

# Saurashtra University

RAJKOT

(Re- Accredited Grade B by NAAC CGPA 2.93)

Faculty of Commerce  
Syllabus  
For  
**Master of Commerce (M. Com.)**

**Effective From**

JULY - 2010

**Structure of Program for Master of Commerce (M.Com.)  
Semester System  
Effective from the Academic Year 2010-2011  
At  
Department of Commerce and Business Administration,  
Saurashtra University, Rajkot.  
Scheme of Master of Commerce (M.Com.) Semester System Syllabus**

Paper No.	Paper Type	Course Code	Title of the Paper
<b>Semester-I</b>			
<b>Core Course</b>			
MC-1.1	CORE COURSE-1	CCT-01	Marketing Management
MC-1.2	CORE COURSE-2	CCT-02	Business Environment
MC-1.3	CORE COURSE-3	CCT-03	Corporate Financial Accounting

**Elective Course (Any One of the following Subject to the Same Specialization Group in All Four Semester)**

<b>* Specialization Group-A (Accounting &amp; Taxation)</b>			
MC-1.4	Elective Course-1	ECT-01	Accounting & Taxation-Paper -I
<b>Specialization Group-B (Banking &amp; Finance)</b>			
MC-1.4	Elective Course-1	ECT-01	Security Analysis
<b>Specialization Group-C (Marketing)</b>			
MC-1.4	Elective Course-1	ECT-01	Services Marketing
<b>Inter / Multi Disciplinary Course</b>			
MC-1.5	Inter Disciplinary Course-1	ICT-01	Operations of Stock Exchanges
		<b>Total</b>	

## Semester - I

### CORE COURSE- 1

#### MARKETING MANAGEMENT

##### Objective:

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

##### Course Inputs

###### Unit 1.

**Introduction:** Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning- an overview.

###### Unit 2.

**Market Analysis and Selection:** Marketing environment -macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumer versus organisational buyers; Consumer decision-making process.

###### Unit 3.

**Product Decisions:** Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life-cycle -strategic implications; New product development and consumer adoption process.

**Pricing Decisions:** Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

###### Unit 4.

**Distribution Channels and Physical Distribution Decisions:** Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

###### Unit 5.

**Promotion Decisions:** Communication process; Promotion mix -advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion -tools and techniques.

##### References

1. Kotler, Philip and Gary Armstrong: Principles of Marketing , Prentice Hall, New Delhi.
2. Kotler, Philip: Marketing Management-Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
3. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.
4. Me Carthy, E. Jenome and William D., Perreault Jr: Basic Marketing: Managerial Approach, Richard D. Irwin, Homewood, Illinois.
5. Ramaswamy.V.S and Namakumari.S: Marketing Management, MacMillan India, New Delhi.
6. Srinivasan, R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
7. Stanton, William J., and Charles Futrell: Fundamentals of Marketing; McGraw Hill Publishing Co., New York.
8. Still, Richard R, Edward W, Cundiff and Norman A.P. Govoni: Sales Management: Decisions, Strategies and Cases, Prentice Hall, New Delhi.

## **CORE COURSE- 2-**

### **BUSINESS ENVIRONMENT**

#### **Objective:**

This course develops ability to understand and scan business environment in order to analyze opportunities and take decisions under uncertainty.

#### **Course Inputs**

##### **Unit 1.**

**Theoretical Framework of Business Environment:** Concept, significance and nature of business environment; Elements of environment -internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

##### **Unit 2.**

**Economic Environment of Business:** Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies -industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalisation and structural adjustment programmes.

##### **Unit 3.**

**Political and Legal Environment of Business:** Critical elements of political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy; Consumer Protection Act.

##### **Unit 4.**

**Socio-Cultural Environment:** Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.

##### **Unit 5.**

**International and Technological Environment:** Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions - WTO, World Bank.

#### **References**

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons. New Delhi.
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Y.K: Indian Development Planning and Policy, Vikas Pub, New Delhi
4. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi.
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Ghosh, Biswanath: Economic Environment of Business, Vikas Publication, New Delhi.
7. Govt. of India: Economic Survey, various issues.
8. Raj Agrawal and Parag Diwan, Business Environment: Excel Books, New Delhi. Ramaswamy, V.S. and Nama Kumari: Strategic Planning for Corporate Success, Macmillan, New Delhi.
9. Sengupta N. K.: Government and Business in India, Vikas Publication, New Delhi.

## CORE COURSE- 3

### CORPORATE FINANCIAL ACCOUNTING

#### Objective

The objective of this course is to enable students to understand accounting concepts, tools and techniques used for managerial decisions.

#### Course Inputs

##### Unit 1.

**Final Accounts and Financial Statements of Companies** (Advance level problems including managerial Remuneration)

##### Unit 2.

**Accounting issues relating to Amalgamation** (As per Indian AS – 14)

##### Unit 3.

**Accounting issues relating to Absorption and Reconstruction of companies.** (As per Indian AS – 14)

##### Unit 4.

**Lease Accounting.** (As per Indian AS – 19)

##### Unit 5.

**Earning Per Share.** (As per Indian AS – 20)

**Note:** 70% Marks for the Practical Problems.

30% Marks for the Theory.

#### References:

<u>Name of Book</u>	<u>Author</u>
1. Financial Accounting	- P.C.Tulsian
2. Advanced Accounts	- M.C.Shukla & - T.S. Grewal
3. Advanced Accountancy	- H.Chakraborty
4. Accountancy	- Dr. S.Kr. Paul
5. Advanced Accounting	- S.N.Maheshwari
6. Advanced Accounting	- R.L.Gupta & - M.Radhaswamy
7. Advanced Accounting	- B.M. Agrawal & - M.P. Gupta
8. Accounting standards	- D.S.Rawat
9. Advanced Accounting	- Ashok Sehgal & - Deepak Sehgal
10. Advance Accounting	- Gupta & Gupta
11. Modern Accounting	- Mukherjee
12. Accounting Standards and Corporate Practices	- Sanjiv Agarwal
13. Advanced Accounts [Theory and Practical]	- J.R.Monga and Others
14. Advanced Accountancy	- M.A.Arulanandam K.S.Raman

## **SPECIALIZATION GROUP-A (ACCOUNTING & TAXATION)**

### **ELECTIVE COURSE-1**

#### **ADVANCED MANAGEMENT ACCOUNTING - PAPER - I**

##### **Unit-1**

Analysis and Interpretation of ROI (Return on Investment)

##### **Unit-2**

Analysis and Interpretation of GVA (Gross Value added) & NVA (Net Value Added)

##### **Unit-3**

Analysis and Interpretation of EVA (Economic Value Added) & MVA (Market Value Added)

##### **Unit-4**

BSC (Balanced Score Card) and Bench Marking)

##### **Unit-5**

Financial Analysis and Planning

- Ratio Analysis for Performance Evaluation and Financial Strengths.
- Application of Ratio Analysis in Decision Making.

Note: 80 % Marks for Practical Problems and 20 % Marks for theory questions.

#### **References:**

##### **Name of Book**

##### **Author**

- |   |                                       |
|---|---------------------------------------|
| 1. Management Accountancy                       | - J.Batty                             |
| 2. Principles & Management Accounting           | - Manmohan & S.N. Goyal               |
| 3. Management Accounting                        | - Khan & Jain                         |
| 4. Management Accounting                        | - S.P. Gupta                          |
| 5. Management Accounting                        | - Guruprasad Murthy                   |
| 6. Management Accountancy                       | - S.B. Chowdhary                      |
| 7. Management Accounting                        | - M.Y. Khan                           |
| 8. Management Accounting                        | - Hingorani                           |
| 9. Management Accounting                        | -N.P.Srinivasan                       |
| 10. Management Accounting                       | - P.V. Rathnam                        |
| 11. Management Accounting and Financial Control | - S.N.Maheshwari                      |
| 12. Management Accounting                       | -Jagwant Singh - Rantej Paul          |
| 13. Management Accounting Principles            | - Anthony Robert N. & Reece, James S. |
| 14. Management Accounting                       | - Moore, Carl L. & Jardiche Robert K. |
| 15 Accounting for Management Text and Cases     | - S.B.Bhattacharya - John Dearden     |
| 16.Modern Management Accounting                 | - Nelson A. Tom & Miller, Paul B.     |

## **SPECIALIZATION GROUP-B (BANKING & FINANCE)**

### **ELECTIVE COURSE-1**

#### **SECURITY ANALYSIS**

**Objective:** The Objective of this course is to be help students understand various issues in Security analysis.

#### **Course Inputs:**

##### **Unit 1.**

###### **Investments:**

Nature and scope of investment analysis, Elements of investments  
Avenues of investment, Approaches to investment analysis, Concept of return and risk,  
Securities return and risk analysis, Measurement of risk and return.

##### **Unit 2.**

###### **Financial Assets:**

Types and their characteristics, Source of financial information.

##### **Unit 3.**

###### **Public Issue:**

SEBI guidelines on public issue; Size of issue; Pricing of issue; Promoters contribution;  
Appointment of merchant bankers; Underwriting; Brokers; Registrars; Managers, Bankers &  
Allotment of shares

##### **Unit 4.**

###### **Secondary Market:**

Role; Importance, Types of brokers; Trading mechanism; Listing Of security;  
Depository – Role, and Need ; Depository Act – 1996.

###### **Valuation Of Securities:**

Bonds; Debentures; Preference shares; and Equity Shares.

##### **Unit 5.**

###### **Fundamental Analysis:**

Economic Analysis; Industry Analysis and Company Analysis.

###### **Technical Analysis:**

Trends, Indicators, Indices and moving averages applied in technical  
analysis.

#### **References**

1. Security analysis and portfolio management--P. Pandian
2. Investment analysis and portfolio management—Madhumati. Rangarajan
- 3 Agarwala, K.N. and Deeksha Agarwala: Bulls, Bears and The Mouse, Macmillan, New Delhi.
- 4.Cheney, J. and E. Muses: Fundamentals of Investments, Paul, New York.
5. Clark, James Fransis: Investment- Analysis and Management, McGraw Hill , International Edition.
6. Dalton, John M: How the Stock Markets Works, Prentice Hall, Delhi.
7. Domodran: Investment Valuation, John Wiley, New York.
8. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition
9. Fischer, Donald, E. and Ronald, J. Jordan: Security Analysis and portfolio Management, Prentice Hall, Delhi.

## **SPECIALIZATION GROUP-C (MARKETING)**

### **ELECTIVE COURSE-1**

#### **SERVICES MARKETING**

##### **Objective:**

This course acquaints students with the basic issues in services marketing and customer relationship management.

##### **Course Inputs**

##### **Unit-1**

**Importance of Services Sector:** Nature and types of services; Difference between services and goods marketing; Services marketing triangle.

##### **Unit -2**

**Environment for Services Marketing:** Macro and micro environments; Understanding service customers -models of service consumer behaviour; Customer expectations and perception; Service quality and GAP model.

##### **Unit -3**

**Market Segmentation and Selection:** Service market segmentation; Targeting and positioning.

##### **Unit- 4**

**Services Marketing Mix:** Need for expanded marketing mix; Planning for service offer; Pricing, promotion and distribution of services; Management of people, process and physical evidence; Matching of demand for and supply of services.

##### **Unit- 5**

**Service Marketing Applications:** Marketing of financial, hospitality, hospital, tourism and educational services; International marketing of services and GATS.

##### **References**

1. Christopher, H. Lovelock: Service Marketing; Prentice Hall, New Jersey.
2. Payne, Adrian: The Essence of services Marketing, Prentice Hall, New Delhi.
3. Shankar Ravi: Service Marketing - The Indian Experience, South Asia Publication, New Delhi.
4. Zeithaml, V.A. and M.J Bitner: Services Marketing, McGraw Hill, Inc, New York.

## **INTER / MULTI DISCIPLINARY COURSE**

### **INTER DISCIPLINARY COURSE-1**

#### **OPERATIONS OF STOCK EXCHANGE**

##### **Objectives**

This course aims at equipping students with the practical knowledge about the functioning of primary markets and stock exchanges.

##### **Course Inputs**

###### **Unit1.**

**Capital Market**

**Primary Market**

**Secondary Market**

###### **Unit 2.**

**Organisation of Stock Exchanges with special reference to NSE & BSE**

###### **Unit 3.**

**Trading Mechanism on stock exchange**

**Evolution and functioning of online trading**

**Regulatory Framework**

-SEBI Act 1992, SCRA-1956, NSE/BSE Guidelines.

**Risk and Surveillance System**

###### **Unit 4.**

**Advent of Dematerialisation,**

**CDSL & NSDL**

###### **Unit 5**

**Products Traded on Stock Exchanges**

-Equity, Derivatives, Futures, Options, Currency, ETF, Mutual Funds, etc.

##### **References :**

1. Bulls, Bears & the mouse-Dr. Kamlesh Agrawal and Deksha Agrawala, Macmillan India Limited.
2. Dalton, John M.: How the Stock Market Works, Prentice Hall, New Delhi.
3. Gupta, L.C.: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
4. Machi Raju, H.R: Merchant Banking; Wiley Eastern Ltd.; New Delhi.
5. Machi Raju, H.R: Working of Stock Exchanges in India; Wiley Eastern Ltd.; New Delhi.
6. Web site of [bseindia.com](http://bseindia.com), [nse-india.com](http://nse-india.com).
7. Chandratre KR:, et al: Capital Issue, SEBI & Listing; Bharat Publishing House, New Delhi.
8. Donald E. Fisher, Ronald J. Jordan: Security Analysis and Portfolio Management; Prentice Hall, New Delhi.
9. Raghunathan V: Stock Exchanges and Investments; Tata McGraw Hill, New Delhi.
10. [www.nseindia.com](http://www.nseindia.com) - NCFM
11. [www.bseindia.com](http://www.bseindia.com) - BCFM