountancy, *Oxford University Press*
4. Lusis & Pendrill :Advance d Financial Accounting, *Prentice Hall*
5. Lee, T.A. : Modern Financial Accounting, *ELBS*
6. Beaver, W :Financial Reporting :An Accounting Evolution, *Prentice Hall*
7. Baker Lembke and King :Advance d Financial Accounting, *Prentice Hall*
8. Zeff and Dharan :Reading and Notes on Financial Accounting, *Tata McGraw Hill*
9. Shukla , Grewal and Gupta : Advanced Accounts (Volume-II), *Sultan Chand*
10. Baruch, L:Intangebles – Management , Measurement & Reporting, *Prentice Hall*
11. Gupta, R.L.: Advance d Financial Accounting, *Sultan Chand*
12. Maheshwari , S.N. : Advanced Accountancy(Volume-II), *Vikas Publishing House*
13. Beams, S.A. :Advanced Accounting, *Prentice Hall*
14. Banerjee and Basu (e.d.s.) : Corporate Financial Reporting ,*University of Calcutta*

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

# SYLLABUS FOR M.COM.

## 1.5. Strategic Financial Management

1. Financial Management: Meaning, nature and scope;
   Objectives-Finance functions, Objectives of the firm. (Apprx. No. of Lectures-2)
2. Sources of Finance and Indian Financial Systems. (Apprx. No. of Lectures-1 )
3. Management of Components of Working Capital. (Apprx. No. of Lectures-4 )
4. Capital Structure Cost of Capital & Leverage Analysis. (Apprx. No. of Lectures- 8 )
5. Capital Budgeting Decisions. (Apprx. No. of Lectures- 6 )
6. Dividend Decisions. (Apprx. No. of Lectures-4 )
7. Financial Management of Sick Units. (Apprx. No. of Lectures-4 )
8. Business Valuation (Apprx. No. of Lectures-5 )
9. Project Management. (Apprx. No. of Lectures- 6 )

(Total approx.No. of Lectures-40)

*Suggested Readings:*


1. Banerjee, B. Financial Policy and Management Accounting, PHI
2. Block, Stanley and Hilt, Foundations of Financial Management, Irwin.
3. Brigham, Gapenski and Ehrhardt, Financial Management- Theory & Practice, Harcourt College Publishers.
4. Chandra, P. Financial Management Theory and Practice, Tata McGraw Hill.
5. Chandra, P., Projects: Planning, Analysis, Selection, Implementation & Review, Tata McGraw Hill.
6. Hampton, J.J., Financial Decision Making, Prentice Hall.
7. Khan & Jain, Financial Management, Tata McGraw Hill.
8. Khan, M.Y., Indian Financial System, Tata McGraw Hill.
9. Kishore, R. M.Fiancial Management, Taxmann.
10. Pandey, I.M., Financial Management, Vikas Publishing House.
11. Sridhar, A.N.Financial Management, SPD
12. Van Horne, J.C., Financial Management and Policy, Prentice Hall.
13. Walker, E.W., Essentials of Financial Management, Prentice Hall.

## 2.1 Marketing Management and Human Resource Management

1. **Introduction:** Concept, nature, scope and importance of marketing; Evolution of the marketing concept; concept of customer value; consumerism; marketing mix; strategic marketing planning.

2. **Market Analysis & Selection:**

   Marketing environment – Macro & Micro components and their impact on marketing decisions; Relevance of SWOT analysis; Market Segmentation – Product Segmentation – Product Differentiation – Brand Positioning & Repositioning.

3. **Behavioural Dimensions of Consumer with Marketing Information:**

   Buyer Beharviour; Consumer vs. Organisational Buyers; Consumer Decision Making Process; Marketing Research & Market Research.

4. **Product Decisions:**

   Concept of product; Product classification; Major Product Decisions; Product Line and Product Mix; Product Life Cycle – strategic influence; Branding & Packaging; New Product Development & Consumers' Recognition; Marketing of Services.

5. **Pricing Decisions:**

   Factor affecting price; Price policies and Strategies; Differential Pricing; Competitive Pricing; Psychological Pricing; Resale Price Maintenance.

6. **Place and Development channel System:**

   Nature, functions and types of distribution channels; Intermediaries; Channel design decisions; Channel management decisions; Retailing and Wholesaling.

7. **Promotions Decisions:**

   Integrated Marketing; Communication Process; Promotion Mix – Advertising; Publicity & Public Relations; Advertisement Vs. Publicity; Determining Advertisement Budget; Copy Designing & Testing; Media Selection; Media Scheduling, Advertisement effectiveness; Personal Selling – Sales organization & Management – strategies & planning, Sales Promotion – tools & techniques.

8. **Emerging Issues in Marketing:**

   Societal, ethical and legal aspects of marketing; International Marketing, Green & Cyber Marketing, Relationship Marketing, Concept Selling.

9. **Human Resource :**

   Concepts, Role & functions – Planning, Policies and Practices – Man-power planning – Job analysis – Job evolution – Performance appraisal – Worker's participation in management – Industrial relations – Collective bargaining – Emerging issues in Human Resource Management.

*Suggested Readings:*

1. Kotler, Marketing Management Analysis Planning, Implementation and control, Prentice Hall.
2. Marketing Management – Ramaswamy & NamaKumary, Macmillan.
3. Srinivasan R. Case studies in Marketing – The Indian context, Prentice Hall.
4. Stanton, Etzel and Walker, Fundamentals of marketing – Mc Graw Hill.
5. Majumdar R. – Product Management in India, Prentice Hall
6. Mcearthy and Perreault, Basic Marketing : Managerial Approach, Irwin.
7. Still, Cundiff and Govoni, Sales Management : Decisions and Strategies and Cases, Prentice Hall
8. Hessy,Blanchard and Johnson:Management of Organisational Behavior:Utilising Human Resources, Prentice Hall
9. L.M.Prasad :Human Resource Management

## 2.2. Strategic and Operations Management

1. Strategic Management: Concept, implications, process – benefits of a strategic approach to management – modes and level of strategy. **Corporate Strategy – Concept, purpose, vision, mission, core values**. Strategic Business Unit – level strategy: bases of SBU.
2. Five tasks of strategic management – developing strategic values, vision and objectives, environmental scanning; strategy choice and formulation; strategy implementation; strategy evaluation and control.
3. Stake holder analysis and ethical decision – making – corporate strategic options: expansion, integration, diversification, merger and acquisition, joint venture & strategic alliance, reengineering **management of change**
4. Competitive advantage, five generic competitive strategies (low-cost provider, best-cost provider), Value-chain analysis.
5. Functional strategy, core competency as the basis of functional strategy, functional strategies vis-à-vis finance, research and development, materials **management** , **production** , marketing , logistics, **human resource management** , **information technology ,** knowledge management , quality management.
6. Strategies for competing in global markets, Challenges of globalization, cross-country differences in cultural, demographic and market conditions, strategic options for entering and competing in foreign markets, global collaboration and transfer of technology.
7. Indian corporate management in changing environment, strategic management process of the Indian Companies, emerging strategies of the Indian Companies, challenges before and new responsibilities of the Indian Managers.

Suggested Readings:

1. Aswathappa K. – Business Environment for Strategic Management, Himalaya Publishing.
2. Cherumilam F. – Strategic Management, Himalaya Publishing.
3. Cherumilam F. – Business Policy and Strategic Management : Text and cases, Himalaya Publishing.
4. Johnson, G. and Scholes K. – Exploring corporate strategy : Text and cases, Prentice Hall.
5. David. F.R. – Strategic Management – concept and cases, Pearson Publications.
6. Ansoff, I. – Corporate strategy, Penguin
7. Srivastava, R.M. – Management Policy and Strategic Management, Himalaya Publishing
8. Pettinger, R – Introduction to corporate strategy, Macmillan.
9. Thomson, A.A and Strickland, A.J. – Strategic Management, Irwin McGrow Hill.
10. Budhiraja, S.B. and Athreya M.B., Cases in Strategic Management, Tata McGraw Hill.
11. Subba Rao, V., Strategic Management, Himalaya Publishing.

## 2.3. ADVANCED COST & MANAGEMENT ACCOUNTING

1. Activity Based Costing. (Apprx. No. of Lectures-4)
2. Process Costing: Treatment of Losses, Inter Process Profit, Equivalent Production, Joint Product & By-product Costing. (Apprx. No. of Lectures-8)
3. Standard Costing and Variance Analysis. (Apprx. No. of Lectures-5)
4. Budgetary Control. (Apprx. No. of Lectures-5)
5. Cost Control and Cost Reduction: Cost Control, Cost Reduction, Value Analysis and Value Engineering. (Apprx. No. of Lectures-2)
6. Responsibility Accounting. (Apprx. No. of Lectures-3)
7. Marginal Costing and Managerial Decision Making. (Apprx. No. of Lectures-8)
8. Transfer Pricing and Divisional Performance. (Apprx. No. of Lectures-5)
9. Performance Evaluation: Financial and Non-financial measures. (Apprx. No. of Lectures-4)
10. Strategic Cost Management: Target Costing, Life Cycle Costing, Quality Costing, Value Chain Analysis. (Apprx. No. of Lectures-6)

(Total Lectures-45 apprx.)

*Suggested Readings:*

1. Banerjee, B., Cost Accounting , PHI
2. Banerjee.B., Financial Policy and Management Accounting, PHI.
3. Basu, Banerjee and Dandapat, Strategic Cost Management, University of Calcutta.
4. Bierman and Duckman, Managerial Cost Accounting, Macmillan.
5. Drury, C., Management and Cost Accounting, Chapman Hall.
6. Horngren, Foster and Datar, Cost Accounting- A managerial Emphasis, Prentice Hall.
7. Kaplan and Atkinson,Advanced Management Accounting, Prentice Hall.
8. Kishore, R. M., Advanced Management Accounting, Taxmann.
9. Saxena & Vahist, Cost and Management Accounting, S.Chand.
10. Tulsian, P.C., Cost Accounting, Sultan Chand.

## 2.4. OPERATION RESEARCH

1. Origin and Development of O.R. Linear Programming and its Applications Graphical and Simplex Solution, Transportation (V.A.M.), Assignment Problem ((Traveling Salesman Problem).
2. GAME THEORY: Two Person' Zero Sum Game, Minimax, Maximini Principal, Saddle Point, Game without Saddle point pure and mixed strategies. Dominance property, Graphical Solution.
3. QUEUING THEORY: Poisson's Process, Exponential Distribution, Distribution of Arrival and Service Time. Channel Models.
4. NETWORK By PERT/CPM: Introduction, Activities, Nodes, Network, Time Calculation, Critical Path Method.

*Suggested Readings:*

1. Operation Research – V. K. Kapoor.
2. Operation Research – Kanti Swaroop
3. Operation Research – A. Taha (PHI)
4. Linear Programming – G. H. Hadley

## 2.5. Computer Applications in Business

### *Group A : Theory - 25 marks*

1. **System analysis and Design (SAD)**
   Concept. System Development Life Cycle(SDLC). Approaches to SAD – Traditional, Prototype, Top-down, Bottom-up and End-User [2 hours]
2. **Flowcharts**
   Concepts, advantages and disadvantages of flowcharts, Problem solving using flowcharts [2 hours]

3. **Introduction to Data Base Management System:-**
   Traditional file organization Vs. Database File organization, Concept of Data Base Management System, Important terms of Database [including Entity, Attribute, Primary Key, Foreign Key, Candidate Key, Table, Views, Data Dictionary], Role of DBA, Types of databases, Significance of Query languages, Structured query languages vs. other programming languages, Backup and Recovery [3 hours]

4. **Data mining and Warehousing –** Basic concepts [1 hour]

*Suggested Readings:*

1. V. Rajaraman : Fundamentals of Computer, Prentice Hall
2. S. K. Basandra : Computers Today, Galgotia Books
3. Database Management System : Rajesh Narang, PHI
4. Fundamentals of Computers" - Sinha & Sinha, BPB Publication.

### *Group B : Practical- 25 marks*

1. **Electronic spreadsheet**. [3 hours]
   Functions-Mathematical, Logical, Financial. Graphs – line, bar, area, pie etc. Linking data using Cell References. Sheet Reference. Goal Seek and Scenario. Pivot Table. Handling external Data.

2. **RDBMS** [3 hours]
   Creation of Tables, Queries, Forms, Reports. Multiple Table Handling - Defining Relationship, Foreign Key.

3. **Real time Accounting (with an Accounting package)** [6 hours]

   ***Section I - Accounts***
   Masters–Accounts Info-Handling of Ledgers and Groups, Budget Transactions / Vouchers-Accounting vouchers-Receipt, Payment, Journal, Contra

   ***Section II - Inventory***
   Masters-Inventory Info-Handling of Stock Groups, Items, Godown, Units of MeasurementsTransactions/Vouchers- Accounting/Inventory vouchers-Debit and Credit Note, Delivery Challan , goods rceceipt Note, Purchase, Sales, Purchase Returns, Sales Returns, Stock Transfer Entry.[Including VAT & TDS]

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)

# SYLLABUS FOR M.COM.

## 3.1 INFORMATION SYSTEMS MANAGEMENT and E- Commerce

| Module | Chapter | Topics | Direct teaching hours |
|---|---|---|---|
| I | 1 . Foundation Concepts | Concept of information system; characteristics of information system; information system environment - major components; impact of information system environment on organizational performance | 2 |
| | 2. Organization and Information Systems | Levels of information system in an organization - operational, tactical and strategic. Types of information system used in organization - TPS (with special reference to accounting and financial information systems), MIS, DSS, ES, KMS ( knowledge management system) | 6 |
| II | 3. System Analysis and Design | System development life cycle, systems analysis - data gathering, feasibility study, data analysis; system development. | 6 |
| | 4. Basics of Data Base Management System | Types of Data Processing Systems [Serial, Batch, Real-time, Online, Centralized, Distributed], File Organizations [Sequential, Direct, Indexed-Sequential, Relative], Traditional file organization Vs. Database File organization, Concept of Data Base Management | 6 |
| III | 5. Information System Security | Security threats - a) Malicious codes (Virus, Trozan horse, Worm, Spyware)Hacking, Identity theft (Spoofing and Sniffmg),Denial-of-Service(DOS) attacks, Security Measures : Firewall, Antivirus software, Digital Signature, Concept of data Encryption & Decryption. | 6 |
| | 6. Current Issues in information system | E-Commerce; ERP; role of information system in supply-chain management; information system and customer relationship management | 4 |
| Total hours = | | | 30 |

Suggested Readings:

## 3.2. Corporate Governance and BUSINESS ETHICS

❖ ***Corporate Governance***

1. Evolution of the corporate structure - purpose of a corporation –separation of ownership and control.
2. The history of Corporate Governance movement. Global and Indian ( with case references)- overview of Cadbury committee report, OECD Principles and SOX Act.
3. The theories of Corporate Governance with special reference to the Agency Theory and the Stakeholder Theory- models of corporate governance .
4. The role of Disclosure in Corporate Governance- mandatory and statutory Disclosure.
5. Roles and responsibilities of Board Of Directors – the concept of independent directors.
6. Roles and responsibilities of auditors- the audit committee- functions and powers.
7. Code of Corporate Governance in India ( clause 49 of the listing agreement).
8. Corporate Social Responsibility: **T**raditional approach of philanthropy – modern business-centric model - social reporting- case studies.

❖ ***BUSINESS ETHICS***

9. **Introduction:** concept and nature of ethics -need and importance of business ethics; ethical theories and approaches Indian ethical philosophy; MNCs and ethical issues in global business; ethical implications of technology.
10. **The market and business:** Free Market and Rights - the utility of free markets - Marxist criticism - the mixed economy
11. **Ethics and human resource management:** values in the employment relationship - the ethics of downsizing - workplace discrimination - whistle blowing - business and child labour
12. **Ethics and marketing:** markets and consumer protection - the contract view of business duties to consumers - advertising ethics.
13. **Ethics in finance and accounting:** role of accounting profession –transparency.
14. **Ethics and the environment:** the dimensions of pollution and resource depletion - the ethics of pollution control - the ethics of conserving depletable resources - environmental audit

➢ *Suggested Readings:*

1. Hartman L.P. and Chatterjee A, 'Perspectives in Business Ethics', Tata McGraw-Hill Publishing Co. Ltd, New Delhi, 2007
2. Velasquez M. G, , 'Business Ethics: Concepts and Cases', Prentice Hall of India, 2003
3. 'Business Ethics and Corporate Governance', ICFAI Center for Management Research, Hyderabad 2003
4. Weiss, J.W., 'Business Ethics', South Western, Cengage Learning, New Delhi, 2003
5. Sharma P and Bhal K.T., 'Managerial Ethics: Dilemmas and Decision-making', SAGE Publications, New Delhi, 2004
6. Chakraborty S.K., 'Values and Ethics for Organisations - Theory and Practice, Oxford India Press
7. Balachandran, S, Raja, K.C.R., Nair B.K, 'Ethics, Indian Ethos and Management', SHROFF Publishers & Distributors -Pvt. Ltd., Navi Mumbai 2003

## 3.3. BUSINESS TAXATION AND CORPORATE TAX PLANNING:

### *A. DIRECT TAX*

1. Income exempted from Tax (special reference to Sec 10A,10AA,10B,10BA) [2]
2. Profit and gains of business or profession [7]
3. Capital gains (special reference to Amalgamation, Demerger, Slump sale, transfer of assets between holding and subsidiary co. vis-vis Capital gains) [5]
4. Income from other sources (special reference to deemed dividend) [1]
5. Set off and carry forward of losses [1]
6. Deductions under chapter VI-A (Deductions available to corporate assesses) [3]
7. Taxation for Companies : [2]

- ❖ Computation of total income
- ❖ Computation of tax liability (including Minimum Alternative Tax)

**[Total: 21]**

### *B. INDIRECT TAX*

1. Central Exercise: [8]
   - ❖ Basic concepts
   - ❖ Classification
   - ❖ Valuation
   - ❖ CENVAT Credit
2. Customs : [6]
   - ❖ Basic concepts
   - ❖ Types of duties
   - ❖ Levy, remission, abet rent and exemption from Customs duty
   - ❖ Valuation
   - ❖ Duty drawback
3. Service Tax : [2]
   - ❖ Basic concepts
   - ❖ Classification and valuation of services
   - ❖ Levy of service tax on inland services and import services

**[Total: 16]**

### C.CORPORATE TAX PLANNING **[Total: 03]**

- ❖ Concept of Tax planning, Tax Avoidance and Tax Evasion
- ❖ Tax planning under different heads of income
- ❖ Setting up a new business
  - a) Location of business
  - b) Nature of business
  - c) Form of business
- ❖ Financial Management decisions
- ❖ Managerial decisions

## 3.4. ADVANCED AUDITING & ASSURANCE SERVICES

1. An overview of the postulates and concepts of auditing- meaning and importance of auditor's independence – the audit expectations gaps.

2. Auditing Standards, Statements Guidance Notes, Auditing and Assurance Standards (AASs).

3. Internal Audit and Management Audit: Nature and Scope of Internal Auditing, Need for Internal Auditing, Independence of Internal Auditors, Code of ethics for Internal Auditors, Internal Audit Reports, Internal Auditor and Fraud, Relationship Between Internal Auditor and Statutory Auditor.

4. Auditing in an EDP Environment: Audit under CIS environment, Special aspect of CIS Audit Environment, need for review of internal control specially procedure controls and facility controls, Approach to audit in CIS Environment, use of computers for internal and management audit purposes, Special Aspect in Audit of E-Commerce Transactions.

5. Professional Ethics.

6. Audit Evidence.

7. Audit Committee and Corporate Governance.

8. Improving Audit Effectiveness: Integrating Audit Techniques, Risk-based Auditing.

9. Current Issues in Auditing: Expectation Gap, Impact of Liberalisation on Auditing Firms, WTO - Implications for the Profession, Reporting on Financial Sickness, Quality Audit.

10. Corporate Frauds

- ***Suggested Reading:***

1. Kamal Gupta, Contemporary Auditing, McGraw-Hill Education (India) Ltd.
2. B.N.Tanddon, Auditing Practice, Sultan Chand, New Delhi.
3. Emile Woolf, Auditing Today, Prentice Hall.
4. Basu, B.K., An Insight into Auditing – A Multidimensional Approach, Basushree Book Stall.
5. ICAI, Auditing Standards and Guidelines

## 3.5: Financial Institutions and Markets

To impart knowledge on the important aspects of financial institutions and operations of financial markets in India

### Module I

1. **Development Financial Institutions:** Changing Role of Development Financial Institutions (DPI); Policy Measures relating to DFIs; Performance of All India Financial Institutions.
2. **Banking and Non-Banking Institutions:** Scheduled Commercial Banks- An Overview; Analysis of Financial Performance of Scheduled Commercial Banks; Risk Management in Indian Banks- Prudential Norms on Capital Adequacy and Capital Charge for Market Risk; Management of Non-performing Assets by Banks; Non-Banking Financial Companies.
3. Mutual Funds: Concepts; Organisation; Schemes of Mutual Funds; Net Asset Value; SEBI Regulations on Mutual Funds; The Association of Mutual Funds in India.
4. **Merchant Banking:** Concepts; Functions; SEBI Guidelines on Merchant Banking.
5. **Interest Rate Structure:** Determinants of Interest Rate Structure; Differential Interest Rate Structure; Recent Changes in Interest Rate.
6. **Insurance:** Performance of Private and Public Life Insurance Organisations in India; Performance of Private and Public Non-Life Insurance Organisations in India; Role and Functions of Insurance Regulatory and Development Authority.

### Module II

1. **Introduction:** Nature and Role of Financial System; Financial System and Economic Development; Indian Financial System; An Overview.
2. **Financial Markets:** Structure of Financial Markets; Regulation of Financial Markets.
3. **Money Market:** Money Market Instruments; Treasury Bills Market; Certificates of Deposit Market; Commercial Paper Market; Commercial Bills Market; Call/Notice Money Market; Role of Money Market Intermediaries; Money Market Mutual Funds; Money Market Derivatives; Recent Trends in Indian Money Market.
4. **Primary Market:** Issue Mechanism; Book-building - a new Issue Mechanism in India; Green Shoe Option; On-line IPOs; Role of Intermediaries in Primary Market.
5. **Secondary Market;** Listing of Securities; Trading and Settlement; Internet Trading; Stock Exchange Operations; Stock Market Index; Securities and Exchange Board of India- Role, Functions.
6. **Debt Market:** Private Corporate Debt Market; Public Undertaking Bond Market; Government Securities Market.
7. **Derivatives Market:** Derivatives Instruments- Forwards, Futures, Options, Swaps; Trading Strategies-Futures, Options; Derivatives Trading in India.

- ***Suggested Reading:***

1. Bhole, L. M. *Financial Institutions and Markets,* Tata McGraw Hill
2. Fabozzi, J. Frank, Modigliani Franco, Jones J. Frank and Ferri G.Michael, *Foundations of Financial Institutions and Markets,* Pearson Education
3. Khan, M. Y., *Indian Financial System,* Oxford University Press
4. Kohn, M., *Financial Institutions and Markets,* Tata McGraw Hill
5. Machiraju, H.R. *Merchant Banking,* Vikash Publishing
6. Pathak, V. Bharati, *The Indian Financial System,* Pear Education
7. Sadhak, H., *Mutual Funds in India: Marketing Strategies and Investment Practices,* Response Publications.

# 4.1. INTERNATIONAL BUSINESS

1. Basis of International Trade:

Theories **of Absolute and Comparative Advantage, Factor Productivity and Comparative Advantage (Ricardian Model), Factor Endowment and Comparative Advantage (Heckscher -** Ohlin **Model), Factor price Equalization, Intra - industry trade (Krugman's monopolistic competition model).**

2. Trade Policies:

**Tariff: its effects in Partial and General Equilibrium framework, Non - tariff barriers - Quota, Export subsidy, Voluntary export restraint, Dumping.**

3. Balance of Payments and exchange rate determination:

**(a) Balanca of Payments - its components, causes of disequilibriumin BOP and remedial measures.**

**(b) Real and nominal exchange rates, fixed versus flexible exchange rate regimes, open economy macroeconomics, the Mundell - Fleming model.**

4. Trade and Development:

**Trade as an engine of growth, Prebisch - Singer thesis, import substitution versus export promotion, Role of FDI, FPI, MNCs.**

5. International Institutions:

**IMF, World Bank and** their **functions, GATT and WTO, UNCTAD.**

- ***Suggested Reading:***

1. Krugman and Obstfeld: International Economics - Theory and Policy, *Pearson Edition (LPE).*

2. Dornbusch: Open Economy Macroeconomics.

3. M. Chacholiades: International Economics, *Tata McGraw Hill.*

4. M. Chacholiades: International Business, *Tata McGraw Hill.*

*5.* Jaydeb Sarkhel, Seikh Selim and Anindya Bhukta: Economic Development, Institutions and Policy.

## 4.2. Security Analysis & Portfolio Management

### 1. Security Analysis:

(i) Concept, definition, nature and objectives of security analysis. (Apprx. No. of Classes-2)

(ii) Organisation and functioning of Securities Markets- Primary and Secondary Financial Markets- regulation of financial markets-SEBI Guidelines relating to Public issue Underwriting, Pricing of issues and appointment of Merchant Bankers, Listing of Securities, Construction of Securities Indices, Bond Rating. (Apprx. No. of Classes-3)

(iii) Fundamental Analysis-Economic Analysis- Industry Analysis and Company Analysis (qualitative issues and quantitative issues). (Apprx. No. of Classes-4)

(iv) Technical Analysis- Bullish and bearish trends , indices, methods used for technical analysis like moving averages, price charts, trends and trend reversals, moving average convergence or divergence (MACD), Pints and Figure Analysis, Japanese Candlestick, Dow Theory, Eliot Wave Theory, Efficient market Hypothesis. (Apprx. No. of Classes-14)

(Total Lectures- 23 apprx.)

### 2. Portfolio Management

(i) The nature of Investments- investment alternatives- approaches to investment analysis- concepts of Risk and Returns. (Apprx. No. of Classes-3)

(ii) Financial Assets- types and characters- distinction between financial assets and Real Assets. (Apprx. No. of Classes-2)

(iii) Portfolio Management-Concept, purposes and steps. (Apprx. No. of Classes-3)

(iv) Portfolio Theory-estimation of Risks and Returns- Reduction of Portfolio Risk through diversification, Capital Market Line, Security Market Line, Markowitz Model, Systematic and unsystematic Risk, CAPM and Arbitrage Price Model( APM) . (Apprx. No. of Classes-15)

(Total Lectures- 23 apprx.)

(Grand Total – 46 Lectures apprx.)

- ***Suggested Readings:***

1. .Bhalla, V.K., Investment Management, Sultan Chand, New Delhi.
2. Chandra Prasanna, Investment Management, Tata McGraw Hill.
3. Cox and Rubenstein, Options Market, Prentice Hall
4. David G. Luenbrger,Investment Analysis, Oxford Publication.
5. Fabozzi, F.J, Investment Management, Prentice Hall
6. Fisher and Jordon, Security Analysis and Portfolio Management, Prentice Hall.
7. Harrington, D.R., Modern Portfolio Theory, Prentice Hall
8. Kolb, R., Understanding Future Markets, Kolb Publishing.
9. Robert A. Strong., Portfolio construction, management and protection, Taxmann.
10. Sharpe, W.F., Portfolio Theory and Capital Markets, Prentice Hall.

## 4.3. Advanced Financial Statement Analysis

1. Introduction: Meaning and objective of Financial Statement Analysis. Parties demanding Financial Statement Information; Conflicts among Diverse Parties; The new Vs. the traditional approach to Financial Statement Analysis; Limitation of Financial Statement.

2. Techniques of Financial Statement Analysis: Horizontal or Trend Analysis; Vertical or Common Statements; Financial Ratio Analysis; Inter-Firm Comparison; Combining Financial Statement and Non Financial Statement Information like Product Market, Capital Market Information.

3. Profitatability and Risk Analysis: Method of Risk Measurment; Meaning of Return; Risk-Return Relationship; Expected Return and Risk of individual investment.

4. Analysis of liquidity and solvency: Short term sources; Optimum level of current assets; Liquidity Profitability tangle; Interpretation with accounting ratios.

5. Cash Flow and Income Flow Analysis: Interpretation of cash Flow Statement; Fund Flow Statement as a pointer of developments; Fund Flow and Accounting Ratios.

6. Analysis of Operating and Financial Leverages: Various Risks; Degree of operating leverage and CVP Analysis; EBIT-EPS Analysis; Measuring Total Risk.

7. Concept of Market Efficiency: Forms of Market Efficiency; Implication of Market Efficiency Analysis; Role of Financial Analyst in an Efficient capital Market.

8. The Prediction of Corporate Failure: Symptoms; Univariable Models for sickness prediction; Techniques of analysis; Multivariate approach of sickness prediction – Revival Measures.

9. Analysis of Merger and Acquision.

- ***Suggested Readings:***

# SHIBPUR DINOBUNDHOO INSTITUTION (COLLEGE)
# SYLLABUS FOR M.COM.

## 4.4. **Research Methodology**

**Chapter-1.** Research Methodology: An Introduction Meaning of Research; Objectives of Research Types of Research; Research Approaches; Significance of Research; Research Process; Criteria of good Research.

**Chapter-2.** Business Research:
Research and Business Decisions – Functional Areas of Business – Financial Management Research – Production Research – Research in Marketing Functions – Personnel Research – Research in Accounting Functions – Research in Business Economics.

**Chapter-3.** Research Design:
Meaning of Research Design; Need for Research Design; Features of a good Design; Design of Exploratory Studies; Design of Descriptive Studies; Design of Diagnostic Studies; Design of Experimental Studies; Major Steps in preparing a Research Design – Evaluation of Research Design.

**Chapter-4.** Sample Design:
Census and sample survey; Implications of a Sample Design. Steps in sampling Design; criteria for selecting a sampling procedure; Characteristics of a good sample Design; Different types of Sample Design; How to select a random sample? Sampling and Non-Sampling error; defects of Sampling Technique.

**Chapter- 5.** Measurement and Sealing Techniques:
Measurement Scales, Scaling, Meaning of scaling, Scale classification basics, Important scaling techniques, Scaling respondents, Scaling stimuli, Scaling both responduts and stimuli, Limitations of scaling procedure.

Chapter-6. Methods of Data Collection:
Collection of Primary Data; Collection of Data through Questionnaires; Collection of Data through Schedules; Some other methods of Data Collection; Collection of Secondary Data; Selection of Appropriate Method for Data Collection.

Chapter-7. Processing and Analysis of Data:
Processing Operations; Statistics in Research; Measures of Central Tendency; Measures of Dispersion; Measures of Asymmetry; Measures of Relationship; Simple Regression Analysis; Multiple Correlation and Regression.

Chapter-8 Interpretation and Report Writing:
Meaning of Interpretation; Technique of Interpretation; Precautions in Interpretation; Significance of Report Writing; Different steps in writing Report; Layout of the Research Report; Mechanics of writing a Research Report; Precautions for writing Research Report.

- ***Suggested Readings:***