

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

[LOCF]



Sanskar Sarjan Education Society's

DTSS COLLEGE OF COMMERCE

[AUTONOMOUS]

PROGRAMME CODE: PG-M.COM

MASTER OF COMMERCE

{M.Com}

PROGRAMME STRUCTURE

1) **Title of the Programme :** Master of Commerce (M.COM)

2) **Programme Code :** PG- M.COM

3) **Introduction of the Programme :**

Master of Commerce commonly known as M.Com, is a Two Year Post-graduate Programme highlighting the activities and functions under different sectors of Commerce at an advanced level. It has two basic specializations- i.e. Accountancy and Business Management.

4) **Programme Objectives :**

Master of Commerce offers an in-depth knowledge in the field of Accounts and Taxation along with an emphasis on Business Economics, Ethics and Research. The Programme also offers a practical implication of Accounting, Taxation & Management in the Corporate World.

5) **Duration of the Programme :** 02 Years

6) **Total Number of Semesters :** 04 Semesters

7) **Eligibility Criteria for Admission:**

The learner must have passed Graduation examination from Commerce stream conducted by any University or an equivalent examination.

8) **Total Credits :** 96 Credits

9) **Teacher's Qualification:** Post Graduation in Commerce & Management or any equivalent degree, NET /SET Qualified.

10) **Evaluation Pattern :**

a. **Total Marks :** 8 Courses X 100 Marks = **800Marks (10 Point Grading)**

b. **Passing Criteria :** 40 % Marks (**4 Grade Points**)

c. **Marking Scheme :** **60:40 Pattern (Marks for Total Programme)**

MARKING SCHEME	TOTAL MARKS	PASSING MARKS
1) Semester End Exam (S.E.E.) : Written Exam	60 Marks X 8 Courses = 480 Marks	24 Marks X 8 Courses =192 Marks
2) Continuous Internal Assessment (C.I.A.) : Subject Oriented	40 Marks X 8 Courses = 320 Marks	16 Marks X 8 Courses = 128 Marks
TOTAL :	800 marks	320 Marks

d. **Mode of Evaluation of Answer-book :** Online/Offline

e. Paper Pattern of Theory / Practical – Semester End Exam (S.E.E.): 60 Marks Classification

Question No.	Type of Question	Total Marks
Q.1.	Objectives : FIB/MCQ/T or F/MTC	12 Marks
Q.2.	Attempt any 2 out of 3 Questions	12 Marks
Q.3.	Attempt any 2 out of 3 Questions	12 Marks
Q.4.	Attempt any 2 out of 3 Questions	12 Marks
Q.5	Attempt any 2 out of 3 Questions	12 Marks

f. Paper Pattern of Continuous Internal Assessment (C.I.A.) : 40 Marks Classification

ASSESSMENT	MARKS
Internal Written Exam	30 Marks
<u>Subject Oriented Activities –</u> • PPT Presentations • Assignments Case Studies	10 Marks
TOTAL	40 Marks

11) Course Titles in M.Com (Part – I) Semester I & II -

No specialization in the First Year

Semester I –

- 1) Strategic Management
- 2) Economics for Business Decisions
- 3) Cost and Management Accounting
- 4) Business Ethics and Corporate Social Responsibility

Semester II –

- 1) Research Methodology for Business
- 2) Macro Economics Concepts and Applications
- 3) Corporate Finance
- 4) E-Commerce

12) Programme Outcome :

PO1 – Learners will be able to get a Post-Graduation degree after their Bachelors and will be able to apply for jobs in different domains like Finance, Banking, Investments, Research, Mutual Funds, Stock broking, Management, Taxation etc.

PO2- Learner can also take up Professional Courses in Accountancy or Management.

M.COM (PART- I)

SYLLABUS (AUTONOMOUS)

SEMESTER – I

1) Subject: Strategic Management.

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	Introduction to Strategic Management- <ul style="list-style-type: none">• Concept of Strategic Management, Strategic Management Process, Vision, Mission• And Goals, Benefits and Risks of Strategic Management.• Levels of Strategies: Corporate, Business and Operational Level Strategy• Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy,• Business Environment: Components of Environment- Micro and Macro and Environmental Scanning	Introduction to Strategic Management- <ul style="list-style-type: none">• Concept of Strategic Management, Strategic Management Process, Benefits and Risks of Strategic Management.• Business Environment: Components of Environment- Micro and Macro and Environmental Scanning• Vision, Mission And Goals• Levels of Strategies: Corporate, Business and Operational Level Strategy• Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy
2	Strategy Formulation, Implementation and Evaluation- <ul style="list-style-type: none">• Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.	Strategy Formulation, Implementation and Evaluation- <ul style="list-style-type: none">• Corporate Level Strategies• Strategic Formulation: Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.• Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis-

	<ul style="list-style-type: none"> • Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- • SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, ETOP- Environmental Threat and Opportunity Profile, • Strategic Choice- Factors and Importance. • Strategic Implementation: Steps, Importance and Problems, Resource Allocation-Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations and Techniques • Budgetary Control: Advantages, Limitations 	<p>SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Porter's 5 Forces Model , Porter's Generic Strategy-Cost Leadership & Differentiation, ANSOFF Matrix.</p> <ul style="list-style-type: none"> • Strategic Choice- Factors and Importance. • Strategic Implementation: Steps, Importance and Problems, Resource Allocation-Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations • Role of Leadership in Strategic Management. • Budgetary Control: Advantages, Limitations
3	<p>Business, Corporate and Global Strategies-</p> <ul style="list-style-type: none"> • Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business 	<p>Business, Corporate and Global Strategies-</p> <ul style="list-style-type: none"> • Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business • Total Quality Management – Concept, Principles, 6 C's of TQM

<p>4</p>	<p>Emerging Strategic Trends- Business Process Outsourcing and Knowledge Process Outsourcing in India:</p> <ul style="list-style-type: none"> • Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Start-up Business Strategies and Make in India Model: Process of business startups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness 	<p>Emerging Strategic Trends- Business Process Outsourcing and Knowledge Process Outsourcing in India:</p> <ul style="list-style-type: none"> • Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- BPR Concept & Process • Kaizen – Concept, 5 S Principles • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Recent Business Scenarios – <ol style="list-style-type: none"> a) Concepts of - SOHO, Freelancing, Self-Financing, Networking, Start-ups b) Make in India Model: Government initiatives in Make in India Model, Promising Growth Sectors.
-----------------	---	---

2) Subject: Economics for Business Decisions

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	<p>Basic Principles in Business Economics- Meaning and scope of Business Economics - twin principles of scarcity and efficiency; incremental and Marginal principle; profit maximization principle; market economy and invisible hand; production possibility frontier; Opportunity cost - accounting profit and economic profit; market failure, externality, public goods and economic role of Government</p>	<p>Basic Principles in Business Economics- Meaning and scope of Business Economics - twin principles of scarcity and efficiency; incremental and Marginal principle; profit maximization principle; market economy and invisible hand; production possibility frontier; Opportunity cost - accounting profit and economic profit; market failure, externality, public goods and economic role of Government</p>
2	<p>Demand and Supply Analysis- Determinants of demand - market demand function - theory of attributes, snob appeal, band wagon and Veblen effect and demand function. Law of supply- elasticity of supply • Applications of elasticity of demand and supply to economic issues: Paradox of bumper harvest- tax on price and quantity - minimum floor and maximum ceilings: minimum wages controversy and Administered price control • The theory of consumer choice - Consumer preference and budget constraint - equilibrium position of tangency with the help of Indifference curve analysis- effect of changes in price and income on consumer equilibrium</p>	<p>Demand and Supply Analysis- Determinants of demand - market demand function - theory of attributes, snob appeal, band wagon and Veblen effect and demand function. Law of supply- elasticity of supply • Applications of elasticity of demand and supply to economic issues: Paradox of bumper harvest- tax on price and quantity - minimum floor and maximum ceilings: minimum wages controversy and Administered price control • The theory of consumer choice - Consumer preference and budget constraint - equilibrium position of tangency with the help of Indifference curve analysis- effect of changes in price and income on consumer equilibrium • Consumer's Surplus.</p>
3	<p>Production decisions and Cost analysis- Production function - short run and long run - Law of variable proportion, returns</p>	<p>Production decisions and Cost analysis- Production function - short run and long run - Law of variable proportion, returns</p>

	<p>to scale, scale economies, scope economies- least cost factor combination for a given output- Expansion path and Multiproduct firm- cost reduction through experience - learning curve</p> <ul style="list-style-type: none"> • Economic analysis of Cost: <p>Classification of costs, short run and long run cost functions.</p>	<p>to scale, scale economies, scope economies- least cost factor combination for a given output- Expansion path and Multiproduct firm- cost reduction through experience - learning curve</p> <ul style="list-style-type: none"> • Economic analysis of Cost: <p>Classification of costs, short run and long run cost functions.</p> <ul style="list-style-type: none"> • Producer's Surplus, Technological Progress- Innovations -Schumpeter's Theory.
4	<p>Market structure analysis-</p> <p>Difference between perfectly and imperfectly competitive markets –Perfect competition and Monopoly as limiting cases of market imperfections - Sources of market power - profit maximization of simple and discriminating monopolist- methods of measuring monopoly power - Public policy towards monopoly power</p> <ul style="list-style-type: none"> • Different forms of imperfect competition <ul style="list-style-type: none"> - Monopolistic competition and Oligopoly - Strategic decision making in oligopoly markets- collusive and non-collusive oligopoly- colliding oligopoly : rivalry among few, price war and kinked demand curve- collusive oligopoly models of price leadership and cartel - basic concepts of game theory - Using Game theory to analyse strategic decisions - application of model of prisoner's dilemma in market decisions 	<p>Market structure analysis-</p> <p>Difference between perfectly and imperfectly competitive markets –Perfect competition and Monopoly as limiting cases of market imperfections - Sources of market power - profit maximization of simple and discriminating monopolist- methods of measuring monopoly power - Public policy towards monopoly power</p> <ul style="list-style-type: none"> • Different forms of imperfect competition <ul style="list-style-type: none"> - Monopolistic competition and Oligopoly - Strategic decision making in oligopoly markets- collusive and non-collusive oligopoly- colliding oligopoly : rivalry among few, price war and kinked demand curve- collusive oligopoly models of price leadership and cartel - basic concepts of game theory - Using Game theory to analyse strategic decisions - application of model of prisoner's dilemma in market decisions

3) Subject: Cost and Management Accounting

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	<p>Marginal Costing, Absorption Costing and Management Decisions-</p> <p>Meaning of Absorption Costing - Distinction between Absorption Costing and Marginal Costing - Problems on Breakeven Analysis - Cost Volume Profit Analysis - Breakeven Charts - Contribution Margin and Various Decision Making Problems</p> <ul style="list-style-type: none"> • Managerial Decisions through Cost Accounting such as Pricing Accepting Special Offer - Profit Planning - Make or Buy Decisions - Determining Key Factors - Determining Sales Mix - Determining Optimum Activity Level – Performance Evaluation - Alternative Methods of Production, Cost Reduction & Cost Control 	<p>Marginal Costing, Absorption Costing and Management Decisions-</p> <p>Meaning of Absorption Costing - Distinction between Absorption Costing and Marginal Costing - Problems on Breakeven Analysis - Cost Volume Profit Analysis - Breakeven Charts - Contribution Margin and Various Decision Making Problems</p> <ul style="list-style-type: none"> • Managerial Decisions through Cost Accounting such as Pricing Accepting Special Offer - Profit Planning - Make or Buy Decisions - Determining Key Factors - Determining Sales Mix - Determining Optimum Activity Level – Performance Evaluation - Alternative Methods of Production, Cost Reduction & Cost Control
2	<p>Standard Costing-</p> <p>Standard Costing as an Instrument of Cost Control and Cost Reduction - Fixation of Standards - Theory and Problems based on Analysis of Variances of Materials, Labour Overheads and sales including Sub-variances</p>	<p>Activity Based Costing System-</p> <ul style="list-style-type: none"> • Introduction, Advantages, Limitations, Identification of cost drivers • Practical Problems on Traditional V/s Activity Based Costing System
3	<p>Budgetary Control-</p> <p>Budget and Budgetary Control - Zero Based Budget - Performance Budgets - Functional Budgets Leading to the Preparation of Master Budgets -Capital Expenditure Budget - Fixed and Flexible Budgets - Preparation of Different Types of Budgets</p>	<p>Budgetary Control-</p> <p>Budget and Budgetary Control - Zero Based Budget - Performance Budgets - Functional Budgets Leading to the Preparation of Master Budgets -Capital Expenditure Budget - Fixed and Flexible Budgets - Preparation of Different Types of Budgets</p>

<p style="text-align: center;">4</p>	<p>Operating Costing- Meaning of Operating Costing - Determination of Per Unit Cost - Collection of Costing Data - Practical Problems based on Costing of Hospital, Hotel and Goods & Passenger Transport</p>	<p>Operating Costing- Meaning of Operating Costing - Determination of Per Unit Cost - Collection of Costing Data - Practical Problems based on Costing of Hospital, Hotel and Goods & Passenger Transport</p>
---	---	---

4) Subject: Business Ethics and Corporate Social Responsibility

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	<p>Introduction to Business Ethics- Business Ethics</p> <p>– Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos,</p> <ul style="list-style-type: none"> • Sources of Ethics, Concept of Corporate Ethics, code of Ethics- Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991 	<p>Introduction to Business Ethics- Business Ethics</p> <p>– Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, Ethical dilemma, Ethics in practice, Role and function of ethical managers.</p> <ul style="list-style-type: none"> • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2	<p>Indian Ethical Practices and Corporate Governance-</p> <p>Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents</p> <ul style="list-style-type: none"> • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance 	<p>Indian Ethical Practices and Corporate Governance-</p> <p>Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents</p> <ul style="list-style-type: none"> • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance

	<ul style="list-style-type: none"> • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences 	<ul style="list-style-type: none"> • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its Consequences • Case Study on Satyam Scam
3	<p>Introduction to Corporate Social Responsibility-</p> <p>Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society.</p> <ul style="list-style-type: none"> • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO's and International Agencies in CSR, Integrating CSR into Business 	<p>Introduction to Corporate Social Responsibility-</p> <p>Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society.</p> <ul style="list-style-type: none"> • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO's and International Agencies in CSR, Integrating CSR into Business
4	<p>Areas of CSR and CSR Policy-</p> <p>CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.</p> <ul style="list-style-type: none"> • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR 	<p>Areas of CSR and CSR Policy-</p> <p>CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.</p> <ul style="list-style-type: none"> • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR

	<ul style="list-style-type: none"> • Global Recognitions of CSR- ISO-14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business 	<ul style="list-style-type: none"> • Global Recognitions of CSR- ISO-14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business
--	---	---

SEMESTER – II

1) Subject: Research Methodology for Business

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	<p>Introduction to Research-</p> <p>Features and Importance of research in business, Objectives and Types of Research- Basic, Applied, Descriptive, Analytical and Empirical Research.</p> <ul style="list-style-type: none">• Formulation of research problem, Research Design, significance of Review of Literature• Hypothesis: Formulation, Sources, Importance and Types• Sampling: Significance, Methods, Factors determining sample size	<p>INTRODUCTION TO RESEARCH</p> <ul style="list-style-type: none">• Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research.• Stages in Research process• Formulation of research problem – stages and sources, Significance of Review of Literature, Research Design – Elements and significance• Hypothesis: Formulation, Sources, Importance and Types• Sampling: Significance, Methods, Factors determining sample size
2	<p>Research Process-</p> <p>Stages in Research process</p> <ul style="list-style-type: none">• Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey,• Limitations of Primary data• Secondary data: Sources and Limitations,• Factors affecting the choice of method of data collection.• Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire	<p><u>DATA COLLECTION:</u></p> <ul style="list-style-type: none">• Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey,• Advantages and Limitations of Primary data• Secondary data: Sources, Advantages and Limitations,• Factors affecting the choice of method of data collection.• Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire, Types of questions
3	<p>Data Processing and Statistical Analysis-</p> <p>Data Processing: Significance in Research, Stages in Data Processing: Editing,</p>	<p>Data Processing and Statistical Analysis-</p> <p>Data Processing: Significance in Research, Stages in Data Processing:</p>

	<p>Coding, Classification, Tabulation, Graphic Presentation</p> <ul style="list-style-type: none"> • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – <ul style="list-style-type: none"> <input type="checkbox"/> Parametric Test-t test, f test, z test <input type="checkbox"/> Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation 	<p>Editing, Coding, Classification, Tabulation, Graphic Presentation</p> <ul style="list-style-type: none"> • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – <ul style="list-style-type: none"> <input type="checkbox"/> Parametric Test-t test, f test, z test <input type="checkbox"/> Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation
4	<p>Research Reporting and Modern Practices in Research-</p> <p>Research Report Writing: Importance, Essentials, Structure/ layout, Types</p> <ul style="list-style-type: none"> • References and Citation Methods: <ul style="list-style-type: none"> <input type="checkbox"/> APA (American Psychological Association) <input type="checkbox"/> CMS (Chicago Manual Style) <input type="checkbox"/> MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research 	<p>Research Reporting and Modern Practices in Research-</p> <p>Research Report Writing: Importance, Essentials, Structure/ layout, Types</p> <ul style="list-style-type: none"> • References and Citation Methods: <ul style="list-style-type: none"> <input type="checkbox"/> APA (American Psychological Association) <input type="checkbox"/> CMS (Chicago Manual Style) <input type="checkbox"/> MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers and Internet in Research • Introduction to Zotero

2) Subject: Macro Economics Concepts and Applications

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	<p>Aggregate Income and its Dimensions- Aggregate Income and its dimensions: National income aggregates - and measurement; - GNP, GDP, NDP, Real and nominal income concepts, measures of inflation and price indices - GDP deflator, - Nominal and real interest rates- PPP income and HDI</p>	<p>Aggregate Income and its Dimensions- Aggregate Income and its dimensions: National income aggregates - and measurement; - GNP, GDP, NDP, Real and nominal income concepts, measures of inflation and price indices - GDP deflator, - Nominal and real interest rates- PPP income and HDI</p>
2	<p>Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF)- Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), Interaction of ADF and ASF and determination of real income; Inflationary gap • Policy trade- off between Inflation and unemployment – Phillips’ curve – short run and long run</p>	<p>Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF)- Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), Interaction of ADF and ASF and determination of real income; Inflationary gap • Policy trade- off between Inflation and unemployment – Phillips’ curve – short run and long run</p>
3	<p>Economic Policy Implications in the IS-LM framework- The IS-LM model: Equilibrium in goods and money market; Monetary and real influences on IS-LM curves, Economic fluctuations and Stabilization policies in IS-LM framework - Transmission mechanism and the crowding out effect; composition of output and policy mix, IS-LM in India</p>	<p>Economic Policy Implications in the IS-LM framework- The IS-LM model: Equilibrium in goods and money market; Monetary and real influences on IS-LM curves, Economic fluctuations and Stabilization policies in IS-LM framework - Transmission mechanism and the crowding out effect; composition of output and policy mix, IS-LM in India</p>
4	<p>International Aspects of Macroeconomic Policy- International aspects of Macroeconomic policy: Balance of payments</p>	<p>International Aspects of Macroeconomic Policy- International aspects of Macroeconomic policy: Balance of payments</p>

	<p>disequilibrium of an open economy - corrective policy measures -Expenditure changing policies and expenditure switching policies BOP adjustments through monetary and fiscal policies -The Mundell-Fleming model - Devaluation, revaluation as expenditure switching policies - effectiveness of devaluation and J -curve effect</p>	<p>disequilibrium of an open economy - corrective policy measures -Expenditure changing policies and expenditure switching policies BOP adjustments through monetary and fiscal policies -The Mundell-Fleming model - Devaluation, revaluation as expenditure switching policies - effectiveness of devaluation and J -curve effect</p> <ul style="list-style-type: none"> • . International Financial Institutions- IMF, IBRD, IDA, SDRs, and ADB.
--	---	---

3) Subject: Corporate Finance

MODULE NO.		NEW SYLLABUS
1	<p>Scope and Objectives of Financial Management-</p> <p>Introduction, Meaning, Importance, Scope, Objectives, Profit v/s Value Maximization</p>	<p>Scope and Objectives of Financial Management-</p> <p>Introduction, Meaning, Importance, Scope, Objectives, Profit v/s Value Maximization , Types of Financing</p>
2	<p>Time Value of Money-</p> <p>Concept, Present Value, Annuity, Techniques of Discounting, Techniques of Compounding, Bond Valuation and YTM</p>	<p>Time Value of Money-</p> <p>Concept, Present Value, Annuity, Techniques of Discounting, Techniques of Compounding, Bond Valuation and YTM Introduction to basics of Capital Budgeting.</p>
3	<p>Financial Analysis - Application of Ratio Analysis in Financial Decision Making-</p> <p>Management Analysis</p> <ul style="list-style-type: none"> • Profitability Ratios: Gross Profit Ratio, Operating Profit Ratio, Return on Capital Employed • Efficiency Ratios: Sales to Capital Employed, Sales to Fixed Assets, Profit to Fixed Assets, Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio • Liquidity Ratios: Current Ratio, Quick Ratio • Stability Ratio: Capital Gearing Ratio, Interest Coverage Ratio • Investor's Analysis • Earnings per Share, P/E Ratio, Dividend Yield 	<p>Financial Analysis - Application of Ratio Analysis in Financial Decision Making-</p> <p>Management Analysis</p> <ul style="list-style-type: none"> • Profitability Ratios: Gross Profit Ratio, Operating Profit Ratio, Return on Capital Employed • Efficiency Ratios: Sales to Capital Employed, Sales to Fixed Assets, Profit to Fixed Assets, Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio • Liquidity Ratios: Current Ratio, Quick Ratio • Stability Ratio: Capital Gearing Ratio, Interest Coverage Ratio • Investor's Analysis • Earnings per Share, P/E Ratio, Dividend Yield
4	<p>Financial Decisions-</p> <p>Cost of Capital - Introduction, Definition of Cost of Capital, Measurement of Cost</p>	<p>Financial Decisions-</p> <p>Cost of Capital - Introduction, Definition of Cost of Capital, Measurement of Cost of Capital, WACC, Marginal Cost of Capital</p>

	<p>of Capital, WACC, Marginal Cost of Capital</p> <ul style="list-style-type: none"> • Capital Structure Decisions - Meaning, Choice of Capital Structure, Importance, Optimal Capital Structure, EBIT-EPS Analysis, Cost of Capital, Capital Structure and Market Price of Share, Capital Structure Theories, Dividend Policy - Pay Out Ratio • Business Risk and Financial Risk - Introduction, Debt v/s Equity Financing, Types of Leverage, Investment Objective/Criteria for Individuals/Non-business Purpose 	<ul style="list-style-type: none"> • Capital Structure Decisions - Meaning, Choice of Capital Structure, Importance, Optimal Capital Structure, EBIT-EPS Analysis, Cost of Capital, Capital Structure and Market Price of Share, Capital Structure Theories, Dividend Policy - Pay Out Ratio • Business Risk and Financial Risk - Introduction, Debt v/s Equity Financing, Types of Leverage, Investment Objective/Criteria for Individuals/Non-business Purpose
--	--	--

4) Subject: E-Commerce

MODULE NO.	OLD SYLLABUS	NEW SYLLABUS
1	<p>Introduction to Electronic Commerce – Evolution and Models- Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce.</p> <ul style="list-style-type: none"> • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model 	<p>Introduction to Electronic Commerce –Evolution and Models- Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce.</p> <ul style="list-style-type: none"> • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model • M-Commerce-Concepts, Types, Growth
2	<p>World Wide Web and E-enterprise- World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles.</p>	<p>World Wide Web and E-enterprise- World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles.</p>

	<ul style="list-style-type: none"> • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in E-commerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise- Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E-enterprise 	<ul style="list-style-type: none"> • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in E-commerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise- Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E-enterprise
3	<p>E-marketing and Electronic Payment System-</p> <p>E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.</p> <ul style="list-style-type: none"> • E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives, The pros and cons of online shopping, Justify an Internet business. • Electronic Payment System- Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. • Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment 	<p>E-marketing and Electronic Payment System-</p> <p>E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.</p> <ul style="list-style-type: none"> • E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives, The pros and cons of online shopping, Justify an Internet business. • Electronic Payment System- Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. • Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment

<p>4</p>	<p>Legal and Regulatory Environment and Security issues of E-commerce-</p> <p>Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.</p> <ul style="list-style-type: none"> • Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. • Security Issues in E-Commerce- Risk management approach to Ecommerce Security- Types and sources of threats, Protecting electronic commerce assets and Intellectual property. • Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure 	<p>Legal and Regulatory Environment and Security issues of E-commerce-</p> <p>Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.</p> <ul style="list-style-type: none"> • Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. • Security Issues in E-Commerce- Risk management approach to Ecommerce Security- Types and sources of threats, Protecting electronic commerce assets and Intellectual property. • Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure
-----------------	---	---