

MCom SEMESTER I

Course Title: MANAGERIAL ECONOMICS
Course Code:23MCM101

L	T	P	C.U.
3	1	0	4

Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1: To understand the concepts of cost, nature of production and its relationship to business operations.
- CO2: To apply marginal analysis to the “firm” under different market conditions.
- CO3: To analyze the demand and supply conditions and assess the position of a firm.
- CO4: Understanding the economic goals of the firms and optimal decision making.
- CO5: To integrate the concept of price and output decisions of firms under various market structure.

Course Contents:

Unit – 1:

Overview of Managerial Economics: Nature, Scope of Managerial Economics; Significance & Role of Managerial Economics; Objective of the Firm: Profit & wealth Maximization, Scarcity and Choice; Applications of Economic theory in Managerial Decision Making.

Unit – 2:

Consumer Theory: Choice under Uncertainty, Characteristics of Indifference Curve & Consumer’s Equilibrium; Determinants of Demand, Demand Theories and Applications, Elasticity concepts and applications - Demand Estimation and Forecasting.

Unit – 3:

Production and Cost: Production function, Concept of production, isoquants ridge lines, Iso-cost lines, Expansion path and multi product firm, Cobb-Douglas; Cost function: Classification of Costs, incremental cost, its relevance in decision making, Short run and Long run cost functions.

Unit – 4:

Pricing and Market Structures: Perfect Competition, Monopoly and Discrimination, Monopolistic Competition, Oligopoly, Risk and Uncertainties in Managerial Decision Making: Decision Criteria and Applications, Managerial Theories of Firm: Sales Maximization.

Unit – 5:

Factor Pricing: Basic Principles - Impact under different market conditions. Market Failures and Applications of Welfare Economics: Conflicts of Efficiency and Equity - Correction of External Diseconomies through Government Policies.

Suggested Reading –

1. Zamagni, S., & Fletcher, A. (1987). Microeconomic theory: an introduction. Basil Blackwell.
2. Koutsoyannis, M. (2015). Modern Microeconomics, Macmillan IndiaLtd.
3. Kreps, D. M. (1990). A course in microeconomic theory. Princeton university press.
4. Salvatore, D., (2016). Managerial Economics in a Global Economy, Harcourt Collins Publications

Course Title: ADVANCE FINANCIAL ACCOUNTING

Course Code:23MCM102

L	T	P	C.U.
3	1	0	4

Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1. Determine appropriate accounting method required under various share ownership scenarios.
- CO2. Determine Goodwill and prepare a consolidated balance sheet at the date of acquisition for business combinations.
- CO3. Translate the financial statements of a foreign subsidiary using the appropriate method.
- CO4. Prepare consolidated financial statements.
- CO5. Prepare journal entries to record foreign currency transactions including hedges. Differentiate between not- for-profit and for profit accounting.

Course Contents:

Unit – 1:

Introduction, Meaning of Accountancy, book-keeping and Accounting, Accounting Process, Objectives for accounting, Differences between book-keeping and accounting Users of accounting information, Limitations of Accounting, Basic terminologies. Generally Accepted Accounting Principles (GAAP), Concepts & Postulates; Need for accounting theory; interpretational and decision usefulness theories.

Unit – 2:

Accounting standards – its meaning, problems of standard setting and setting procedures for Indian and International accounting standards. Scope & functions of Accounting Standard Boards. Overview of different Accounting Standards. International Financial reporting standards issued by the IASB; the structure of IFRS; Process of IFRS standard setting; Problems in understanding and application of IFRS; IFRS adoption or convergence in different countries, relative view of Ind-AS, IFRSs and IASs

Unit – 3:

Inflation Accounting: Statement of the Problem, Methods of Inflation Accounting, Practical Difficulties in Inflation Accounting and Merits and Demerits. Financial Analysis: Reclassification of Balance Sheet and Profit and Loss Account items; Ratio Analysis, Comparative & Common Size Balance Sheet.

Unit – 4:

Specific issues in corporate reporting: Concepts and objectives of financial reporting; international financial reporting qualities; true blood report and stamp report – objectives; segment reporting and interim reporting – needs and problems, social reporting harmonization in reporting - need, problem and measures.

Unit – 5:

Contemporary issues in accounting: Human Resource Accounting - its meaning, need and methods; conceptual framework of Balance Scorecard, Economic value added, Cost benefit analysis, Social, Environmental, Intellectual capital, Forensic accounting and reporting etc.

Suggested Reading –

1. Maheshwari, S.N. (2016). Advanced Accounting- Vol. II, Vikas Publishing Housing, New Delhi.
2. Jain S.P. and Narang K. L., (2018). Advanced Accountancy Vol. II, Kalyani Publishers, New Delhi
3. Gupta. R. L (2016). Advanced Financial Accounting, S. Chand and Co. New Delhi.

Title: MARKETING MANAGEMENT**Course Code:23MCM103**

L	T	P	C.U.
3	1	0	4

Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1: Develop understanding of basics of marketing, and its significant concepts.
- CO2: Acquaint with new marketing trends and the marketing environment.
- CO3: Identify how the firms marketing strategy, marketing mix evolve and adapt to match consumer behavior and perceptions of the product
- CO4: Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context
- CO5: Critically analyze social, technological, political, legal and economic forces that affect business performance

Unit – 1:

Marketing Management: Introduction, Functions, Importance, Orientations, Process, Marketing Mix (7P's), Marketing Planning, Implementation and Control; Marketing Environment: Introduction, Environmental Scanning and techniques.

Unit – 2:

Consumer buying behavior: Introduction, Characteristics, Types, Buying Motives, Buyer Behaviour Models, Business Buyer Behaviour: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour, Factors that Influence Business Buyers, Steps in Business Buying Process

Unit – 3:

Segmentation, Targeting and Positioning: Introduction, Concept, Benefits, Requisites, Process of Market Segmentation, Targeting, Market Positioning, Product Management: Decisions, Development and Lifecycle Strategies: Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labeling, New Product Development, Product Life Cycle.

Unit – 4:

Marketing-Information Systems (MIS): Introduction, Characteristics of MIS, Benefits, Types, Components, Marketing Research; Product Management - Brand and Branding Strategy: Introduction, Brand and Branding, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Development, Pricing – Objectives and Strategies.

Unit – 5:

Distribution Management: Introduction, Need for Marketing Channels, Decisions Involved in Setting up the Channel, Channel Management Strategies, Introduction to Logistics Management, Introduction to Retailing, Whole selling.

Suggested Reading –

1. KotlerPhilip(1967), Marketing Management, Prentice Hall.
2. Stanton, Etzel, Walker(1994), Fundamentals of Marketing, Tata-McGraw Hill.
3. SaxenaRajan(2005), Marketing Management, Tata-McGraw Hill.
4. McCarthy, E.J(1960)., Basic Marketing: A managerial approach.
5. Ramaswamy and NamaKumari(2013), Marketing Management, Tata-McGraw Hill.

Course Title: FINANCIAL MANAGEMENT**Course Code: 23MCM104**

Course Outcomes (COs): After the completion of this course, students will be able to:-

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- CO1: Explain the concept of fundamental financial concepts, especially time value of money.
- CO2: Apply capital budgeting projects using traditional methods.
- CO3: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
- CO4: Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.
- CO5: Analyze how the concepts of finance and costing could integrate to identify and resolve the problems pertaining to business decision making.

Unit – 1:

Introduction to Financial Management: Meaning and Scope of Financial Management & Corporate Financial Management Functions of Financial manager, various decisions under financial management, Wealth maximization vs. Profit maximization objective, Financial Planning and Financial Forecasting.

Unit – 2:

Capital Structure Planning - Financing Decision: Capitalization and capital structure, Financial Planning - long and short term sources of corporate funds, objectives of an optimal Capital structure, Financial and operating leverage analysis, cost of capital and capital structure decision. Trade-off Theory, Pecking order Theory, Leverage analysis-financial, operating and combined leverage along with its implications.

Unit – 3:

Capital Budgeting: Meaning, Definition, Process of capital budgeting decisions, risk analysis and investment decisions, Capital budgeting practices of Indian companies; Various techniques of Calculating Capital budgeting decision(including numerical problems), Payback period, Profitability Index, NPV Method, IRR method.

Unit – 4:

Working Capital Management: Concepts of working capital. Needs of working capital. Dimensions and trends in working capital management. Sources of working capital finance and their relative utility. Determinants of Working Capital, Trade Credit, Accrued Expenses and Deferred Income. EOQ model, Practical problems based on working capital computation, Cash budget, Debtor management.

Unit – 5:

Analysis and Interpretation of Final Accounts: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various Accounting Ratio tools of financial analysis.

Suggested Readings:

1. Khan M.Y and Jain P.K., "Financial Management", Tata McGraw Hill
2. Prasanna Chandra, "Fundamentals of Financial Management", Tata McGraw Hill
3. Van Horne, "Financial Management and Policy", Prentice Hall
4. Pandey I. M., "Financial Management", Vikas Publishing House
5. Khan M Y and Jain P K, "Financial Management", Tata McGraw Hill
6. MaheshwariS.N., "Financial Management, Principles and Practice", Sultan Chand and Sons
7. Lawrence J. Gitman, "Principles of Managerial Finance" Pearson Education

Course Title: QUANTITATIVE TECHNIQUES**Course Code:23MCM105**

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Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1: Explain the use of data collection and statistics as tools to reach reasonable conclusions.
- CO2: Recognize, examine and interpret the basic principles of describing and presenting data.
- CO3: Students will create quantitative models to solve real world problems in appropriate contexts.
- CO4: Examine, analyze and compare various sampling distributions for both discrete and continuous random variables.
- CO5: Perform hypothesis testing using statistical methods and compute confidence intervals.

Unit – 1:

Statistics: Introduction, Types of Data, Method of collection and tabulation of data, Importance in Business & Management Decision Making, Descriptive and Inferential Statistic. Measures of central tendency- Arithmetic mean, geometric mean and harmonic mean, Median, Mode.

Unit – 2:

Measures of Dispersion- Absolute and relative measures, Range, Quartile deviation, mean deviation, standard deviation and their coefficients, absolute and relative measure of dispersion

Unit – 3:

Correlation Analysis: Introduction, importance of correlation analysis, Multiple and partial correlation, measure of correlation- Karl Pearson's coefficient of correlation, Spearman's coefficient of rank correlation.

Unit – 4:

Parametric & Non Parametric Tests: Meaning and Characteristics of Parametric and Non-Parametric Tests, Difference Between Large and Small Sample Tests of Significance; Significance Tests in Large & Small Sample.

Tests: Students t-Distribution, F-test, Analysis of Variance, Chi square Test, Wilcoxon Matched Pairs Test - Assumptions, Conditions and Applications.

Unit – 5:

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability. calculation of event probabilities(Simple Problems). Conditional Probability; Bernoulli and Bayes' Theorem; Binomial, Poisson and Normal Distributions-their Characteristics and Applications.

Suggested Readings:

1. Gupta, S.P., (2015) Statistical Method, Sultan Chand, New Delhi.
2. Gupta, S. C., (2014), Fundamental of Statistics, Himalaya Publishing House, Mumbai.
3. Kapoor, V. K. (2016),Statistics, Sultan Chand, New Delhi.
4. Das, N. G., (2015), Statistical method, 1st ed ,McGraw hill, New Delhi.
5. Arwal, B. L. (2014), Basic Statistics, New Age International, New Delhi.

Course Title: ORGANIZATION BEHAVIOR**Course Code:23MCM106****Course Outcomes (COs):** After the completion of this course, students will be able to:-

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- CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- CO3: Analyze the complexities associated with management of the group behavior in the organization.
- CO4: Ability to handle employee issues and evaluate the new trends in HRM.
- CO5: The students will be able to understand the organizational culture, strategies and managing human resource of an organization.

Unit – 1:

Organization Behavior: Introduction, Concept and OB in global context; Individual in organization: personality, attitudes, values, perception and learning; Groups in organization, foundations of group behavior; informal and formal group, creativity, group decision making, group dynamics, power and politics, organizational conflicts and resolution, organizational culture.

Unit – 2:

Personality: Meaning & Definition, Determinants of Personality, Personality Traits. Perception: Meaning & Definition, Perceptual process, Importance of Perception in OB. Motivation: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory.

Unit – 3:

Introduction: Importance of Human Resource (HR) in an organization; meaning of Human Resource Management (HRM); evolution of the concept of HRM; objectives and functions of HRM; models in HRM; emerging challenges in HRM; HR accounting and HR audit.

Unit – 4:

Acquiring Human Resource: Human Resource Planning (HRP); Job Design and Job Analysis; Recruitment and Selection; basic concept of Socialization, Orientation and Placement. Development and Evaluation: Basic concept of Training and Development.

Unit – 5:

Performance Management: Concept, Performance Appraisal methods, barriers to effective Performance Appraisal. Compensation: Compensation management – concept, process of Compensation Management; Job Evaluation; Incentives and Benefits – meaning and types.

Suggested Readings:

1. Lathan's, F. (2010), Organizational behavior, McGraw-Hill, New York.
2. Robbins, S. P., (2015), Organizational Behavior, Prentice hall. New Delhi.
3. Mishra, M. N., (2014) OrgnisaionalBehaviour, Vikas Publishing House, New Delhi.
4. Aswathappa, K., (2015), OrganisationalBehaviour, Himalaya Publishing.