

## M. Com Syllabus

<b>Semester - I</b>		Credit	Total Marks
M.com 101	Management Process & Organizational Behaviour	5	100
M.com 102	Business Communication	5	100
M.com 103	Quantitative Analysis	5	100
M.com 104	Economic Environment	5	100
<b>Total</b>		<b>20</b>	<b>400</b>

<b>Semester - II</b>		Credit	Total Marks
M.com 201	Business Organisation & Environment	5	100
M.com 202	Marketing of Service	5	100
M.com 203	Corporate Finance	5	100
M.com 204	Management of Financial Services	5	100
<b>Total</b>		<b>20</b>	<b>400</b>

<b>Semester - III</b>		Credit	Total Marks
M.com 301	Business Law and Corporate Governance	5	100
M.com 302	Corporate Law	5	100
M.com 303	International Business	5	100
M.com 304	Management Information System	5	100
<b>Total</b>		<b>20</b>	<b>400</b>

<b>Semester - IV</b>		<b>Credit</b>	<b>Total Marks</b>
M.com 401	Introduction to Insolvency and Bankruptcy	5	100
M.com 402	International Finance	5	100
M.com 403	Research Methodology	5	100
M.com 404	Entrepreneurial Management	5	100
M.com 405	Project	5	100
<b>Total</b>		<b>25</b>	<b>500</b>

## M.COM -101

### MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOR

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- UNIT - I    Management : An Introduction** Concept & functions of Management, evolution of management theories- scientific management, bureaucracy, behavioural approach, Quantitative approach and systems approach.
- UNIT - II    Essentials of Management:** Planning – meaning , types of plans, planning process. Organizing – Meaning and, types of Organization. Staffing- Meaning and steps involved in staffing. Direction - Meaning, Requirement of effective direction. Communication - Types & Importance. Control : Meaning ,process and techniques.
- UNIT - III    Individual Behaviour:** Personality: Meaning & Theories. Perception- Meaning, Perceptual process. Attitude-Meaning and dimensions of Attitude.  
Learning- Meaning and Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning.
- UNIT - IV    Interpersonal and Team Behaviour:** Motivation: meaning, Theories of motivation- Maslow’s hierarchy of needs theory, ,Herzberg’s Dual-Factor Theory, Mc Clelland’s Achievement Motivation Theory, , Equity, goal-setting theories.  
Conflict: Stages of Conflict, Strategies for managing conflict. Leadership: Leadership styles, Traits and skills of Leaders, transformational, transactional & Charismatic Leadership.
- UNIT - V    Organization Process:** Culture: Meaning and Functions of Organizational culture, managing Organizational culture.  
Organizational structure: Elements of organization Structure- Centralization and decentralization, Differentiation and Integration, Mechanistic and Organic structure. Organizational design structures- Traditional and modern Organizational structures.  
Meaning and importance of organizational change.

**M.COM – 102**  
**BUSINESS COMMUNICATION**

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- UNIT – I INTRODUCTION :-** Nature and Scope of Business Communication, Principles of Effective Communication (7Cs of communication), Process of Communication, Barriers to Communication and ways to overcome them.
- UNIT – II ORAL COMMUNICATION:-** Listening: Process of Listening, Types of Listening, Barriers to Listening Making Effective Presentations: Elements of a Presentation, Format of a good Presentation, Preparation of Visual aids, handouts and feedback forms. Meetings: Purpose of Meetings, Types of Meetings, Conducting Meetings.
- UNIT – III WRITTEN COMMUNICATION :-** Types, Structures and Layout of Business Letters, Writing E-mails, Memorandums, Notices and Circular. Reports: Essentials of Good Reports, Types of Reports, Report writing process.
- UNIT - IV NON-VERBAL COMMUNICATION :-**Importance of Non-Verbal communication, Classification of Non –Verbal Communication: Kinesics, Proxemics, Time language, Paralanguage, Sign language.
- UNIT - V GROUP DISCUSSIONS :-**(Do's and Don'ts, Guidelines to succeed in a G.D).
- Extempore.
  - Debates

**M.COM - 103**  
**QUANTITATIVE ANALYSIS**

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- UNIT – I** Row Matrix, Zero or Null Matrix, Operations on Matrices, Addition of Matrices, Subtraction of Matrices, Solving Three Simultaneous Equations, Properties of Determinants, Truth Value, Truth Table, Compound Statements, Negation, conjunction, Biconditional, Contradiction, Laws of Algebra, Complement Law, Distributive Law.
- UNIT – II** Representation of set, Rule Method, Commutative Law, De Morgan's Law, Geometric Progression Formulae for Geometric Progression. **Time Series:** Concept, Additive and Multiplicative models, components of time series, Trend analysis: Least Square method – linear and Non – linear equations, Applications in business decision-making. **Index Numbers:** Meaning, Types of Index Number, Uses of Index Numbers, Construction of Price, Quantity and Volume Indices: - Fixed Base and Chain Base Methods.
- UNIT – III** Definitions, Probability, Multiplication Rule, Basic Calculation, Fundamental Principles of Counting, Permutation, basic Forms of Permutations, Combination, Basic forms of Combination, Basic Manipulation on Permutation and Combinations.
- UNIT – IV** Definition of Interpolation, Application, Need and Importance of Interpolation, Methods of Interpolation, Profit and Loss, Formulae, Interest,
- UNIT – V** Relation, Domain and Range of a Relation, Break Even Analysis, Applications of Statistics, Limitations of Statistics, Objectives and characteristics of Classification, Frequency Distribution, Ungrouped Frequency Distribution, Continuous of Grouped Frequency Distribution, Cumulative Frequency distribution.

**M.COM - 104**  
**ECONOMIC ENVIRONMENT**

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- UNIT – I** Objectives of the Study of Economic Environment, Various Components of Economic environment, Non-Economic Environmental Factors, Socio-cultural Environment, Political-legal Environment, Economic Planning, Need for Planning in Underdeveloped Countries, Functions, functional area, Tenth Five Year Plan, Overview of Performance during the Tenth Five year Plan, Achievements during the Tenth Five year Plan, Comparison between Tenth and Eleventh Five year Plan,
- UNIT – II** Unemployment, Types of unemployment, Parallel Economy, Balance of Payments (BoP), A Simple Three-Item Model of the Balance of Payments, Objective of Policy, Monetary Policy, Objectives of Monetary Policy, Instruments of the Monetary Policy, Liquidity management, Interest Rate Management, Foreign Exchange management, Difference between Fiscal Policy and Monetary Policy, foreign Investment Policy,
- UNIT – III** Industrial Performance and Policies, Problems Related to Industrial Growth (A Critical Analysis), Policy Initiatives Take, Indian Public Sector- Performance, financing Development, Equity and Social Justice, How the IMF, WTO, IMF ,WTO Trade Agreements, Sharing the World’s Resources and Decommissioning the IMF, World Bank, A Means to Improve International Trade.
- UNIT – IV** Evolution of the financial Environment, Financial Intermediation: Pattern and Institutions, Money Market, Credit market, Capital Market, Government Securities Market, Foreign Exchange Market, Role of Government in Capitalist Economies, Good produced not in line with consumer’s preferences, Difficulties in training martial balancing, Outdate technologies, Indian Experience, Emerging consensus on the changed role of Government,
- UNIT – V** Economic Growth and Development, Economic Growth, Economic Development, Indian Economic Growth Experience, India’s Saving and Investment: Trends and Components, Savings Rate, Financial-Asset Structure of the Household Sector, Gross Domestic Capital Formation, India’s Monetary and Price Trends, Money Supply, Growth Rate: Principal Factors, other Structural Dimensions, Demographic Trends and Structure,

## M.com -201

### BUSINESS ORGANISATION AND ENVIRONMENT

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- UNIT - I BUSINESS ORGANIZATION:** Concept, nature and scope of business, business objectives, distinction between business, commerce and trade; Forms of business organization –Sole proprietorship, partnership, joint stock company, joint Hindu family; types of company-cooperative societies; multinational corporations.
- UNIT – II BUSINESS COMBINATIONS & ASSOCIATIONS:** Concept and causes of business combinations between government and business; Types and forms of combinations; chambers of commerce and industries in India – FICCI, CII Association, ASSOCHAM, AIMO etc..
- UNIT – III** Definition of Business, characteristics, components, Purpose, Influences and Analysis, Relationships between organisation and its environment, Internal Analysis of the Organisation/Company, External environment, Economic Environment, Socio-cultural Environment, Natural environment, technological Environment, Strategy at different levels of Business, nature of Business Policy, Classification, National Objectives, Global Objectives,
- UNIT – IV** Introduction, Need for Strategic Management, Process, Benefits, Limitation, Strategies and their role , Role, Reasons behind Failure, Corporate Strategy, Planning, Need for Corporate Management, Components, functions, Significance, Limitations, concept and Meaning of corporate Policy, Features, Scope , Importance, Management Levels, Board of directors, Subcommittee, chief Responsibilities and Skills of top Management, chief Executive Officer (CEO).
- UNIT – V** Introduction, Strategic Planning Process, SWOT Analysis, Matrix, Activating Strategy, Strategy Formulation vs. Strategy Implementation, Steps in Implementation of a Strategy, Issues in Strategy Implementation, Importance of Organisational Structure, Other Important Strategies, BCG Matrix, G.E. Multi Factorial Analysis, Factors Affecting Market Attractiveness, PEST Analysis, Characteristics of Social Responsibility, Components and Areas, Arguments, Importance of Business Ethics, Social Responsibility for Economic Growth, Outcomes of Social Responsibility, Social Audit, Need for Social Audit, Types of social Audit, Uses.

**M.com - 202**  
**MARKETING OF SERVICES**

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- UNIT – I** Concepts and Issues of Service Marketing: the emergence of Service Economy; Nature and Classification & characteristics of Services; challenges in Services Marketing.
- UNIT – II** Strategic Issues in Service Marketing. The Service encounter; consumer Behaviour in Service Marketing; segmentation; Differentiation and Positioning of Services; Obligation & duties of Service Provider, Service Tax Provisions.
- UNIT – III** Marketing Mix in Services. Product; Price, Promotion; Place, People, Physical Evidence and Process Decisions.
- UNIT – IV** Managing Service Quality & Demand: Introduction to Service Quality – Dimension of Total Quality; Management of People and Techniques, Controlling Quality of Services, Demand Measurement and Supply Management.
- UNIT – V** Application of Service Marketing of Financial, Hospitality, Health, Educational and Professional Service, Marketing of non-Profit Organizations and NGOs.



**M.com- 203**  
**CORPORATE FINANCE**

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- UNIT – I** Investment Decisions: Introduction to Corporate Finance; Making Investment decisions with NPV Rule; Capital Budgeting and Risk; Practical Problems in Capital Budgeting;
- UNIT – II** Organizing Capital Expenditure and Evaluating Performance
- UNIT – III** Financing Decisions: Corporate Financing; Lessons of Market Efficiency; How much should be Firm Borrow? Interactions of Investment and Financing Decisions; Valuing Risky Debt
- UNIT - IV** Short-term Financial Decisions: Short Term Financial Decisions; Credit Management; Cash Management
- UNIT - V** Mergers; Amalgamation, takeover-What we do and do not know about Finance

**MANAGEMENT OF FINANCIAL SERVICES**

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- UNIT – I** Financial System in an Economy: Financial System; Evolution of Indian Financial System; Types of Markets; Money market and Capital market.
- UNIT –II** Regulatory Bodies of Financial System- RBI, SEBI; Instruments of Financial System, Stock Brocking
- UNIT - III** Types of Banks-: Commercial Banking, functions and role; Mutual funds
- UNIT – IV** Leasing, Hire Purchase and Venture Capital; Securitization, Merchant Banking;
- UNIT – V** Foreign Exchange Market; Foreign Investment and its Regulations; Accessing International Capital Markets.