



Department of Commerce
Faculty of Commerce & Management
Chaudhary Ranbir Singh University, Jind
(Established by the State Legislature Act 28 of 2014)



SYLLABUS AND SCHEME OF EXAMINATION

for

MASTER OF COMMERCE (M. Com.)

Two-Year (Four-Semesters) Regular Programme



**Approved by Post-Graduate Board of Studies & Research in its Meeting
held on AUGUST 6, 2016**

w.e.f. Session-2016-17

**FIRST
SEMESTER**

MCC 101
ORGANISATIONAL BEHAVIOUR

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Organisational Behaviour: Concepts and Significance; Human Relations and Organisational Behaviour – Historical Development of Organisational Behaviour; Industrial Revolution; Scientific Management, The Human Relations Movements, Hawthorne Studies; Meaning and Definitions of Organisational Behaviour; Features of OB; Basic Assumptions; Contributing Disciplines to OB; Emergence of HR and OB, Approaches to Organisational Behaviour; Classical Approach; Neo-Classical; Modern approach; Scope of OB; Nature/Fundamental concepts of OB; Nature of People; Nature of Organisations; Determinants of Organisational Behaviour; Significance of OB; Criticism.

Personality: Concept and Definition of Personality; Major Determinants of Personality; Biological Contribution; Socialization; Culture; Situational Factors; Major Personality Attributes influencing Organisational Behaviour; Theories of Personality; Psychoanalytic Theory (Freud's Theory); New Freudian Theories; Trait Theories; Social Learning Theory; The Self Theory; Need Theories; Holistic Theories; Personality and Organisational Behaviour.

Perception: Introduction; Nature and Importance of Perception, Meaning, definitions and process of Perception Perceptual Selectivity; Internal Factors; External Factors; Distortion in Perception; Managerial Implications of Perception; Managing the Perception Process.

Learning: Introduction; Definition; Theories of Learning; Classical Conditioning Theory; Operant or Instrument Conditioning Theory; Cognitive Learning Theory; Social Learning Theory; Modeling; Shaping Behaviour; Learning and Organisational Behaviour or Significance of Learning.

Group Dynamics: Introduction, Meaning; Components of Group Dynamics; Group Norms; Group Role; Group Status; Group Size; Group Leadership; Group Composition; Proxemics and Group Dynamics; Group Cohesiveness; Determinants of Cohesiveness; Consequences of Group Cohesiveness; Relationship between Group Cohesiveness and Productivity.

TRANSACTIONAL ANALYSIS: Introduction; Concept of T.A.; Scope of Transactional Analysis; Analysis of Self-awareness; Analysis of Ego States; Analysis of Life Positions; Analysis of Games; Analysis of Stroking, Benefits of Transactional Analysis.

REFERENCES

- Griffin, Ricky W.: *Organisational Behaviour*, Houghton Mifflin Co., Boston.
- Ivancevich, John and Micheeol T. Matheson: *Organisational Behaviour and Management*, Business Publication Inc. Texas.
- Koontz, Harold, Cyril O Donnell, and Heinz Weihrich: *Essentials of Management*, Tata McGraw Hill, New Delhi. Luthans, Fred: *Organizational Behaviour*, McGraw Hill, New York.
- Newstrom, John W. and Keith Davis: *Organisational Behaviour: Human Behaviour at Work*, Tata McGraw Hill, New Delhi.
- Robbins, Stephen P.: *Organizational Behaviour*, Prentice Hall, New Delhi.
- Steers, Richard M. and J. Stewart Black: *Organizational Behaviour*, Haper Collins College Publishers, New York. Sukla, Madhukar: *Understanding Organizations: Organisation Theory and Practice in India*.
- Singh, Hawa: *Organisational Behaviour*, V.K. Global Publications Private Ltd., New Delhi

**MCC 102
BUSINESS LAW**

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks.

The Indian Contract Act, 1872: Contract – meaning, characteristics and Types; Essentials of valid contract – Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreement; Discharge of contract – modes of discharge including breach and its remedies.

Contract of Indemnity and Guarantee: Contingent contracts; Quasi – contracts; Contract of Agency.

Indian Sale of Goods Act, 1930: Contract of Sale, meaning and difference between sale and agreement to sell; Conditions and warranties; Transfer of ownership in goods including sale by non-owners.

Consumer Protection Act, 1986: Salient features; Definition of consumer Grievance redressal machinery; Foreign exchange management Act 2000: Definition and main provisions

Workmen’s Compensation Act, 1923:

Definition : Dependent , Employer , Partial and total Disablement , Workmen , Injury , Accident , payment of Compensation , Contracting , Commissioner .

REFERENCES

Garg, Saxena, Sharma &Chawla: Mecantile Law; Kalyani Publishers, Ludhiana
Shukla&Sahai: Business Law, SahityaBhawan Publications, Agra (Hindi)
V. M. Baijal: Commercial Law, PPB, Allahabad (Hindi & English)
Pillai&Bagavathi: Business Law; S. Chand & Co. Ltd., New Delhi
Gulshan&Kapoor: Business Law; New Age International (P) Ltd., New Delhi
Maheshwari&Maheshwari: Business Law, Himalaya Publishing House, Mumbai

MCC- 103
MANAGERIAL ECONOMICS

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Managerial Economics: Nature and significance of managerial economics.. Demand Analysis: Demand and Elasticity of Demand; Demand estimation for major consumer durable and non-durable products; Demand forecasting techniques.

Production analysis and cost analysis: Production functions in short run and long run. Cost concepts, Cost behavior in short run and long run.

Price Determination Under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium under perfect competition, monopoly & discriminating monopoly, monopolistic competition and oligopoly.

Business Cycles: Nature and phases of business cycle, theories of business cycle- psychological, profit, monetary, innovation, Cobweb, Samuelson and Hicks theories.

Inflation: Definition, characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation.

REFERENCES

Peterson, Lewis, *Managerial Economics*, Prentice Hall of India, New Delhi
Salvatore, *Managerial Economics in Global Economy*, Thomson Learning.
E. F Brigham & J.L Pappas, *Managerial Economics*, Dried & Press
Diwedi, D.N *Managerial Economics*, Vikas Publishing House, New Delhi
Mehta, P.L *Managerial Economics*, Sultan Chand, New Delhi
R.L Varshnay, *Ma nagerial Economics*, Sultan Chand Publications

MCC- 104
BUSINESS STATISTICS

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks.

Multiple regression and correlation: Linear regression equation, Regression equation in terms of simple correlation; coefficients; Reliability of the estimate; Multiple Correlation; Partial Correlation.

Index Numbers: Meaning, types and uses; Methods of constructing price and quality indices(simple and aggregate); Test of adequacy; Chain base index numbers; Base shifting, splicing and deflating; Problems in constructing index numbers; Consumer price index.

Time Series Analysis: Components of a time series, Models of time series analysis- additive and multiplicative; Methods of constructing seasonal index; Adjusting time series data for seasonal variations, Estimation of seasonal variations.

Theory of Probability: Probability as a concept; approaches to defining probability; addition and multiplication laws of probability; Conditional probability; Bayes Theorem.

Probability distributions: Probability distribution as a concept; Binomial, Poisson, and Normal distributions- their properties and parameters.

REFERENCES

Poonia, Virender: *Advanced Statistics*, Visvabharti Publication, New Delhi. Heinz, Kohler: *Statistics for Business & Economics*, Harper Collins. Lawrence B. Morse: *Statistics for Business & Economics*, Harper Collins

Levin, Richard I.& David S Rubin: *Statistics for Management*, Prentice Hall of India, Delhi. Chou-Ya-Lun: *Statistical Analysis*, Holt, Rinchart and Winslon.

MCF 105
FUNDAMENTALS OF COMPUTER

THEORY

Time: 3 Hrs.

MM: 60

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain six short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks. (12×5=60 Marks)

Computer System: Meaning, scope, types; Basic computer organization: Central Processing Unit, input, output, and storage devices.

Introduction to software: System software - operating system, user interface and its types; Application software - word processing, spreadsheets; Introduction to databases, tables, queries, reports and form generation. Fuzzy Logic, etc.

Information Technology in Business: Concept of information technology; Local Area Network– media & topologies and Wide Area Networks; Electronic data processing; Intranet and extranet, concept and evolution; World Wide Web; Multimedia technologies; Video conferencing; Broadband networks; Planning and designing web pages .

PRACTICAL

Max. Marks 40

Solving business problems using MS-Word, MS-Excel, MS-Access. External examiner will conduct the practical examination. A list of the practicals is suggested as under:

1. Write a leave application to your Principal/ Chairperson in MS Word.
2. Make a letter head of your company & prepare a sales report of last one month.
3. Make a circular to the shareholders of AGM (Use mail merge option).
4. Write a letter to the customers congratulating them on their birthday / anniversary (using mail merge). Choose the customers from a database made in MS Excel.
5. Make a database of the students of M.Com. in MS Excel and do the following: Sort, Find out first 2 positions from boys and girls, Make a chart of performance of boys and girls.
6. Search the closing share price of a bluechip company for one quarter and compute the beta value
7. Make a database in MS Access and prepare a payroll of the employees
8. Make a hypothetical data-base of the responses to a questionnaire and compute–mean, standard deviation, correlation, ANOVA, etc.
9. Make a power-point presentation on ‘Computers Applications in Business.’

REFERENCES

Pradeep K Sinha, (2010) *Computer Fundamentals*,
Bajaj, Kamlesh K and Debjani Nag: *E-commerce – The Cutting Edge of Business*, Tata McGraw Hill (P) Ltd., New Delhi.
Greenstein, *Electronic Commerce*, Tata McGraw Hill, New Delhi
Leon, Alexis: *Fundamental of Information Technology*, Vikas Publication House (P)

Ltd., New Delhi Mansfield, Ron: *The Compact Guide to Microsoft Office*, BPB
Publication, Delhi.

Norton, Peter: *Introduction to Computer 4/E*, Tata McGraw Hill (P) Ltd., New

MCE 106
ACCOUNTING FOR MANAGERIAL DECISIONS

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Management Accounting: Meaning, objectives, nature, tools & techniques of management accounting; Installation of management accounting system; Role of management accountant. Management Information System and Reporting: Objectives, types and methods of reporting, reporting needs at different levels of management; Designing and installation of a reporting system.

Responsibility Accounting and Divisional Performance Measurement: Meaning, significance and fundamental aspects of responsibility accounting; Responsibility centers; Divisional performance evaluation: Measures of performance - Return on Investment vs. residual Income; Methods and Problem of transfer pricing.

Budgeting: Essentials of budgeting; Kinds of budgets; Budgetary control; Zero-base budgeting.

Standard Costing and Variance Analysis: Types of standards, Setting of standards and their revision; Variance analysis – Material, labour and overheads, control of variances.

Marginal Costing and Break-even Analysis: Concept, Marginal costing versus absorption costing, Preparation of income statements, Break-even analysis & Cost-Profit- volume analysis; Composite break-even-point, managerial applications of marginal costing.

Contemporary Issues in Management Accounting: Price level adjustment accounting; Value chain analysis; Activity-based costing; Quality costing; Target and life cycle costing.

REFERENCES

- Anthony, Robert: *Management Accounting*, Tarapore-wala, Mumbai.
- Barfield, Jessie, Ceily A. Raiborn and Michael R. Kenney: *Cost Accounting: Traditions and Innovations*, South -Western College Publishing, Cincinnati. Ohio.
- Decoster, Don T. and Elden L. Schafer: *Management Accounting: A Decision Emphasis*, John Wiley and Sons Inc., New York.
- Garrison, Ray H. and Eric W. Noreen: *Management Accounting*, Richard D. Irwin, Chicago.
- Hansen, Don R. and Maryanne M. Moreen: *Management Accounting*, South-Western College Publishing, Cincinnati. Ohio.
- Horngran, C.T., Gary L. Sundem, and William O. Stratton: *Introduction to Management Accounting*, Prentice Hall, Delhi.
- Horngren, Charles T., George Foster and Srikant M. Daliar: *Cost Accounting: A Managerial Emphasis*, Prentice Hall, Delhi.
- Jawahar Lal: *Managerial Accounting*: Himalaya Publishing House, Delhi.

SECOND SEMESTER

MCC 201
HUMAN RESOURCE MANAGEMENT

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Human Resource Management (HRM): Concept, evolution, scope, importance, objectives and functions.

HRM in dynamic environment:: Building up skills for effective HR manager; Global HRM.

Human resource planning; Human resource information system; Human Resource policy; Job analysis; Recruitment; Selection; Induction and Placement.

Work Force: Promotion, transfer and separation; Employee training and executive development; Career planning and development; performance and potential appraisal; Empowerment, quality of work life.

Compensation: nature and significance; Incentives and employee benefits; Job satisfaction; Job stress management.

REFERENCES

- Armstrong, M A: *Handbook of Human Resource Management*, Routledge, Landon. Beardwall, I and L. Holden, *Human Resources Management*, Macmillan India Ltd., New Delhi Cascio, W.F.: *Managing Human Resources*, Mc-Graw Hill Inc., New York
- Dwivedi, R S: *Managing Human Resources – Industrial Relations in Indian Enterprises*, Galgotia Publishing Ltd, New Delhi.
- Krishnaven R.: *Human Resource Development – A Researcher’s Perspective*, Excel Books, New Delhi. Mello, J.A.: *Strategic Human Resource Management*, Thomson Learning, Delhi.
- Monappa, A: *Managing Human Resource*, McMillan India, Ltd. New Delhi.
- Saini, Debi S. and Sami A. Khan (eds.): *Human Resource Management*, Response Books, Delhi. Rao VSP: *Human Resource Management*, Excel Publishers Pvt. Ltd., New Delhi

MCC-202
COMPANY LAW

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Company Law: History and administration; Meaning, characteristics & types of companies; Promotion and incorporation of companies; Memorandum of Association: clauses and procedure for alteration, Doctrine of Ultra Vires.

Articles of Association: Adoption of Table A, Doctrine of indoor management, Prospectus: Powers of SEBI, contents and liability for misleading statements.

Share Capital: provisions regarding issue, allotment and transfer of shares, buy back of shares, Membership, Borrowing powers, mortgages and charges.

Directors: appointment, powers and legal position; Company meetings- kinds, quorum, voting, resolutions, minutes.

Winding up of companies; Reconstruction and Amalgamation; Prevention of oppression and mismanagement.

REFERENCES

Gower L.C.B., *Principles of Modern Company Law*: Stevens & Sons London.

Kapoor N.D., *Company Law- Incorporating the provisions of the Companies Amendment Act*: Sultan Chand & Sons, New Delhi.

Kuchal M.C., *Modern India Company Law*: ShriMahavir Books, Noida. Majumdar, A.K. Kapoor, G.K., *Company Law and Practice*.

Ramaiya A., *Guide to the Companies Act*: Wadhwa & Co, Nagpur.

Sharma, Ashok Kumar: *Company Law*, VK (India) Enterprises, New Delhi. Singh Avtar, *Company Law*: Eastern Book Co., Luck

MCC 203
FINANCIAL MANAGEMENT & POLICY

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Financial Management: Nature, significance, objectives and scope of financial management, functions of finance executive in an organization, Time value of money and recent developments in financial management.

Financial Planning and forecasting: Need & importance of financial planning; financial planning process, drafting a financial plan; Financial forecasting; meaning, benefits and techniques of financial forecasting; Sources of finance.

Cost of Capital: Significance, computation of cost of capital including CAPM, problems in computation of cost of capital.

\

Working Capital Management and Control: Need, Types & determinants, assessment of working capital requirements; Management of cash, marketable securities & receivables, financing of working capital – banking norms.

\

Capital Budgeting Decisions: Nature & importance, factors influencing capital expenditure decisions, capital budgeting process, Evaluation criteria and risk analysis, capital expenditure control.

REFERENCES

Ravi M. Kishore: *Financial Management*, Taxmann Publications Pvt. Ltd., New Delhi. Sinha, Pradip Kumar: *Financial Management*, Excel Books, New Delhi.

Van, Horne: *Financial Management and Policy*, Prentice Hall of India, New Delhi. Hampton: *Financial Decision Making*, Prentice Hall of India, New Delhi. Prasanna, Chandra: *Financial Management*, Tata McGraw Hill, New Delhi.

Khan, M. Y. and Jain ,P.K.: *Financial Management*, Tata McGraw Hill, New Delhi.

MCC- 204
MARKETING MANAGEMENT

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Marketing: meaning, scope and importance; Evolution of marketing; Understanding marketing in new perspective; Managing the marketing mix, Marketing environment.

Information system and marketing research: importance, scope and steps of marketing research process; Understanding consumer behaviour, analyzing business markets; Customer relationship management.

Product: concept and classification; New product development; Product-mix and product line strategies; Product life cycle strategies; Branding, packaging, labeling and warranty; Price determination; Pricing policies and strategies.

Promotion programme: advertising, sales promotion, public relations, publicity and personal selling; Distribution logistics and supply chain management; Marketing channels, Retailing, Wholeselling and physical distribution.

Contemporary Issues in Marketing: Social, ethical and legal aspects of marketing; Marketing and information economy; Direct and online marketing.

REFERENCES

- Ramaswami, V.S. and Namakumari, S.; *Marketing Management*; MacMillan India Ltd. Grewal, Dhruv and Michael Levy; *Marketing*; Tata McGraw Hill.
- Etzel, Michael J, Bruce J. Walker, William J. Stanton and Ajay Pandit; *Marketing Concepts and Cases*; McGraw Hill, New Delhi.
- Kotler, Philip, Kevin Lane Keller, Abraham Koshy and MithileshwarJha; *Marketing Management*; Pearson Education.
- Lancaster, Geoff and Lester Massingham; *Essentials of Marketing*; McGraw Hill International Ed. Cundiff, Still and Govoni; *Fundamentals of Marketing Management*; Prentice Hall of India, New Delhi.
- Luck, David J. and Ferrell, O.C.; *Marketing Strategy and Plans-Systematic Marketing Management*; Prentice Hall of India , Private Limited, New Delhi.
- Saxena, Rajan; *Marketing Management*; Tata McGraw Hill.
- Raju, M S and Dominique Xardel; *Marketing Management*; Tata McGraw Hill

MCF 205
E-COMMERCE

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce; Business models in E-commerce – e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc.; Electronic payment system; E-Banking – concept, operations. Online fund transfer – RTGC, ATM, etc., online share market operations.

Online marketing: Web-based advertising – concept, advantages; Types of online advertisements; Search engine – as an advertising media, search engine optimisation – concept and techniques; Email marketing;

Social Networking and marketing: promotion, opinion formulation, etc.; Viral Marketing,

E-retailing-concept: advantages, limitations; CRM and Information Technology, Tools to conducting online research – secondary research, online focus groups, web based surveys, data mining from social networking sites;

Cloud Computing: Concept, uses in business; Enterprise Resource Planning; Security issues in e-commerce - Online frauds, Privacy issues; Cyber laws including Information Technology Act.

REFERENCES

Bajaj, Kamlesh K and Debjani Nag: *E-Commerce – The Cutting Edge of Business*, Tata McGraw Hill (P) Ltd., New Delhi.

Greenstein, *Electronic Commerce*, Tata McGraw Hill, New Delhi

Leon, Alexis: *Fundamental of Information Technology*, Vikas Publication House (P) Ltd., New Delhi Mansfield, Ron: *The Compact Guide to Microsoft Office*, BPB Publication, Delhi.

Norton, Peter: *Introduction to Computer 4/E*, Tata McGraw Hill (P) Ltd., New Delhi Saxena, Sanjay: *A First Course in Computer*, Vikas Publication House (P) Ltd., New Delhi.

MCE-206
BUSINESS ENVIRONMENT

Time: 3 Hrs.

MM: 80

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Business environment: Nature and importance; Interaction matrix of different environment factors; Environmental scanning.

Economic planning in India: objectives, strategies and problems; Privatization; Globalization; Disinvestment in Public Sector Units.

Business Ethics: meaning and importance of business ethics; Corporate Governance; Social responsibility of Business.

Fiscal Policy: Monetary Policy; Industrial Policy; Industrial Licensing Policy; EXIM Policy; Industrial sickness; Development and protection of Small Scale Industry.

The Environment (Protection) Act; Consumer Protection Act; Competition Act; Foreign Exchange Management Act; Right to Information Act.

REFERENCES

Arya, P P and Tandon, B. B.: *Economic Reforms in India*, Deep and Deep Publishers, New Delhi.

Aswathappa, K: *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.

Cherunilam Francis: *Business Environment*, Himalaya Publishing House, New Delhi.

Economic Survey – Various Issues, Govt. of India, Ministry of Finance.

Justin Paul: *Business Environment*, Tata McGraw Hill, New Delhi.

Mishra and Puri: *Economic Environment of Business*, Himalaya Publishing House, New Delhi.

Rosy Joshi and Sangam Kapoor: *Business Environment*, Kalyani Publishers, New Delhi.

Saleem Saikh: *Business Environment*, Himalaya Publishing House, New Delhi.

**THIRD
SEMESTER**

MCC-301
Security Analysis and Portfolio Management

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Introduction: Investment environment, various asset classes and financial instruments. Investment process. Return-risk analysis and impact of taxes and inflation. Types and sources of risks. Risk Aversion. Diversification and Hedging. Contemporary issues in investment management- Socially responsible investing (SRI), Ethical investing etc.

Analysis of Fixed Income Securities: Bond fundamentals; Types of bonds; valuation of bonds; bond yields; bond price- yield relationship; analysis of risks in bonds-duration and convexity. Bond portfolio management- passive bond management and active bond management including bond immunization strategies.

Equity Analysis: Measurement of return and risk of equity shares. Approaches to equity analysis. Fundamental Analysis- Economy, Industry, Company Analysis; Equity Valuation Models (DDM, P/E Ratio model and Free Cash Flow Valuation approach).Forecasting P/E ratio. Technical Analysis – Market indicators and specific stock indicators including Bollinger bands. Efficient market hypothesis. Tests of market efficiency and empirical evidence. Assumption of Investor’s rationality and its critique. Behavioural Finance- behavioural biases (Framing, Mental accounting, Regret avoidance and Prospect theory).

Portfolio Analysis, Selection and Management: Risk aversion and capital allocation to risky assets and risk free asset; Risk tolerance and asset allocation; Optimal risky portfolio- Markowitz portfolio selection model. Sharpe’s single Index Model and optimal portfolio construction. Capital Asset Pricing Model (CAPM) and Market Anomalies (Size effect, Value effect, Seasonality effect, Overreaction effect etc) . Extensions of CAPM (Zero beta CAPM and Merton’s Inter temporal CAPM). Arbitrage Pricing Theory and Multifactor Asset Pricing Models. Active and Passive portfolio management. Investment strategies- value investing, momentum and contrarian strategies etc. Portfolio performance evaluation (Sharpe index, Treynor Index, Jensen’s alpha, Information ratio, Fama’s decomposition measure).Portfolio revision.

Financial Derivatives: Futures-types and payoffs. Pricing of financial futures and commodity futures (Cost of carry model). Options- types and valuation using Black and Scholes Model. Put call parity. Options trading strategies. Exotic options, Portfolios of futures and options synthetics. Financial engineering.

Suggested Readings:

1. Bodie, Zvi., Kane Alex and Alan J. Marcus, *Investments*, McGraw Hill.
2. Reilly, Frank K, and Brown, Keith C., *Investment Analysis and Portfolio Management*, Cengage Learning.

3. Chandra, P., *Security Analysis and Portfolio Management*, Tata McGraw Hill.
4. Vishwanath, R and Krishna Murthi C., *Investment Management*, Springer
5. Fischer, Donald E. and Ronald J. Jordan, *Security Analysis and Portfolio Management*, PHI Learning.
6. Elton, E. and Gruber, M, *Modern Portfolio Theory and Investment Analysis*, John Wiley and Sons.
7. Damodaran, A., *Investment Valuation*, John Wiley & Sons.
8. Sharpe William F, and Bailey Jeffery V, Alexander Gordon J, *Investments*, PHI Learning.
9. Hull, J.C., *Options, Futures and Other Derivatives*, Prentice Hall.
10. Bhalla, V. K., *Investment Management*, S. Chand & Company Ltd.

Note: Latest edition of the readings may be used.

MCC 302
MARKETING RESEARCH

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Introduction to Marketing Research: Nature, scope and importance; Marketing research process. Formulating the Problem, Research Design: Exploratory, experimental and descriptive research, Sampling design; Sources of information; Designing questionnaire; Methods of data collection; Scaling techniques; Sampling and non-sampling errors.

Qualitative Research: Meaning, process and methodologies.

Qualitative Research Techniques: Observation, Survey.

REFERENCES

- Aaker, David A., V. Kumar and George S. Day: *Marketing Research*, John Wiley & Sons Inc., New York.
- Arya, P.P. and Yesh Pal (ed.): *Research Methodology in Management*, Deep and Deep Publication Pvt. Ltd., New Delhi.
- Beri, G.C.: *Marketing Research*, Tata McGraw Hill, New Delhi.
- Boyd, Westfall and Stasch: *Marketing Research*, Richard D. Irwin, Homewood, Illinois.
- Churchill, A. Gilbert Jr.: *Marketing Research – Methodological Foundations*, The Dryden Press, Orlando.
- Green and Tull: *Research for Marketing Decisions*, Prentice Hall of India (P) Ltd., New Delhi.
- Kothari, C.R.: *Research Methodology – Methods and Techniques*, Wiley Eastern Ltd., New Delhi.
- Luck, David J., Wales, Taylor & Rubin: *Marketing Research*, Prentice Hall of India, New Delhi.
- Nargundkar, R., *Marketing Research*, Tata McGraw Hill Company Ltd., New Delhi.
- Zaltman and Burger: *Marketing Research*, Dryden Press, Orlando.

MCC 303
BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Ethics: Concept and principles, relationship with morality, values, and law, moral reasoning. Stages of moral and ethical development; Ethical theories in relation to business – egoism, utilitarianism, Kant’s ethics. Religion and ethics; Ethical Dilemma: causes and resolution. Ethical decision making in business –models and processes, personal and corporate values and ethical decision making. Globalization and business ethics; Creating an ethical organization – corporate governance, corporate culture, CSR, code of conduct. Business ethics and consumer protection; Business ethics and environment protection - maintaining ecological balance, sustainable development, Business ethics and human resources – workplace issues, privacy; Role of outside stakeholders on ethics – media, public, Judiciary; IT and ethics.

Social responsibility – meaning and importance. Socially responsible consumption, Social responsibility of business. CSR – fundamentals and evolution; Approaches to CSR – Freeman’s approach, Gandhian trusteeship principle, Stakeholder approach, Triple bottomline; CSR and philanthropy, Advantages and disadvantages of CSR; CSR and corporate strategy; CSR and profitability, Implementing CSR programmes.

REFERENCES

- Campbell Jones, Martin Parker & Rene ten Bos (2005) *For Business Ethics*, Routledge, New York
- Fernando A.C. (2009) *Business Ethics: An Indian Perspective*, Pearson Education, New Delhi
- Kolja Paetzold, *Corporate Social Responsibility: An International Marketing Approach*, Diplomica Verlag, GmbH, Hamburg, Germany.
- Marianne M. Jennings, *Business Ethics: Case Studies and Selected Readings*, 6th Edition, South-Western Cengage Learning, Mason (USA).
- Philip Kotler & Nancy Lee, *Corporate Social Responsibility*, Wiley-India Edition, New Delhi.
- William B. Werther Jr. & David Chandler, *Strategic Corporate Social Responsibility*, Sage Publications, California.
- William H. Shaw (2010) *Business Ethics*, Cengage Learning, Boston (USA).

MCC 304

PRINCIPLES AND PRACTICE OF TAXATION AND INDIAN TAX SYSTEM

L.T.P.

4+1+0

Time: 3 Hrs.

MM:100

External: 80

Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Introduction: Canons of taxation, Tax-GDP Ratio: Meaning, Significance & determinants. Trends in Tax- GDP Ratio. Features of a good taxation system, Tax Equity: Benefit Principle of Taxation; Ability to pay principle of taxation. Tax Capacity & Tax Effort, Tax bases and tax policy – Determinants of tax yield – Classification of taxes: Direct and indirect taxes (Relative Roles of Direct and Indirect Taxes in Indian Economy) OECD classification; Progressive, proportional and regressive taxes; Ad-valorem and specific taxes.

International Double Taxation: Assignment Rules of Foreign Income- Source Versus Residence; Methods to alleviate international tax duplication: Exemption, Tax Credit Method, Bilateral Tax Treaty, Multilateral Tax Treaty, OECD Model & United Nations Model- Tax Convention, International Tax Avoidance and Evasion; Transfer Pricing; Tax Havens, Tax Treaty Shopping – Anti Avoidance Measures. Indian Law on Double Tax Relief.

Incidence of Taxation: Types of tax incidence, Factors determining extent of tax shifting taxation and efficiency: Excess Burden of Taxation; Administrative Costs; Compliance Costs. Distribution of Tax Burden, - Buoyancy and elasticity of tax revenue-Tax evasion in India, causes and consequences of tax evasion, Methods to curb tax evasion, Tax Incentives: Rationale, benefits and costs of tax incentives, forms of tax incentives: Tax Holidays, investment allowance, deductions, reinvestment incentives etc.

Constitutional Provisions Pertaining to Taxes: Rationale for constitutional arrangements. Distribution of taxation powers between the Center and States in the constitution of India; Restrictions on the taxation powers of the States; sharing of Central taxes. Recommendations of the Thirteenth Finance Commission.

Tax Reforms in Direct and Indirect Taxes: Issues & Challenges, Value Added Tax, Goods & Service Tax, Direct Tax Code.

Tax treatment of capital gains: exemption, presumptive tax, Tax amnesties.

Suggested Readings:

1. Musgrave. Richard and Peggy Musgrave, *Public Finance in Theory and Practice*, New York: McGraw Hill Book Company.
2. Sury, M.M. *Fiscal Policy Development in India: 1947 to 2007*, Indian tax foundation in association with New Century publications, New Delhi.
3. Peerzode, Sayal Afzal, *Economics of Taxation*, Atlantic Publishers& Distributors Pvt. Ltd.
4. Goode. Richard, *Government Finance in Developing Countries*, New Delhi. Tata –McGraw Hill publishing Company Ltd.
5. Government of India, Ministry of Finance, *Report of the Indirect Taxation Enquiry Committee*

(Chairman, L. K. Jha).

6. Government of India, Ministry of Finance, Speeches of Union Finance Ministers

7. Singhanian. Vinod K, *Direct Taxes: Law and Practice* (Delhi: Taxman Publications (p)

Note: Latest edition of the readings may be used.

MCF-305
APPLICATIONS OF STATISTICAL METHODS IN BUSINESS

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Sampling: Probability and non-probability methods; Sampling and non-sampling errors, precision and accuracy; Efficiency of sampling methods; Law of large numbers, central limit theorem and sampling distributions.

Estimation and Hypotesting: Point and interval estimation; Large and small sampling tests- z-test, t-test, and f-test.

Non- parametric Tests: Chi-square tests- goodness of fit, independence, homogeneity and equality of population proportions; Other non- parametric tests- sign test, sign test for paired observations, Wilcoxin signed-rank tests, Wald-Wolfowitz test, Krushal Wallis H test.

Statistical Quality Control: Statistical control of quality; causes of Variations in quality; Quality control charts; Purpose and logic of their constructions; Control charts for variables-X Charts and R Charts.

Advanced Statistical Techniques: ANOVA, discriminant analysis, factor analysis & cluster analysis.

REFERENCES

- Poonia, Virender: *Advanced Statistics*, Visvabharti Publications, New Delhi.
Heinz, Kohler: *Statistics for Business & Economics*, Harper Collins.
Lawrence B. Morse: *Statistics for Business & Economics*, Harper Collins
Levin, Richard I.& David S Rubin: *Statistics for Management*, Prentice Hall of India, Delhi.
Chou-Ya-Lun: *Statistical Analysis*, Holt, Rinchart and Winslon.

MCCOE-306
ENTREPRENEURSHIP DEVELOPMENT

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Entrepreneurship: concept, nature and scope; factors affecting entrepreneurial growth; major motives influencing an entrepreneur; stress management; entrepreneurship development programs.

Small Enterprises: Definition, Classification – Characteristics, Ownership Structures.

Market Survey and Opportunity Identification: starting a small scale industry, registration procedures, list of items reserved for small scale industry; assessment of demand and supply in potential areas of growth, understanding business opportunity, considerations in product selection, data collection for setting up small ventures.

Project Report Preparation: Managerial and Operational aspects of small business; Human relations and performance in organization; Institution supporting entrepreneurial growth.

Environmental considerations: concept of ecology and environment, air, water and noise pollution standards and control.

Personal Protection Equipment (PPEs) for safety at work places.

REFERENCES

Rathore, BS and JS Saini, *A Handbook of Entrepreneurship (Ed.)*, Aapga Publications, Panchkula (Haryana)

Gupta, CB and P Srinivasan, *Entrepreneurship Development*, Sultan Chand and Sons, New Delhi
S Anil Kumar, S C Poornima, Mini K Abraham and K Jayashree, *Entrepreneurship Development*, New Age International Publisher, N Delhi.

Dhamija, Suresh K, *Environmental Engineering and Management*, SK Kataria and Sons, New Delhi

Sharma, BR, *Environmental and Pollution Awareness*, Satya Prakashan New Delhi

Thakur Kailash, *Environmental Protection Law and policy in India*: Deep and Deep Publications, New Delhi

Bhandari, PM, *Handbook of Small Scale Industry*

Sharma, DD, *Total Quality Management*, Sultan Chand and Sons, New Delhi.

FOURTH
SEMESTER

MCC-401
CORPORATE TAX PLANNING AND MANAGEMENT

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Concept of tax planning, avoidance, evasion & management. Requisites of successful tax planning. Tax planning with reference to setting up a new business, form of business organization, locational aspects & nature of business.

Computation of total income and tax liability of companies. Tax planning and financial management decisions regarding capital structure, dividend policy, inter- corporate dividends & bonus shares.

Special Tax Provisions: Tax provisions relating to free trade zones, special economic zones, infrastructure sector and backward areas, tax incentives for exporters.

Tax Planning and Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy and, shut down or continue decisions.

Tax issues and planning in respect of amalgamation of companies, mergers & acquisitions.

REFERENCES

- Singhania, Vinod K. and Singhania, Monica: *Corporate Tax Planning and Business Tax Procedures*, Taxmann Publication, New Delhi
- Ahuja G.K. and Gupta, Ravi : *Systematic Approach to Income Tax and Central Sales Tax*, Bharat Law House, New Delhi.
- Income Tax Act, Income Tax Rules, and Annual Finance Act.*
- Lakhotia, R.N: *Corporate Tax Planning*, Vision Publications, Delhi.
- Mehrotra, H. C.and Goyal, S.P., *Corporate Tax Planning and Management* , Shahitya Bhawan, Agra.
- Singhania, Vinod K.: *Direct Tax Planning and Management*, Taxmann Publication, Delhi.

MCC-402
CONSUMER BEHAVIOUR

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Consumer Behaviour: Theory and applications; Consumer buying process; Extensive; limited and routine problem-solving behaviours.

Internal Determinants of Consumer Behaviour: Needs, motivation and involvement, Information processing; Consumer Perception; Learning: Attitude and attitude change; Personality; psychographics; Values and life-style.

External Determinants of Buying Behaviour: Family, reference group and social class; Influence of culture; Sub-cultural aspects of consumer behavior.

Opinion Leadership and Diffusion of Innovations: Opinion leadership-process, measurement, profile; Innovation, diffusion and adaptation process, Models of buyer behavior.

REFERENCES

- Assael, H.: *Consumer Behaviour and Marketing*, South Western Publishing Co., Ohio.
Bennett, P.D. and H.H. Kassarijion: *Commerce Behaviour*, Prentice Hall, New Delhi.
Block and Roering: *Essentials of Consumer Behaviour*, Dryden Press, Chicago.
Engel, James F., Roser, D. Blackwell and Pual W. Miniard: *Consumer Behaviour*, Dryden Press, Chicago.
Laudon, D.L.: *Consumer Behaviour*, Tata McGraw Hill, New Delhi.
Schiffman Leon G. and Lazar Kanuk: *Consumer Behaviour*, Prentice Hall, Delhi.
Wilkie, William L. : *Consumer Behaviour*, John Wiley & Sons, New York.
Howard, J.A., Sheth, J.N. : *The Theory of Buyer Behaviour*, John Wiley, New York.
Louden, Delta Bitta and Miniard: *Consumer Behaviour*, McGraw Hill, Inc., New York.

MCC-403
CORPORATE GOVERNANCE

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Corporate governance: Concept, structure and process; Corporate governance: An Evolutionary Process; Improving the efficiency of corporate governance; Corporate governance in India: Issues for consideration. Corporate governance; Globalisation and its position in India.

Financial disclosure, Business Ethics and corporate governance: Corporate disclosure Practises; Transparency and Business Ethics in Corporate Sector; Role of Audit committee in corporate governance.

Board of Directors: Composition of Board of directors & their role; Corporate boards and good governance; Corporate governance in Indian Public enterprises; Corporatization of Agriculture.

Banks, Financial Institutions and Corporate governance: Corporate governance in banks; Corporate governance: Contemporary issues in banking industry. Corporate governance in mutual funds; Depository system: a step towards effective corporate governance.

REFERENCES

- Robert A. G. Monks, Nell Minow, *Corporate Governance*, 4th Ed Blackwell.
S K Bhatia, *Business Ethics and Corporate Governance*, Deep & Deep Publication New Delhi.
Kenneth Kim, John R Nofsinger, Derek J Mohr Prentice Hall; 3 edition (November 11, 2009).
John Colley, Jacqueline Doyle, Wallace Stettinius, George Logan, *Corporate Governance*.
P.P. Arya, B.B. Tandon, A. K. Vashit, *Corporate Governance*, Deep & Deep Publication Pvt Ltd, 2006.

MCC-404
STOCK MARKET OPERATIONS

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Security Markets: Primary and secondary market; Primary market – its role and functions; Methods of selling securities in primary market; New financial instruments; SEBI guidelines for public issues; Stock exchanges; Listing of securities in stock exchanges; Trading mechanism – screen based trading; Internet based trading.

National Stock Exchange and Bombay Stock Exchange – role, organization and management; Listing procedure, Accounting records for buying/selling transactions; Nature of transactions – cash and forward; Settlement of trades. Share Price Indices: Need and importance; Compiling of index numbers and interpretation.

Depository: Role and need; The Depositories Act, 1996; SEBI (Depositories and Participants Regulation) 1996; SEBI (Custodian of Securities) Regulation 1996; National Securities Depository Ltd. (NSDL).

Derivative Trading: Future and options – concept, meaning and importance, Methods of trading; Valuation of options.

Raising funds from International Markets: FITs, Euro issues, ADR's, GDR's and FDI; SEBI guidelines.

REFERENCES

- Dalton, John M.: *How the Stock Market Works*; Prentice Hall, New Delhi.
Gupta, L.C.: *Stock Exchanging Trading in India*; Society for Capital Market Research and Development, Delhi.
Machi Raju, H.R.: *Merchant Banking*; Wiley Eastern Ltd., New Delhi.
Machi Raju, H.R.: *Working of Stock Exchanges in India*; Wiley Eastern Ltd.; New Delhi.
Chandratre K.R. et al.: *Capital Issues, SEBI & Listing*; Bharat Publishing House, New Delhi.
Donald E. Fisher, Ronald J. Jordan: *Security Analysis and Portfolio Management*; Prentice Hall, New Delhi.
Raghunathan V.: *Stock Exchanges and Investments*; Tata McGraw Hill, New Delhi.

MCF-405
INTERNATIONAL BUSINESS

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Introduction: International Business - Importance, nature and scope; Globalization; Drivers of Globalization. Basic Entry Decisions; Modes of entry into international business, selecting an Entry Strategy; IT and international business, India's involvement in International Business

International Business Environment: Political, Legal, Economic, and Cultural environment and associated risks; Framework for analyzing international business environment.

International Trade: Reasons for international trade; Theories of international trade; Foreign trade multiplier; World trading environment – Pattern and structure of world trade in goods and services; Government intervention in International Trade: Arguments for Government intervention; Instruments of Commercial Policy: Tariffs, quotas and other measures and their effects. World Trade and Protectionism: GATT, The Uruguay Round, WTO, Evaluation of WTO, Important Agreements of WTO – Agriculture Agreements; SPS, TBT, GATS, TRIPS; WTO and Developing Countries, WTO and India.

Balance of Payment Account: Components of BOP: Current Account, Capital Account, Official Reserve Account; Disequilibrium in BOP; Correction of Disequilibrium.

International Economic Institutions and Financial Environment: IMF, World Bank, UNCTAD, International commodity trading and agreements - India's involvement and consequences; International Financial Environment: International Monetary System; Exchange rate mechanism and arrangement; Types of Exchange rate systems in the world; International money and capital markets; Movements in foreign exchange and interest rates. Foreign Direct Investment: Types of FDI; Theories of FDI, Cost and Benefit of FDI to Host and Home Countries, Government Policy Instruments and FDI, Trends in FDI.

Regional Economic Integration: Levels of Regional Economic Integration: Free trade area, customs union, economic union, common market, political union; Trade creation and diversion effects; Regionalism vs. Multilateralism; Structure and functioning of EU and NAFTA, SAARC.

Contemporary Issues in International Business: Environmental and Labour issues in International Business.

Suggested Readings:

1. Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. and Salwan, P., *International Business: Environment and Operations*.
2. Griffin, Ricky W. and Pustay, Michael W, *International Business: A Managerial Perspective*, Prentice Hall.

3.Hill, Charles, W.L., *International Business*, McGraw Hill Company, New York.

4.Cherunilam, F., *International Business Text and Cases*, PHI.

5.Bhasin, N., *Foreign Direct Investment in India: Policies, Conditions and Procedures*, New Century Publications.

6.Ball, Donald, Wendall H. McCulloch, Miachel Geringer, Michael S. Minor and Jeanne M. McNett,

International Business: The Challenge of Global Competition, McGraw Hill Co.

Note: Latest edition of the readings may be used.

MCCOE-406
FINANCIAL INSTITUTIONS AND MARKETS

L.T.P.
4+1+0
Time: 3 Hrs.

MM:100
External: 80
Internal: 20

Note: Paper setter will set 9 (Nine) questions in all. Question no. 1 will be compulsory which will be from the entire syllabus. It will contain eight short type questions. Students are required to attempt four questions from the remaining eight questions. All questions carry equal marks

Introduction: Nature and role of financial system; Financial system and Financial markets; Financial system and economic development; Indian Financial System-an overview.

Money Market; Capital Market: primary and secondary markets; Government securities market; Recent developments in Indian capital market; Role of SEBI- an overview.

Development Banks: Concept, objectives and functions of development banks; Operational and promotional activities of development banks; IFCI, ICICI, IDBI, IRBI, SIDBI, State development banks and state financial corporations.

Merchant Banking: Concept, functions and growth; Government policy on merchant banking services; SEBI guidelines future of merchant banking in India.

Mutual Funds: Concept, performance appraisal and regulation of mutual funds; Designing and marketing of mutual funds schemes; Latest mutual fund schemes in India- an overview.

REFERENCES

Rose, Peter S and Fraser, Donald R. *Financial Institutions*. Ontario, Irwin Dorsey.

Vij, Madhu. *Management of Financial Institutions in India*. New Delhi.

Bhole L.M.; *Financial Markets and Institutions*, Tata McGraw Hill, Delhi.

Khan M Y ;: *Indian Financial System*, Tata McGraw Hill, Delhi.

Varshney, P.N.: *Indian Financial System*, Sultan Chand & Sons, New Delhi.

Srivastava R.M.: *Management of Indian Financial Institution*; Himalaya Publishing House, Mumbai.