

M. Com (FINANCE)
Non- Semester
(With Effect from the Academic Year 2013-14)

Eligibility for the course:

Candidates seeking admission to M.Com (Finance) course should have passed any B.Com degree, B.A. (Economics) B.B.E., B.B.A., or any other degree with Accountancy as one of the subjects.

Duration of the Course : 2 Years

Examination:

All the Theory papers and Problem papers are of 3 hours duration each for the maximum of 100 marks.

Passing Minimum : 50 Marks

Programme	Year	Total No. of Courses	Name of the Subjects	Marks
M. Com (Finance)	I	4	Marketing Management [#]	100
			International Trade & Practices [#]	100
			Advanced Financial Accounting [#]	100
			Management Accounting [#]	100
	II	4	Business Taxation & Tax Planning	100
			Portfolio Management	100
			Financial Management	100
			Human Resource Management	100
[#] Courses are Common for All M.Com Programmes				

M.Com (Finance) programme is being offered to create for the students of the Madurai Kamaraj University an avenue for employment in the academics and also to benefit Industry by providing them with suitably trained persons in the field of Accounting, Finance and Marketing.

I YEAR

MARKETING MANAGEMENT

The objective of this course is to impart knowledge on the framework of marketing management at various environmental constraints. This course covers the evolution of marketing, market analysis and selection, product and pricing decisions, distributional and promotional decisions (with practical cases) and recent developments. It is also designed to encourage students to practice marketing as their profession.

UNIT I

Market Analysis and Selection: Concept, Nature, Scope and importance of marketing; marketing concept and its evolution; Strategic marketing planning – CRM - Marketing environment - macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumption versus Industrial Organizational buyers; Consumer decision-making process.

UNIT II

Product and Pricing Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle - Strategic implications; New product development and consumer adoption process. Pricing decisions: Factors affecting price determination; Pricing policies and strategies.

UNIT III

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

UNIT IV

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.

UNIT V

Recent Developments in Marketing: Retail Marketing – Online Marketing – MLM – Relationship Marketing

Books for References:

5. Kotler, Philip and Gary Armstrong, Principles of Marketing, Prentice Hall, New Delhi, 2007
6. Ramaswamy VS and Namakumari S Marketing Management, Macmillon India, New Delhi, 2007
7. Srinivasan R Case Studies in Marketing - the Indian Context, Prentice Hall, New Delhi, 2007

8. Stanton, William J and Charles Futrell, Fundamentals of Marketing, McGraw Hill Publishing Company, New York

INTERNATIONAL TRADE & PRACTICES

This course is aimed to impart the knowledge on International Trade and Practices to the commerce students at PG level, as today's business is connected with other international business organisations.

This course covers the meaning of international marketing, scope, international product life cycle, pricing & other marketing mixes, marketing information systems, GATT, international logistics, etc.

UNIT I

International Marketing – Scope, International Marketing vs. Domestic Marketing – Trade Barriers such as Tariff and Non-Tariff Barriers – Transition from Domestic to International Business – Advantages or importance of International Marketing – Obstacles to International Marketing – Balance of Trade and Balance of Payments. International Marketing Environments.

UNIT II

International Product Life Cycle – Export Pricing. International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision. International Marketing Research: Marketing Information System –Marketing Research – International Research Strategy – International Marketing Intelligence.

UNIT III

General Agreement on Tariff and Trade (GATT) – World Trade Organization (WTO) – GATS – UNCTAD – Trade Blocks: Customs Union – EU – European Free Trade Area (EFTA) –North American Free Trade Agreement (NAFTA) – Association of South East Asian Nations (ASEAN), World Bank, IMF, International Finance Corporation

UNIT IV

India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc.

UNIT V

Globalisation and Role of Multinational Enterprises (MNEs). International Logistics - Basic Objectives, Role and Functions of Export Promotion Councils,Export Regulations: Procedure for export of goods – Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Procedure for Executing an Export Order – Export and Import Documentation – Different Modes of Payment and Letters of Credit.

Books for References:

10. R.L. Varshney and B. Bhattacharya – International Marketing Management.
11. Francis Cherunilam – International Marketing.

12. M. Sampangi – a) ABC of Export Marketing and b) International Trade
13. Paul V. Horn – International Trade Principles and Practices.
14. John D. Daniels and Lee H. Radebaugh – International Business
15. Export and Import Policy of Government of India issued from time to time.
16. Annual Report of the Department of Commerce, Ministry of Commerce and Industry,
17. Government of India issued from time to time.
18. Economic Survey of India issued from time to time.

ADVANCED FINANCIAL ACCOUNTING

The Objective of this course is to make the students understand the methods of accounting followed by different organizations.

This course deals with issues of shares & debentures, final accounts of the companies, Liquidation, amalgamation, absorption, internal and external reconstruction, accounting for banking companies, hotel & hospital accounting and double accounting system.

UNIT I

Company accounts – Issue of shares, Debentures, Redemption of shares, Redemption of debentures, Final accounts of companies

UNIT II

Liquidation of companies, Amalgamation, Absorption, internal reconstruction, External reconstruction, Holding company accounts.

UNIT III

Accounting of banking companies, Accounting of Insurance companies – General Insurance companies – Life Insurance companies- Insurance Claims

UNIT IV

Economic Value added Accounting standards, Accounting for transfer pricing –Segmented reporting - Hotel accounting, Hospital accounting.

UNIT V

Double account system, Inflation Accounting, Human Resource Accounting.

Books for Reference:

5. Allen.C. Shapiro, Multinational Financial Management, PH I Pvt. New Delhi, 2003.
6. S.P. Iyengar, Advanced Accountancy, Sultan Chand & Sons, 2001
7. R. L. Gupta, Advanced Accountancy, Sultan Chand & Sons, 2001
8. Business Today, Issue on Economic Value added.

MANAGEMENT ACCOUNTING

The objective of this course is to understand the various tools and techniques used for analysis and interpretation of financial statements.

This course covers the fundamentals of financial accounting, analysis of financial statements, fund flow and cash flow analysis, budgeting and marginal costing.

UNIT I

Management accounting – Nature and scope - Financial accounting principles – Basic cost concepts, financial statements – Analysis and interpretation - Ratio analysis.

UNIT II

Funds flow statement - Cash flow statement.

UNIT III

Budgeting - Budgetary control – Different types of budgets

UNIT IV

Standard costing – Variance analysis

UNIT V

Marginal costing and profit planning – Decisions involving alternative choices pricing decisions, Basics involving alternative choices – Basics of capital budgeting – Tools of evaluation under certainty conditions - Management reporting.

Books for References:

5. Gowda, Management Accounting, Tamil Nadu Book House, 2002
6. Agrawal M.R, Management Accounting, Tamil Nadu Book House, 2002
7. S.N Maheshwari, Principles of management accounting sultan Chand & Sons 2002
8. Ravi M.kishor, Management Accounting, Taxmann Publications (P) Ltd.2003

II YEAR

BUSINESS TAXATION & TAX PLANNING

Objective of this course is to provide adequate knowledge of various concepts and their applications relating to direct tax laws with a view to integrating the relevance of these laws with financial planning and management decisions.

UNIT I

Income Tax Act 1961, Historical background, Definition – Concepts -Special Problems covering on the assessment of individuals, Firms, AOP, Companies. – Tax planning with special reference to employee's remuneration - Scope of Tax Planning / Tax avoidance / Tax evasion.

UNIT II

Tax planning in respect of Amalgamation or de-merger of Companies or business restructure, Tax planning with reference to setting up of a new business; locational aspects, nature of business; Planning of tax holiday benefits, limitations on the tax planning exercises, flexible planning premises; planning in the context of court ruling and legislatives amendments.

UNIT III

Tax planning with regards to specific managerial decisions such as to make or buy, own lease or hire etc. Tax planning with Books for Reference to financial management decisions such as capital structure of a company and tax incidence; tax as a variable in computing cost of capital; tax considerations in dividend policy and bonus share issue

UNIT IV

Tax planning in respect of non-resident company assessee, double taxation avoidance agreements, and general principles, provisions and tax implications thereof.

UNIT V

Tax planning and important provisions of wealth tax and court rulings and legislatives amendments pertaining to wealth tax. Return of Income and assessment, Advance payment of tax. Tax deduction at Source.

Books for Reference:

1. Vinodh .K . Sanguine, Direct taxes Law and Practice, Taxman's Publication, 2012-13
2. S Datey, Indirect Taxes-Law &Practice, Taxman's Publication, 2012-13
3. Ravi Gupta and Ahuja, Systematic Approach to Income Tax,Barath Law House(p)Ltd,2012-13
4. DinkarPagare, Law and Practice of Income Tax, Sultan Chand and Sons, New Delhi, 2012-13

INVESTMENT MANAGEMENT

The objective of this course is to throw light on the various types and analysis of investment and make the students aware about the valuation of Securities.

UNIT I

INVESTMENT: Nature and scope of investment analysis; Elements of investment –return, risk and time elements; objective of investment; security return and risk analysis; measurement of return and risk; Portfolio – Concept, Construction and types.

UNIT II

TYPES OF INVESTMENTS: Financial investment – securities and derivatives, deposit, deposit, tax sheltered investments; Non-financial investment – real estate, gold and other types and their characteristics; sources of financial information.

UNIT III

FUNDAMENTAL ANALYSIS: Economic analysis, Industry analysis, and analysis. TECHNICAL ANALYSIS: Various prices and volume indicators, indices and moving averages, interpretation of various types of trends and indices.

UNIT IV

EFFICIENT MARKET HYPOTHESIS: Weak, Semi-strong and strong market, testing of different forms of market efficiency and their significance.

UNIT V

VALUATION OF SECURITIES: Valuation of Fixed income securities - Bonds, debentures, Preference shares, and convertible securities. Valuation of variable income securities: Equity shares. Investment by individuals: Investment policy of Individuals, Tax saving schemes in India.

Books for Reference:

1. Preethi Singh, Investment Management, Himalaya Publishing House
2. PunithavathyPandian, Portfolio Management, Vikas Publications, 2001
3. Fischer and Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, 2002.
4. Mittal, Portfolio and Risk Management, TBH Publishers, 2003.

FINANCIAL MANAGEMENT

The objective of this course is to enable the students to analyze the financial statements using various techniques.

UNIT I

Financial Statement Analysis: Introductory Techniques – Cross Section Techniques- Common Size- Financial Ratios-Time Series Techniques-Trends variability Measures –Statistical Distribution of Ratios –

Normality-Cross sections correlation-Time series movements-Differences under different accounting methods, Seasonality-stationary-Autocorrelation methods-ARIMA Box-Jenkins modeling.

UNIT II

Equity Markets and Financial Statement Analysis- An overview of markets efficiency-Investment Strategies Assets Pricing Theories –Beta and Variance-Estimation approaches-Economic determinants-Capital market reactions to information releases-Market efficiency anomalies-CAR measures-Serial correlation analysis.

UNIT III

Strategic Management and Financial Statement Analysis-Strategic alternatives-Synergy Generating Distribution of Firms value- Financial variables and Pre merger analysis-Performance Accruing Firm – Capital markets and corporate restriction in Announcements.

UNIT IV

Financial planning and forecasting-Accounting information for Financial Management-Alternative Forecasting-Approaches Security Analysis forecasts-Management Force Elementary Programming

UNIT V

Working Capital management-LP approaches to long-range Financial Planning-simultaneous Equation Models-Econometric approaches.

Books for References:

1. Foster, George, “Financial Statement Analysis”, Prentice Hall & N.J.
2. Martin David, Wendell Fleming H “Mathematical Financer ”, Springer New York
3. Charles H Gibson, “Financial Statement Analysis”, Thomson Learning
4. S.P. Kothari, “Financial Statement Analysis”, McGraw Hill

HUMAN RESOURCE MANAGEMENT

The objective of this course is to make the students understand efficient use of human resources and create awareness on the maintenance and integration.

This course focuses on the nature, concept, policies and organization of Human resource management, procurement of human resources, training and development, compensation, job evaluation, wage and salary administration, performance appraisal, transfers, promotions and separations, absenteeism, labour turnover, employee’s health, safety and welfare, Integration, job satisfaction, human relations, quality of work life and stress management.

UNIT I

Introduction: Nature and scope of HRM - Organizing of HRM; HRM in India. Personnel policies - Procurement of Human Resources; Human Resource planning, Job analysis Recruitment and Selection, Placement and Induction

UNIT II

Training and Development: Training of Operatives; Executive development; Career planning and development; Human Resource Development

UNIT III

Compensation: Job evaluation, Wage and salary Administration; Incentive plans and profit sharing. Appraisal and Job Changes; Performance appraisal - Traditional vs. Modern methods - Job changes; Transfers, Promotions and Separations, Absenteeism and Labour Turnover

UNIT IV

Maintenance and Integration: health and Safety; Employee's Welfare; Social Security - Integration: Work environment; Discipline and grievance; Morale; Collective bargaining; Worker's participation in management

UNIT V

Industrial relations and industrial disputes - Trade unions - Job satisfaction - Human relations - Quality of working life - Management of Stress and burnout.

Books for Reference:

1. Edwin Flippo , Personnel Management, Prentice Hall of India, 2002.
2. G.R. Basotia ,Human Resource Management , Tamil Nadu Book House, 2003
3. Kausal Kumar, Human Resource Management , Tamil Nadu Book House, 2003
4. Shaun Tyson Ed., “Strategic prospects for HRM”, New Delhi. 2002
5. KandulaSrinivas R., “Strategic Human Resource Development”, Prentice Hall of India, New Delhi 2002
6. Sharma, Human Resource Management, Tamil Nadu Book House, 2003.

QUESTION PATTERN FOR M.COM (Finance) PROGRAMME

QUESTION PATTERN FOR THEORY COURSES

Time: 3 Hours

Maximum: 100 Marks

SECTION – A

**Answer any FOUR of the following (4 x 10 = 40 Marks)
(Answers should not to exceed to Two pages)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION – B

**Answer any FOUR of the following (3 x 20 = 60 Marks)
(Answers should not to exceed to Four pages)**

- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

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QUESTION PATTERN FOR PROBLEM COURSES

Time: 3 Hours

Maximum: 100 Marks

SECTION – A

Answer any FOUR of the following (4 x 10 = 40 Marks)

(Answers should not to exceed to Two pages)

1. Theory
2. Theory
3. Theory
4. Theory
5. Small Problem
6. Small Problem
7. Small Problem
8. Small Problem

SECTION – B

Answer any FOUR of the following (3 x 20 = 60 Marks)

(Answers should not to exceed to Four pages)

9. Theory
10. Theory
11. Theory
12. Problem
13. Problem
14. Problem

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