



**BHARATHIDASAN UNIVERSITY  
TIRUCHIRAPPALLI- 620 024**

**M.Com (Financial Management)**

(For the candidates admitted from the Academic year 2014 -15 offered through  
Centre for Distance Education)

**Course Duration: 2 Years – (Non-Semester System)**

Year	Papers	Title of the Paper	Marks
I	I	Business Management	100
	II	Marketing Management	100
	III	Advanced Corporate Accounting	100
	IV	Business Tools for Decision Making	100
	V	Global Finance and Financial Management	100
II	VI	Human Resource Management	100
	VII	Foreign Exchange Management	100
	VIII	Strategic Management	100
	IX	Security Analysis and Portfolio Management	100
	X	Information Technology (Theory & Practical)	100
		<b>TOTAL MARKS</b>	<b>1000</b>

# Paper I - Business Management

Marks:100

## Unit I:

Management – Evolution – Approaches to the study of Management – Contributions of T.W. Taylor and Henri Fayol – Management By Objectives - Management By Exception – Management and Administration – Importance of Management.

## Unit II:

Planning - Nature and purpose – Planning objectives – Process of planning – Planning Premises – Types of plans – Policies, Programmes, Procedures etc., - Forecasting and Decision Making – Steps in Decision Making – Aids to Decision Making.

## Unit III:

Organising – Principles of organization – Organization chart – Organization manual – Departmentation – Types of organization – Line, Line and Staff, Functional, Committee etc., Authority, Responsibility and Accountability – Centralisation and Decentralisation – Delegation – Communication, Barriers to Communication – Means to overcome - Barriers.

## Unit IV:

Staffing – Selection, Training, Promotion and Appraisal Peter Principle, Parkinson’s Law – Directing – Principle – Motivation – Morale – Theories of Motivation – Leadership – Theories of Leadership – Styles of Leadership.

## Unit V:

Controlling – Nature and Scope – Requirements – Control Devices – Span of control – Budgetary control – PERT, CPM, Statistical Quality Control – Production control Criteria for success of control – Co-ordination – Importance – Process - Techniques.

## Books for Reference:

1. LM Prasad - Principles of Management Sultan Chand & Co., New Delhi
2. Dinker Pagare – Principles of Management
3. Griffin – Management Tools
4. Koontz + O Donnel – Essentials of Management.

## **Paper II - MARKETING MANAGEMENT**

**Max. Marks: 100**

### **UNIT I:**

Marketing Management – Meaning – Evolution – Functions & Problems of Marketing Management – Marketing Organisation – Importance – Structure – Qualities, Responsibilities and Functions of a Marketing Manager - Marketing Environment – Recent Trends in Marketing – Mass customization – Customer relationship Management - Online Marketing.

### **UNIT II:**

Buyers' Behaviour – Organisational Buying behaviour – determinants – Buying Motives – Buyer Attitudes – Consumer Adoption Process Market segmentation – Marketing Information System – Need – Characteristics – Components – Marketing Research – Scope and objectives – Elements – Importance – Area of marketing Research – Marketing Research techniques.

### **UNIT III:**

Product Life Cycle – Product strategies in various stages in the product life cycle - Product planning and development strategy – Organizational arrangements for new products – Branding decision strategy – Packaging strategies – Product differentiation – Segmentation – Line Strategies diversification.

### **UNIT IV:**

Pricing – Objectives – Methods – Adopting the price – Initiating and responding to price changes – Factors affecting price determination – Procedures for Price determination – Pricing policies and strategies. Physical distribution – Components – Objective and Importance - Selection of Channels.

### **UNIT V:**

Promotion – purpose – Social aspects – Promotion process – strategy – Sales-Promotion – Objectives and kinds of sales promotion – Channels of distribution – Channel Management Decisions – selecting, motivating and evaluating channel members conventional and vertical marketing channels – Growth of multi channel marketing systems. Advertising – features – importance – purposes – Media selection – Essentials of Goods Advertisement – Role played by Indian advertising – Personal Selling – process – Essential – factors.

### **BOOKS FOR REFERENCE:**

1. S. A. Sherlekar - Marketing Management
2. S. M. Jha & L. P. Sing - Marketing Management
3. Philip Kotler - Marketing Management
4. S. P. Bansal - Marketing Management

**Paper III - ADVANCED CORPORATE ACCOUNTING**  
**Max. Marks: 100**

**UNIT I:**

Valuation of Goodwill – Valuation of Shares

**UNIT II:**

**UNIT II:**

Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator Final Statement of Account.

**UNIT III:**

Holding Company Accounts including Inter- Company Holding.

**UNIT IV:**

Amalgamation by Merger, Amalgamation by Purchase and Reconstruction (Internal & External)

**UNIT V:**

Human Resource Accounting - Final Accounts of Banking and Insurance Companies (New Format) – Accounts of Electricity and Railway Companies under Double Accounts System – Replacement of Capital Assets

**Theory**                      **20 Marks**

**Problems**                    **80 Marks**

**Books for Reference:**

1. M.C. Shukla, T.S. Grewal and S.C. Gupta - Advanced Accounts Volume II
2. S.P. Jain and K.L. Narang- Advanced Accounts
3. R.S.N. Pillai & Bhagavathi - Advanced Accounting Volume II
4. T.S. Reddy & Murthi – Corporate Accounting

## **Paper IV - BUSINESS TOOLS FOR DECISION MAKING**

**Max. Marks: 100**

### **UNIT I:**

Correlation Analysis – Karl Pearson Correlation, Multiple Correlation, Partial Correlation – Regression Analysis – Simple and Multiple

### **UNIT II:**

Analysis of Time Series – Components – Fitting a Straight Line by the Method of Least Squares – Moving Averages – Index Numbers – Weighted and un weighted – Price Index Numbers – Types – Tests in Index Numbers – Time and Factor Reversal Test – Cost of Living Index Number.

### **UNIT III:**

Probability – Mathematical Expectations – Theoretical Distributions – Binomial, Poisson and Normal Distributions.

### **UNIT IV:**

Significance Tests in small samples – Testing the significance between sample mean and population mean – Two sample means – Independent samples and dependent samples – Testing the significance between variances

### **UNIT V:**

Chi-square Test – Analysis of variance – One way and two way classifications.

**Theory            20 Marks**

**Problems        80 Marks**

### **Books for Reference:**

1. S.P. Gupta. - Statistical Methods
2. S.C. Gupta – Statistical Methods
3. P.A. Navaneetham – Business Tools for Decision Making
4. R.S.N. Pillai & Bhagavathi – Business Statistics

## **Paper V - GLOBAL FINANCE AND FINANCIAL MANAGEMENT**

**Max. Marks: 100**

### **Objectives**

1. To provide a detailed insight in to the financial management and Global Finance
2. To familiarize the students with changing trend in economy and its implications

### **UNIT I:**

Financial Management in the Global context – The emerging Challenges at Global Level. Recent changes in Global financial markets. Financial Management – An over view – Meaning - Scope – Goals – Basic considerations. Objectives of the firm and the impact of risk - The nature and measurement of exposure and risk – Exchange Rate, Interest rate – Inflation Rate and Exposure – ADR and GDR.(Theory)

### **UNIT II:**

Capital structure – Assumptions and definitions – NI Approach – NOI Approach – Traditional, MM Approach – Taxation and Capital structure – EBIT – analysis – Assessment of debt equity – Trading on equity capital structure polices. (Theory & Problem)

### **UNIT III:**

Dividend policy and share valuation – Traditional Miller and Modigliani position – over all picture – dividend policy – Stability – Residual payment – Corporate dividend behaviour – Legal procedure aspects – Bonus share and Stock splits – ESOP. (Theory & Problem)

### **UNIT IV:**

International Financial Markets and instruments – Euro Market – Yen Market, Dollar Market, sterling Markets, Major funding Instruments – Syndicated Bank Loans, Bonds, CP, NIF – Exchange rate systems. The derivatives Market – Futures Options and Swaps – Meaning, Advantages - Applications .(Theory)

### **UNIT V:**

Globalisation - Old and New – Inequalities at the global level – The debt crisis – South East Asian crisis – Implications – Capital controls – Chile model – Tobin Tax – Cross Border Tax – Need for a new international order.(Theory)

### **Text Books**

1. Apte, P.G. “International Financial Market”, (New Delhi: Tata McGraw Hill Co. 1998)
2. Meir Kohn, “Financial Markets and Institutions” (New Delhi: Tata McGraw Hill.Co.)
3. Khan and Jain “Financial Management” (New Delhi: Tata McGraw Hill Co., 1997)  
Theory: 60% Problem: 40% (Unit II & III)

### **References**

1. Rochard A Brealey and Stewart C. Myers, ‘Principles of Corporate Finance’(New Delhi: Tata McGraw Hill Publications, 1998)
2. Prasanna Chandra, ‘Fundamental of Financial Management’ (New Delhi: Tata McGraw Hill Publications, 2000)

## **Paper VI - HUMAN RESOURCE MANAGEMENT**

**Max. Marks: 100**

### **UNIT I:**

Introduction to HRM – Meaning - Objectives – Significance – Functions – Evolution and Development of HRM – Human Resource Planning – HRP at Different levels – Process of Human Resource Planning.

### **UNIT II:**

Recruitment - Sources and Techniques of Recruitment – Selection Procedure – Tests– Interviews–Placement–Induction–Training, Methods– Training Procedure & Steps

### **UNIT III:**

Human Resource Development – Significance - Management Development Programmes – Techniques of Management Development – Performance Analysis and Development – Performance Appraisal – Managerial Appraisal.

### **UNIT IV:**

Career Planning - Succession Planning – Career Development – Counselling – Absenteeism - Job Evaluation Methods / Techniques – Advantages of Job Evaluation – Problems of Job Evaluation.

### **UNIT V:**

Reward System – Wage and Salary administration – Bonus – Objectives of Fringe Benefits–Types of Fringe Benefits– Non Monetary Rewards – Motivation – Concept-Theories – Leadership - Team Building - Morale –Job Satisfaction.

### **Books for Reference:**

1. P. Subba Rao – Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House
2. C. S. Venkata Ratnam & K.Srivastava Personnel Management and Human Resources
3. P.C. Tripathi – Personnel Management and Industrial Relations –Sultan Chand
4. B.S. Bhatia and G.S.Batra – Human Resource Management –Deep & Deep Publications
5. S. S. Khanka - Human Resource Management
6. A. M. Sheikh - Human Resource Development & Management
7. N. K. Sahni – Personnel Management –Kalyani Publishers New Delhi
8. Dale Yoder - Personnel Management and Industrial Relations
9. B. P. Singh, T. N.Chhabra, P.L.Taneja - Personnel Management and Industrial Relations
10. Dale Yoder -Personnel Management and Industrial Relations
11. S. Balasubramanian & A.R. Ramachandran – Human Resource Management, Learn Tech Press, Chennai

## **Paper VII - FOREIGN EXCHANGE MANAGEMENT**

**Max. Marks: 100**

### **Unit I**

Foreign exchange – Meaning and Administration – Function of Foreign Exchange Department of Commercial Banks – Foreign Exchange and Balance of Trade and Balance of Payment.

### **Unit II**

Exchange Arithmetic – Nostro and Vostro Accounts – Spot and Forward Deal of Foreign Currencies – Forward Rates – Foreign Exchange Management Act 1999, Important Provisions.

### **Unit III**

Financing Imports – Letter of Credit – Payment for import Bills – Foreign Inward Trust Receipt – Deferred Payment Imports.

### **Unit IV**

Financing Exports – Commercial Banks Pre-shipment credit – Post – shipment credit – Negotiation of Bills – Advance Against Bills sent for collection – Advance against Export Incentives.

### **Unit V**

ECGC of India – Function and Schemes – Export Promotion measures – WTO – GATT – Method of Exchange Control and Administrative Authority.

### **Books for Reference:**

1. N.S. Jeevanandam – Foreign Exchange – Practice, Concepts and Control.
2. A.K. Chatterji – Principle of Foreign Exchange
3. Francis Cherumnilam – International Trade and Export Management
4. K.R. Gupta – International Economics



## **Paper VIII - STRATEGIC MANAGEMENT**

**Max. Marks: 100**

### **UNIT I:**

Strategic Management – Meaning Definition and Scope – Benefits and Limitations of Strategic Management – Strategic Management Process

### **UNIT II:**

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis – Internal Scanning – Social responsibility and Business Ethics

### **UNIT III:**

Strategy Formulation - Steps – Business, Corporate and Divisional strategies – Development of Policies – Strategic Alliances

### **UNIT IV:**

Strategy implementation – Structure – Functional Strategies : Production, Marketing, Finance, Personnel and Environment.

### **UNIT V:**

Strategic Control and Evaluation – Establishing control – Types of Strategic control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and information – Strategic effectiveness. .

### **Books for Reference:**

1. V.S. Ramaswamy and Nanakumari – Strategic Planning and Corporate Success
2. John H. Barnett and William – Strategic Management
3. Gregory Goers and Alex Miller – Strategic Management
4. David Hunger and Thomas L. Wheelor– Strategic Management
5. Francis Cherunilam – Business Policy, Himalaya Publishing House, 2002
6. Arthur A. Thompson & AJ Stick Land I – “Strategic Management” Tata McGRAW Hill 2002 New Delhi
7. Maisana Mazzucate – “Strategies for Business” Sage Publication, New Delhi 2002
8. Azkar Kashmi – Strategic Management Tata – McGraw Hill 2002

## **Paper IX - SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

**Max. Marks: 100**

### **UNIT – I**

Nature and scope of Investment Management Investment Objectives – Investment Process – Investment Media - Security and Non-security forms of Investment Gilt edged securities – Sources of Investment information.

### **UNIT – II**

New Issues Market – Methods of Issuing – Parties involved in the new issue market – Secondary market – Stock Exchanges – NSE and BSE – Trading mechanism – Online trading – SEBI and Investors Protection.

### **UNIT – III**

Security Analysis – Approaches to Security Analysis – Fundamental Analysis – Technical Analysis – Dow Theory – Random Walk Theory - Efficient Market Hypothesis.

### **UNIT – IV**

Portfolio Analysis – Traditional and Modern Approach – Rationale of Diversification of Investments – Markovitz theory – Sharpe Index Model - Capital Asset Pricing Model.

### **UNIT – V**

Investment companies in India – Types of Mutual Fund Operations in India – UTI – SEBI and RBI Guidelines for Mutual Funds.

**Theory : 80 Marks Problem: 20 Marks**

### **BOOKS FOR REFERENCE:**

1. Punithavathy Pandian : Security Analysis and Portfolio Management (Vikas Publishing House)
2. Gupta L.C. : Return of Equities – The Indian Experience (New Delhi OXFORD).
3. Bhalla V.K. : Investment Management and Portfolio Management (S.Chand & Co. Delhi).
4. Fisher & Jordon : Security Analysis and Portfolio Management.
5. Preeti Singh : Security Analysis (Himalaya Publishing House).
6. Avadhani V.A. : Investment and Securities Markets in India.
7. SEBI : Guidelines 1992.
8. Jack dark Francis Investment : Analysis and Management (McGraw Hill 1990).
9. Gara.K.L : Stock Exchanges in India.
10. Yarasway : Equity Investment Strategy.

## **Paper X - INFORMATION TECHNOLOGY**

**Max. Marks: 100**

### **THEORY (60 Marks)**

#### **UNIT I:**

Introduction to Computers – Classification of Computers – Generations of Computer – Memory Units – Auxiliary Storage Devices – Input and Output Devices.

#### **UNIT II:**

Introduction to Computer Software – Operating System – Programming Languages – General Software Features and Trends.

#### **UNIT III:**

Computerization – Problems and Prospects – Information Technology for achieving competitive edge in Business and Industry – Infrastructure requirement – Selection of Hardware and Software.

### **PRACTICAL (40 Marks)**

#### **UNIT IV**

Fundamentals of Computerized Accounting – Computerized Accounting Vs Manual Accounting – Architecture and Customization of Tally – Features of Tally –

Configuration of Tally – Tally Screens and Menus – Creation of a New Company – Creation of Groups – Editing and Deleting groups – Group Account Alteration.

Ledgers – Editing and Deleting Ledgers – Vouchers – Voucher entry – Payment Voucher – Receipt Voucher – Sales Vouchers – Purchase Vouchers, Contra Vouchers – Journal Vouchers – Editing and Deleting Vouchers.

#### **UNIT V**

Introduction to Inventories – Creation of stock category – Creation of stock groups – Creation of stock items – Configuration of stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock vouchers or purchase orders purchase and sales orders – Introduction to Cost Creation of Cost Category – Creation of Cost Centers – Editing and Deleting Cost Centers – Usages of Cost Category and Cost Centers in voucher entry – Budget Control – Creation of Budget – Edition and Deleting budget..

#### **Books for Reference:**

1. Alexis Leon and Mathews Leon - Fundamentals of Information Technology
2. S. V. Srinivasa Vallaban – Computer Applications in Business
3. Henry C. Lucas - Information Technology for Management

\*\*\*\*\*