

KANNUR UNIVERSITY
SYLLABUS
M.Com POST GRADUATE COURSE

Semester - I

PAPER - I BUSINESS ENVIRONMENT

I. Business Environment

Characteristics of modern business – Business goals – Business environment – internal and external environment – economic, social, political, legal factors affecting corporate strategies and goals – Environmental analysis. (10 hours)

II Industrial policy

Rationale – Industrial policy of the Government of India in the pre and post liberalization era – impact of liberalization – changing role of the public sector – Industrial licencing – Industrial Development and Regulation Act, 1951 (as amended) – object and important provisions – New Industrial Policy, 1991 (20 hours)

III Small Scale Industries

Small scale, ancilliary and tiny sectors in India – meaning and importance – facilities and concessions – problems – the new SSI policy – SIDBI. (10 hours)

IV Foreign capital and technology

Foreign private investment in India – need, limitations and dangers – Foreign Exchange Management Act and Prevention of Money Laundering Act – important provisions – scope and guidelines for NRI investments in India – Government policy on foreign capital – MNCs in India – EXIM policy modified – Foreign Trade (Development and Regulation) Act 1992. New Trade Policy and Trade Liberalization – Globalization – meaning – globalization in India – effects of globalisation – WTO – India and WTO – benefits and disadvantages to India. (30 hours)

V Business and society

Social obligations of business – corporate accountability – responsibility towards society – social audit. (10 hours)

VI Mergers and acquisitions

Take over, merger, acquisition – factors motivating buyers, sellers – warding off, dangers of takeover – buy back of shares – problems in mergers and acquisitions. (20 hours)

Seminars and assignments (10 hours)
Total 110 hours

Books Recommended

1. Francis Cherunilam : Business Environment and Policy
2. Kohli S.L. and Reruthra. N.K : Business Environment
3. S.K. Misra and V. K. Puri : Economic Environment and Business
4. V.P. Mikhael : Business Policy and Environment
5. B.S.K.S. Chopra : Business Environment
6. Maheswari and A.N. Gupta : Business, Govt. and Society
7. N.K. Sengupta : Corporate Management in India
8. Nair, Beverjie & Agarwal : Business Environment
9. Aswathappa : Business Environment for Strategic Management

PAPER – 2 QUANTITATIVE TECHNIQUES

Total Contact Hours – 110

I. Probability theory:

Basic concepts – Definition of Probability – Classical – Relative Frequency – Axiomatic Approach – Laws of Probability – Addition and Multiplication Theorem. (15 hours)

II. Probability distributions:

Binomial – Poisson and Normal distributions – Mean and variance of the distributions – Properties of normal curve. (20 hours)

III. Regression analysis:

Simple and Multiple Regression Analysis (5 hours)

IV Quality control:

Concepts of control charts – Causes of Variation in Quality – Types of Control Charts – Mean Chart – Range Chart – C Chart – P Chart and NP Chart – Applications and Uses of Control Charts. (10 hours)

V. Operations research:

Development of O.R. – Characteristics – Types of models – Different

tools used in O.R. – Constructing the Model – Limitations of O.R. (15 hours)

VI. Linear programming:

Meaning – Basic Concepts – Uses and application – Graphical Method of Solution to the L.P.P. – Advantages and Limitations of Linear Programming (15 hours)

VII. Network analysis:

PERT – CPM – Project Evaluation and Review Technique – Back ground and Development – Network-Concept – Drawing Network Diagram – Critical Path Method – Difference between PERT and CPM (Avoid crashing and Resource Allocation) (20 hours)

Seminars and Assignments (10 hours)

Books Recommended:

1. C.R. Kothari : Quantitative Techniques
2. S.D. Sharma : Operation Research
3. Anand Sharma : Q.T. for Decision Making
4. Patri Digambar : Statistical Methods
5. Sanchetti & Kapoor : Statistics
6. Gupta V.K. & Manmohan : O.R. & Statistical Analysis
7. S.P. Gupta : Statistical Methods
8. Sharma K.R. : Q.T. & O.R.

PAPER III MANAGEMENT INFORMATION SYSTEMS

1. Introduction to management information systems-Evolution of MIS- Need of MIS-Definitions of MIS –Benefits of MIS functions –Objectives of MIS. [15 hours]

2. Concept of information – Definition of information- Information in the mathematical theory of communication-mathematical definition of information – entropy-redundancy – data reduction- classification and compression – organizational summarising and filtering – inferences – age and quality of information – Application of information concept to information system design. [15 hours]

3. System Concept – Definition of a system – Characteristics of a system – general models of a system – Types of systems deterministic and probabilistic – Closed and open – Sub systems – Factoring - simplifi-

cation and de-coupling – Control in systems – Negative feed back control – Closed and open loops – Law of requisite variety – Filtering- system concept applied to information system design – Control in information system – Input control – Process control and output control.
[15 hours]

4. Structure of MIS – Basic structural concepts – formal and informal systems – Information networks – Organisational functions and information requirements – Management levels and information requirements – Modularity as key concepts – Operational elements – Physical compartments – Processing functions – Output for uses – Synthesis of MIS structure – conceptual and physical – Extent of Integration and the extent of man machine interaction. (15 Hours)

5. System analysis and design – System analysis – System design – System implementation- System development life cycle approach – Prototyping approach – User development approach. (15 hours)

6. Data communication and networking – Data communication system – Net working – Types – LAN, WAN, MAN, - Protocols – Electronic communication – E-mail – Teleconferencing – Internet and World wide web. (10 hours)

7. Information technology and organization – Trends of IT – Multimedia – Image processing systems and documents Management systems – Role of information technology in transaction processing (15 hours)

Seminars and Assignments [10 hours]

Books Recommended:

Gorden B Davis : Management Information Systems
Murderic & Rose : Information System for Modern Management.
C. S.V Moorthy : Management Information System.
P. Mohan : Management Information System

PAPER IV MANAGEMENT CONCEPTS

Total Contact Hours -110

I. Evolution of Management Thought - The Classical school of thought – The Human Relations school The decision theory school – The Man-

agement Science School - The Systems theory School – The Contingency theory School– Functions of Management Thought – Contribution of Taylor and Fayol (25 hours)

2. Functions of management - Planning - Organising – staffing - Coordinating communication and controlling (25 hours)

3. Decision Making – Nature of decision making – Theories of decision making – Types of decisions Decision making process - Intervening variables in decision making – Guidelines for effective decision Making Group decisions – Improving group decision making. (25 hours)

4. Organization and organization structure- Process of organizing- Span of management and levels of Authority Line- staff and lateral relations – Line –staff conflict – Conflicts in lateral relations – strategies for improving lateral relations. (25 hours)

Seminars and assignments (10 hours)
Total 110 hours

Books Recommended

Koontz and O'Donnell : Principles of Management
L.M.Prasad : Principles of Management
George R Terry : Principles of Management
R D Agarwal : Organization and Management

**SECOND SEMESTER
PAPER V STRATEGIC MANAGEMENT**

Total Contact Hours 110

1. Strategic Management – definition – Importance – Strategic Management process Approaches to strategic decision making Patterns of strategic Behavior strategists and heir role in strategic Management. (30 hours)

2. Environmental Appraisal – Concepts of environment – Characteristics of environment SWOT analysis- Components of environment - Social environment- Political environment- Economic environment – Regulatory environment – Market environment – Technological environment. Environmental Scanning – Factors to be considered for envi-

ronmental scanning – Approaches to environmental scanning – Sources of information for environmental scanning – Methods and techniques used for environmental scanning - Factors affecting environmental appraisal. – Identifying environmental factors. (40 hours)

- Recent trends in management - Total Quality Management – Quality measurement systems – Total Cost Management – quality circles – ISO 9000 series- Mergers and acquisitions – Strategic alliance. (30 hours)

Seminars and Assignments 10 hours
Total 110 hours

Books Recommended

R.M.Srivasta : Corporate Strategic Management
John a. Pearce II, Richard B. Robinson, Jr. : Strategic Management
Azhar Kazmi : Business Policy
Charles w. L. Hill/ Gareth r. Jones : Strategic Management Theory
Francis Cherunilam : Strategic Management
Joseph & Susan Berk : Total Quality Management

**PAPER VI
RESEARCH METHODOLOGY AND STATISTICAL TECHNIQUES**

Total Contact Hours – 110

A RESEARCH METHODOLOGY

- Meaning of Research - Relevance of social Research - Limitations - Different methods of social Research - Historical Case Study - Survey - Experimental - Evaluation - Action Research. (10 hours)
- Research problem or question - Meaning - source - Formulating and stating the problem Formulation of Hypothesis - Meaning - sources - Types of hypothesis - Testing the Hypothesis - Case studies. (10 hours)
- Research Design Definition - Charecteristics of a good research Design - Components - Types - Exploratory - Discriptive - Diagnostic and Experimental Designs- (10 hours)
- Report writing and presentation writing up the Research - Steps in re-

search report - Contents Format – writing style - Presentation of a report (10 hours)

B. STATISTICAL TECHNIQUES FOR RESEARCH

- Sampling - Sampling methods - Random sampling - Stratified sampling - Systematic sampling- Cluster sampling - Stand error and sampling distribution (15 hours)
- Statistical Inference - Testing of Hypothesis - Critical region and level of significance - Type 1 and type 11 errors - one tailed and two tailed test - Normal Distribution and t Distribution – Hypothesis testing for means - Hypothesis testing for proportions - Hypothesis testing for differences between means and proportions (20 hours)
- Chi - Square Test - Test of Independence - Contingency tables - Test of Goodness of fit. (10 hours)
- Analysis of variance - Introduction - Computing and Interpreting F Ratio - Testing of Hypothesis using F Ratio - Non Parametric test - Characteristic - Advantages and Disadvantages. (15 hours)

Seminars and Assignments (10 hours)

Books Recommended

C.R. Kothari : Research Methodology – Methods and Techniques
Baja S.R : Methods of Social Survey and research
Cavalla K.K,Bhushan Kumar & Gupta : Operations Research
Krishnaswamy O.R : Research Methodology in Social Sciences
Anand Sharma : Quantitative Techniques for decision Making
Patri Digannbar : Statistical Methods
K.R. Sharma : Quantitative techniques & O.R
Gupta V.K & Manmohan : O.R.& Statistical Analysis

PAPER VII COSTING FOR MANAGERIAL DECISION MAKING

Total Contact Hours - 110

- Concepts of Marginal Costing - Cost Volume Profit Analysis -Use of CVP Analysis-Presentation of CVP Relationship-Simple Breakeven chart-Elaborate breakeven Chart- Cash breakeven chart-Control breakeven chart - Profit volume chart - Sequential Profit graph - Assumptions of CVP Analysis (30 hours)

2. Differential cost analysis – Meaning of differential cost – Characteristics of differential cost- Difference between differential cost analysis and Marginal costing (15 hours)
3. Cost of capital-Concept-Importance-Assumptions-Types of cost of capital-Theories of cost of capital - Measurement of cost of capital - Debentures- Preference shares-Equity capital (Earnings Yield Method-Dividend Yield Method-Dividend Yield plus Growing Dividend Method) Retained earnings-Weighted Average cost of capital-Assignment of weights (Historical Weight method-Marginal Weight method. (25 hours)
4. Value Analysis - value Engineering – Relevant terms of value – Basic steps in value analysis – Value analysis and cost reduction – Cost Control and cost reduction – Cost reduction programme Areas of cost reduction - Techniques of cost reduction. (20hours)
5. Presentation of cost information to management Requirements of report – Types of report (10hours)

Seminars and Assignments (10hours)

(10hours)
Total – 110 hours

Books Recommended:

- V.K.Saxena & C.D.Vashits : Advanced Cost and Management Accounting
 N.K.Prasad : Principles and Practice of Cost Accounting
 R.K.Sharma & Shashi K.Gupta: Management Accounting
 P.C.Tulsian : Practical Costing
 S.P. Jain & K.L.Narang : Advanced Cost Accounting
 Nigam & Sharma : Advanced Cost Accounting
 Jain & Narang : Costing for Managerial Decisions

PAPER VIII COMPUTER APPLICATION

Total Contact Hours: 110

1. Computer Languages-Statistical Packages (30 Hrs)
2. Knowledge about common software packages for word processing-Wordstar, MS Word, etc.- spreadsheet application-maintain and analyse financial data-concept of work sheet (spread sheet)-rows-columns and cells-create worksheets-loading and saving-formatting-grouping-printing-tables-application. (30 Hrs)

3. Computers in business-manufacturing-buying and selling-some popular financial accounting packages-Tally. 10 Hrs
4. Data communication and networking-compiers in communication-need for net working—LAN-WAN-MODE-sharing of resources. 10 Hrs
5. Personel computers and its uses-internet-E-mail W.W.W. – Its uses – latest development in Computer Hardware and Software 20 Hrs

Seminars & Assignments : 10 Hrs

Books Recommended

1. U. K. Jain : Computer Fundamentals
2. R. Parameswaran : Computer Application in Business
3. V. Rajaraman : Fundamentals of Computers
4. C. W. Year : Computer Organization and Programing
5. Tanen Baum : Computer Network.

PAPER IX BUDGETING AND PRICING

Total Contact Hours – 110

1. Budget and Budgetary control – Purpose-Functions-Steps in Budgetary control– Budget terminology-Classification of Budgets - Concept of Flexible Budget – Preparation of: - Sales, Production, Cost of production, Direct Labour, Overhead, Commercial expense, Research and Development, Financial and Master Budgets - Advantages – Limitations (25 hours)
2. Cash Budgeting – Meaning and Concept – Form of Cash Budget – Preparation of cash Budget – Methods of Cash Budget Budgeted Balance sheet method – Profit cash forecast method – Importance of cash budgeting. (15 hours)
3. New Horizons in Budgeting – Problems of Traditional Budgeting – Zero Base Budgeting – (process-advantages –limitations) Difference between Traditional budgeting and Zero Base Budgeting - Programme Budgeting – Performance Budgeting - Distinction between Performance budgeting and Programme budgeting - Responsibility Accounting - Responsibility Centers - Cost Centers vs. Responsibility Centers. (30 hours)

- 3 Capital Budgeting-Meaning - Need and importance of capital Expenditure-Control of capital expenditure- Process-Capital expenditure estimate-Methods of appraising capital expenditure proposals (Urgency-Payback - ARR)-Improvement on traditional approach-Present Value Methods-NPV-Present Value Index-IRR) Capital Rationing -Risk analysis in Capital Budgeting-Risk Adjusted Discount rate-Certainty Equivalent Coefficient -Sensitivity analysis-Probability Assignment- standard Deviation- Coefficient of variation-Decision Tree analysis- Game Theory (30 hours)

Seminars and Assignments	10 hours
Total	110 hours

Books recommended

- Dr.S.P.Gupta : Management Accounting
 Sharma & Gupta : Management Accounting
 S.N. Maheswari : Management Accounting and financial Control
 V.K.Saxena & C.D.Vashits : Advanced Cost and Management Accounting
 N.K.Prasad : Principles and Practice of Cost Accounting
 Gowda J.M : Management Accounting
 Jain & Narang : Advanced Cost and Management Accounting

PAPER X - ADVANCED BUSINESS ACCOUNTING

Total Contact Hours-110

1. Valuation Goodwill- methods of valuation of Goodwill – Arbitrary assesment- Capitalisation methods- purchase of past profits- Turn over based valuation-Super profit method- annuity method- Valuation of Shares- need for valuation-Methods of valuation- asset backing earning capacity method {15 hours}
2. Accounting for specialized types of Business- Voyage accounts. Investment Accounts– Farm accounts {15 hours}
3. Inflation accounting- Concepts- Impact of inflation on financial statement objectives-methods-CPP,CCA methods {10 hours}
4. Government accounting in India- General Principles- comparison with commercial accounting- role of Comptroller and Auditor General of India- Public accounts Committee- Review of accounts {5 hours}

5. Human Resource Accounting- Meaning and Importance- Methods of HRA-Replacement Cost-Opportunity Cost- Historical Cost-HRA in India {10 hours}

Accounting standards- International and Indian Accounting Standard- Importance and needs- Arguments for and against standards- steps in Formulation Of an accounting standard- Accounting Standard Board- Constitution- USGAP And Indian Accounting Standards- Harmonisation of accounting standards- {15 hours}

7. Insolvency Accounts- Insolvency Acts- Insolvency Proceedings- Insolvency of Individuals and partnerships- doctrine of reputed ownership- preferential creditors- statements of affairs and deficiency accounts {15 hours}

8. Co-op Accounting - Final accounts of co-op societies - Accounts as per Co-op Societies Act. {15 hours}

Seminars & Assignments {10 hours}

Books recommended:

1. S.N.Maheswari : Corporate Accounts
2. S.P.Jain & K.L.Narang : Advanced accounting
3. Arulavandan & Raman : Advanced Accounting
4. R.L.Gupta : Principles of Accounting
5. K.Br.Paul : Accountancy
6. B.S.Raman : Advanced Accounting

PAPER 11 TAXATION - INCOME TAX

Total contact hours - 110

1. Basic concepts and definition - Income Tax act 1961 - Capital and Revenue {5 hours}
2. Residential status and Tax liability of different taxable units - Incidence of tax - income except from tax - Heads of income {10 hours}
3. Computation of income from salary - Perquisites and allowances - Profits in lieu of salary - Deductions from salaries - Practical problems. {15 hours}

4. Computation of income from house property - Chargeability - Annual value - Deductions - Practical problems (15 hours)
5. Computation of profits and gains from business or profession - Deductions - Depreciation and other allowances - Practical problems (25 hours)
6. Capital gains - Chargeability - transfer - Capital asset - Deductions - Income from other sources (15 hours)
7. Clubbing of income - Set off and carrying forward of losses - deductions from gross total income (15 hours)
8. Income tax rebates (10 hours)

Books Recommended

1. Bhagavathy Prasad : Law and practices of income tax in India
2. B.S. Raman : Income Tax Law and Practices
3. Vinod Singhania : Direct Taxes
4. H.C. Mehrotra and S.P. Goyal : I.T. Law and Practices

Semester III

Paper 12 TAXATION II (WEALTH TAX AND INDIRECT TAX)

- I KERALA GENERAL SALES TAX ACT-1963
Definitions-Incidence and Levy of tax-Registration of dealers-Procedure of Assessment-Filing of returns-Assessment of Tax-Maintenance and Inspection of books of accounts-Appeals, Revisions and Refunds-Offences and Penalties. (20 Hrs)
- II CENTRAL SALES TAX ACT-1956
Definitions-Inter State Sales Tax-Goods of special importance interstate trade or commerce-Liability in special cases. Registration of Dealers (15 Hrs)
- III EXCISE DUTY
(Central Excise And Salt Act of 1944)
Meaning - Nature and scope of levy of Excise duty- definitions excisable goods, Manufacture - valuation of excisable goods- Type of excise duties-Payment of excise duty- Removal of goods- MODVAT- exemption from excise duty- Recovery and refund of duties of excise- Appeals. (15 Hrs)

IV CUSTOMS ACT -1962

Objective of the Act- Definitions- Notified goods - Specified goods- Levy of duties- Warehousing goods- Clearance of goods from the port-Transport of goods- Draw back of duties- Adjudication and appeal before the customs authorities and appellate Tribunal (30 Hrs)

V. WEALTH TAX ACT- 1957

Chargeability — Deemed wealth — Valuation of assets — Exemptions — Computations of net wealth — Computation of wealth tax— Procedure for assessment — Penalties under the Wealth Tax Act. (20 Hrs)

Seminars and assignments (10 Hrs)

Books Recommended :

1. Bhagavathi Prasad - Law and Practice of Incometax
2. Vinod Singhania - Direct Taxes
3. B.R Jain - CST Act - Law Publication House, Delhi
4. K.K Narendran - KGST Act - Southern Book Company, Cochin
5. Suresh - KGST Act - AG Publication, Cochin
6. Mehrotra & Goyal - Income Tax
7. Pagare Dinker - Indirect Tax Laws - Sultan Chand

PAPER -13

SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

Total Contact Hours :110

1. Security Markets in India - Primary and Secondary Markets - Trading Mechanism in secondary markets - stock exchanges - Role functions - listing of securities - Trading procedure and settlement system - Stock market operations - BSE sensitive and National index - Recent Development - SEBI - Purpose and Aims of SEBI. [25 hrs].
2. Security Analysis - Factors influencing prices - Macro and Micro factors - Fundamental Analysis - Valuation Techniques - Technical Analysis - The Dow Theory - Elliot Wave Theory - Operation of wave Theory - Random Walk Theory - Share Valuation - Bond Valuation. [40 hrs].

3. Investments - Financial and non-financial investments - Investment Objectives - Stock market information and indications - Mutual Funds - Advantages of M.F - Euro Issues - Benefits of Euro Issues - OTCEI [Over the counter Exchange of India]. [20 hrs].
4. Dis investment - Meaning - Role of dis investment - Factors influencing dis investment - Buy Back of Shares - SEBI guide lines on buy back of shares. [15 hrs].

Seminars & Assignments. [10 hrs].

Books recommended

1. Dr. V.A. Avadhani : Security Analysis And Portfolio Management
2. Fisher & Jorden : Security Analysis And Portfolio Management
3. V.K. Bhalla : Investment Management

PAPER 14

FINANCIAL MARKETS AND SERVICES

Total Contact Hours 110

1. Indian Financial System- Financial Markets —Money market- Capital Market [5 Hours]
2. Money Market in India – Definition, Nature and Role of Money Market- Instruments Commercial paper- Treasury Bills – Certificates of Deposits- Discount and Finance House of India - Market for Financial Guarantees – Specialised Public Guarantee Institutions —D I E G E and E C G E - R E P O S and Recent Development. (15 Hrs)
3. Capital Market In India – Primary Market and Secondary Market – Functions and powers of SEBI . Over The Counter Exchange of India – Modern Methods of Trading and Operations in Stock Exchange. National Stock Exchange - Role of Stock Holding Corporation of India - Foreign Institutional Investors - Structural reforms in Capital Market Operations [25 Hours]
4. Derivative Trading – Futures and Options— what in Futures – Futures viz Forward Markets —Options — Put Options - Call Options - Swaps - Interest rates Swaps - Currency Swaps [15 Hours]

5. Financial Institutions - All India Development Banks - Unit Trust of India LIC . Venture Capital Institutions - Export – Import Bank of India [10 Hours]
6. Factoring - Concept - Forms of Factoring functions ;of a Factor - Legal Aspects Factoring Services in India [15 Hours]
7. Credit Rating - Concept - Types of Rating Agencies - Advantages and Dis- Advantages [5 Hours]
8. Credit Cards - Concept – Billing and Payment – Settlement Procedure Handling and Implications - Corporate Credit Cards- Business cards - Uses of Credit Cards – Current Developments [10 Hours]

Seminars and assignments (10 Hrs)

Books Recommended

1. Srivastava R.M: Management of Indian Financial Institutions
2. Khan M.Y : Indian Financial System .
3. Avadhani V.A : Marketing of Financial services
4. V.K. Bhalla : Investment Management
5. Balakrishnan : Industrial Securities Market in India

PAPER 14

FINANCIAL MARKETS AND SERVICES

Total Contact Hours 110

1. Indian Financial System- Financial Markets —Money market- Capital Market (5 Hours)
2. Money Market in India – Definition, Nature and Role of Money Market- Instruments Commercial paper- Treasury Bills – Certificates of Deposits- Discount and Finance House of India - Market for Financial Guarantees – Specialised Public Guarantee Institutions —D I E G E and E C G E - R E P O S and Recent Development. (15 Hrs)
3. Capital Market In India – Primary Market and Secondary Market – Functions and powers of SEBI . Over The Counter Exchange of India – Modern Methods of Trading and Operations in Stock Ex-

change. National Stock Exchange - Role of Stock Holding Corporation of India - Foreign Institutional Investors - Structural reforms in Capital Market Operations (25 Hours)

4. Derivative Trading – Futures and Options— what in Futures – Futures viz Forward Markets —Options — Put Options - Call Options - Swaps -Interest rates Swaps -Currency Swaps [15 Hours]

5. Financial Institutions - All India Development Banks - Unit Trust of India LIC .Venture Capital Institutions - Export – Import Bank of India (10 Hours)

6. Factoring - Concept - Forms of Factoring functions ;of a Factor - Legal Aspects Factoring Services in India [15 Hours]

7. Credit Rating - Concept - Types of Rating Agencies - Advantages and Dis-Advantages [5 Hours]

8. Credit Cards - Concept – Billing and Payment – Settlement Procedure Handling and Implications - Corporate Credit Cards- Business cards - Uses of Credit Cards – Current Developments [10 Hours]

Seminars and assignments (10 Hrs)

Books Recommended

1. Srivastava R.M : Management of Indian Financial Institutions
2. Khan M.Y : Indian Financial System .
3. Avadhani V.A : Marketing of Financial services
4. V.K. Bhalla : Investment Management
5. Balakrishnan : Industrial Securities Market in India

PAPER 15 -CORPORATE ACCOUNTING

- I. Amalgamation, Absorption and External Reconstruction of Companies – Inter company owings -intercompany holdings- internal reconstructions-scheme of capital reductions- steps for reconstructions {20 hours}
- II. Liquidation of companies-meaning-methods of windingup-preparation of statement of affairs-deficiency/surplus account-liquidator's final statement of accounts –receivers statement of accounts {15 hours}

III. Insurance claims-computation of fire claims- loss of profits-loss of stock-consequential loss policy {15 hours}

IV. Analysis and interpretation of financial statements-nature-characteristics-types of statements-interpretation of statements-tools and techniques of analysis-common size statements-comparative statements-trend analysis-common size balance sheet and income statement {30 hours}

V. Double account system-meaning- double account system Vs double entry system-main features of double account system-advantages and disadvantages-accounts for electricity companies-legal provisions-reasonable retrurns-clear profits-disposal of surplus-final accounts {15 hours}

Seminars and assignments {15 hours}

Books recommended :

1. S.N.Maheswari : Corporate Accounting
2. S.P.Jain & K.L.Narang : Advanced Accounting
3. Arulandam & Raman : Advanced Accounting
4. K.Br.Paul : Accounting
5. B.S.Raman : Advanced Accounting
6. R.L.Gupta : Principles of Accounting
7. M. C. K. Nambiar : Advanced Accounts

Paper 16 - FINANCIAL MANAGEMENT

Total contact hours : 110

1. Financial management: Introduction: Nature and scope – Financial functions – Traditional concepts – Modern concept - Role of Finance manager – Financial Goal: Project Vs Wealth – changing role of Financial management.: (10 hrs).
2. Financial planning – Meaning and needs – steps in Financial planning – estimating financial requirements. (5 hrs)
3. Management of Working Capital – Importance of working capital management – estimating working capital – factors affecting working capital – services of working capital – financing current assets – Management of working capital – Inventory management – receivable man-

agement – cash and marketable securities management (20 hrs)

4. Capital Structure – Factors affecting capital structure – optimum capital structure – theories of capital structure – Net Income – Net Operating Income – Traditional Approach and MM Theory (20 hrs).
5. Cost of Capital – Meaning – Importance and Significance – Factors determining the cost of capital – methods of computing cost of equity – cost of preferential capital – cost of debt capital – cost of retained earnings – weighted average cost of capital [25 hrs]
6. Financial Leverage – Meaning – Favourable and un favourable – EBIT – EPS analysis [5 hrs]
7. Dividend policy – Dividend policy and market value of stock – Theories of dividend policies – Walters model – Gordens model – MM Hypothesis – Bonus shares – Stock split [15 hrs]

Seminars and Assignments [10 hrs]

Books Recommended :

- I.M Pandey : Financial Management
V.K Bhalla : Financial management and Policy
R.K.Sharma & S.K.Guptha : Financial Management
Gerstern Berg : Financial Organization and management
Kuchal : Financial Management
D.C.Sharma & K.G.Guptha : Management Accounting

Semester III

PAPER 9 - MARKETING MANAGEMENT

Total contact hours 110

1. Meaning and definition of marketing - role in business - evolution of marketing concepts - marketing functions - segmentation - targeting - positioning. (10 hrs)
2. Consumer behaviour - factors influencing buyer behaviour - buying motives - buying process - customer value and customer satisfaction - retaining customers (10 hrs)

3. Product strategy - concept of product - classification - product life cycle - product mix - new product development - product differentiation . (15 hrs)
4. Price strategy - essentials of sound pricing policy - pricing objective - discount structure. (10 hrs)
5. Promotion - meaning and importance of promotion mix - elements - advertising objectives - media - budget - evaluation tools. (10 hrs)
6. Marketing strategies - steps in drawing up marketing strategies - market share strategies in recession (20 hrs)
7. Rural marketing in India - consumer goods - features - drawbacks - potential of rural market strategies (15 hrs)
8. International marketing - concepts - definition - India's EXIM policy (10 hrs)

Seminars & Assignments - 10 hrs

Books recommended

1. Philip Kotler : Marketing Management
2. Sherlekar S.A : Marketing Management
3. Chuma walla S.A : Marketing Principles & Practices
4. Prasher Ajay : Marketing Practices & Marketing Strategy
5. Rajan Nair : Marketing Management
6. Raman B.S : Marketing Management

Semester III

Paper 10- PRODUCTS AND BRAND MANAGEMENT

1. Product Planning & Development – Meaning and objectives _ Product life cycle Theory. Product Port folio analysis – Understanding Company product/brands and competitive brand market position. (25 Hrs)
2. The new Product Development- Research and innovation- Strategic reason for new product development- Systems and procedures launching of new product —managerial activity- Pricing- Promotion- Positioning of new products. (30 Hrs)

3. Test marketing – Need – Types- Test marketing – When –Where—
How— Evaluation of Test marketing results (15Hrs)
 4. Brand Management – Brand Positioning concept- Positioning compo-
nents- Measuring differential advantages and financial values –Adver-
tising for brands. (20 Hrs)
 5. Brand Performance – Brand switching – Consumer attitudes- Brand –
Market-Competitors profiles. (10 Hrs)
- Seminars and Assignments (10 Hrs)

Books Recommended.

1. Philip Kotler : Readings in Marketing Management
2. Philip Marion : Product Planning simplified
3. Ramaswamy Manjunathan : Product management in India
4. O.A.J. Marcarerher : New Product Development
5. Subroto Sen gupta : Brand Positioning _ Strategies for
competitors advantages.

Semester III

Mcom - Marketing optional

Paper 14 - MARKETING RESEARCH

Total contact hours :- 115

1. Marketing research - Introduction - meaning - definition - objectives -
evaluation - scope - limitations - types of marketing information system
- MIS Vs Marketing research - marketing research Vs Market research
- the state of the art of Market Research in India. (20 hrs)
2. Problem Formulation - Definition - pre-liminary research - conclusive
research - steps in marketing research. (10 hrs)
3. Research design - Meaning and importance - types of research design
- steps in the creation of research design . (10 hrs)
4. sampling and data collection - relevance of sampling - types of samples
- Theories of sampling - Sampling distribution - Sample size - Determi-
nation of source of data - Primary and Secondary data - data collection
tools - Observation method - Questionnaire design - interview sched-
ule . Pilot survey. (30 hrs).

5. Processing of data - Analysis and Interpretation - Editing of primary
data - Tools of data analysis - Application of Statistical measures to
data analysis - measures of central value - measures of dispersion -
parametric and non-parametric tests (20 hrs)
6. Preparation of research reports - principles of reporting research find-
ings . (5 hrs)
7. Application of Marketing Research - test marketing - product - brand
image - consumer studies - communication research - advertising im-
pact - sales research (15 hrs)
8. Case discussions (5 hrs)

Books Recommended:

- Ramanuj Majumdar : Marketing Research.
Luck and Rubin : Marketing Research.
G.C Beri : Marketing Research (Test and Cases).
Gilbert and Churchill Jr : Marketing Research.

Semester III

Optional (Marketing Stream)

PAPER 12 MARKETING OF SERVICES

Total contact hours : 110

1. Services marketing - Definition of services - Nature and Characteris-
tics of services - Differentiation of goods and services marketing - Dif-
ferences between manufacturing industry and service industry -Diverse
fields of service sector (20 hrs)
2. Managing services marketing - Future of services marketing - Design-
ing marketing strategy for services firms. (15 hrs)
3. Managing service quality - Growth of consumerism in the service sec-
tor - Managing productivity - Managing product support services. (15 hrs)
4. Banking and financial services - Need for marketing orientation - Mar-
keting strategies in banking and financial services. (15 hrs)

5. Hospitality services - special features of hospitality services - New product development in hospitality sector. (10 hrs)
 6. Educational services - Features of educational services - Need for marketing orientation - Product management - Pricing and promotion in educational services. (15 hrs)
 7. Health care services - Importance - Features - Product - Price and Promotion policies in health care sector. (10 hrs)
- Seminars & Assignments (10 hrs)

Books recommended

- | | | |
|--------------------|---|---------------------------|
| 1. Philip Kotler | : | Marketing Management |
| 2. Jha | : | Services Marketing |
| 3. Shankar | : | Services Marketing |
| 4. Bidhi Chand | : | Marketing of services |
| 5. William Stanton | : | Fundamentals of Marketing |

Semester 1V

M-com -Marketing- Optional

Paper 13

INTERNATIONAL MARKETING

Total Contact Hours – 110

1. Introduction - Concepts and Definitions - International, Multinational, Transnational Corporations - Globalization of markets - Emerging trends in world markets - International marketing and International trade - Methods of international market entry. (15 Hours)
2. Environment of international business - Trade, monetary and economic environment - Legal and Political environment - Cultural and Social environment - International trading environment. (15 Hours)
3. World trade - Patterns of world trade - international institutions and financial systems - IBRD, WTO, Regional Economic Associations like EEC, SAARC, G7, G15 (20 Hours)
4. International product policy - Standardisation Vs Adaptation - Packaging and Labelling - Brand and Trademarks - Warranty and service policies - Management of international product line - Strategy for product development. (20 Hours)

5. Pricing for international markets - Basic considerations - Pricing objective – Method of pricing – New trends in pricing for international markets. (10 hours)
6. International distribution - Strategic option - Special features - Export procedure- documentation - Payment system. (10 Hours)
7. Foreign trade strategy of India - Exim policy - Export promotion measures – Problems and Prospect of Globalization of Indian business. (10 Hours)

Books recommended

- | | | |
|--------------------------|---|---|
| Varshney and Battacharya | - | International Marketing |
| Kripalani V.H | - | International Marketing |
| Francis cherunilam | - | International trade & Export Management |
| Mishra M.N | - | International Marketing Management |
| M.L.Varma | - | Foreign Trade Management in India |
| Cateora Philip | - | International Marketing |

Semester IV

PAPER – 14 -

STATISTICAL TOOLS AND TECHNIQUES FOR MARKETING

1. Business Forecasting – Role – Steps In Business Forecasting – Methods Of Business Forecasting – Theories of Business Forecasting – Cautions while using Forecasting Techniques. [15 hours]
2. Statistical Quality Control Charts – Concept of control charts – causes of variation in quality – types of control Charts – Application and uses of Control Charts – Advantages and limitations of Statistical Quality Control [20 hours]
3. Correlation and Regression techniques – Multiple and Partial Correlation – Simple and Multiple Regression Analysis. [20 hours]
4. Queueing theory – waiting line models – single facility waiting - Line models with infinite input sources – Multiple service facility waiting [20 hours]
5. Simulation – introduction – advantages – limitations – Monte Carlo simulation - simulation language – application – when to simulate. [15 hours]

- Value Analysis – introduction – definition of value – what is value analysis – value analysis programme – organising value analysis. [10 hours]

Seminars and assignments [10 hours]

Books Recommended

- | | | |
|-------------------------|---|--------------------------|
| 1. C. R. Kothari | : | Q. T |
| 2. Sharma K.R | : | Q.T and O.R |
| 3. S. P. Gupta | : | Statistical Methods |
| 4. Aanand Sharma | : | Q.T. for Decision Making |
| 5. Sanchethi and Kapoor | : | Statistics |
| 6. Patri Degainban | : | Statistical Methods |

Semester IV

M-Com - Marketing Optional

Paper 15 - CONSUMER BEHAVIOUR

- Introduction : Definition-Consumer Behaviour as a marketing discipline- Consumer Behaviour and Consumer Education-Market segmentation and Consumer Research-Organisational buying behaviour- Problems in studying Consumer Behaviour. (15 hrs)
- Consumer needs and motivations- Nature and Role of motivation - Positive and Negative motivation - Personal influences and attitude formation - Learning and consumer involvement- Communication and consumer behaviour. (20 hrs)
- Group influences on consumer behaviour- Consumers and their social and cultural environment - Preference group influence and group dynamics -Family buying influences and family life cycle - Cultural and sub-cultural influences on consumer behaviour (15 hrs)
- Consumer buying process - an overview of the decision process - Recognition of unsatisfied need - Identification of alternatives - Evolution of alternatives - Purchase decision - Post purchase behaviour. (15 hrs)
- Basic principles of learning - Behavioural learning theories - Cognitive learning theory - Involvement theory - Characteristics of memory system. (15 hrs)

- Profile of Indian Consumers - Behavioural patterns of Indian consumers - Problem faced by Indian consumers. (10 hrs)
- Consumer protection - definition - dynamics of perception - consumer emergency - perceived risk (10 hrs)
- Consumer Behaviour in the modern business world - Consumerism - Public policy - Institutions of consumer protection - Recent trends - Globalisation and Consumer Behaviour - (10 hrs)

Books recommended

- | | | |
|------------------|---|----------------------|
| Leon G Schiffman | : | Consumer Behaviour |
| Philip Kotler | : | Marketing Management |
| Anitha Ghatat | : | C B in India |
| Shyam Babu Vyas | : | Marketing and C B |

Semester IV Optional (Marketing Stream)

Paper 16 - SALES MANAGEMENT AND ADVERTISING

Total contact hours : 110

- Salesmanship and sales management - Salesmanship definition - Importance of personal selling - Salesmanship whether productive or not - Salesman's authority - Knowing the sales field - Allocation of territory - Quota selling - techniques of sales forecasting. (25 hrs)
- New developments in the selling practices - Telemarketing – relationship marketing - Retail selling and business to business selling - Electric media - Emerging trends. (25 hrs)
- Sales manager - qualities - duties - Sales force management - Recruiting - Selecting - Training - Compensation plans - Motivation - Evaluation. (20 hrs)
- Sales promotion and advertising - Evolution of advertisement - Functions - Purpose - Criticism of advertising - causes of failure of advertising - Advertisement media and selection. (20 hrs)
- Media of advertisement - Press - Magazines - Direct advertising - Cinema - Radio -TV etc. (10 hrs)

Seminars & Assignments (10 hrs)

Books recommended

1. Dr.N.Rajan Nair : Marketing
2. Pylee J.F : Marketing Principles
3. Manmoria & Joshi : Principles & Practices of Marketing in India
4. R.L.Joshi : Principles & Practices of Marketing in India
5. Prasher Ajay : Marketing Practices & Marketing Strategy
6. Chunawalla & Sethia : Foundations of Advertising Theory & Practices

KANNUR UNIVERSITY

(Abstract)

M.Com course - scheme and syllabus - prescribed - implemented with effect from 2001 admission - Orders issued.

ACADEMIC BRANCH

U.O.No.Acad/C1/3312/2001

Dated, Kannur, 18th July 2001

Read:- Item No. I (f) (V) of the minutes of the meeting of the Academic Council held on 30.5.2001.

O R D E R

The Academic Council, at its meeting held on 30.5.2001, considered and approved the scheme and syllabus of M.Com course along with the recommendations of the Board of Studies in Commerce (PG) vide the minutes of the meeting held on 17.5.2001.

After examining the matter in detail, the Vice-Chancellor has been pleased to accord sanction to implement the scheme and syllabus along with the recommendations of the Board of Studies, in some cases.

Orders are, therefore, issued implementing the scheme and syllabus of M.Com course, as appended with effect from 2001 admission onwards.

The scheme and syllabus is appended.

Sd/-
REGISTRAR

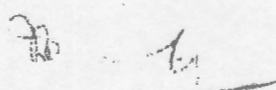
To

1. The Principals of the colleges offering M.Com Course.
2. The Controller of Examinations.

Copy to:

1. The Chairman, Board of Studies in Commerce (PG).
2. PS to VC/PA to PVC/PA to Registrar.
3. DR/AR (Academic)/SF/FC/DF.

Forwarded/By Order


SECTION OFFICER

M.COM. COURSE STRUCTURE

Semester - I

Core Subjects

Paper No.	Title of Papers
1	Business Environment
2	Quantitative Techniques
3	Management Information System
4	Management Concepts

Semester - II

Core Subjects

Paper No.	Title of Papers
5	Strategic Management
6	Research Methodology and Statistical Techniques
7	Costing for Managerial Decisions.
8	Computer Applications

Semester - III

Finance (Elective Subjects)

Paper No.	Title of Papers
9	Budgeting and Policy
10	Advanced Business Accounting
11	Taxation I (Income Tax)
12	Taxation II (Wealth Tax and Indirect Taxes)

Semester - IV

Finance (Elective Subjects)

Paper No.	Title of Papers
13	Security Analysis and Investment Management
14	Financial Markets and Services
15	Corporate Accounting
16	Financial Management

Semester - III

Marketing (Elective Subjects)

Paper No.	Title of Papers
9	Marketing Management
10	Product and Brand Management
11	Marketing Research
12	Service Marketing

Semester - IV

Marketing (Elective Subjects)

Paper No.	Title of papers
13	International Marketing
14	Statistical tools and Techniques for Marketing
15	Consumer Behaviour
16	Sales Management and Advertisement

11-2-

With the above restructured syllabus, semester system is proposed to be introduced in Kannur University for M.Com. course from the academic year (2001 - 2002). The course is spread into 4 semesters of two year Post Graduate Programme with two semesters in each year. As shown in the above tables the subjects offered under the course is divided into 2 groups, the core group and the elective group. Colleges can have their own choice of any one electives. In the third and fourth semesters the same streams (Finance/marketing) should be selected.

Examination System:

There will be 16 papers each with 110 contact hours per paper. There will also be one project/dissertation during the entire course and a comprehensive viva-voce at the end of the last semester. There will be both Continuous Assessment (CA) and Semester End Assessment (SEA). Each paper carries a maximum of 100 marks. The distribution of marks shall be 20% for CA and 80% for SEA.

Continuous Assessment (CA):

The procedure for continuous assessment should be transparent. There should be a Register in the college to maintain continuous assessment marks of the students. The same should be made available for inspection to the higher authority, if required.

The break up of marks 20 for CA is as follows:

(a)	Attendance	-	20%
(b)	Assignments	-	20%
(c)	Tests	-	40%
(d)	Seminar	-	20%

Project/Dissertation and Viva-Voce carry a maximum of 100 marks. There shall be no CA for project work/dissertation.

The grand total mark is 1800 for 16 semester papers and one project/dissertation and one comprehensive viva-voce.

Attendance:

The minimum attendance required for each subject shall be 75% of the total number of classes conducted for that semester. Those who secure the minimum attendance in a semester alone will be allowed to register for the Semester End Assessment. The allotment of marks for attendance shall be as follows:

Attendance less than 75%	-	0 mark
75% - 80%	-	1 mark
81% - 85%	-	2 marks
86% - 90%	-	3 marks
Above 90%	-	4 marks

Assignments:

Each student shall be required to do 1 assignment for each paper. Valued assignments must be returned to the students.

13-

Tests:

For each paper there shall be at least 2 class tests with advance notice. The probable dates of the tests shall be announced at the beginning of each semester. Valued answer scripts should be made available to the students for perusal.

Seminar:

Students shall be required to present a seminar on a selected topic in each paper. The evaluation of the seminar will be done by the concerned teacher(s) handling the paper based on the presentation of the seminar paper and participation in discussion.

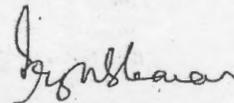
All the records of the continuous assessment must be kept in the department and must be made available for verification by the University if necessary. Separate orders incorporating the details for the award of marks under CA will be issued by the University.

Project Evaluation:

Dissertation/Project report is to be submitted at the end of the last semester and shall be valued by a Board of 2 examiners appointed by the University.

Semester End Assessment:

SEA of all the theory papers of I and III semesters will be conducted by the college with University providing question papers and external examiners. Exam for semester II and IV shall be conducted by the University. There shall be double valuation system of answer books. The average of 2 valuation shall be taken into account. If there is variation of more than 10% of the maximum marks, the answer books shall be valued by a third examiner. The final marks to be awarded shall be the average of marks awarded by all the three examiners.



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