

**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024**  
**M.Com. (Financial Management) – Revised Course Structure under CBCS**  
**(For the candidate admitted from the academic year 2008-2009 onwards)**

Sem ester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Ext.	
<b>I</b>	Core Course – I (CC)	Managerial Economics	6	5	3	25	75	100
	Core Course – II (CC)	Business Administration	6	4	3	25	75	100
	Core Course – III (CC)	Accounting for Business Decisions	6	5	3	25	75	100
	Core Course – IV (CC)	Strategic Management	6	5	3	25	75	100
	Core Course – V (CC)	Entrepreneurial Development	6	4	3	25	75	100
<b>II</b>	Core Course – VI (CC)	Quantitative Techniques for Business Decisions	6	5	3	25	75	100
	Core Course – VII (CC)	Corporate Laws	6	4	3	25	75	100
	Core Course – VIII (CC)	Cost Accounting	6	5	3	25	75	100
	Core Course – IX (CC)	Computer Application in Business (Theory & Practical)	6	5	4*	25	75	100
	Elective Course – I (EC)	Financial Management	6	4	3	25	75	100
<b>III</b>	Core Course – X (CC)	Corporate Accounting	6	5	3	25	75	100
	Core Course – XI (CC)	Research Methodology	6	5	3	25	75	100
	Core Course – XII (CC)	E – Commerce	6	4	3	25	75	100
	Elective Course – II (EC)	Working Capital Management	6	4		25	75	100
	Elective Course – III (EC)	International Finance	6	4	3	25	75	100
<b>IV</b>	Core Course – XIII (CC)	Income Tax Law & Practice	6	5	3	25	75	100
	Core Course – XIV (CC)	Fundamentals of Information Technology (Theory & Practical)	6	4	4*	25	75	100
	Core Course – XV (CC)	Project Work Viva voce 20 marks Dissertation 80 marks	6	5	-	-	-	100
	Elective Course - IV (EC)	Financial Markets & Services	6	4	3	25	75	100
	Elective Course - V (EC)	Securities Analysis and Portfolio Management	6	4	3	25	75	100
			120	90				2000

Note: For Core Courses IX & XIV Examination - Theory 2 Hours; Practical 2 Hours.

**SEMESTER - I**  
**CORE COURSE – I – MANAGERIAL ECONOMICS**

**Credit Allotted: 5**

**Max. Marks: 75**

**Objective :** To make the students realize the usefulness of economic tools, principles, laws etc. in business decisions.

**Unit I**

Managerial Economics – Meaning, Nature, Scope and Applications – Its Relationships with other disciplines – Role of Managerial Economist – Demand Analysis – Determinants of Demand and Demand forecasting.

**Unit - II**

Production Function – Law of Returns to Scale – Economies of scale – Cost Concepts – Cost function – Cost Output relationship – Cost Control and Cost Reduction.

**Unit - III**

Price and Output decisions under perfect competition, Monopoly, Oligopoly, Monopolistic Competition – Price discrimination – Pricing Objectives, Policies and Practices – Price differentials.

**Unit - IV**

Profit – Concept and Meaning – Theories – Measurement – Economic Profit vs. Accounting Profit – Break even analysis - Profit Planning and Forecasting.

**Unit - V**

Business Cycle – Role of Economic Forecasting in Business - Gross Domestic Product & Gross National Product : Concepts and their relevance in economic growth – Methods of Measurement – Trends in National Income estimates and utility – Concepts related to liberalization, privatisation and globalization.

**Books for Reference :**

1. Joel Dean, Managerial Economics – Prentice Hall
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons
3. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons.
4. Gupta G.S. – Managerial Economics – Tata McGraw Hill
5. Reddy P.N. and Appannaih – Essentials of Managerial Economics – Himalaya Publishing House.
6. Mithani D.M. – Managerial Economics – Himalaya Publishing House
7. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd.
8. S. Sankaran - Managerial Economics - Margham Publications
9. Cauvery, Sudha Nayak and Others - Managerial Economics - S. Chand and Sons.

## **CORE COURSE II – BUSINESS ADMINISTRATION**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objectives :** To make the students understand the management concepts.

### **Unit I**

Management – Meaning, Definitions, Principles and functions of Management – scope and importance – organisation, administration and management – levels of management – Theories of Management – Schools of Management thought, MSO.

### **Unit II**

Planning – Meaning, Nature and importance of planning – Advantages and limitations – kinds – objectives – planning premises – planning, process – problems of planning.

### **Unit III**

Organisation – Meaning, Nature and significance – Theories or organization – Types – Authority and responsibility – Delegation – Decentralization – Departmentation – Groups in organization.

### **Unit IV**

Communication – Essentials of effective Communication – Management information system in Banks – Direction – Controlled devices – Techniques employed in Banks – Leadership Decision making.

### **Unit V**

Human resources development – objectives – Need for HRD in banks – Man power planning in banks – Role of Banking services Recruitment Board – Recruitment and selection – training and placement – Motivation – Morale – Job analysis. Staff welfare measures adopted in Banks.

### **Books for Reference:**

1. S.L. Goel – Modern Management Techniques
2. M.C.Shukla – Business Organization and Management
3. P.Subba Rao – Principles and Practice of Bank Management
4. L.M.Prasad – Principles and Practice of Management

## **CORE COURSE III – ACCOUNTING FOR BUSINESS DECISIONS**

**Credit Allotted: 5**

**Max. Marks: 75**

Objective: To make the students understand the accounting methods to take decision

### **Unit – I**

Management Accounting – Definition – Scope – Objectives – Merits – Demerits – Management Accounting Vs. Financial Accounting – Management Accounting Vs. Cost Accounting.

### **Unit – II**

Financial Statement Analysis – Comparative – Common Size – Trend Percentages – Ratio Analysis – Types – Significance – Merits – Demerits

### **Unit – III**

Budget and Budgetary Control – Classification of Budgets – Zero Base Budgeting

### **Unit – IV**

Marginal Costing – Absorption costing Vs. Marginal Costing – Break Even Analysis – Profit planning – Applications of Marginal Costing

### **Unit – V**

Fund Flow Statement and Cash Flow Statement – Standard Costing.

**(Theory – 30 Marks      Problems – 45 Marks)**

### **Reference:**

1. Management Accounting- Dr. R. Ramachandran & Dr. R. Srinivasan
2. Management Accounting – S.N. Maheswari
3. Management Accounting – Dr. Reddy & Moorhy
4. Management Accounting – R.K. Sharma & Gupta

# CORE COURSE IV – STRATEGIC MANAGEMENT

**Credit Allotted: 5**

**Max. Marks: 75**

**Objective :** To make the students understand the different concepts of Strategic Management.

## **Unit – I**

Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Models – Strategic change – Strategic Leadership and Decision making.

## **Unit –II**

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis – Forecasting – Internal Scanning - Mission – objectives – Stakeholder Theory – Cyert and March’s Behavioural Theory – Objectives of Non-Profit Organizations – Social Responsibility and Business Ethics.

## **Unit – III**

Strategy Formulation – Business Strategy – Corporate Strategy – Divertional Strategy –Portfolio Analysis – BCG Growth /Share matrix – Strategic choice – Development of policies – Strategic Alliances.

## **Unit – IV**

Strategy Implementation – Organization for action – Staffing – Leading – MBO –Total Quality Management – Functional Strategies – Growth Strategies – Diversification, Acquisition and Joint Venture – Recovery – Recession and Diverstment Strategies – Management Buyout.

## **Unit – V**

Strategic Control and Evaluation – Establishing Strategic control – premise control – Implementation control – Strategic Surveillance – Special Alert Control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and Innovation – Strategic Effectiveness.

### **Books for References :**

1. Strategic Management – Strategy Formulation and Implementation – John A.Pearce II, Richard B.Robinson Jr.(A.I.T.B.S. Publishers – J-5,6, Krishnan Nagar, Delhi – 110 051).
2. Strategic Management – Awareness and change – John L.Thompson (Cheapman & Hall 32 Second Main Road CIT East, Chennai – 35).
3. Strategic Management-J.David Hunger and Thomas L.Wheelen (Addision – Wesley Longman) (Available at Higginbothoms Ltd., Chennai).
4. Strategic Management – Gregory G.Dess and Alex Miller.
5. Strategic Management – An Integrated Approach – W.L.Charles and John Gareth, R.
6. Strategic Management – Concepts and Application – C.Certo and J.Paul Peter.
7. Strategic Management – John H.Barnett and William D. (Available at Atlantic Publishers and Distributors, 4215/1, Ansari Road, Darya Ganj, New Delhi – 110 002).
8. International & Strategic Management – R.N.Srivastava.
9. Strategic Planning for Corporate Success – V.S.Ramaswamy and S.Nanakumari.

## **CORE COURSE V – ENTREPRENEURIAL DEVELOPMENT**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To enable the student know the environment for entrepreneurial development, identify – business opportunity and to gain knowledge in preparing project report and appraising the same.

### **Unit – I**

To study the environment for entrepreneurship development, identify business opportunity, prepare project report and appraise project implementation and the project.

### **Unit – II**

The Human side of enterprise – Meaning of enterprise – Entrepreneur, Qualities of entrepreneur – Functions of Entrepreneurs - Types of entrepreneurs – Motives – Growth of entrepreneurs in India.

### **Unit – III**

Developing entrepreneurs – concepts of entrepreneurship – phases of EDP – Special agencies and schemes – need for support system – identification of prospective entrepreneurs and their development.

### **Unit – IV**

Identification of Business Ideas – Sources –Project selection – project life cycle – Feasibility Analysis – techno – economic analysis – market and demand analysis.

### **Unit – V**

Concept of projects –Identification – formulation – project design – project Report – Appraisal – Financial Analysis – profitability analysis – social cost benefit analysis – Incentive and subsidies for entrepreneurs.

### **Books for Recommended:**

1. C.B.Gupta, N.P.Srinivasan, & Entrepreneurial Development, Sultan Chand & Sons.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management Himalaya Publishing House.
3. P.Saravanavel, Entrepreneurship Development Principles, Policies and Programmer.

**SEMESTER - II**  
**CORE COURSE – VI – QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

**Credit Allotted: 5**

**Max. Marks: 75**

Objective : To make the students understand the various techniques of statistics used in business for taking decisions.

**Unit - I Concept of probability Distributions :**

Probability meaning & theorem, Types of Probability, Baye's Theorem – Binomial Distribution - Poisson Distribution – Normal Distribution.

**Unit - II Testing of Hypothesis**

Definition of Hypothesis –Types of Hypothesis – Type I Error - Type II Error – Testing of Population Mean – Proportion – Difference between Means –Difference between proportions – ANOVA – Chi - square Test.

**Unit - III**

Transportation Problems – Initial Basic Feasible Solutions by North west corner Rule – Matrix Minima method - Vogel's Approximation Method – Optimization test by Modi Method - Assignment problems.

**Unit IV – Linear Programming and Theory of Games**

Meaning of Linear Programming – Basic concepts and notation – Linear Programming Model – Formulation – graphic and simple solution– Theory of games – Types of games – Dominance – Rule for Dominance – Solution through graphic Simplex Method. (Simple Problems only)

**Unit V - Network Analysis – CPM and PERT**

Introduction to Network Analysis – Preparation of Network Diagram – Critical Path Method (CPM) – Time cost Consideration – Limitation of CPM – Programme Evaluation and Review Technique (PERT) - Advantages and Limitations of PERT – Similarities and Dissimilarities of PERT and CPM.

**(Theory: 30 Marks; Problem: 45 Marks)**

**Books for Reference:**

1. Richart I. Levin, and Rubin, Statistics for Management – Prentice Hall of India.
2. Homy A. Taha, Operations Research – An Introduction, McMillan.
3. Richard I Levin, Charles A. Kirpathic and David S. Rubin, Quantitative Approaches to Management, McGraw Hill.
4. Bunkdick F.S. Et.al. Principles of Operations Research for Management, Richards D. Irwin.
5. Anderson, Sweeney, Williams, An Introduction to Management Science : Quantitative Approaches to Decision Making, 7<sup>th</sup> ed. West Publishing Company, 1994.

6. Quantitative Methods – S.P. Gupta
7. Quantitative Methods – Gopi Kuttan, Himalaya Publications
8. Quantitative Methods - Kanthi Swarup – Sultan Chand Publications

## **CORE COURSE VII – CORPORATE LAWS**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To make the students understand the legal framework with reference to companies.

### **UNIT – I :**

Provisions of Companies Act 1956 relating to Company Administration – Board of Directors – Manager - Managing Director – Provisions relating to various types of meetings and their related items.

### **UNIT –II :**

Industries (Development and Regulation) Act, 1951 object – Definitions – Central Advisory Council – Development Council – Regulation of Scheduled Industries – Registration and Licensing – Investigation and Take over of Management of Industrial undertakings of Central Government – Effect of Central Govt's order – Mgt/Control of undertakings owned by companies in liquidation – Power to provide relief measures – power to exempt special cases – penalties.

### **UNIT – III :**

Foreign Exchange Management Act, 1999 – Definitions – Regulation and Management of Foreign Exchange – Authorised person – contravention and penalties –adjudication and penalties – Directorate of Enforcement.

### **UNIT – IV :**

The Essential Commodities Act, 1955 – Powers of Central Government to Control, effect, seizure and confiscation – consumer protection Act 1986 – Definition – Consumer Protection Council – Consumer Disputes Redressal Agencies – District Forum – State Commission – National Commission.

### **UNIT – V:**

Water (Prevention and control of pollution) Act, 1974 Definition – functions and powers of various Boards Compliance regarding discharges causing pollution Penalties and offences – Air (Prevention and Control of Pollution) Act, 1981 Definitions – Functions and powers of various Board – Duties of occupier of specified industries to ensure adherence to standard offences by companies.

### **BOOKS FOR REFERENCE:**

1. Bare Act of all relevant Legislations.
2. Corporate Laws and Secretarial Practice – N.D.Kapoor Sultan Chand and Sons, New Delhi – 2.
3. Corporate Laws and Secretarial Practice – Dr.G.K.Kapoor Premier Book Company, New Delhi – 2.
4. Corporate Laws – Taxman Publication.
5. Economic Legislation – Law & Practice – by U.K.Chandhary - Sultan Chand & Sons, New Delhi – 2.



6. Economic and other Legislations S.S.Gulshan and G.K.Kapoor Sultan Chand & Sons, New Delhi – 2.
7. Chartered Secretary Magazine – Jan. 2000 – Vol.XXX No.1 “Foreign Exchange Management Bill” (Page 75 – 85).

## **CORE COURSE – VIII - COST ACCOUNTING**

**Credit Allotted: 5**

**Max. Marks: 75**

**Objective:** To make the students understand the different cost and its elements.

### **Unit – I**

Cost Accounting – Definition – Scope – Objectives – Merits – Demerits – Elements of Cost – Preparation of Cost Sheet – Quotation

### **Unit – II**

Material Cost – Purchase Procedure – Inventory Control – Objectives – Merits – Demerits – Perpetual inventory system – ABC analysis – Stock Levels – Bin Card – Stores Ledger – Pricing of material Issues – FIFO, LIFO, Simple Average Price, Weighted Average Price.

### **Unit – III**

Labour cost – Labour cost statement – Methods of remuneration – Incentive Schemes – Overtime and Idle time – Labour turnover – Causes – Remedies – Types.

### **Unit – IV**

Overhead – Classification – Primary Distribution of overhead – Secondary Distribution of overhead – Step Ladder Method – Repeated Distribution Method – Equation Method – Computation of machine hour rate – Absorption of overhead – Direct labour hour method – Direct labour cost method – Machine Hour Rate Method - Reconciliation of Cost and Financial Accounting.

### **Unit – V**

Process Costing – Losses – Normal Process loss – Abnormal Loss – Abnormal Gain – Contract Costing.

**(Theory: 30 Marks; Problem: 45 Marks)**

### **Reference:**

1. Cost Accounting – R. Ramachandran and R. Srinivasan
2. Advanced cost Accounting – Jain and Narang
3. Cost Accounting – S.P. Iyengar

4. Cost Accounting – T.S. Reddy & A. Moorthy
5. Principles and practice of Cost Accounting – N.K. Prasad

## **CORE COURSE IX - COMPUTER APPLICATION IN BUSINESS**

**Credit Allotted: 5**

**Max. Marks: 75**

**Internal Assessment Theory – 15 Marks; Practical – 10 Marks**

**Univ. Exam. Theory - 45 Marks Practical - 30 Marks**

**Examination Duration : Theory 2 Hours ; Practical 2 Hours**

**Objective :** To make the student understand the computers both theory and in practical.

### **Unit I**

Introduction, Classification and Types of Computer, Evolution of digital Computers, components of digital Computers and their Functions, Hardware and Software, Input and Output Devices, Low level Languages and High Level Languages, Translator, Computer Applications, Impact of Computer on Society.

### **Unit II - MS-Word :**

Word Basics – Menus, Commands, Tool Bars and their Icons – Mail merge, Macros.

**Unit III – MS-Excel :** Introduction – Menus, Commands, Toolbars and their Icons – Functions – Power Point presentation.

### **Unit IV – MS-Access :**

Introduction, Parts of an Access Window, Creating a Database, Relationships, Creating table through Design. View, Relationship, Query, Form, Reports.

### **Unit V – Foxpro**

Introduction, Applications – Pay Roll, Stock Maintenance, Bank Transactions, File Sorting and Merging, Invoice Preparation, Sales order processing, Income Tax Calculations, Share market processing, Balance Sheet Preparation.

### **Reference:**

1. Sanjay Saxena, MS Office 2000 for Everyone, Vikas Publishing House.
2. Krishnan, N., Windows and MS Office 2000 with database Concepts, Scitech Publications, Chennai.
3. Griever, Yair Alan, Foxpro 2.6: Code Book, BPB Publishers, New Delhi, 1994.
4. Edward Jones, Foxpro 2.5 for Windows Inside & Out, McGraw Hill, 1996.
5. S.V.Srinivasa Vallabhan, Computer Application in Business – Sultan Chand and Sons, 2006 – New Delhi.

**List of Practicals:**

01. Mail Merge
02. Pay Roll Preparation in MS. Excel
03. Income Tax Preparation in MS. Excel
04. Slide Transition
05. Creating a database in MS. Access
06. Creating a table through Design
07. Query
08. Forms
09. Reports
10. Pay Roll Preparation in Foxpro
11. File Sorting and Merging in Foxpro
12. Income Tax Calculations in Foxpro
13. Balance Sheet Preparation in Foxpro
14. Invoice Preparation in Foxpro

## **ELECTIVE COURSE I – FINANCIAL MANAGEMENT**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To make the students understand the concept and problems of Financial Management.

### **Unit I**

Introduction to Financial Management : Objectives, Functions, Scope, Evolution, Interface of Financial Management with other Areas, Environment of Corporate Finance.

Time value of Money : Future Value of Single Cash Flow, Multiple Cash flow, Annuity, Sinking Fund Factor. Present value of single cash flow, Multiple cash flow, Annuity, Annuity Dues, Perpetuities. Comparison of Rates.

### **Unit II**

Leverage : Operating Leverage, Financial Leverage, Total Leverage.

Sources of Long-term Finance : Equity, Preference Capital, Debentures, Term Loans and Deferred Credit, Government Subsidies, Sales Tax Deferrals and Exemptions, Leasing and Hire purchase.

Cost of Capital : Cost of debentures, Term Loans, Equity and Retained Earnings, Weighted Average cost of capital, systems of weighting.

### **Unit III - Capital Structure**

Introduction, Factors Affecting Capital structure, Features of an optimal capital structure, capital structure theories : Traditional Approach, MM Approach.

Dividend Policy : Traditional Approach, Walter Model, Gordon Model, MM Position, Rational Expectations Model.

### **Unit IV**

Corporate Valuation : Discounted Cash flow Approach, Adjusted book Value Approach, Approaches to Facilitate Value Based Management: Marakon Approach, Alcar Approach, McKinsey Approach, Agency Consideration and Minimising agency Costs.

### **Unit V**

Divisional performance Measurement and Control : Organizational Segmentation by Responsibility, Measures of Performance, Problems of Transfer pricing, Innovative Budgetary Control Systems, Management Reporting Systems.

EVA and Divisional Performance Measurement : EVA and MVA, EVA and NPV, EVA and Executive Compensation, EVA, TQM and Shareholders Wealth, Improving EVA.

**(Theory – 30 Marks Problem - 45 Marks)**

**Reference:**

1. Prasanna Chandra, Financial Management: Theory and Practice, 5<sup>th</sup> Ed., Tata McGraw Hill, 2001.
2. Ross, Westerfield, Jaffe, Corporate Finance, 5<sup>th</sup> Ed., McGraw Hill, 1999.
3. Brigham, Gapenski, Ehrhardt, Financial Management: Theory and Practice, 9<sup>th</sup> Ed., Dryden Press, 1999.
4. Pandey, I.M., Financial Management, Vikas Publishing House.
5. Vishwanath, S.R. Corporate Finance : Theory and Practice, Response Books, 2000.
6. R. Ramachadran & R. Srinivasan - Financial Management

**SEMESTER – III**  
**CORE COURSE X – CORPORATE ACCOUNTING**

**Credit Allotted: 5**

**Max. Marks: 75**

**Objectives:** To make the students understand the various concepts and accounting treatment of companies.

**Unit – I**

Preparation of Company Final Accounts – Profit Prior to Incorporation

**Unit – II**

Amalgamation by Purchase and Amalgamation by Merger – External Reconstruction of companies and alteration of share capital

**Unit – III**

Holding Company Accounts (Excluding Chain holding and Inter – Company holdings) – Liquidator’s Final Statement of Account

**Unit – IV**

Banking Company Accounts – Insurance Company Accounts

**Unit – V**

Valuation of Shares – Valuation of goodwill – Human Resource Accounting – Definition – Objectives, Methods, Merits and demerits.

**(Theory – 30 Marks Problem - 45 Marks)**

**Reference:**

1. Corporate Accounting – Dr. Reddy & Moorthy
2. Advanced Accountancy – S.P. Jain & K.L. Narang
3. Advanced Accountancy – M.C. Shukla, T.S. Greval, & S.C. Gupta
4. Advanced Accountancy – R.L. Gupta & M.L. Radhasamy

## **CORE COURSE XI – RESEARCH METHODOLOGY**

**Credit Allotted: 5**

**Max. Marks: 75**

**Objective :** To make the students know the Research Methods available in Financial Management.

### **Theory only**

#### **UNIT – I**

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research : Experimental Research – Survey Research – Case Study methods – Ex Post Facto Research.

#### **UNIT – II**

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.

#### **UNIT – III**

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction - Attitude measurement and Scales – Sampling and Sampling Designs – Pilot study and pre-testing.

#### **UNIT – IV**

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference.

#### **UNIT – V**

Report writing and presentation –steps in Report writing – Substance of Reports – Formats of Reports – Presentation of a Report.

#### **BOOKS FOR REFERENCE:**

1. V.P.Michael : Research Methodology in Management, Kitib Mohan Publications, Alahabad.
2. C.R.Kothari : Research Methodology, Wiley Eastern Ltd, New Delhi
3. P.Saravanavel, Research Methodology, Kitab Mahal, Alahabad.
4. O.R. Krishnaswami : Methodology of Research in Social Science
5. D.Amarchend : Research Methods in Commerce.

## **CORE COURSE XII – E – COMMERCE**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To make the students understand the concepts of E-Commerce, Types of Electronic systems, computer based education and training.

### **Theory only**

#### **UNIT I**

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – The anatomy of E-Commerce Applications – Components of the IWay – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components - National Research and Educational Network.

#### **UNIT II**

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce – WWW Architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS – Credit Cards and EPS.

#### **UNIT III**

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System – Work-flow Automation and Coordination – Customization – Supply Chain Management .

#### **UNIT IV**

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogs or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

#### **UNIT V**

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay– Cell Relay – Mobile Computing -Frame Work –Wireless Delivery Technology – Cellular - Data Communication Protocols.

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

1. Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston
2. E-Commerce- A Managerial perspective - P.T.Joseph
3. Designing Systems for Internet Commerce- G.Winfield Treese & Lawrence C.Stewart
4. E-Commerce The Cutting Edge Of Business - Kamelesh K Bajaj, Debjani Nag
5. E Business Road Map for Success - Dr.Ravi Kalakota, Marcia Robinson
- 6.E-Commerce – Srinivasa Vallabhan.S.V.



## **ELECTIVE COURSE II – WORKING CAPITAL MANAGEMENT**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To make the students understand the concept of working capital Management.

### **Unit I - Working Capital Policy**

Overall Considerations, Importance of Working Capital Management, Component of Working Capital, Factors Influencing the Requirements of Working Capital, Risk-return Trade-off, Profitability Vs. Liquidity , Estimating Working Capital Requirements Operating Cycle Method, Percent of Sales Method, Role of finance managers in working capital Management.

### **Unit II Cash Management:**

Importance, The right proportion, Factors influencing cash balance Determining optimum cash balance, Cash Budgeting – Controlling and monitoring collections and disbursements, Cash management models.

### **Unit III: Receivables Management:**

Credit Policy variables: Credit Standards, Credit period, Cash discount and collection efforts. Credit Evaluation- Credit granting decision Control of Receivables – Management of Trade Credit in India, Aging schedule.

### **Unit IV Inventory Management:**

Need for inventories and the importance of its management, Techniques for managing inventory – Order quantity –E.O.Q. model – Order point – Safety stock – Analysis of Investment in inventory – Selective inventory control – A.B.C. analysis, VED analysis – Inventory Turn over ratio..

### **Unit V: Financing Current Assets:**

Different approaches to financing current assets: conservative aggressive and matching approach, Sources of finance, Spontaneous source, Trade credits, Short term bank finance, Commercial papers and Public deposits,

**(Theory – 30 Marks Problem - 45 Marks)**

### **Reference:**

1. Hrishikes battacharya, Working Capital Management: Strategies and Techniques, Prentice Hall of India, 2001.
2. I.M.Pandey, Financial Management, Vikas Publishing House, New Delhi.
3. K.M.Chitnis, Working Capital Management of Large Industrial units, Dastane Ramachandra & Co., Poona.
4. Prasanna Chandra, Financial Management- Theory and Practice , Tata McGraw Hill.
5. Joshi, R.N., Cash Management, New Age International Publishers, 1999.

## **ELECTIVE COURSE III – INTERNATIONAL FINANCE**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To understand the concepts of Financial Management at international level.

### **Unit I: Financial Management in a Global Perspective:**

Globalisation, Trends in International Trade and Cross Border Financial Flows. India's position in the Global Economy, Challenges of International Financial Management.

### **Unit II: The foreign Exchange Market:**

Structure and the Participants, Types of Transactions, Mechanics of Currency Dealing, Exchange Rate quotations, Arbitrage, Forward Rates, Evolution of Exchange Control - Foreign Exchange Market in India, Exchange Rate Computations.

### **Unit III : Foreign exchange Exposure and Risk:**

Economic Exposure, Transaction Exposure, Translation Exposure, Management of Exposures.

### **Unit IV: Working Capital Management in a Multinational Context:**

Short-term Borrowing and Investment, Centralised Vs. Decentralised Cash Management, Cash Transmission.

Long-term Borrowing in International Capital Markets: The Major Market Segments, the International Financing Decision, International Leasing.

### **Unit V: International Project Appraisal:**

Review of NPV Approach, Adjusted Present Value Framework, Project appraisal in the International Context, Exchange Rate Risk and Cost of Capital, International Joint Ventures.

### **An Introduction to Financial Swaps:**

Major Types, Motivations Underlying Swaps, Application of Swaps, Valuation of Swaps,

**International Accounting and Taxation:** Accounting for Foreign Currency Transactions, Accounting for Foreign Operations.

### **Reference:**

1. Apte, P.G., International Financial Management, 2<sup>nd</sup> Ed., Tata Mc Graw Hill, 1998
2. Jeff Madura, International Financial Management, 6<sup>th</sup> Ed., South-Western, 2000
3. Cheol S.Eun, Bruce G.Resnick,. International Financial Management, Irwin McGraw Gill.1998.
4. Maurice D.Levi, International Finance, 3<sup>rd</sup> Ed., McGraw Hill, 1996.
5. Alan C.Shapiro, Multinational Financial Management. Prentice Hall India.

## SEMESTER IV

### CORE COURSE XIII – INCOME TAX LAW & PRACTICE

**Credit Allotted: 5**

**Max. Marks: 75**

**Objective :** To make the students understand the theory and practice of Income Tax.

#### **Unit I**

Basic Concepts : Income, Assessee, previous year, Assessment year, person, Agricultural Income – charge of Income tax. Residential status and Incidence of tax.

Liability : Individual, HUF, Firm and company. Incomes exempt from tax.

#### **Unit II**

Salaries : Chargeability – Meaning – Allowances – perquisites – valuation of perquisites – profit in lieu of salary – provident funds – Deductions – Income from House properties : Chargeability – Annual value – Let our House property – self occupied house property – Deductions.

#### **Unit III**

Income from Business or profession : Chargeability – Income Taxable under business or profession – Computation of profits and gains – Deduction expressly allowed – Expenses expressly disallowed – Expenses allowable under certain restrictions – deemed incomes. Capital Gains : Chargeability – capital asset – transfer – cost of acquisition – computation of capital Gain – Exemption.

#### **Unit IV**

Income from other sources : Chargeability – Incomes specifically chargeable under other incomes – deduction – Deductions made from gross total income – set off and carry forward of losses.

#### **Unit V**

Computation of total incomes – Assessment of Individual – Assessment of partner ship firm.

#### **Books Recommended :**

1. T.S. Reddy, Y.Hari Prasad Reddy – Income Tax Theory Law and Practice, Margham Publications, Chennai.
2. Dr.H.C. Mehrotha, Income Tax Manual.
3. Dr.Bhagawathi Prasad, Law & Practice of Income Tax India.
4. Dr.Vinod K.Singhania, Taxmen's Direct Taxes Law and Practice.
5. Dinkar Pagare, Law and Practice of Income Tax.

## **CORE COURSE XIV – FUNDAMENTALS OF INFORMATION TECHNOLOGY**

**Credit Allotted: 4**

**Max. Marks: 75**

**Internal Assessment Theory – 15 Marks; Practical – 10 Marks**

**Univ. Exam. Theory - 45 Marks Practical - 30 Marks**

**Examination Duration : Theory 2 Hours ; Practical 2 Hours**

**Objective :** To make the student understand information technology both theory and practical.  
(Theory 45 Marks)

### **Unit – I**

Introduction to Computer – Classification of Digital Computer System – Computer Architecture –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**

Database Management Systems – Data Processing – Introduction to Database Management System – database design.

### **Unit – IV (Practical 30 Marks)**

Basic concepts relating to Financial Accounting – Chart of Accounts – The General Ledger Master (Entering Opening Balances) – Grouping of GL Accounts – The sub Ledger Master (Entering party Accounts Debtors and creditors) – Types of Transactions (Main cash receipts and payments, Petty cash receipts and payments, Bank deposits, Cheques and Bank cheques, journal Vouchers (Debits and Credits). Installing and starting the package – setting up a new company – setting up account heads – voucher Entry – Viewing and editing data.

### **Unit – V**

Cash flow – Funds Flow statements, Ratio Analysis, Budget Vs Actual Expenditures, Sales Analysis, Trend Analysis, Consolidation Security review.

### **Books for Reference:**

1. S. V. Srinivasa Vallaban – Introduction to Information Technology
2. V.K. Kapoor - Information Technology.

## **CORE COURSE XV – PROJECT WORK**

**Credit Allotted: 5**

**Max. Marks: 100**

**Project Dissertation - 80 Marks;**

**(2 Reviews – 20 + 20 = 40 Marks**

**Report Evaluation = 40 Marks)**

**Viva = 20 Marks**

## **ELECTIVE COURSE IV – FINANCIAL MARKETS & SERVICES**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objectives :** To make the students understand the concept of Financial Markets and Services.

### **Unit I**

Indian Financial system – overview of Financial markets in India – Capital markets – Money market – Government Securities Market – Foreign Exchange Market Derivative market – Financial sector Reforms.

### **Unit II**

Structure and Institutions in Capital Market and Money Market – new Issues Market – New Instruments – Role of New Issues in Industrial financing – Floating of new Issues – Options and Futures

### **Unit III**

Securities Market in India – Origin and emergence – Types of securities – Investments environment – Sources of investment information – Stock Exchange in India – Trading in stock exchange – Listing of securities.

### **Unit IV**

Security Market Regulations : Securities Contract and Regulation Act, 1956-Regulation and control of stock Exchanges, OTCE, NSE – Market Intermediaries : Stock Brokers – Underwriters. SEBI Act: Guidelines relating to capital issues, pricing, insider trading and investor protection.

### **Unit V**

Overview of Financial Services – Merchant Banking – Functions, Regulation – Leasing and Hire purchasing, Factoring, Venture capital, Mutual Funds, Credit Rating Agencies, Depositories.

### **Reference:**

1. SEBI Guidelines, Nabhi Publications, New Delhi
2. Khan, M.Y. Financial Services, Tata McGraw Hill, 1998.
3. Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House, 2001.
4. Sontomero and babble, Financial Markets, Instruments and Institutions, McGraw Hill, 1998.
5. Vasant Desai, The Indian Financial System, Himalaya Publishing House.
6. Varsheney, P.N., Indian Financial System, Sultan Chand & Sons, 2000.

# **ELECTIVE COURSE V – SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT**

**Credit Allotted: 4**

**Max. Marks: 75**

**Objective :** To make the students understand the key aspects of Security Analysis and Portfolio Management.

## **Unit I**

Investments – Investment Vs. Speculation – Investment Process – Investment categories – Risk and return – Factors Influencing Risk – Measuring Risk and Return, Valuation of Equity : Divided Discount Models, Price/Earnings Approach.

## **Unit II :**

Equity stock analysis : Economic analysis : Key Macroeconomic Factors.

Industry analysis : Industry Life Cycle Analysis, Analysing the structure and Characteristics of an Industry – profit Potential of Industries.

**Company Analysis :** Analysing the Financial Statements, the Chemistry of Earnings, Forecasting via the Earnings Model, Market Share/Profit Margin approach, Independent Forecast of Revenue and Expenses.

Bond Analysis – Returns and risk – Valuation of Bonds – Bond Management Strategies : Duration.

## **Unit III – Options :**

Types – Determinants of option value – Option Position and strategies – Option pricing.

Futures : Stock index futures – Portfolio Strategies using futures – Future on fixed income securities – Futures on long term Securities

## **Unit IV – Technical Analysis :**

Market indicators, Forecasting Individual Stock Performance.

Efficient Market Theory – Random walk – The Efficient Market Hypothesis.

Portfolio Analysis : Effects of combining securities – Markowitz's Mean – Variance model.

Portfolio Selection : Risk and investor Preferences – Constructing the portfolio – Significance of beta in the Portfolio.

## **Unit V – Capital Market Theory**

CAPM – Arbitrage Pricing Theory

Managed Portfolio and performance evaluation : Sharpe Index, Treynor Index, Jensen's Model.

**(Theory Only)**

## **Reference:**

1. Donald E.Fischer and Ronald J Jordan, Security Analysis and Portfolio Management, 6<sup>th</sup> Ed., Prentice Hall of India, 2000
2. Prasanna Chandra, Managing Investment, Tata McGraw Hill
3. R.J. Fuller and J.L. Farrel, Modern Investment and Security Analysis, McGraw Hill.
4. Jack Clark Francis, Management of Investment, McGraw Hill
5. Stron Robert, Portfolio Management Hand Book, Jaico, Bombay.

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**M.Com. (Financial Management)**

**Core Course VI - Quantitative Techniques for Business Decisions**

**(For the candidate admitted from the academic year 2009-2010 onwards)**

Credit Allotted : 5

Max. Marks:75

Unit I: Meaning of Quantitative Techniques – Role of Quantitative techniques – Advantages and limitations of Quantitative Techniques Correlation analysis – simple – partial and multiple, Regression analysis – Time Series.

Unit II: Probability – Elements of probability – Theorems of probability – theoretical distributions – Binomial – poisson – Normal distribution – Normal distribution.

Unit III: Definition of Hypothesis – Types of Hypothesis – Type I Error – Type II Error – t test – F test – ANOVA – Chi – Square test.

Unit IV: Transportation problem – Initial Basic feasible solutions by North West Corner rule – Minimization method – Maximize method – Vogel’s approximation method – optimization test by Modi method – Assignment methods.

Unit V: Linear programming – Basic Concepts and notation – Linear programming formulation – solution through graphic methods, Simplex Method ( Simple problem)

**Note: 80 % Problem      20 % Theory**

**Book for Reference:**

- 1 Quantitative Technique – C.R. Kothari
2. Statistical Methods – S.C. Gupta
- 3.Statistical Methods – S.P. Gupta
4. Advanced Statistics – D.L. Enclave

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**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024**  
**CENTRE FOR DISTANCE EDUCATION**  
**M.Com. (Financial Management) – Revised Course Structure under CBCS**  
**(For the candidate admitted from the academic year 2009-2010 onwards)**

Sem ester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Ext.	
<b>I</b>	Core Course – I (CC)	Managerial Economics	6	5	3	25	75	100
	Core Course – II (CC)	Business Administration	6	4	3	25	75	100
	Core Course – III (CC)	Accounting for Business Decisions	6	5	3	25	75	100
	Core Course – IV (CC)	Strategic Management	6	5	3	25	75	100
	Core Course – V (CC)	Entrepreneurial Development	6	4	3	25	75	100
<b>II</b>	Core Course – VI (CC)	Quantitative Techniques for Business Decisions	6	5	3	25	75	100
	Core Course – VII (CC)	Corporate Laws	6	4	3	25	75	100
	Core Course – VIII (CC)	Cost Accounting	6	5	3	25	75	100
	Core Course – IX (CC)	Computer Application in Business (Theory & Practical)	6	5	4*	25	75	100
	Elective Course – I (EC)	Financial Management	6	4	3	25	75	100
<b>III</b>	Core Course – X (CC)	Corporate Accounting	6	5	3	25	75	100
	Core Course – XI (CC)	Research Methodology	6	5	3	25	75	100
	Core Course – XII (CC)	E – Commerce	6	4	3	25	75	100
	Elective Course – II (EC)	Working Capital Management	6	4		25	75	100
	Elective Course – III (EC)	International Finance	6	4	3	25	75	100
<b>IV</b>	Core Course – XIII (CC)	Income Tax Law & Practice	6	5	3	25	75	100
	Core Course – XIV (CC)	Fundamentals of Information Technology (Theory & Practical)	6	4	4*	25	75	100
	Core Course – XV (CC)	Project Work Viva voce 20 marks Dissertation 80 marks	6	5	-	-	-	100
	Elective Course - IV (EC)	Financial Markets & Services	6	4	3	25	75	100
	Elective Course - V (EC)	Securities Analysis and Portfolio Management	6	4	3	25	75	100
			120	90				2000

Note: For Core Courses IX & XIV Examination - Theory 2 Hours; Practical 2 Hours.