Goa University  
P.O. Goa University, Taleigao Plateau, Goa 403 206, India  

Syllabus of M.Com Programme  
Offered at the Department Of Commerce and Affiliated Colleges  
under OA 18 w.e.f from the Academic Year 2014-2015

A brief description of the Course

- **Purpose**  
The main objective of offering M.Com programme under Choice Based Credit System (CBCS) is to train manpower requirements for Teaching, Research and Industry. After completing M.Com programme the candidate should be able to join in teaching profession as Assistant professor, join in research in any of the universities/Institutions for M.Phil/Ph.D programme and join the corporate world such as Banking, Insurance, Securities Market, IT enabled services and Manufacturing at managerial level positions in the areas of Accounting, Finance, Taxation, Marketing and Human Resources or start their own enterprises.

- **Prerequisites**  
To seek admission to M.Com programme a candidate must have passed B.Com programme. The admission is granted to the candidates applied for based on percentage of marks obtained at B.Com in the order of merit. The candidate admitted are expected to possess the basic knowledge in the area of all the commerce courses covered at B.Com level.

- **Credits (theory, tutorials, practical’s)**  
In order to award M.Com degree the candidate must have earned **80 credits** during two years. Of these **40 credits** are from Compulsory courses and **40 credits** are from specializations offered during the second year. However, the candidate is allowed to opt for up to a maximum of **20 credits** from any other department to meet the requirement. Each credit will carry 15 hours of teaching. The number of theory, tutorial and practical is indicated against each course in the list of courses presented below.

- **Number of semesters, how the courses are distributed**  
The M.Com programme is divided in to Four semesters. Distribution of courses for each semester are given below.

- **Summer Training and Industrial/Institutional Tour**  
Every student has to undergo compulsory **4 weeks** summer training in industrial organizations to gain hands on experience at the end of Semester II. During the programme Industrial/Institutional tour with no credits is optional and the entire expenditure for the tour is to be met by the students.

- **Dissertation**  
As a part of M.Com Programme a compulsory Dissertation carrying 12 credits is offered during the third and fourth semester.
# M.Com - List of Courses

In the following tables, **L** refers to lectures, **T** refers to tutorials and **P** refers to practicals. Description of a course appears on the page number listed in the tables.

## Compulsory Courses

<table>
<thead>
<tr>
<th>Course Code Number and Name</th>
<th>L-T-P (hours/week)</th>
<th>Credits</th>
<th>Page Number</th>
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</thead>
<tbody>
<tr>
<td>COC101 Advanced Financial Management</td>
<td>4-0-0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>COC102 Business Statistics</td>
<td>2-0-2</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>COC103 Managerial Accounting</td>
<td>4-0-0</td>
<td>4</td>
<td>6</td>
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<tr>
<td>COC104 Capital Markets</td>
<td>4-0-0</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>COC105 Advanced IT Applications for Business</td>
<td>2-0-2</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>COC201 Corporate Accounting</td>
<td>4-0-0</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>COC202 Organizational Behaviour</td>
<td>4-0-0</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>COC203 Marketing Management</td>
<td>4-0-0</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>COC204 Security Analysis and Portfolio Management</td>
<td>4-0-0</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>COC205 Corporate Tax Planning and Management</td>
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</table>

## Specialization courses

The students are required to opt for 4 papers during the third semester and 3 papers during the fourth semester from one of the two specializations.

### Accounting & Finance

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<thead>
<tr>
<th>Course Code Number and Name</th>
<th>L-T-P (hours/week)</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COO3A1 Econometrics for Finance</td>
<td>2-0-2</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>COO3A2 Banking and Insurance Management</td>
<td>4-0-0</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>COO3A3 Financial Services</td>
<td>4-0-0</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>COO3A4 Indirect Taxes</td>
<td>4-0-0</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>COO4A1 Derivatives Market</td>
<td>4-0-0</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>COO4A2 Cost Management</td>
<td>4-0-0</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>COO4A3 International Financial management</td>
<td>4-0-0</td>
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### Business Management

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<thead>
<tr>
<th>Course Code Number and Name</th>
<th>L-T-P (hours/week)</th>
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<tbody>
<tr>
<td>COO3B1 Retail Marketing</td>
<td>4-0-0</td>
<td>4</td>
<td>23</td>
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<tr>
<td>COO3B2 Human Resource Development</td>
<td>4-0-0</td>
<td>4</td>
<td>24</td>
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<tr>
<td>COO3B3 Advertising and Sales Management</td>
<td>4-0-0</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>COO3B4 Business Policy and Strategic Management</td>
<td>4-0-0</td>
<td>4</td>
<td>26</td>
</tr>
<tr>
<td>COO4B1 Entrepreneurship Development</td>
<td>4-0-0</td>
<td>4</td>
<td>27</td>
</tr>
<tr>
<td>COO4B2 Tourism and Travel Management</td>
<td>4-0-0</td>
<td>4</td>
<td>28</td>
</tr>
<tr>
<td>COO4B3 Services Marketing</td>
<td>4-0-0</td>
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### Field-based Compulsory Courses

<table>
<thead>
<tr>
<th>Course Code Number and name</th>
<th>L-T-P (hours/week)</th>
<th>Credits</th>
<th>Page Number</th>
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<tbody>
<tr>
<td>COC4D Dissertation</td>
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</table>
# Recommended distribution of courses Semester-Wise

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>Course Number</th>
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<tbody>
<tr>
<td>Semester – I</td>
<td>COC101</td>
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<tr>
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<td>COC102</td>
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<td>COC103</td>
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<td>COC105</td>
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<tr>
<td>Semester – II</td>
<td>COC201</td>
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<td>COC202</td>
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**Summer Training:**
At the end of 2nd semester, students will have to undergo four weeks (10th May to 10th June) summer training to gain on the job experience in commercial / industrial organisations / finance & investment companies / professional firms such as CA’s, Stock Brokers, Project management Consultants / small and medium enterprises in Goa or outside. At the end of the summer training, students shall be required to produce a certificate of experience for duration of four weeks to become eligible for admission to the second year M.Com Course.

<table>
<thead>
<tr>
<th>Semester – III (Accounting and Finance)</th>
<th>COO3A1</th>
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<tbody>
<tr>
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<td>COO3A2</td>
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<table>
<thead>
<tr>
<th>Semester – III (Business Management)</th>
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<thead>
<tr>
<th>Semester – IV (Accounting and Finance)</th>
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<thead>
<tr>
<th>Semester – IV (Business Management)</th>
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<td>COO4B3</td>
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| Dissertation                         | COC4D |
COC101 Advanced Financial Management [4 Credits]

Learning Objective: The objective of this course is to help students understand the process of financial decision making to enhance share holders wealth.

UNIT 1: Introduction (8 Hours)
Introduction to Financial Management: Meaning, nature and scope of finance – Financial goal (profit vs. wealth maximization) – Finance functions – Investment, financing and dividend decisions – Organisation of Finance function – Finance and other related areas. [Theory only].

UNIT 2: Capital Budgeting (15 Hours)
Investment Decisions: Nature of investment decisions – Investment evaluation criteria – Methods of Capital Budgeting (payback period, accounting rate of return, net present value, internal rate of return, profitability index) – NPV and IRR comparison – Capital rationing

UNIT 3: Financing Decisions: (15 hours)
Meaning and Importance of financing decisions - Meaning and significance of cost of capital – Calculation of cost of capital (debt, preference capital, equity capital and retained earnings) – Combined cost of capital (weighted) – Cost of equity and CAPM
Operating and Financial Leverage – Measurement of leverage - Effects of operating and financial leverage on profit – Analyzing alternate financial plans – Combined / Composite Leverage [Including practical problems]
Capital Structure Theories (Net Income, Net Operating Income, Traditional, and M.M hypotheses) – Determining capital structure in practice. [Theory only].

UNIT 4: Working Capital management (15 Hours)

UNIT 5: Dividend Decisions (7 Hours)

Suggested readings:
Learning Objective: At the end of the course work, students will be in a position to identify the research gap, develop objectives, formulate hypotheses, gather required data, successfully complete the data analysis, and prepare a research report. During the course of study, students will be familiarized with the statistical software used for data analysis. Every student should be able to understand the reasons for not resorting to plagiarism.

UNIT 1: Introduction to Research (5 hours)

UNIT 2: Introduction to Data Management (10 hours)
Identification and Managing Data – Primary and secondary data – Primary and secondary data collection methods – Qualitative and quantitative data – Attitude measurement and scaling – Questionnaire designing.

UNIT 3: Sampling Theory (10 Hours)
Sampling Theory and Data Collection – Population and sample study – Sampling theory – Sampling considerations – Sample design and choice of sampling techniques – Sample size – Sampling and non-sampling errors – Data processing.

UNIT 4: Data Analysis (20 Hours)
Data Analysis – Measures used for organizing the data (Tabulation and Graphs) – Measures used for describing the data (central tendency, dispersion, skewness, and kurtosis) – Measures used for analysis the relation and prediction (correlation, regression, and time series) – Measures used for testing the data (parametric and non-parametric tests) [Theory and Practical Problems]

UNIT 5: Report Writing (15 Hours)

Suggested Readings:

Learning Objectives: This course aims at strengthening the technical skills of students in the area of corporate accounting and enhancing their knowledge on contemporary issues and developments in the area.

UNIT 1: Management Accounting and Accounting Standards and Practice (12 Hours)

UNIT 2: Financial Statements and Analysis (12 hours)

UNIT 3: Marginal Costing and Budgetary Control (12 Hours)

UNIT 4: Leasing and Price Level Accounting (12 Hours)

UNIT 5: Contemporary Developments in Accounting (12 Hours)

Suggested Readings:
5. Ashish k., Bhattacharya, Cost Accounting for Business managers, Elsevier
7. MC Shukla, TS Grewal, Cost Accounting, S. Chand
11. Rajsekharan, Financial Accounting, Pearson
14. Paresh Shah, Management Accounting, Oxford University Press
17. Sharma and Gupta, Management Accounting, Kalyani Publishers.
18. Ravi M. Kishore, Advanced Management Accounting, Taxmann Publication.
19. S. N. Maheshwari, Management Accounting and Financial Control, Sultan Chand and Sons.
20. Jain, Narang, Accounting Theory and Management Accounting, Kalyani Publisher.
21. Christopher Nobes, Parker, Comparative International Accounting, Pearson Education.
25. Hingorani, Ramnathan, & Grewal, Management Accounting, Sultan Chand & Sons.
Learning Objectives: This course aims at giving a comprehensive understanding of capital market operations in terms on structure, trading and settlement procedures, instruments, processes and related components as also emerging challenges in the area.

UNIT 1: Financial Markets and Instruments (12 Hours)

UNIT 2: Securities Market (12 Hours)

UNIT 3: Primary Market (12 Hours)

UNIT 4: Secondary Market (12 Hours)

UNIT 5: Risk management and Regulatory Framework (12 Hours)

Suggested Readings:
5. V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.
9. Nick Battley, Introduction to Commodity Futures and Options, Irwin
10. French, Don, Security and Portfolio Analysis, Merril Publishing Co.
13. Cheney, Muses, Fundamentals of Investments
14. V. K. Bhalla, Portfolio Analysis and Management, Sultan Chand & Sons
**COC105  Advanced IT Applications for Business [4 Credits]**

**Learning Objective:** Student at the end of the course should be equipped with latest technological advances and IT tools used in industry.

### UNIT 1: E-Commerce and Designing and Management of E-Commerce website: (12 Hours)

**Fundamentals of E-commerce:** Definition- features- need – growth and essential requirements. Value Chain- Competitive Advantage - Business Strategy in an Electronic Age

**Management of E-Commerce Website:** - Website goals and objectives - Essentials of an E-Commerce website – Website design: 7 C framework (Context, Content, Community, Customization, Communication, Connection, Commerce ) – Website registration and web hosting – Website costs – Strategies for generating traffic to website – Web advertising models - Building website using online services (Google sites and other similar services may be covered).

### UNIT 2: Electronic business, Payment Systems and Security (12 Hours)


### UNIT 3: Emerging Trends in Information Technology (12 Hours)

**Cloud Computing:** Definition, Cloud Architecture, Cloud Storage, Cloud Types: The NIST Model, the Cloud Cube Model, Deployment Models, Service Models Cloud Computing Service Models: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) Benefits of Cloud Computing Disadvantages of Cloud Computing and Cloud Security


**E-Learning Tools and Technologies**- Mail, Online Discussion, Chat and Instant Messaging, Voting, Whiteboard, Application Sharing, Conferencing, Online Meeting Tool

### UNIT 4: Enterprise Resource Planning (ERP) (12 Hours)

Traditional information model, Introduction to an enterprise, Meaning of ERP?, Reasons for growth of ERP market, advantages of ERP, benefits of ERP, Data Warehousing, Data mining, online analytical processing, Business process reengineering.

**ERP Implementation:** Evolution of ERP, evolution of packaged software solutions, obstacles, cost and benefits. ERP implementation life cycle – pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation team training, testing, going live, end user training, post implementation.

**Business Modules in an ERP Package:** Introduction to business modules, finance, manufacturing, Human resource, materials management, sales and distribution.

### UNIT 5: Use of Social media in Business Domains (12 Hours)

**Social networking and marketing** – promotion, opinion formulation Technology, Tools to conducting online research, web based surveys, data mining from social networking sites; uses in business

**Strategies Used** for Online Business development /Marketing (Banks, Retail, FMCG, etc), **Business Intelligence and Application in Business Domain**

**Suggested Readings:**
2. Barrie Sosinsky,Cloud Computing,Wiley India pub,2001
Learning Objective: of this paper is to train students in the field of corporate finance, trying to respond to the demands presented by competitive and globalized economy which more and more requires specialized agents in these disciplines.

UNIT 1: Introduction (15 Hours)
Financial Statements and their nature, preparation and presentation of financial statements as per ICAI, Advanced adjustment entries – Treatment of taxation, Bonus and dividend to shareholders, managerial remuneration (Practical Problems).

UNIT 2: Amalgamation and Liquidation of Companies (12 Hours)

UNIT 3: External and Internal Reconstruction and Holding Companies (8 Hours)
Meaning of reconstruction, External Reconstruction and Internal Reconstruction – Meaning, procedure, Accounting entries, and steps of reconstruction. Introduction, Advantages and Disadvantages of holding companies, preparation of consolidated balance sheet, Minority Interest, Intercompany transactions and profits , Consolidation of Profit and loss accounts, Inter – company holdings, Dividend received by parent company from the subsidiary company (Practical Problems).

UNIT 4: TALLY ERP 9 (15 Hours)

UNIT 5: Contemporary Issues in Accounting (10 Hours)
GAAP – International Accounting Standards Committee (IASC) – International Accounting Standards Board (IASB) – Accounting Standards Board (ASB) – Indian Accounting Standards. – Need and Significance of IFRS- IFRS Vs IAS – Adaptability and limitations of IFRS in India.

Suggested Readings:
7. Tulsian, P. C. Introduction to Corporate Accounting. 13. ed. : S. Chand Publisher.
10. Rajasekaran, V. Corporate Accounting. : Pearson Education Singapore Pte Ltd.
Learning Objective: To understand how Human Behaviour affects workplace dynamics. To apply the principles of taking a human approach to Corporate i.e using the Human Relations approach to maximize individual and Corporate Goals.

UNIT 1: Introduction (12 Hours)
Concepts, Theory and Practice: The Evolution of Management Thought - Scientific Management School, Organisational School, Behavioural School, Quantitative School, Integration School, Contemporary School, The operational or management process approach. Recent Contributions- Patterns of Management Analysis - The managerial roles approach, Mc Kinsey’s 7-S approach.

UNIT 2: Organisation Behaviour-Understanding Self (12 Hours)

UNIT 3: Conflict Management and Power and Organisational Politics (12 Hours)

UNIT 4: Group Behaviour & Group Dynamic and Stress Management (12 Hours)

UNIT 5: Counseling and Team Building (12 Hours)

Suggested Readings:
COC203  Marketing Management [4 Credits]

**Learning Objective:** Discuss marketing basic and International marketing perceptive and throw light on the tools and techniques used for marketing research which facilitates managerial decision-making.

**UNIT 1: Introduction to Marketing**  (10 hours)

**UNIT 2: Consumer Behaviour**  (10 Hours)

Consumer decision making process, Consumption and post purchase behaviour: Consumer satisfaction concept, consumer delight, Consumer Value, Consumer Value Delivery Strategies, Competitive advantage through customer value Information – Customer value determination process - Measuring customer satisfaction.

**UNIT 3: International Marketing**  (10 Hours)

**UNIT 4: Marketing Research**  (10 Hours)

**UNIT 5: Application of Marketing Research**  (20 Hours)
Concept testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketing research. Data Analysis –, Correlation and Regression – Discriminant Analysis – Factor Analysis – Cluster Analysis (segmentation) – Conjoint Analysis for product design.

**Suggested Readings:**
1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha,.Marketing Management: A South Asian Perspective, 14/e,
Learning Objectives: This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

<table>
<thead>
<tr>
<th>UNIT 1: Investment – Risk and Return Analysis (12 Hours)</th>
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<tr>
<th>UNIT 2: Valuation of Securities (12 Hours)</th>
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<tbody>
<tr>
<td>Share Valuation: Concept of Present Value – Share valuation Model – Dividend Discount Model - One Year Holding Period — Multiple Year Holding Period – Constant Growth Model – Multiple Growth Model – Multiplier Approach to Share Valuation (Including Problems)</td>
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<tr>
<th>UNIT 3: Security Analysis (12 Hours)</th>
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<th>UNIT 4: Portfolio Selection Models (12 Hours)</th>
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<tr>
<th>UNIT 5: Portfolio Performance Evaluation and Revision (12 Hours)</th>
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**Suggested Readings:**
5. V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.
9. Nick Battley, Introduction to Commodity Futures and Options, Irwin
10. French, Don, Security and Portfolio Analysis, Merril Publishing Co.
13. Cheney, Muses, Fundamentals of Investments
14. V. K. Bhalla, Portfolio Analysis and Management, Sultan Chand & Sons
COC205 Corporate Tax Planning and Management [4 Credits]

Learning Objective: The course aims at providing the students a comprehensive introduction to Income Tax so as to enable them in computing income from different sources and also helps them in understanding the concept and importance of corporate tax planning. (Topics are covered based on the amendments made from time to time)

UNIT 1: Direct Tax laws (15 Hours)
Income from House Property – chargeability – computation of income from let out and self occupied house property (includes practical problems) - Profits and gains of business or profession – chargeability – deductions allowed in respect of expenses/ allowances – depreciation – expenditure on scientific research – amortization of preliminary expenses – amounts expressly disallowed under the act – maintenance of accounts by certain persons – special provision for deduction in case of trade, professional or similar associations (includes practical problems)

UNIT 2: Direct Tax laws (15 Hours)
Income from Capital Gains – chargeability – computation of capital gain – capital gains exempt from tax – short term and long term capital gains charged to tax (includes practical problems) - Income from other sources – clubbing of income – set off and carry forward of losses (includes practical problems) - Deductions from gross total income – Return of income and assessment – TDS - Interest (includes practical problems)

UNIT 3: Corporate Tax Planning and Taxation of Companies (15 Hours)

UNIT 4: Tax Planning (8 Hours)
Tax planning with reference to setting up a new business – Location of new business – Nature of business – Forms of organization – Tax planning in respect of newly established industrial undertakings in free trade zones – Newly established 100% export oriented undertakings – Tax planning in respect of industrial undertakings engaged in infrastructural development or other activities.

UNIT 5: Tax Planning (7 Hours)
Tax planning and corporate financial decisions -Tax planning vis–a-vis corporate capital structure – Investment decision – Dividend decision —Tax Planning with reference to specific managerial decisions - Purchase of assets out of owned funds or out of borrowed funds - Own or lease – Purchase by instalments or hire – Make or buy – Shutdown or continue - Tax planning and employees remuneration – Tax Planning in respect of Non-residents

Suggested Readings:
**Learning Objective:** The course is designed to introduce basic econometric theory and models for finance students to equip with the necessary skills, knowledge and techniques for data analysis. The usage of various statistical software packages during the course will help in simplifying complex data and serve as a basis for empirical research analysis.

### UNIT 1: Introduction (12 Hours)
Meaning of econometrics, structure of data, CLRM – Assumption, properties of OLS estimation - Coefficient of determination – $R^2$ and Adjusted $R^2$, Testing of Hypothesis- Application of tools [Applications of above tools using Market Data]

### UNIT 2: Violation of CLRM Assumptions (12 Hours)

### UNIT 3: Multiple regression analysis (12 Hours)
The three-variable model Interpretation – Estimation, Multiple co-efficient of determination $R^2$, testing individual coefficient, over all significance – F test. Problems of inference[Applications of above tools using Market Data]

### UNIT 4: Time Series and Panel Data Analysis (12 Hours)

### UNIT 5: Qualitative response Regression models (12 Hours)
Qualitative response regression models – Application of dummy variable; modeling on dummy dependent and independent variable – The linear probability model (LPM) and application – The Logit, Probit and Tobit models. [Applications of above tools using Market Data]

**Suggested Readings:**
2. Dimitrious Asteriou & Stepehen G. Hall, Applied Econometrics, 2011, Palgrave Macmillan
5. Greene, W., Econometric Analysis, 2003,Prentice Hall
7. Ramanathan., Introductory Econometrics with applications, 2002, Thomson South-Western
**Learning Objective:** The course aims at providing the students a comprehensive knowledge on banking and insurance management, its operations and regulatory environment.

**UNIT 1: Indian Banking System**
Evolution – Traditional Banking Functions – Emerging Role – Structure – Growth and Development of Banking in India – Role of RBI – Banking Sector Reforms – Narasimham Committee I and II Recommendations – Strengths & weaknesses of Indian Commercial banks – Challenges ahead – Consolidation in Indian Banking Sector

**UNIT 2: Risk Management in Banks and Insurance Sector**

**UNIT 3: ALM, NPAs and Capital Adequacy Norms in Banks**
Meaning – Overview – Objectives of ALM – Pre-requisites of ALM – Asset and Liability Committee (ALCO) – Non-Performing Assets (NPAs) – RBI Guidelines on NPAs – Capital Adequacy in Banks - Functions of capital funds in commercial banks – Basle norms on capital adequacy – Capital adequacy norms in Indian commercial banks – Present position of capital adequacy in Indian Commercial banks

**UNIT 4: Introduction to Insurance Business**

**UNIT 5: Regulatory Framework & Pricing of Insurance Products**

**Suggested Readings:**
1. Gerald Hatler, Bank Investments and Funds Management, Macmillan
8. S. Balachandran, Karve, Palav, Life Insurance, Insurance Institute of India.
10. Agarwal O.P., Banking and Insurance, Himalaya Publishing House
COO3A3 Financial Services [4 Credits]

**Learning Objective:** To make the student understand about the importance and operations of various Financial Services

**UNIT 1: Introduction to Financial Services, Leasing and Hire Purchase (14 Hours)**
Overview of Financial Services in India, Growth, Structure and Types

**Leasing:** Introduction - Concept and Classification of Leasing, essential elements of Leasing - Types of Leasing (finance lease & operating lease - Forms of Leasing), Procedure of a Lease (Modus Operandi) - Advantages and Limitations of Leasing

**Hire Purchase:** Introduction, Meaning, Definition - Characteristics - Nature of Hire Purchase - Modus Operandi of Hire Purchase transaction, Hire Purchases v/s Installment Payment System, and Lease Financing

**UNIT 2: Factoring and Credit Rating (12 Hours)**

**Factoring:** Introduction, Meaning of Factoring, How Factoring works, Types of Factoring, Functions of factoring, Cost of Factoring, Factoring v/s Forfaiting, Advantages & Disadvantages of Factoring.

**Credit Rating:** Introduction, Concept of Credit rating, Definition, Scope, need, Types of credit rating, Credit rating agencies in India, process of Credit Rating, advantages & Disadvantages of Credit rating, Rating of Debt obligations, Rating services, Equity rating, Rating process and methodology, Rating symbols

**UNIT 3: Venture Capital and Securitisation (10 Hours)**

**Venture Capital:** Meaning and Definition of venture Capital, Characteristics of Venture Capital, Forms/Types of Venture Capital Assistancess, Venture Capital process, Modes of Venture Capital Assistance.

**Securitization:** Introduction Definition, Concept, Need, Players involved in Securitisation, Securitisation structure, Instruments of Securitisation, Differentiate between Pass Through Certificate and Pay through Securities, Instruments of Securitisation, Process of Securitisation.

**UNIT 4: Depository and Depository Core services (12 Hours)**

**Depository:** Meaning of Depository, Depository services in India, Functions of Depository system, Account opening procedure of Account opening - prerequisites for demat request Demat process, Rematerialisation, pre-requisites to a remat request and Core services provided by Depository.

**UNIT 5: Mutual Funds (12 Hours)**

Mutual Funds The concept of a Mutual Fund, Meaning & Definition; Advantages of Mutual Fund investing - Portfolio Diversification, Professional Management, Reduction of Risk, Transaction Costs and Taxes, Liquidity and Convenience. Open-end Funds/Closed-end Funds/Fixed Term Plans, Load Funds/No Load Funds, Tax Exempt/Non Tax Exempt Funds - Money Market Funds, Equity Funds, Debt Funds, Commodity Funds, Real Estate Funds - Organisation, Management and Procedure of setting of Mutual Funds

**Suggested Readings:**

4. I.M. Pandey, *Venture Capital - The Indian Experience*, Prentice Hall India
5. J.C. Verma., *Venture Capital Financing in India*, Response Books
**COO3A4 Indirect Taxes [4 Credits]**

**Learning Objective:** To gain expert knowledge of the principles of the indirect tax laws and the relevant rules and principle emerging from leading cases. (Topics are covered based on the amendments made from time to time)

**UNIT 1: The Goa Value Added Tax (VAT)**


**UNIT 2: Service Tax**

Nature of levy of Service Tax – Taxable event – Valuation – Classification of service - Basics of service tax – General exemptions – general exemptions to small service providers – abatement and composition in case of some services – service tax credit - Registration – Invoice – records to be maintained by assessee – Payment of Service Tax – Service Tax Returns – Self assessment – demand of tax – refund of excess tax paid – interest for delayed payment of tax – Services on which tax payable (only names of services and no details)

**UNIT 3: Central Excise Act, 1944; Central Excise Tariff Act 1985**


**UNIT 4: Central Excise Act, 1944; Central Excise Tariff Act 1985**

Concept of Cenvat Credit – Cenvat credit of input service – input service distributor – Cenvat credit of duty paid on capital goods – taking and utilisation of credit – reversal of credit - Basic procedures in Central excise – registration of factory – payment of excise duty – returns under central excise – Demand of duty – Refund of duty – Asessee – Assessment – Provisional Assessment - Excise concession to small scale industries

**UNIT 5: Customs Act, 1962 and Customs Tariff Act, 1975**


**Suggested Readings:**

5. Rafi Mohd., Bharat’s Indirect Taxes, Bharat Law House Pvt Ltd., New Delhi, 2012
6. Pande Ratan, VAT: the new tax system, Abhishek Publications, Chandigarh, 2005
COO4A1 Derivatives Market [4 Credits]

Learning Objectives: This course aims at providing an in-depth understanding of derivatives markets in terms of concepts, structure, instruments and trading strategies for profit and risk management.

UNIT 1: Overview of Derivative Market (12 Hours)

UNIT 2: Futures and Forward Markets (12 Hours)

UNIT 3: Options Derivatives (12 Hours)

UNIT 4: Volatility of Risk Measurement Options (12 Hours)

UNIT 5: Currency and Commodity Derivatives (12 Hours)

Suggested Readings:
14. Nick Battley, Introduction to Commodity Futures and Options, Irwin
17. J. D. Hamon, Advanced Commodity Trading Techniques, Windsor Books.
COO4A2  Cost Management  [4 Credits]

Learning Objective: Students will be able to learn the latest developments in the area of Cost Management and will be familiarized with practical applications of the latest tolls and techniques used for controlling cost.

UNIT 1: Introduction to Cost Management and Responsibility Accounting  (10 Hours)

UNIT 2: Performance Evaluation Techniques and Activity Based Costing  (10 Hours)
Activity Based Costing - ABC and conventional costing system – Merits and demerits – Cost drivers and cost pools – Developing and implementing ABC – Key issues in ABC – ABC in service organization- The Balanced Scorecard – Balanced scorecard perspectives - Characteristics of good balanced scorecard – Case studies in implementation of balanced scorecard (Theory only)

UNIT 3: Learning curve and Value Engineering  (10 Hours)

UNIT 4: Linear Programming  (15 Hours)

UNIT 5: Transportation and Assignment  (15 Hours)
Transportation Problems Introduction - applications – conditions – stages [Theory and practical problems]
Assignment Problems - Introduction – stages – unbalance & assignment problems – maximize the objective function [Theory and practical problems]

Suggested Readings:
1. Ravi M. Kishore, Advanced Management Accounting, Taxmann Publications
2. Kaplan & Atkinson, Advanced Management Accounting, Pearson Education Asia
3. Ingram, Albright & Hill, Managerial Accounting, South-Western: Thomson Learning
### Learning Objectives:
To acquaint the students with International Finance environment and the channels of international financial flows, and expose them with different sources of international financing.

### UNIT 1: International Financial Management and International Monetary Systems (12 Hours)

### UNIT 2: Financial Management of Multinational Firm (12 Hours)

### UNIT 3: Foreign Exchange Markets and Exchange Rate Mechanisms (12 Hours)

### UNIT 4: Measuring and Management of Foreign Exchange Exposure (12 Hours)

### UNIT 5: International Financial Markets and Instruments (12 Hours)

### Suggested Readings
**Learning Objective:** The course aims at providing the students a comprehensive knowledge on Indian Retail Industry and policy initiatives under FDI in retail.

**UNIT 1: An Overview of Retailing** (15 Hours)

**UNIT 2: Retail Market Strategy** (8 Hours)

**UNIT 3: Retail Location and Layout** (15 Hours)

**UNIT 4: Merchandise Planning- Procurement and Pricing** (15 Hours)

**UNIT 5: International Retailing** (7 Hours)
International retail marketing – Foreign Direct Investment in Indian Retail Sector – Single Brand & Multi-Brand Retail – Global scenario of FDI in retail sector – FDI Policy initiatives

**Suggested Readings:**
2. Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava : Retail Management, Oxford University Press
5. Retail Management / Marketing – ICFAI Publications
**Learning Objective:** of this paper is to make students aware of how an organization acquires rewards, motivates, uses, and generally manages its people effectively. The course also introduces various practices and techniques for evaluating performance, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today’s increasingly complex workplace.

**UNIT 1: Human Resource Planning and Recruitment** *(12 Hours)*


**UNIT 2: Direct and Indirect Compensation and Pay for Performance** *(12 Hours)*


**UNIT 3: Training and Performance Appraisal** *(12 Hours)*


**UNIT 4: Human Relations and Human Resource Management** *(12 Hours)*


**UNIT 5: Leadership, Motivation, Empowerment, and Participation** *(12 Hours)*

The nature of leadership, Behavioral approaches to leadership styles and Contingency approaches to leadership. Motivation – Motivational drives, Human needs – Theories of motivation and The Expectancy Model. The nature of Empowerment and Participation, participative process and impact on managerial power, programs for participation and case studies.

**Suggested Readings:**

COO3B3  Advertising and Sales Management [4 Credits]

**Learning Objective:** To understand the concept, need, importance, utility of Advertising, sales promotion and sales management

**UNIT 1: Integrated Marketing Communication**  (12 Hours)
Integrated Marketing Communication- Concept and the process- Marketing Communication Mix, the value of IMC plan. Relationship between Study of Consumer’s Behaviour and IMC Plan. Advertising- Objectives and Perspective: AIDA & DAGMAR- Classification of advertising- Functions of advertising. Advertising Media- Media Types and Media mix- Media Selection, Planning and Strategy

**UNIT 2: Creativity in Advertising**  (12 Hours)
Creativity in Advertising- Concept of Copy, Theme and Appeal- Copy Writing and Copy Research- Message: Design and Evaluation .Advertising Appropriation- Factors influencing Advertising Budget-Methods of Advertising Budgeting

**UNIT 3: Application of promotion tool**  (12 Hours)

**UNIT 4: Personal Selling**  (12 Hours)
What is personal selling? – Merits and limitations of personal selling - Relevance of personal selling – The process of personal selling – Essentials of successful selling – Sales management – Sales manager – types of sales manager – Essential qualities of an efficient Sales manager

**UNIT 5: Sales administration**  (12 Hours)

**Suggested Readings**

Learning Objective: Course will help the students to understand the relationships of organizations to their environments, the hierarchy of organizational objectives, structured as well as informal approaches to strategic planning, the integration of business functions, organizational structure, and policy implementation and evaluation.

<table>
<thead>
<tr>
<th>UNIT 1: Introduction</th>
<th>(12 Hours)</th>
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<tbody>
<tr>
<td>Evolution of Business Policy as a Discipline – The nature of Business Policy – The Importance of Business Policy – The purpose and objectives of Business Policy</td>
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<tr>
<th>UNIT 2: Strategic Management</th>
<th>(12 Hours)</th>
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<tr>
<th>UNIT 3: Corporate level strategy</th>
<th>(12 Hours)</th>
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<tbody>
<tr>
<td>Expansion, stability, retrenchment, combination, integration, diversification, internationalism, cooperative and digitalization strategy, stability, retrenchment and restructuring – Case study for corporate level strategy</td>
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<tr>
<th>UNIT 4: Concept of business level strategies</th>
<th>(12 Hours)</th>
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<tr>
<th>UNIT 5: Indian approach to Management</th>
<th>(12 Hours)</th>
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Suggested Readings:

**COO4B1  Entrepreneurship Development [4 Credits]**

**Objective:** At the end of the course work, students should be able to understand the relationship between entrepreneur, entrepreneurship, and enterprise; and also the inter-linkages between entrepreneur, venture capital and economic development. At the end of the course students will gain the required knowledge about how to start a new venture and, introducing new product and service ideas.

<table>
<thead>
<tr>
<th>UNIT 1: Introduction (12 Hours)</th>
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<tbody>
<tr>
<td>Origin, growth, and development of entrepreneurship – The entrepreneurial and intrapreneurial mind – Entrepreneur, entrepreneurship, and enterprise – Women entrepreneurship – Entrepreneurial development training – Case study</td>
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<tr>
<th>UNIT 2: Importance of Business Plan (12 Hours)</th>
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<tbody>
<tr>
<td>Business Plan – Creativity and business idea – legal issues for the entrepreneur / Process of preparing successful business plan – Components of business plan – Case study</td>
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<tr>
<th>UNIT 3: Sources of Finance (12 Hours)</th>
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<tbody>
<tr>
<td>Financing the new Venture – Sources of development finance – Institutional finance for entrepreneurs – Role of financial institutions – Role of consultancy organisations – Case study</td>
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<tr>
<th>UNIT 4: Venture Capital Financing (12 Hours)</th>
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<tbody>
<tr>
<td>Informal risk capital and venture capital – Relationship between entrepreneurship, venture capital, and economic development – Economic impact of venture capital – Global venture capital scenario – Indian venture capital scenario – Role of venture capital associations</td>
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<tr>
<th>UNIT 5: Management of Business Venture (12 Hours)</th>
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<tbody>
<tr>
<td>Managing, Growing, and Ending the New Venture – Preparing for the new venture launch – Early management decision – Growth of the new venture – New venture expansion strategies and issues – Going public – Ending the venture</td>
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**Suggested Readings:**

Objective: At the end of the course work, students will be in a position to understand the importance of tourism and travel industry, and also the significance of these two industries in transforming the economy.

UNIT 1: Introduction (12 Hours)
The Travel and Tourism Industry in Perspective – Why People Travel – Where People Travel – Structure and Components of the Tourism Industry – Types of tourism: Eco-tourism / Adventure Tourism / Medical Tourism / Health and Wellness Tourism / Spiritual Tourism / Rural Tourism / Sports Tourism, etc.

UNIT 2: Demand for Tourism and Tourist Destination (12 Hours)

UNIT 3: Marketing of Tourism (12 Hours)

UNIT 4: Tourism and the Economy (12 Hours)

UNIT 5: Future of Tourism and Travel Industry (12 Hours)
The future of travel and tourism around the world – Travel and Tourism industry in the twenty-first century – Emergence of health and wellness tourism as a modern trend – What to Look for in the Next Century.

Suggested Readings
5. Rob Davison, Tourism, Pitman Publishing.
Objectives: The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content.

UNIT 1: Introduction to services (12 Hours)

UNIT 2: Service marketing Mix (12 Hours)

UNIT 3: CRM and its importance in Service Marketing (12 Hours)
Customer Education and Service Promotion – Customer-Defined Service Standards – services – online Consumer Behaviour – Self service technologies

UNIT 4: Service Quality (12 Hours)

UNIT 5: Application of Service marketing in Industries (12 Hours)

Suggested Readings:
2. Lovelock, Christopher; Services Marketing: People, Technology, Strategy; Pearson Education Asia.7th Ed,2011
5. RAO, SERVICES MARKETING, DORLING KINDERSLEY (RS),2011
Dissertation carries **12 Credits**. Evaluation (as per OA 18) by the guiding teacher 6 Credits, and Seminar presentation evaluation by Department council 6 Credits.