

<b>Course Code</b>		<b>22MCOM101</b>	<b>Programme Code</b>	<b>MCOM2022</b>
<b>Course Name</b>		<b>Managerial Economics</b>		
<b>Credits</b>		<b>5+1</b>	<b>Course Type: Core Course</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>• The paper seeks to equip the student with the Analytical tool of Economics and apply the same to rational Managerial decision making.</li><li>• To develop Economic way of thinking in dealing with practical business problem and challenges</li></ul>		
<b>Mapping of Programme Outcome(PO/P SO)</b>		PO1. Student become successful professionals in industry, government, academia, research, entrepreneurial pursuit and consulting firms. PSO1 : Ability to start entrepreneurial ability. PSO2 : Ability to work in team with enhance communication and interpersonal skills.		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>• The student should have the basic knowledge of Economics</li><li>• The student should be aware about the concepts of Economic Welfare&amp; Theories of Economics</li></ul>		
<b>Course Outcomes (CO)</b>		<ul style="list-style-type: none"><li>• They are able to manage good economy in a firm and take steps to attain its goal</li><li>• They are able to identify the different market concept</li><li>• They are able to write the meaning and different methods of pricing</li></ul>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs 75</b>
I	<b>Introduction to Managerial Economics:</b> 1.1 Meaning, definition and concept of managerial economics 1.2 features of managerial economics 1.3 significance of managerial economics 1.4 role of managerial economics 1.5 Objectives and scope of managerial economics 1.6 Difference between managerial economics and economics			<b>19</b>
	<b>CO:1,3</b>			
II	<b>Fundamental concepts of Managerial Economics:</b> 2.1 Meaning of micro and macro economics 2.2 Importance of micro and macro economics 2.3 Firms and Industry 2.4 forms of ownership 2.5 Types of business goals			<b>19</b>
	<b>CO:2,1</b>			
III	<b>Market Structure:</b> 3.1Meaning and definition of market 3.2 Classification of market structure 3.3 Perfect competition and it's features, 3.4 Monopoly and types of monopoly 3.5 Oligopoly and it's features 3.6 Monopolistic competition.			<b>18</b>
	<b>CO: 3</b>			

IV	<b>Pricing policies and methods:</b> 4.1 Meaning of pricing policies 4.2 Objectives of pricing policies 4.3 Factor influencing pricing policies 4.4 Factor involved in pricing policies 4.5 Methods of pricing, dual pricing.  <b>CO:1;3</b>	19
	<b>References:</b> <ul style="list-style-type: none"> <li>• Mithani D.M, Managerial Economics; Theory and applications, Himalaya Publications</li> <li>• Appannaiah H.R,S.Shanthi. .Ramanath H.R Managerial Economics;. Himalaya Publications</li> <li>• Pandey K.M Pandey, Manas Managerial Economics Himalaya Publications</li> <li>• Jhingan,.Principles of Economics; Himalaya Publication</li> </ul>	

<b>Course Code</b>		<b>22MCOM102</b>	<b>Programme Code</b>	<b>MCOM2022</b>
<b>Course Name</b>		<b>Management Accounting</b>		
<b>Credits</b>		<b>3</b>	<b>Course Type: Core Course</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>• The objective of this course is to acquaint the students regarding various accounting managerial decision concepts and its application in managerial decision making.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		PSO1 : The student will be ready for employment in functional areas like accounting, taxation, banking & insurance.  PSO 2 :Student will exhibit inclination towards pursuing professional courses such as Chartered Accountant (CA)/ Company Secretary (CS)/ Certified Management Accountant (CMA)/ Chartered Financial analyst (CFA).		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>• The student should have the basic knowledge of Financial Management and its Implementations.</li><li>• The student should be aware about formats and rules regarding Financial Management.</li></ul>		
<b>Course Outcomes (CO)</b>		<ul style="list-style-type: none"><li>• Students can explain the basics management accounting concept.</li><li>• They are able to journalize the management accounting and budgeting.</li><li>• Students are able to prepare cash &amp; fund flow statement.</li></ul>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs 45</b>
I	<b>Management Accounting:</b> 1.1 Concept & Need, 1.2 Importance & Essential of Management Accounting; 1.3 Nature,& Scope of Management Accounting; 1.4 Difference between Financial Accounting and Management Accounting; 1.5 Difference between Cost Accounting and Management Accounting;			<b>10</b>
	<b>CO:1,3</b>			
II	<b>Analysis and Interpretation of Financial Statement:</b> 2.1 Meaning & Importance 2.2 Method and Technique <b>Ratio Analysis:</b> 2.3 Liquidity Ratios 2.4 Turnover Ratios & Earning Ratios.			<b>14</b>
	<b>CO:2,1</b>			
III	<b>Fund Flow Statement:</b> 3.1 Meaning of fund & Flow of fund 3.2 Schedule of changes in working capital 3.3 Statement of sources and Application of fund. (Theory Only) <b>Cash Flow Statement:</b>			<b>10</b>

	3.4 Definition, object and utility of cash flow statements, 3.4 Preparation of cash flow statement.	
	<b>CO: 3</b>	
IV	<b>Budgetary Control:</b> 4.1 Meaning & Need of Budget 4.2 Objectives & Important of Budget 4.3 Merits and Demerits of Budgetary control 4.4 Flexible Budget & Fixed Budget 4.5 Standard Costing and Variance analysis (Material & Labour).	<b>11</b>
	<b>CO:1;3</b>	
	<b>References:</b> Singhal A.K., Ghosh Roy, H.J. "Accounting for Managers". JB Publishers and Distributors, New Delhi. Pandey I.M., „Management Accounting". Vikas Publishing House, New Delhi. Horngen, Sundem, & Stratton, „Introduction to Management Accounting". Pearson Education, New Delhi. Hansen Mowen, „Cost Management". Thompson Learning. Jain S.P., Narang K.L., „Advanced Cost accounting". Kalyani Publishers.	



<b>Course Code</b>		<b>22MCOM103</b>	<b>Programme Code</b>	<b>MCOM2022</b>
<b>Course Name</b>		<b>Financial Management</b>		
<b>Credits</b>		<b>3</b>	<b>Course Type: Core Course</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>The objective of this paper is to acquaint the student with various Financial Management tool &amp; techniques used for business decision making.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		PO5. Students get opportunities to explore many career paths in investment, portfolio management, stock market, security analysis and capital market analysis, accounting field, financial field etc. PSO3 : The student will be ready for employment in functional areas like accounting, taxation, banking & insurance. PSO6 : Student will exhibit inclination towards pursuing professional courses such as Chartered Accountant (CA)/ Company Secretary (CS)/ Certified Management Accountant (CMA)/ Chartered Financial analyst (CFA).		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>The student should have the basic knowledge of Financial Management.</li><li>The student should be aware of how Financial Management is used in business.</li></ul>		
<b>Course Outcomes (CO)</b>		<ul style="list-style-type: none"><li>Students got practical knowledge about present and future value of money.</li><li>Define and identify the concept of working capital management</li><li>Students acquired practical skill on capital budgeting.</li></ul>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs</b> <b>45</b>
I	<b>Financial Management:</b> 1.1 : Introduction & Definition of Financial Management 1.2 Scope of Financial Management 1.3 Importance of Financial Management 1.4 Objectives of Financial Management 1.5 Functions of Finance Manager.			<b>08</b>
	<b>CO:1,3</b>			
II	<b>Capital Structure:</b> 2.1 Introduction & Factors of capital structure 2.2 Theories of capital structure <b>Leverages.</b> 2.3 Operating , Financial and super leverages. 2.4 Practical related to Leverages.			<b>14</b>
	<b>CO:2,1</b>			
III	<b>Management of Working Capital &amp; Cash Budget:</b> 3.1 Meaning of Management of Working Capital & Cash Budget 3.2 Importance of Cash Budget 3.3 Steps for preparing cash budget. 3.4 Practical problems related to cash budget			<b>14</b>
	<b>CO: 3</b>			

IV	<b>Management of Inventory:</b> 4.1 Meaning of Inventory Management 4.2 Objective of Inventory Management 4.3 Role of Finance Manager in Inventory control. <b>CO:1;3</b>	<b>09</b>
	<b>References:</b> Pandey I.M., „Financial Management“. Vikas Publication (9th Edition). Gupta shashi K., Sharma R.K. „Financial Management – Theory and Practice“. Kalyani Publishers (6th Revised Edition). Kishor, Ravi M., „Financial Management“. Taxman’s Publication (7th Edition). Jaion P.K., „Financial Management“. Tata McGraw Hill, (5th Edition).	

<b>Course Code</b>		<b>22M.COM104</b>	<b>Programme Code</b>	<b>M.COM 2022</b>
<b>Course Name</b>		<b>Financial Institute and Markets</b>		
<b>Credits</b>		<b>5+1</b>	<b>Course Type : DICIPLIN SPECIFICS ELECTIVE-1</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>• To provide students with the knowledge of various instruments traded in the financial markets.</li><li>• To provide information to students about the current financial system in India.</li><li>• To help them understand the various financial intermediaries and their importance in the financial system.</li><li>• To provide students with basic concepts and theories of Finance, its markets and various services provided in the Finance sector.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		<ul style="list-style-type: none"><li>• PO4. Successful pursue lifelong learning to fulfill their goals.</li><li>• PSO5: Students get opportunities to explore many career paths in investment, portfolio management, stock market, security analysis and capital market analysis, accounting field, financial field etc.</li><li>• PSO1.The student will develop an ability to apply knowledge acquired in problem solving.</li></ul>		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>•The student should have the basic knowledge of Basics of Financial System..</li><li>•The student should be aware about basic concepts of Indain Financial System..</li></ul>		
<b>Course Outcomes (CO)</b>		<ul style="list-style-type: none"><li>• To provide students with basic concepts and theories of Finance, its markets and various services provided in the Finance sector.</li><li>• To provide students with the knowledge of various instruments traded in the financial markets.</li><li>• To provide information to students about the current financial system in India.</li><li>• To familiarize students with recent changes and elements of financial markets andλ services.</li></ul>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs 75</b>
I	<b>UNIT – 1. FINANCIAL SYSTEM</b> 1.1:Introduction to Financial System and Economic Development 1.2:Concept, introduction, Formal and informal financial systems 1.3:Functions of financial system 1.4:Nature and Role of financial institutions and financial markets 1.5:Financial system and the economy. <b>CO; 1,</b>			<b>15</b>
II	<b>UNIT 2: Financial Institutions</b> 2.1:Concepts Related to Financial Institutions, 2.2:Commercial Banking - Nationalization of commercial Banks 2.3:Structure of Commercial Banks in India, Functions, Asset structure of Commercial banks. 2.4:Sources of funds. Investment of funds. Investment policy, LIC, Mutual funds, EXIM Bank- Constitution, objectives and functions. 2.5:RBI, NABARD, SEBI			



	<b>CO; 1,2</b>	
III	<b>UNIT 3: Financial Market</b> 3.1: Concepts Related to Financial Markets, 3.2: Money Market - Components, Characteristics of a developed money market. Functions and Instruments. 3.3: Capital market - Primary & Secondary - Meaning, Objectives, Functions, 3.4: Components of Capital Market, Instruments Traded, Methods of Marketing Securities, 3.5: Components of primary market. Intermediaries, Stock Market, Stock Exchange, NSE, BSE .	<b>17</b>
	<b>CO; 2,3</b>	
IV	<b>UNIT 4 : Structure of Indian Financial System</b> 4.1: Structure of Indian Financial System 4.2: Current developments in the Indian Financial system/Financial Sector developments and Latest Financial Instruments. 4.3: Shares, Mutual Funds, Debentures, Bonds.	<b>14</b>
	<b>CO; 1,4</b>	
	<b>Textbooks:</b> 1. Machiraju, 'Indian Financial System' – Vikas Publishing House, 2nd Edition, 2002. 2. Varshney P.N., & Mittal D.K., 'Indian Financial System', Sultan Chand & Sons, New Delhi. 2002. 3. Verma J.C., 'Venture Capital Financing in India', Sage, New Delhi, 1997. 4. Sadhale H., 'Mutual Funds in India', Sage, New Delhi, 1997.	
	<b>References:</b> (1) Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India (2) Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education (3) Financial Institutions & Markets by Jeff Madura, 10 edition Cengage (4) Bond Evaluation, Selection and Management by R. Stafford Johnson, 2nd Edition, John Wiley & Sons, Inc. Hoboken, New Jersey (5) Analysis of Investments and Management of Portfolios by Frank Reilly and Keith Brown, 10th Edition, Cengage Publication.	



<b>Course Code</b>		<b>22MCOM104</b>	<b>Programme Code</b>	<b>M.COM 2022</b>
<b>Course Name</b>		<b>Advertising And Sales Management</b>		
<b>Credits</b>		<b>5+1</b>	<b>Course Type : DICIPLIN SPECIFICS ELECTIVE-1</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>• To help them understand the various advertising intermediaries and their importance in the Management</li><li>• To provide students with basic concepts and theories of Advertising And Sales, its markets and various services provided in the Advertising And Sales Management sector.</li><li>• To provide students with the knowledge of various instruments traded in the Advertising And Sales Management</li><li>• To provide information to students about the current Advertising And Sales Management in India.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		<ul style="list-style-type: none"><li>• PO2: Able to contribute to the society as a broadly educated, expressive, ethical and responsible citizen with proven expertise.</li><li>• PSO5: To inculcate ethical values, team work, leadership and managerial skills.</li><li>• PSO3: The student will be ready for employment in functional areas like accounting, taxation, Advertising, Marketing, banking and insurance</li></ul>		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>•The student should have the basic knowledge of Basics of Advertising And Sales Management</li><li>• The student should be aware about basic concepts of Advertising And Sales Management</li></ul>		
<b>Course Outcomes (CO)</b>		<ul style="list-style-type: none"><li>• To provide students with basic concepts and theories of Advertising , its markets and various services provided in the Advertising And Sales Management sector.</li><li>• To provide students with the knowledge of various instruments traded in the Advertising And Sales Management.</li><li>• To provide information to students about the current Advertising And Sales Management in India.</li><li>• To students with recent changes and elements Advertising And Sales Management</li></ul>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs 75</b>
I	<b>UNIT 1: Advertising</b>  1.1: Advertising: Introduction ,Component 1.2: Importance of Advertising 1.3Role of Advertising 1.4: Types of Advertising Media 1.5: Functions of Advertising 1.6 Promotion Mix : Elements of Promotion Mix			<b>19</b>

	1.7: Steps Promotion Mix	
	<b>CO 1</b>	
II	<b>UNIT 2: Sales Management</b> 2.1: Sales Management: Importance, 2.2: Difference between Selling and Marketing 2.3: Sales Activities 2.4 Selling Skills 2.5 Importance of Sales Forecasting 2.6 Selling Strategies	19
	<b>CO 2,3</b>	
III	<b>UNIT 3: Sales Promotion And Sales Force</b> 3.1: Sales Promotion: Introduction, Concept 3.2: Objectives Sales Promotion 3.3: Benefits of Sales Promotion 3.4: Types of Sales Promotion 3.5: Sales Promotion Technique 3.6: Difference Between Personal Selling & Advertising.	19
	<b>CO 1,2</b>	
IV	<b>UNIT5 : Media Planning and Scheduling</b> 5.1: Media Planning : Introduction, Concept 5.2: Objective of Media Planning 5.3: Importance of Media Planning 5.4: Factor Affecting Media Planning 5.5: Problems Media Planning 5.6 Advertising Agencies : Role of Advertising Agencies	18
	<b>CO 4</b>	
	<b>Textbooks:</b> <ul style="list-style-type: none"> <li>• Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.</li> <li>• William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.</li> <li>• Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.</li> <li>• Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001</li> <li>• Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education</li> </ul>	

	<p><b>References:</b></p> <ul style="list-style-type: none"> <li>• Kotler “Marketing Management”, 8th Edition</li> <li>• Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)</li> <li>• Kotler,Keller,Koshy And Jha “ Marketing Management” 13th edition Pearson Education</li> <li>• Ramaswamy VS, Namakumari “Marketing Management” 4thMacmillan</li> <li>• Shukla A.K. “Marketing Management” 1stedition, VaibhavLaxmiPrakashan</li> <li>• Evance&amp;Berman “ Marketing Management”2007, Cenage Learning</li> <li>• Mcdenial,Lamb,Hair “ Principles Of Marketing 2008”Cenage Learning</li> <li>• William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston</li> <li>• Stanton W.J. et al: Fundamentals of Marketing, McGraw H</li> </ul>	



<b>Course Code</b>		<b>22MCOM201</b>	<b>Programme Code</b>	<b>MCOM2022</b>
<b>Course Name</b>		<b>Cost Accounting</b>		
<b>Credits</b>		<b>5+1</b>	<b>Course Type : core</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>Practices in different kind of business activities are being accounting to ensure efficiency</li><li>Its includes capital budgeting, portfolio, operation, and investment planning and other related area.</li><li>The basic objective of the course is to equip the students with the understanding of accounting concept</li><li>The course is designed so that the students can understand the scientific preparation of transaction with relevant interpretation.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		<p><b>PO5.</b> Helps aspirants to acquire knowledge in the field of accounting, taxation, business management, financial accounting, business economics, business law, marketing management, human resource management and business communications.</p> <p><b>PO8.</b> The programme aims to develop professional skills among students and build a strong foundation in accounts, Finance and Ethics which will benefit themselves as well as the society.</p> <p><b>PSO5.</b> Accounting Knowledge: Allows students to obtain knowledge and skill require managing and handling accounting and Financial Management activities in different firms, industries and organization.</p> <p><b>PSO7.</b> Able to pursue advance education in relevant courses.</p>		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>The student should have the basic knowledge of Basics of cost Accounting.</li><li>The student should be aware about basic concepts of cost Accounting.</li></ul>		
<b>Course Outcomes (CO)</b>		<p><b>CO.1.</b> Students will demonstrate strong conceptual knowledge in the functional area of cost Accounting.</p> <p><b>CO.2</b> Students will demonstrate effective understanding of relevant functional areas of financial management and its application.</p> <p><b>CO.3</b> Students will demonstrate analytical skills in identification and resolution of problems pertaining to Cost Accounting</p>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs(75)</b>
<b>I</b>	<b>Cost Accounting :-</b> 1.1 Meaning ,Scope, 1.2 Objective, Limitation, 1.3 Advantages, Uses, 1.4 Cost: Meaning, Concept and Classification. Elements of Cost, 1.5 Nature & Importance, Material Costing. Methods of Valuation of Material issue. <b>1.6</b> Concept and material control and its techniques.			<b>18</b>
	<b>CO1, CO3</b>			
<b>II</b>	<b>Cost Sheet &amp; statements of cost :-</b> <b>2.1</b> Meaning ,objectives , 2.2 Features of cost sheet, 2.3 Preparation of Cost Sheet and Statement of Cost , 2.4 costing for Decision making, 2.5 marginal costing & absorption costing			<b>18</b>
	<b>CO1, CO2</b>			

<b>III</b>	<b>Marginal Costing-</b> 3.1 Profit – Volume Ratio, Break – Even Point, 3.2 Margin of Safety, Application of Break-even Analysis. 3.3 Cost Audit – Meaning, Importance and Techniques of Cost Audit, 3.4 Cost Audit Programs, Distinguish Between Financial and cost Audit <b>CO2, CO3</b>	<b>19</b>
<b>IV</b>	<b>Process Costing:</b> 4.1 Meaning ,Definition, 4.2 Advantages, objectives, 4.3 Practical problems on process Costing 4.4 Standard costing:- meaning Definition 4.5 Types variance analysis, material, Labour <b>CO1, CO3</b>	<b>19</b>
	<b>Textbooks:</b> <ul style="list-style-type: none"> <li>• R.L Gupta &amp; M. Radhaswamy, Advanced Accountancy,</li> <li>• Sultan Chand &amp; Sons. P.C. Tulsian, Financial Accounting</li> <li>• New Age International M.E. Thukaram Rao, Cost Accounting &amp; Mangement.</li> </ul>	



<b>Course Code</b>		<b>22MCOM202</b>	<b>Programme Code</b>	<b>MCOM2022</b>
<b>Course Name</b>		<b>Marketing Management</b>		
<b>Credits</b>		<b>5+1</b>	<b>Course Type : core</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>• The basic objective of the course is to equip the students with the understanding of Marketing Management concept</li><li>• The course is designed so that the students can understand the Buyers Behavior and Market Segmentation.</li><li>• To make how marketing management works on a business scale.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		<p><b>PO2</b> -Students evaluate different business problems using analytical, creative and integrative abilities also inculcate a global mindset.</p> <p><b>PO.3</b> Helps aspirants to acquire knowledge in the field of accounting, taxation, business management, financial accounting, business economics, business law, marketing management, human resource management and business communications.</p> <p><b>PSO1.</b>Management knowledge and Skill: Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance and Human Resource. They acquire Managerial Skill to makes business decision through capability to interact and motivate and understand concept, develop ideas and implement strategies.</p> <p><b>PSO7.</b> Able to pursue advance education in relevant courses.</p>		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>• The student should have the basic knowledge of Basics of Marketing</li><li>• The student should be aware about basic concepts of Marketing Management</li></ul>		
<b>Course Outcomes (CO)</b>		<p><b>CO.1.</b> Identify core concepts of marketing and the role of marketing in business and society.</p> <p><b>CO2.</b> Acquire knowledge of social, legal, ethical and technological forces on marketing decision-making and Global marketing.</p> <p><b>CO3.</b> Settings Ability to develop marketing strategies based on product, price, place and promotion objectives.</p>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs(75)</b>
I	<b>Fundamental of marketing:</b> 1.1 Introduction, Meaning, definition, concept, 1.2 evolution of marketing scope, 1.3 Marketing mix, difference between marketing and selling, 1.4 Marketing environment.			18
	<b>CO1, CO3</b>			
II	<b>Buyers Behavior and Market Segmentation :</b> <b>2.1</b> Buyer behavior: Introduction factor affecting consumer behavior, 2.2 buying decision process, difference between customer and consumer. 2.3 Market segmentation :Introduction, bases for a market segmentation.			19
	<b>CO1, CO2</b>			
III	<b>Channels of Distribution and Promotion:</b> 3.1 Channels of distribution: introduction, types of channels of distribution, 3.2 retailers and functions of retailers, physical distribution and types of distribution function. 3.3 Promotion: introduction, promotion mix, sells promotion, 3.4 Advertising personal selling, publicity.			18

	<b>C02, C03</b>	
IV	<b>Global Marketing:</b> 4.1 emergency of global marketing strategies, orientation to global marketing decision, 4.2 global marketing environment alternative, global marketing strategies difference between MNCs and global companies. 4.3 Meaning, Definition of Digital Marketing, Difference between Digital Marketing and Traditional Marketing. <b>C01, C02</b>	19
	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>• sherlekar :Marketing management, Himalaya publicituy house.</li> <li>• Ramaswami V.S.Namakumari s, marketing management, mac millian publication, India</li> <li>• Philips Kotlar, marketing management personal prentice Hall.</li> <li>• Cundiff And Still,Basics marketing</li> </ul>	

<b>Course Code</b>		<b>22MCOM203</b>	<b>Programme Code</b>	<b>MCOM2022</b>
<b>Course Name</b>		<b>Business Communication Skill</b>		
<b>Credits</b>		<b>(2)</b>	<b>Course Type: Ability Enhancement</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>• To provide an overview of pre-requisites to Business Communication.</li><li>• To provide an outline to effective Organizational Communication.</li><li>• To impart the correct practices of the strategies of effective Business Writing.</li><li>• To underline the nuances of Business Communication.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		<ul style="list-style-type: none"><li>• Critical Thinking: Develop the ability to completely evaluate new ideas, research findings in evaluation to business and Management related issues.</li><li>• Communication Skills: This program enhances Ability to communicate ideas effectively in both written and oral Formats. develops skill to communicate business analysis to the static holder with clean, effective and appreciate manner..</li><li>• Communicate effectively in different context &amp; Develop ethical thinking.</li></ul>		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>• The student should have the basic knowledge of English.</li><li>• The student should be able to use primary academic writing associated with Business Communication.</li><li>• The students should posses the logical thinking ability.</li></ul>		
<b>Course Outcomes (CO)</b>		The students are expected to be able to demonstrate a good understanding of: CO1. Business writing. CO2. Business communication. CO3. Interpersonal communications. CO4. Reading, writing & presentation skills		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hrs 30</b>
<b>I</b>	<b>Purpose And Process Of Communication:</b> 1.1: Paths of communication, Essentials of good listening. 1.2: Oral Communication. 1.3: Noise, barriers to communication. 1.4: Listening process. <b>1.5:</b> Types of listening, telephonic communication.			<b>08</b>
	<b>CO:2,3</b>			
<b>II</b>	<b>Presentation skills:</b> 2.1: Prerequisites of effective presentation. 2.2: Format of presentation 2.3: Venue of presentation and effectiveness of presentation communication skills for group discussion and interviews			<b>07</b>
	<b>CO:2,4</b>			
<b>III</b>	<b>Non Verbal Communication:</b> 3.1: Gestures, handshakes, gazes, smiles, hand movements. 3.2: Styles of working, voice modulations, body sport for interviews.business atiquettes . 3.3: Business manners of people of different cultures 3.4: Managing customer care			<b>07</b>
	<b>CO:2,3</b>			
<b>IV</b>	<b>Written Communication :</b> 4.1: Mechanics of writing, report writing, circulars, notices. 4.2: Memos, agenda and minutes. 4.3: Business correspondence – business letter format,style of letter arrangement, types of letters, telex managers, electronic mail, diary 4.4: Writing, development resume.			<b>08</b>
	<b>CO:1,4</b>			

**References:**

- ☐ Kaul. Asha. Business Communication“ PHI , New Delhi.
- ☐ Kaul. Asha. Effective . Business Communication“ PHI , New Delhi.
- ☐ Chaturvedi.P.D. Chaturvedi Mukesh. Business Communication“ pearson Education.
- ☐ McGrath EH. Basic managerial skills for All“ PHI , New Delhi.



# **Generic Interdisciplinary Elective theory I**

**Syllabus is not required**

<b>Course Code</b>		<b>22MCOM301</b>	<b>Programme Code</b>	<b>MCOM 2022</b>
<b>Course Name</b>		<b>Corporate Accounting</b>		
<b>Credits</b>		<b>(5+1)</b>	<b>Course Type- Core</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>To enable the students about the Preparation of the Company accounts.</li><li>To motivate the students to understand the various Provisions of the Companies Act.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		PO3. Capital to achieve peer-recognition as an individual or in a team through demonstration of good analytical, design and implementation skills. PO4. Successful pursue lifelong learning to fulfill their goals. PO5. Students get opportunities to explore many career paths in investment, portfolio management, stock market, security analysis and capital market analysis, accounting field, financial field etc.		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>Students must know how to prepare financial statements and accounting reports and understand the balance sheet, profit and loss, and cash flow account.</li><li>Students should be able to prepare an income statement to show their company’s profitability, a balance sheet to provide a snapshot of their business’s financial standing, and a profit and loss statement to show their business’s income and expenses during a given period.</li></ul>		
<b>Course Outcomes (CO)</b>		The student will able to; <ul style="list-style-type: none"><li>Understand the Accounting treatment of Share Capital and aware of process of book building,</li><li>Comprehend the important provisions of Companies Act, 2013 and prepare final accounts of a company with Adjustments.</li><li>Calculate the Value of Share by different methods</li></ul>		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hours (75)</b>
1.	<b>Accounting for share Capital</b> 1.1 Kinds of Share- Types of Preference Share- at Par, Discount and Premium 1.2 forfeiture of share (Theory & Problem) 1.3 Re-Issue of Share ((Theory & Problem)			
	<b>CO: 1</b>			
2	<b>Issue of Debentures and Issue of Bonus share</b> 1.1 Accounting Treatment for Debenture issued- at Par, Discount and Premiun 1.2 Issue and redemption of preference shares, debentures 1.3 Underwriting of shares and debentures			
	<b>CO: 2</b>			
3	<b>Valuation of Share</b> 3.1 Need for valuation of share 3.2 Methods of Valuation- Net Assets Method, Yield Basis Method (Theory & Problem)			
	<b>CO: 2,3</b>			

4	<p><b>Company Final Account</b></p> <p>1.1 Provisions of the Company Act 2013</p> <p>1.2 Preparation of Final Account- Profit &amp; Loss Account and Balance Sheet(including problem with simple adjustment)</p>	
	<p><b>CO: 1,2</b></p> <p>Books Recommended:</p> <ol style="list-style-type: none"> <li>1. J.R.Monga, Basic Corporate Accounting, Mayur paperbacks, New Delhi</li> <li>2. NirmalGupta,Chhavi Sharma, Corporate Accounting theory and practice, Ane books pvt Ltd</li> <li>3. M.C. Shukla,T.S.Grewal and S.C.Gupta, Corporate Accounting , S.Chand And co., New Delhi</li> <li>4. Ashok Sehgal and Deepak Sehgal, Advanced Accounting, Volume II, Taxman, New Delhi</li> <li>5. S.N.Maheshwari and S.K.Maheshwari , Corporate Accounting, Vikas Publication, New Delhi</li> <li>6. Mukherjee and Hanif, Corporate Accounting, Tata McGraw Hill, New Delh</li> </ol>	



Course Code		22MCOM302	Programme Code	MCOM2022
Course Name		Research Methodology		
Credits		(5+1)	Course Type: Core	
Course Objectives		<ul style="list-style-type: none"><li>To expose students to basic concept of research methodology</li><li>To make students acquaint with different methods of research</li></ul>		
Mapping of Programme Outcome(PO/PSO)		<ul style="list-style-type: none"><li></li></ul>		
Prerequisites:		<ul style="list-style-type: none"><li>The students should have the basic knowledge of research</li><li>To equip the students with the basic understanding of the research methodology</li></ul>		
Course Outcomes (CO)		<ol style="list-style-type: none"><li>Understand the various objectives of foundation of research and process.</li><li>Students will understand research data and research design.</li><li>Students will be enough capable to prepare sample design.</li><li>Student will able to set hypothesis and interpret the data.</li></ol>		
Sr.no				Total Hrs 75
I	Introduction To Research:- 1.1 Meaning and definition of Research 1.2 Objective and Scope of Research , 1.3 Importance and limitation of Research, 1.4 Research Process, 1.5 Research Methodology			18
	CO: 01			
II	Data Collection & Research Design:- 2.1 Meaning and types of data collection 2.2 Techniques of primary data and secondary data, 2.3 different between primary data and secondary data ; 2.4 Meaning of research design , types of research design, 2.5 Essential of good research design.			19
	CO: 02			
III	Sampling and scaling:- 3.1 Meaning of sampling 3.2 Steps in sampling design, 3.3 Types of sample design 3.4 Concept of scaling, technique of scaling, 3.5 Basis of scale classification			19
	CO: 03			
IV	Data analysis & interpretation :- 4.1 Definition of hypothesis, 4.2 Characteristics and types of hypothesis, 4.3 Meaning and process of data analysis ; 4.4 meaning of interpretation and technique of interpretation ; 4.5 Report writing.			19
	CO: 04			
	References: 1. Fitz-enz, J. (2013). <i>How to measure HRM</i> . McGraw-Hill. 2. Fitz-enz, J., & Mattox, J. (2014). <i>Predictive Analytics for Human Resources</i> . Wiley. 3. Phillips, J., & Phillips, P.P. (2014). <i>Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes</i> . McGraw-Hill 4. Becker, B. E., Huselid, M. A., & Ulrich, D. (2001). <i>The HR scorecard: Linking people, strategy, and performance</i> . Harvard Business Press			

Course Code		22MCOM303	Programme Code	MCOM2022
Course Name		International Marketing		
Credits		(5+1)	Course Type: Discipline Specific Elective	
Course Objectives		<ul style="list-style-type: none"><li>The objective of this course is to develop understanding about strategic processes in International Marketing and their impact on a firm.</li><li>The fundamental objective of this course is to provide exposure to the students about International Product, Pricing and Promotional decisions</li></ul>		
Mapping of Programme Outcome(PO/PSO)		<ul style="list-style-type: none"><li></li></ul>		
Prerequisites:		<ul style="list-style-type: none"><li>The student should have the basic knowledge about marketing concepts and marketing strategies.</li></ul>		
Course Outcomes (CO)		After studying this course, the student will be able to: 1. Know the different theories of learning in HR training and development . 2. Able to differentiate between training and development 3. Know Quality of good trainer 4. Understand the Process of Evaluation		
Sr.no				Total Hrs 30
I	Overview of International Marketing: 1.1 International marketing Meaning, International marketing decisions, 1.2 Problems in international marketing, 1.3 Difference between domestic and international marketing			7
	CO: 02			
II	International Product Decision: 2.1 Product and product decision, 2.2 New product development.- Introduction 2.3 Benefits of Branding and Packaging.			7
	CO: 01			
III	International Pricing and Distribution : 3.1 Pricing : Introduction, Steps in Pricing, 3.2 Pricing objectives, Methods of Pricing 3.3 Distribution: Introduction, International channel of distribution			8
	CO: 03			
IV	International Promotion: 4.1 Introduction, Steps in International 4.2 Marketing Communication. Communication Mix in International Marketing : 4.3 Advertising, Personal selling, Sales Promotion.			8
	CO: 04			
	References: 1 Cherunilam Francis, “ International Marketing Himalaya Publishing . Varshney R.L. Bhattacharya B. International Marketing Management S. Chand& Sons. Vasudev P.K. International Marketing Excel Books Publication. Joshi Rakesh Mohan, International Marketing SAGE Publication India Mathur U.C. International Marketing Management Text• &Cases SAGE Publication India			

Course Code		22MCOM305	Programme Code	MCOM2022
Course Name		Human Resource Training and Development		
Credits	(2+1)	Course Type: Skill Enhancement		
Course Objectives	The objective of this course is to acquaint the students with: <ul style="list-style-type: none"><li>• The concepts and significance of HR training and development</li><li>• The importance of HR training and development</li><li>• The concepts and significance Learning Environment</li></ul>			
Mapping of Programme Outcome(PO/PSO)	<ul style="list-style-type: none"><li>•</li></ul>			
Prerequisites:	<ul style="list-style-type: none"><li>• The student should have the basic knowledge of management of human resource.</li><li>• The students should be well aware about human resource training and development program.</li></ul>			
Course Outcomes (CO)	After studying this course, the student will be able to: 1. Know the different theories of learning in HR training and development . 2. Able to differentiate between training and development 3. Know Quality of good trainer 4. Understand the Process of Evaluation			
Sr.no				Total Hrs 30
I	Systematic Approach to training: 1.1 Introduction to training, need for training and development 1.2 Differences of training and development 1.3 importance of training and development in organization			7
	CO: 02			
II	The Learning Environment: 2.1 Learning theories 2.2 Learning style 2.3 Stage of learning			7
	CO: 01			
III	Transfer of training: 3.1 Considerations in designing effective training programs 3.2 Training Design 3.3 Quality of good trainer 3.4 Internal Trainer V/S External Trainer			8
	CO: 03			
IV	Training Evaluation and Management: 4.1 Process of Evaluation 4.2 Outcomes used in the evaluation of training program 4.3 Training issues resulting from External & Internal Environment			8
	CO: 04			
	References: 1. Fitz-enz, J. (2013). <i>How to measure HRM</i> . McGraw-Hill. 2. Fitz-enz, J., & Mattox, J. (2014). <i>Predictive Analytics for Human Resources</i> . Wiley. 3. Phillips, J., & Phillips, P.P. (2014). <i>Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes</i> . McGraw-Hill 4. Becker, B. E., Huselid, M. A., & Ulrich, D. (2001). <i>The HR scorecard: Linking people, strategy, and performance</i> . Harvard Business Press			

<b>Course Code</b>		<b>22MCOM401</b>	<b>Programme Code</b>	<b>MCOM 2022</b>
<b>Course Name</b>		<b>Income Tax</b>		
<b>Credits</b>		<b>4</b>	<b>Course Type- Core</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>To enable the students about the Preparation of the Company accounts.</li><li>To motivate the students to understand the various Provisions of the Companies Act.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		PO1. Students become successful professionals in industry, government, academia, research, entrepreneurial pursuit and consulting firms. PO3. Capital to achieve peer-recognition as an individual or in a team through demonstration of good analytical, design and implementation skills. PO4. Successful pursue lifelong learning to fulfill their goals. PSO1.The student will develop an ability to apply knowledge acquired in problem solving.		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>The student should have the basic knowledge of Strategic Management.</li><li>The student should be aware of how strategy is used in a firm.</li></ul>		
<b>Course Outcomes (CO)</b>		The student will able to; 1. To identify assessment year, previous year. 2. To calculate the income from Salary and their Deduction. 3. To calculate the income from House Property.		
Unit No.	<b>Contents</b>			<b>Total Hours (60)</b>
1.	<b>Tax:</b> 1.1 Meaning, types, principles of taxation. 1.2 Basic concept –Assesses, Assessment person, Assessment year, previous year. 1.3 Heads of income, Total income. Tax planning, tax avoidance tax evasion. <b>CO: 1</b>			<b>15</b>
2	<b>Computation of Tax:</b> 2.1 Computation of HUF income tax 2.2 computation of salary income, 2.3 Explanation of deduction section 80C, 80G, 80DD, 80D <b>CO: 2</b>			<b>15</b>
3	<b>Income from House Property</b> 3.1 Meaning of Annual Value, Fully exempted income of house property, deemed owner. 3.2 computation of income from house property. <b>(Theory &amp; Numericals)</b> <b>CO: 2,3</b>			<b>15</b>
4	<b>Residential Status</b> <b>3.1</b> Residential Status and its effects on Tax incidence: 3.2 Residential status of Individual, HUF, Firm & Association of Person, Company, Basic Conditions & Additional Conditions. <b>CO: 1,2</b>			<b>15</b>

	<p>Books Recommended:</p> <ul style="list-style-type: none"> <li>• „Direct taxes law and practice“,Dr.Vinode k. Sighania,Dr.Kapil Singhanian.Tax mann“s publication</li> <li>• Income tax“,B.B.Lal.pearson publication</li> <li>• Direct taxes law and practice“,Dr.H.C.Mehrotra,DR.S.SP. Ghoyal Sahitya publication</li> </ul>	

<b>Course Code</b>		<b>22MCOM401</b>	<b>Programme Code</b>	<b>MCOM 2022</b>
<b>Course Name</b>		<b>Auditig</b>		
<b>Credits</b>		<b>4</b>	<b>Course Type- Core</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>To develop conceptual understanding of the fundamentals of Auditing. To impart skills in Development.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		PO1. Students become successful professionals in industry, government, academia, research, entrepreneurial pursuit and consulting firms.  PO2. Able to contribute to the society as a broadly educated, expressive, ethical and responsible citizen with proven expertise.  PO3. Capital to achieve peer-recognition as an individual or in a team through demonstration of good analytical, design and implementation skills.  PSO1.The student will develop an ability to apply knowledge acquired in problem solving  PSO 5.To inculcate ethical values, team work, leadership and managerial skills.		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>The student should have the basic knowledge of Strategic Management.</li><li>The student should be aware of how strategy is used in a firm.</li></ul>		
<b>Course Outcomes (CO)</b>		The student will able to; 1. To identify fundamental of Auditing, Audit Programme. 2. To understand the Internal check System, Internal Control and Internal Audit . 3. To understand Verification and Valuation of Assets and Liabilities 4. To understand Company Audit and Appointment, Powers, Duties and Liabilities Auditor.		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hours (60)</b>
1.	<b>Introduction:</b> 1.1 Meaning and Objectives of Auditing. 1.2 Types of Audit, Internal Audit. Audit Process 1.3 Audit Programme: Meaning, Definition, Advantages and Disadvantages <b>CO: 1</b>			<b>15</b>
2	2.1 Internal Check System: Meaning, Definition, Advantages and Dis-advantages. 2.2 Internal Control: Meaning & Definition 2.3 Internal Audit: Meaning & Definition 2.4 Difference between Internal Check, Internal Audit and Internal Control. <b>CO: 2</b>			<b>15</b>
3	3.1 Vouching: Meaning, Types of Voucher 3.2 Verification: Meaning, Definition and Verification of Fixed and Current Assets and Liabilities 3.3 Valuation: Meaning, Definition and Valuation of Assets and Liabilities <b>CO: 2,3</b>			<b>15</b>

4	4.1 Company audit: Meaning 4.2 Appointment of auditor, 4.3 Powers, Duties and Liabilities Auditor 4.4 Audit Report: Cleaned and Qualified report	15
	<b>CO: 4</b>	
	<ul style="list-style-type: none"> <li>• <b>Books Recommended:</b> Aruna Jha: Students Guide to Auditing and Assurance, Taxman Publication, New Delhi</li> <li>• S.D. Sharma: Auditing Principle and Practice, Taxman Publication , New Delhi</li> <li>• Dr. Arvind shende, Dr. Dilip Vairagade; Auditing-Anuradha Prakashan, Nagpur.</li> <li>• L. N. Chopde, D.H. Choudhari, Dr. Baban Taywade: Auditing – Sheth Publishers</li> <li>• Dr. K. R. Dixit: Auditing – Vishwa Publishers &amp; Distributors, Nagpur</li> <li>• B. N. Tandon, S. Sudharsanam, S. Sundharabahu: Practical Auditing – S. Chand &amp; Company Ltd.</li> <li>• S. K. Mehta: Auditing , Diamond Publication Pune</li> </ul>	

<b>Course Code</b>		<b>22MCOM403</b>	<b>Programme Code</b>	<b>MCOM 2022</b>
<b>Course Name</b>		<b>Strategic Management</b>		
<b>Credits</b>		<b>(5+1)</b>	<b>Course Type- Core</b>	
<b>Course Objectives</b>		<ul style="list-style-type: none"><li>To enable the students about the Preparation of the Company accounts.</li><li>To motivate the students to understand the various Provisions of the Companies Act.</li></ul>		
<b>Mapping of Programme Outcome(PO/PSO)</b>		PO1. Student become successful professionals in industry, government, academia, research, entrepreneurial pursuit and consulting firms. PO3. Capital to achieve peer-recognition as an individual or in a team through demonstration of good analytical, design and implementation skills. PO4. Successful pursue lifelong learning to fulfill their goals. PSO1.The student will develop an ability to apply knowledge acquired in problem solving. PSO 2.Ability to work in team with enhance communication and interpersonal skills.		
<b>Prerequisites:</b>		<ul style="list-style-type: none"><li>The student should have the basic knowledge of Strategic Management.</li><li>The student should be aware of how strategy is used in a firm.</li></ul>		
<b>Course Outcomes (CO)</b>		The student will able; 1. To understand the functional levels of strategies. 2. To do environment scanning and appraisal. 3. To understand the concept of mergers and takeovers. 4. To differentiate between strategy formation and implementation		
<b>Unit No.</b>	<b>Contents</b>			<b>Total Hours (75)</b>
1.	<b>Concept of strategy:</b> 1.1 Definition of strategy, objective and goals. 1.2 Approaches to strategic decision making. 1.3 Functional levels strategies, strategic management and strategic management process			
	<b>CO: 1</b>			
2	<b>Environmental Analysis and Diagnosis:</b> 2.1 Concepts of environment and components of environment, 2.2 Environment scanning and appraisal, 2.3 SWOT analysis, strategic advantages analysis and diagnosis.			
	<b>CO: 2</b>			
3	<b>Strategy formulation and choice:</b> 3.1 Strategic alternatives, Diversification, Integration, 3.2 Merger and take over 3.3 factor affecting strategic choice			
	<b>CO: 2,3</b>			
4	<b>Implementation of Evaluation of Strategies:</b> 4.1 Implementation of strategy, Interrelationship between strategy formulation and implementation 4.2 Strategic control-Techniques of strategic evaluation of control.			



	<b>CO: 1,2</b>	
	Books Recommended: <ul style="list-style-type: none"> <li>• Bowman Cliff. Strategic Management. PHI. 2003.</li> <li>• John Pearce. Strategic Management. TMH.</li> </ul>	