

**M.Com Revised Syllabus
(2013-14)**

Department of Commerce
Karnataka State Women's University
M.Com (Subject Titles)

First Semester

- 1.1 Management and Behavioural Process
- 1.2 Advanced Financial Management
- 1.3 Marketing Management
- 1.4 International Business
- 1.5 Financial Reporting and Analysis

Second Semester

- 2.1 Strategic Management
- 2.2 Business Research Methods
- 2.3 International Accounting
- 2.4 Entrepreneurship Development
- 2.5 Investment Management (SAPM)

Third Semester

- 3.1 Business Ethics and Corporate Governance
- 3.2 E-Commerce
- 3.3 International Financial Management

Elective Group 'A': Accounting and Taxation

- 3.4 Corporate Accounting
- 3.5 Corporate Tax Planning – I

Elective Group 'B': Accounting and Finance

- 3.4 Corporate Accounting
- 3.5 Financial Markets and Services

Elective Group 'C': Banking and Insurance

- 3.4 Bank Management
- 3.5 Insurance and Actuarial Science

Forth Semester

- 4.1 Services Marketing
- 4.2 Accounting Software Packages

Elective Group 'A': Accounting and Taxation

- 4.3 Contemporary Issues in Accounting
- 4.4 Corporate Tax Planning – II
- 4.5 Project Report

Elective Group 'B': Accounting and Finance

- 4.3 Contemporary Issues in Accounting
- 4.4 Financial Derivatives and Risk Management
- 4.5 Project Report

Elective Group 'C': Banking and Insurance

- 4.3 Asset-Liability Management in Banks
- 4.4 Insurance and Risk Management
- 4.5 Project Report

M.Com Syllabus

First Semester

1.1 Management and Behavioural Process

UNIT 1: Management: Introduction: Definition of Management, Purpose and Functions, Levels, Schools of Management Thought, Managerial Skills; Different Roles Played by Managers, Ingredients of successful management.

UNIT 2: Managerial Decision-Making, steps in decision-making. Decision-making by consensus, guidelines for effective decision-making. Managerial planning- nature, types and purposes of planning, sequential steps in planning, guide lines for effective planning.

UNIT 3: Organizational Behavior: Meaning, definition and its scope. OB as a behavioral science-contributing disciplines to organizational behavior.

UNIT 4: Individual Behaviour Biological characteristics, personality determinants, personality traits, learning, theories of learning, perception, factors influencing perception. Johari-Window, Transactional analysis.

UNIT 5: Group Behaviour: Definition and classification of groups. Group structure, cohesive groups, group think. Conflict and Conflict resolution styles, Organisational Culture; Concept of quality of work life, broad realm of quality of work life.

Reference Books:

1. Wehrieh, Heinz and Koontz Harold; Management: Global Perspective; 10/E, McGraw Hills.
2. Griffin; Management; 6/E, PHI Publication.
3. Stephen. P. Robbins,' Organisational Behaviour- Concepts, Controversies and Applications", New Delhi: Prentice Hall of India
4. Fred Luthans, "Organisational Behaviour", New York, Mc Graw- Hill Book Co.
5. AswathappaK "Organisational Behaviour.
6. Rao. V.S.P and Satyanarayan, Organisational Behaviour.

M.Com Syllabus

First Semester

1.2 Advanced Financial Management

UNIT 1: Financial Management - An Overview:

Introduction, Finance and Related Disciplines, Scope and Objectives of Financial Management, Agency Problem, Organisation of Finance Function, Emerging Role of Finance Managers in India.

UNIT 2: Lon-term Investment Decisions:

Capital Budgeting:

Principles and Techniques: Introduction, Nature of Capital Budgeting, Data Requirement: Identifying Relevant Cash Flows, Evaluation Technique.

Additional Aspects: Introduction, NPV, IRR, Profitability Index Methods - A Comparison, Project Selection Under Capital Rationing, Inflation and Capital Budgeting.

Analysis of Risk and Uncertainty: Introduction, Description and Measurement of Risk, Risk Evaluation Approaches.

UNIT 3: Financial Decisions:

Capital Structure, Cost of Capital and Valuation: Introduction, Capital Structure Theories, Net Income Approach, Net Operating Income (NOI) Approach, Modigliani-Miller (MM) Approach, Traditional Approach.

Designing Capital Structure: Profitability Aspect, Liquidity Aspect, Control, Leverage Ratios for Other Firms in the Industry, Nature of Industry, Consultation with Investment Bankers and Lenders, Maintaining Manoeuverability for Commercial Strategy, Timing of Issue, Characteristics of the Company, Tax Planning.

UNIT 4: Dividend Decision:

Dividend and Valuation: Introduction, Irrelevance of Dividends, Relevance of Dividends.

Determinants of Dividend Policy; Introduction, Factors, Bonus Shares (Stock Dividend) and Stock (Share) Splits, Legal, Provisional and Tax Aspects.

UNIT 5: Working Capital Decision:

Theory of Working Capital: Introduction, Nature, Trade-off between Profitability and Risk, Determining Financing Mix.

Planning of Working Capital: Introduction, Need, Determinants and Computation of Working Capital.

Working Capital Financing: Introduction, Trade Credit, Bank Credit, Commercial Papers, Factoring.

Reference Books:

1. Financial Management; Khan and Jain; Tata McGraw Hill
2. Financial Management: Text, Problems and Cases 5/E; M. Y. Khan and P. K. Jain; The McGraw-Hill Companies.
3. Financial Management: Theory and Practice 8/E; Prasanna Chandra; Tata McGraw Hill.
4. Financial Management: Principles and Practice 2nd Edition; Sudhindra Bhat

M.Com Syllabus
First Semester
1.3: Marketing Management

UNIT 1: Modern concept of marketing— product vs. Market Orientation—marketing environment – approaches to the study of marketing--- systems concept in marketing- - marketing mix—marketing management process—adoption of marketing in non-profit sector—Target marketing, Life style marketing, data-base marketing and social marketing.

UNIT 2: Marketing environment and consumer behaviour—company’s macro and micro environment—determinants of consumer behaviour—models—Industrial buyer behaviour—Household buyer behaviour—Market segmentation—Pre-requisites of segmentation—segmentation based marketing strategies.

UNIT 3: Product planning and policy-- product mix decisions—product planning process—new product development strategy--- PLC concept--- product line--- Branding, Packaging and labeling decisions--- product pricing policies and strategies – new product pricing--- product mix pricing.

UNIT 4: Channel Management—major types of channels—factors affecting choice of channel—channel design decisions--- objectives and constraints—major channel decisions—physical distribution decisions--- retailer marketing decisions—wholesaler marketing decisions. Advertising and sales promotion—promotional mix and budgeting—media planning—functions and services of advertising agencies, marketing communication strategies--- sales promotion methods--- sales force structure, evaluation of advertisement effectiveness.

UNIT 5: Marketing planning: Marketing control systems—approaches and techniques including marketing audit—marketing productivity—Marketing Research—Marketing of services.

Reference Books:

1. Philip Kotler: Principles of Marketing, Prentice Hall of India.
2. William J. Stanton, et. al: Fundamentals of Marketing, McGraw Hill International Ed.
3. Geoff Lancaster: Essentials of Marketing, McGraw Hill, International.
4. Subhash Mehta and Keshav Prasad: Marketing: Environment, concepts and cases, Tata McGraw Hill, Pub Company Ltd.
5. S. Neelamegham: Marketing Management and the Indian Economy, Vikas Publishing House.

M.Com Syllabus
First Semester
1.4: International Business

UNIT 1: Introduction- conceptual framework, factors influencing on international business. Reasons for the growth of International Business. Regulations of International business.

UNIT 2: International Business Environment- Economic Environment, Legal and political environment, social and cultural environment, technological environment. Institutional framework of international business.

UNIT 3: Multinational Corporations- concepts, importance and dominance of MNCs, MNCs in India. UN Code of Conduct of MNCs. Strategies for International Business – Entry strategies, Marketing strategies, HRM Strategies, Financial strategies, technological strategies: Sources of Technology, technology transfer, UN Code of conduct of Technology transfer.

UNIT 4: Foreign collaborations and Joint ventures – Nature and scope of Strategic Alliances, benefits and pitfalls of strategic alliances, Foreign Direct Investment.

UNIT 5: Environmental aspects of International Business, TRIPS, TRIMS, GATS, Settlement of International Commercial disputes, Ethical issues in International business.

Reference Books:

1. Rugman and Hodhetts; International business, Pearson Education.
2. Deresky; International Management; Prentice Hall of India.
3. Daniels, Rudebaugh and Sullivan; International Business; Pearson Education.
4. K. Ashwathappa; International Business; Tata Mc Graw Hill, New Delhi.
5. Margaret Woods; International Business; Chapman and Hall
6. Francis Cherunelam; International Business Environment; HPH
7. R.M.Srivatsava; International Strategic Management; HPH.

M.Com Syllabus

First Semester

1.5 Financial Reporting and Analysis

UNIT 1: Conceptual and regulatory framework for Financial Reporting

Meaning, objectives and scope of financial reporting, users of financial statements, Reporting entity, Qualitative characteristics that determine the usefulness of information in financial statements, Definition of the elements of financial statements, Recognition of the elements from which financial statements are constructed, Measurement of assets and liabilities reported in financial statements, Concepts of capital and capital maintenance, National differences in financial reporting practices, Reasons for national differences in financial reporting practices, Classification of national accounting systems, Attempts to reduce national differences, International standard setters Arguments for and against accounting standards.

UNIT 2: Preparation and Presentation of Financial Statements in Compliance with Legal and Regulatory Requirements

Preparation and presentation of financial statements for single companies, not for profit and public sector entities, Criteria for information appearing in a published income statement and balance sheet, Income statement, Balance sheet, Statement of changes in equity, Reporting comprehensive income, Segmental reporting, Accounting policies, Fair view treatment, Chairman's statement and directors' report, Notes to the accounts, Cash flow statements, Preparation of published accounts complying with accounting standards.

UNIT 3: Legal and Regulatory Requirements for Preparing and Presenting Financial Statements for Groups

Requirements for preparation of consolidated financial statements
Consolidated balance sheet
Consolidated income statement
Investment in associates
Interest in joint ventures
Consolidated cash flow statement

UNIT 4: Analysis and Interpretation of Financial Statements

Analysis and interpretation of accounts
Trend or horizontal analysis
Common size statements
Accounting ratios and ratio analysis
Primary investment, operative and liquidity level ratios
Subsidiary ratios including investment performance indicators such as price/earnings ratio
Pyramid of ratios
Segmental analysis
Inter-firm comparisons and industrial averages
Analyzing a cash flow statement
Earnings per share
Limitations of analytical and interpretative techniques

UNIT 5: Limitations of and Current Issues in Financial Reporting

A-Limitations of published accounts

Creative accounting including the treatment of inventories

Off-balance sheet finance and leasing

Reporting the substance of transactions

Corporate governance and the external audit process

B-Current issues

Financial reporting on the internet

Environmental and social reporting

Ethics for accountants

Reference Books:

1. Alexander and others: Global Financial Reporting and Analysis, Cengage Publishers, New Delhi.
2. Narayanswamy: Financial Accounting for Managers,, PHI, New Delhi.
3. Jain and Narang:Advanced Accounting Kalyani Publishers, New Delhi.
4. R.L. Gupta and Radhaswamy:Advanced Accounting Sultan Chand and Sons, New Delhi.
5. Shukla and Grewal: Advanced Accounting, S Chand and Co. New Delhi.
6. J.J Wild and others:Financial Statements Analysis,, TMH, New Delhi.

M.Com Syllabus
Second Semester
2.1 Strategic Management

UNIT 1: Strategic Management- An Introduction-Evolution of business policy as a discipline-Concept of strategic management- Characteristics of strategic management-Defining strategy.

UNIT 2: Strategy formulation- stakeholders in business- vision, mission and purpose - Business definition, objectives and goals- Environmental appraisal- Types of Strategic Guidelines for crafting successful business strategies.

UNIT 3: Tailoring Strategy to fit specific industry- Strategic analysis and choice- Environmental threat and opportunity profile (ETOP)- organizational capability profile- Strategic Advantage Profile- Corporate Portfolio Analysis- SWOT Analysis- Synergy and Dysergy-GAP Analysis- Porter's Five Force Model of competition- Mc Kinsey's 7s Framework-GE 9 Cell Model- Distinctive competitiveness- Selection of matrix. Value chain and Competitive Scope, Technology and Competitive Advantage.

UNIT 4: Strategic Dimensions and structural analysis within industries industry profitability. Strategic approach in industry evolution, fragmentation, emerging industry, industry maturity and Industry decline. Competitive moves, competitive strategy under uncertainty. Attack and defense strategies, Core competitive advantage.

UNIT 5: Corporate Strategy: Strategies for small business. Turn-around management. Management of a diversified firm and strategic decisions in mergers, takeovers and divestments. Expansion strategies. Vertical Integration, Horizontal Strategy, Interrelationships amongst business units. Entry into new business.

Reference Books:

- 1) A.A.Thomson and AJ Strickland, Strategic Management, McGraw Hill
- 2) Pankaj Ghemawat: Strategy and the Business landscape, Pearson education
- 3) Gasrth Saloner, A.Shepard and J Podolny: Strategic Management, John Wiley & Sons.
- 4) Business Policy and Strategic Management – P Subba Rao
- 5) Strategic Management – Dess/ Miller
- 6) Competitive Advantage: Michael E.Porter (Free press)
- 7) The mind of the strategist: Kenechi Ohmae (Penguin Books)
- 8) Business Policy and Strategic Management: W.F.Glueck (Mc Graw Hill, New York)
- 9) Strategic Market Management : David Aaker (John Wiley and Sons)

M.Com Syllabus
Second Semester
2.2 Business Research Methods

UNIT 1: Business Research: A theoretical framework – concept of business research—importance of business research in business decisions—types of research.

UNIT 2: Research design: Defining research problems and formulation of hypothesis—experimental and quasi - experimental designs.

UNIT 3: Research Process: steps in the process of research --- data collection --- sources of data--- methods of primary data collection --- questionnaire construction --- attitude measurement and scales --- sampling and sampling designs.

UNIT 4: Data presentation and analysis: data processing statistical analysis and interpretation of the data-testing of hypothesis and theory of inference, concept of sampling --- sampling methods --- test of significance for means, proportions --- SD's (Large samples) --- test of significance for means, variance, for small samples (t,f distribution) --- analysis of variance—non-programmatic test.

UNIT 5: Report writing and presentation: steps in report writing--- substance of reports, formats of reports—presentation of reports.

Reference Books:

1. Business Research Methods: Emory and Cooper
2. Business Research Methods : William.C.Z
3. Research Methods in Management : V.P.Michael
4. Conceptual foundation of business research : Rigboy Paul H
5. Statistics for Management : Richard Levin.

M.Com Syllabus
Second Semester
2.3 International Accounting

UNIT 1: International Accounting: An Overview

Introduction, Development of International Accounting, Scope of International Accounting, Importance of International Accounting, Difficulties in International Accounting.

UNIT 2: Foreign Currency Translation and Consolidation of Financial Statements

a. Currency Translation: Introduction, Need for Translation, Issues in Foreign Currency Translation, Indian GAAP on Foreign Currency Translation, US GAAP on Foreign Currency Translation.

b. Consolidation of Financial Statements: Introduction, Indian Accounting Standard (AS 21) and Consolidation.

UNIT 3: Harmonization of Accounting Practices

Introduction, Need for Harmonization, Harmonization Process, International Financial Reporting Standards, Institutional Efforts in Harmonization, Impediments to Harmonization.

UNIT 4: Transfer of Pricing and Segment Reporting

a. Transfer of Pricing : Introduction, Transfer of Pricing, Need for Transfer of Pricing, Factors Governing Transfer of Pricing Policy, Methods of Transfer of Pricing, Transfer of Pricing Methods- A Comparison, Transfer of Pricing Methods in Practice, Fixing a Minimum Transfer of Price, Transfer of Pricing Methods for Services.

b. Segment Reporting: Introduction, International GAAP on Segment Reporting, Disclosure Requirements, Indian GAAP on Segment Reporting, Segment Reporting in Practice, Corporate Disclosure in Practice, Measures Taken to Protect and Improve Environment.

UNIT 5: Foreign Financial Statement Analysis

Introduction, Techniques of Foreign Financial Statement Analysis- Horizontal Analysis, Vertical Analysis, Ratio Analysis, Modern Techniques. Difficulties in Analyzing Foreign Financial Statement Analysis- Language, terminology and Format, Timeliness of Data, Availability and Reliability of Data.

Reference Books:

1. A.K Das Mohapatra: International Accounting, PHI, New Delhi.
2. Sadgopal: International Accounting, Taxman Publication, New Delhi
3. Samuel and Pier: International Accounting, Crum Helze, London.
4. Frederick D. S. Choi, Gerhard G. Mueller: International Accounting, Englewood Cliffs, New Jersey.
5. Evans, Thomas G, Taylor, Martin E, Holzmann, Oscar: International' Accounting and Reporting, McMillan Publishers, London.

M.Com Syllabus

Second Semester

2.4 Entrepreneurship Development

UNIT 1: Introduction to Entrepreneurship: Definition - Concept - Theories of entrepreneurship - Classification and types of entrepreneurs -Entrepreneurial traits Entrepreneurial Motivation.

UNIT 2: Entrepreneurship Environment: Social - Cultural - Political - Natural Geographic - Technological -Economic - Environment and its impact on Entrepreneurship.

UNIT 3: Entrepreneurial Development: Role of EDP in promoting entrepreneurship in India - Objectives of the programme - Contents of entrepreneurship development programmes, Methods of training, Evaluation of Training.

UNIT 4: Institutions in aid of Entrepreneurs: Entrepreneurship Training Institutions. Management Development Institutes - National Institute of Entrepreneurship and Small Business Development, Entrepreneurship Development Institute of India. Institutes of Entrepreneurship Development.

UNIT 5: Problems of Entrepreneurship: Problems of Entrepreneurship, Globalisation and challenges before the Indian Entrepreneurs, Steps to face global challenges. Environment and Responsibility of Entrepreneurs.

Reference Books:

1. Dynamics of Entrepreneurial Development and Management - Vasant Desai
2. Project Management and Entrepreneurship - Vasant Desai
3. Entrepreneurial Development in India - Dr. C.B. Gupta & Dr. N.P. Srinivasan
4. Entrepreneurship and Small Business Management - Dr. C.B.Gupta & Dr. Khanna
5. Developing Entrepreneurship - Udai Pareek and T.V. Rao
6. Entrepreneurship Development - Bhanushali

M.Com Syllabus
Second Semester
2.5 Investment Management (SAPM)

UNIT 1: Investment- objectives, nature, channels of investment- investment and speculation process of investment.

UNIT 2: Capital Markets- stock exchanges- BSE –NSE-OTCEI-Trading in stock exchange- new issues market. Relevant SEBI guidelines.

UNIT 3: Return-measurement of return, dividend discount models, growth phase models, H model. Risk-systematic risk v/s Unsystematic risk- the concept of BETA , Security market line, capital market line, return and risk- valuation- approaches valuation- bond valuation- preference shares valuation- common stock valuation.

UNIT 4: Portfolio – process of portfolio management, traditional view- diversification- modern portfolios- portfolio models- Markowitz model- sharpe single index model, CAPM Arbitrage Pricing Theory.

UNIT 5: Derivatives: Option markets, option strategies and option valuation, Futures markets, strategies and pricing. Stock index futures, interest rate futures, Swaps using caps and floors in investment management.

Reference Books:

1. Fundamentals of Financial Management. Van Horne.
2. Basic financial management. A. J. Keovan and others.
3. Principles of Corporate Finance- Brealy and Myers.
4. Financial Management- Prasanna Chandra.
5. Financial Management – I. M. Pandey
6. Investments by William Sharpe
7. Managerial Finance- F. J. Weston and Copeland

M.COM 3rd SEMESTER

3.1: Business Ethics and Corporate Governance

Unit-I:

Nature and objectives of business ethics: Relationship between business and ethics, characteristics and need for business ethics, arguments against business ethics. Attitudes, beliefs and life positions concepts, right attitudes and wrong attitudes.

Unit-II:

The Ethical Value System – Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.

Unit-III:

Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behavior, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well being of Customers.

Unit-IV:

Corporate Governance: Issues, need, corporate governance code, transparency & disclosure, role of auditors, board of directors and share holders.

Unit-V:

Global issues of governance, accounting and regulatory frame work, corporate scams, committees in India, corporate social responsibility. Provisions of new Companies Act, 2013 towards Corporate Governance.

Suggested Readings:

1. Rituparna Raj, A Study in Business Ethics, Himalays, Bombay.
2. R.C. Shekhar, Ethical choices in Business, Response Books, New Delhi.
3. Kitson Alan- Ethical Organisation, Palgrave
4. L. T. Hosmer: The Ethics of Management, Universal Book.
5. D. Murray: Ethics in Organizational, Kogan Page.
6. S. K. Chakraborty: Values and Ethics in Organisation, OUP
7. D.D.Prentice and PRJ Holland: Contemporary Issues in Governance, Clarendon press.
8. N.Bairs & D.Band: Winning ways through corporate Governance, McMillan, London.

M.COM 3rd SEMESTER

3.2 E-Commerce

Unit – I:

Introduction to E-Commerce, Benefits, Impact of E-Commerce, Classification of E-Commerce, Application of E-Commerce Technology, Business Models, Framework of E-Commerce., Business to Business, Business to Customer, Customer to Customer.

Unit - II:

Network Infrastructure – LAN, Ethernet (IEEE 802.3), WAN, Internet, TCP/IP reference model, Domain names, Internet Industry Structure, FTP applications, Electronic Mail, WWW. HTTP, Web Browsers, HTML, Simple exercises in HTML, Common Gateway Interface, Multimedia objects.

Unit – III:

Securing Business on Network: Security Policy, Procedures and Practices, Site Security, Firewalls, Securing Web Service, Transaction Security, Cryptology, Cryptological Algorithms, Public Key algorithms, Authentication Protocols, Digital Signatures, Security protocols for Web Commerce.

Unit – IV:

Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems, Information Directories and Search Engines.

Unit – V:

Building a Corporate Website: Practical issues on servers and Application Software. Management issues related to Web Server Setup. Case Study discussion on a Corporate Web Site. E-Commerce legal issues and Cyber laws.

Laboratory sessions in E-Commerce:

1. Simple exercises using HTML
2. Create a Web Site with minimum Details
3. List out the Web sites dealing with E-Commerce
4. Log on to Web Sites dealing with E- Commerce and list out the facilities available.
5. Log on to a trade web site and make a trial order for purchase of an item.

Reference Books:

1. E-Commerce – Cutting Edge of Business- Kamlesh K Bajaj, Debjani Nag – Tata McGraw Hill, 1/e, 2003
2. Global Electronic Commerce- Theory and Case Studies J Christopher Westland, Theodore H K Clark- University Press
3. E-Commerce – an Indian perspective – P T Joseph – Prentice Hall, 2/e, 2005
4. E-Commerce concepts, Models, Strategies – C S V Moorthy – Himalaya Publications
5. Electronic Commerce – Gari P Schneider – Thomson Course Technology, 4/e, 2004
6. Strategic Management of e-Business Stephen Chen John Wiley & Co.

M.COM 3rd SEMESTER
3.3 International Financial Management

Unit I: International Financial Environment and International flow of funds

The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution. International Banking services – Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements

Unit II: International Flow of Funds

Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits. Capital account convertibility. (Problems on BOP)

Unit III: Foreign Exchange Market

Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behavior-Cross Rates- Arbitrage profit in foreign exchange markets, Swift Mechanism. Triangular and locational arbitrage.

Unit IV: International Financial Markets and Instruments

Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares.
International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupons Bonds International Money Markets

Unit V: International Parity Relationships & Forecasting Foreign Exchange rate

Measuring exchange rate movements-Exchange rate equilibrium – Factors effecting foreign exchange rate- Forecasting foreign exchange rates .Interest Rate Parity, Purchasing Power Parity & International Fisher effects. Covered Interest Arbitrage.
Foreign Exchange exposure: Management of Transaction exposure- Management of Translation exposure- Management of Economic exposure- Management of political Exposure- Management of Interest rate exposure.

RECOMMENDED BOOKS:

1. International Financial Management – S Kevin – PHI Learning Publication
2. International Financial Management – Vyupthakesh Sharan, 5/e, PHI, 2011.
3. International Financial Management – Madhu Vij, Excel Books, 2010.
4. International Financial Management – Apte P. G, 6/e, TMH, 2011.
5. International Finance – Shailaja G, 2/e, University Press, 2011.

M.COM 3rd SEMESTER

Group 'A': Accounting and Taxation: 3.4 Corporate Accounting

Unit I: Introduction to Accounting: Meaning of accounting advantages of Accounting. Outputs of the Accounting process. Accounting and financial analysis, Accounting concepts and conventions, GAAP and Accounting standards.

Unit II: Preparation of financial statements: Trial balance and Adjustments, P & L Account and Balance sheet, Legal requirements relating to the preparation of financial statements of limited companies, Limitations of financial statement and creative accounting.

Unit III: Annual Reports and Statutory Audit: concepts of Annual reports chairman's statements, Directors Reports, Recent trends in presentation of Annual Reports.

Unit IV: Accounting for Amalgamation (AS-14) and Absorption, Business Combinations including purchase method; Consolidation at Acquisition (Including Inter Company Transactions & Unrealized Intercompany Profits); Translation of Foreign Currency Transactions (AS-11); Translation of Foreign Currency Financial Statements (AS-11). Provisions of new Companies Act, 2013 towards Mergers and Acquisitions.

Unit V: Accounting Aspects of Financing Decision: Accounting for shares: Accounting treatment for issue of shares, issue of shares at a premium and discount, Forfeiture and re-issue of shares, Right and Bonus shares, Preference shares: Issue, conversion and redemption, valuation of shares. Accounting for Debentures: Issue of debenture, Redemption of debentures, debenture redemption Reserve, Purchase of own debentures, Convertible and non-convertible debentures.

Reference:

1. Maheshwari.S.N: Advanced Accountancy Vol I 4 II, Vikas Publishing House, New Delhi.
2. Shukla.M.C and T.S.Grewal: Advanced Accountancy, Sultan Chand and Co. New Delhi.
3. R.L.Gupta: Advanced Financial Accounting, S.Chand and Co; New Delhi.

M.COM 3rd SEMESTER

Group 'A': Accounting and Taxation: 3.5: Corporate Tax Planning – I

Unit I: Broad Scenario of Indian Taxation System – Constitutional power of states and Central Government on Taxation – Recent Trends in Corporate Taxation and Revenue Trends.

Unit II: Corporate Income Taxation – Basic concepts and terms- Residential status – gross total income- Taxable Income- Incidence of income.

Unit III: Computation of Corporate Income and Tax – Head wise Computation of Income – Rate of tax - Deductions. Set off and Carry forward of losses – Computation of Taxable Income and Tax – Computation of Book profits and MAT – Tax on distributed profits – Return of income and assessment – Advance payment of tax and TDS.

Unit IV: Tax Planning- Tax Avoidance- Tax Evasion and Tax Management vis-à-vis- Corporate Income Taxation.

Unit V: Wealth Tax on Companies – Assets – Deemed assets – Exempted assets – Gross wealth – Net wealth – Valuation of assets – Computation of Wealth Tax.

Reference:

1. Direct Taxes Law and Practice – V.K.Singhania and K Singhania.
2. Income Law and Practice - H.C.Mehrotra. and S.P.Goyal.
3. Law and Practice of Income Tax – Dinkar Pagare
4. Law and Practice of Income Tax in India --- Kang and Polkhiwala
5. Law and Practice of Income Tax --- Bhagvathi Prasad

M.COM 3rd SEMESTER

Group 'B': Accounting and Finance: 3.4 Corporate Accounting

Unit I: Introduction to Accounting: Meaning of accounting advantages of Accounting. Outputs of the Accounting process. Accounting and financial analysis, Accounting concepts and conventions, GAAP and Accounting standards.

Unit II: Preparation of financial statements: Trial balance and Adjustments, P & L Account and Balance sheet, Legal requirements relating to the preparation of financial statements of limited companies, Limitations of financial statement and creative accounting.

Unit III: Annual Reports and Statutory Audit: concepts of Annual reports chairman's statements, Directors Reports, Recent trends in presentation of Annual Reports.

Unit IV: Accounting for Amalgamation (AS-14) and Absorption, Business Combinations including purchase method; Consolidation at Acquisition (Including Inter Company Transactions & Unrealized Intercompany Profits); Translation of Foreign Currency Transactions (AS-11); Translation of Foreign Currency Financial Statements (AS-11). Provisions of new Companies Act, 2013 towards Mergers and Acquisitions.

Unit V: Accounting Aspects of Financing Decision: Accounting for shares: Accounting treatment for issue of shares, issue of shares at a premium and discount, Forfeiture and re-issue of shares, Right and Bonus shares, Preference shares: Issue, conversion and redemption, valuation of shares. Accounting for Debentures: Issue of debenture, Redemption of debentures, debenture redemption Reserve, Purchase of own debentures, Convertible and non-convertible debentures.

Reference:

1. Maheshwari.S.N: Advanced Accountancy Vol I 4 II, Vikas Publishing House, New Delhi.
2. Shukla.M.C and T.S.Grewal: Advanced Accountancy, Sultan Chand and Co. New Delhi.
3. R.L.Gupta: Advanced Financial Accounting, S.Chand and Co; New Delhi.

M.COM 3rd SEMESTER

Group 'B': Accounting and Finance: 3.5 Financial Markets and Services

Unit I: Banking: Meaning and Definition, Evolution of Indian Banks.

Types of banks: Public Sector, Regional Banks, Performance of Public Sector banks, Private Sector Banks. Financial sector reforms and Financial innovations in India. **Commercial banking:** Structure, Functions - Primary & secondary function, Services rendered. Credit creation and Deployment of Funds. Bank Clearing House: Clearing Procedure. Modern technology in Banking, Core banking, E Banking, ATM, EFTS, RTGS, Internet Banking, Mobile Banking. **Bank and Customer:** Relationship between the Banker and the Customer. Types of accounts and Deposits, Forms of lending. Bank's obligation to customers. Documents & Procedure for loan.

Unit II: Banking Instruments

Cheque, bank draft, e-cheque, Travelers cheque, Credit card, Debit card. Concepts of Universal Banking.

Unit III: International Banking and Merchant banking

Exchange rates and Forex Business, Correspondent banking and NRI Accounts, Letters of Credit, Foreign currency Loans, Facilities for Exporters and Importers, Role of ECGC, RBI and EXIM Bank. Origin, Services rendered by Merchant bankers, Functions of Lead managers, SEBI Guidelines for Merchant bankers. Non-Banking Finance Companies: Functions, RBI Guidelines, Prudential Norms.

Unit IV: Money Market: Structure, Leasing and Hire Purchases

Organised and Unorganized Market, Call Money Market, Bills market, Market for Government Securities. Money market Instruments: Treasury Bills, Repurchase Agreements /Reverse Repo, Commercial bills, Commercial papers, Certificate of deposit. Concept & Steps in Leasing Transactions, Types of Lease, Legal frameworks, Advantages and disadvantages of Leasing, Contents of a Lease Agreement, Matters on Depreciation and Tax, Problems in leasing, Factors influencing Buy or Borrow or Lease Decision. Hire Purchase Agreement, Comparison of Hire Purchase with Credit sale, Installment sale and Leasing. Banks and Hire Purchase. Reverse mortgage.

Unit V: Other Financial Services

Credit rating: Definition and meaning, Process of credit rating of financial instruments, rating methodology, rating agencies, rating symbols of different companies. **Securitization of debt:** Meaning, Features, Special Purpose Vehicle, Types of securitisable assets, Benefits of Securitization, Issues in Securitization. **Factoring:** Meaning, Definition, Functions, Types, and Cost of Factoring. Forfeiting. **Venture Capital:** Concept, features, Origin in India and the current Indian Scenario. **Depository System:** Objectives – activities - interacting systems, Role of depositories and their services - Advantages of depository system - NSDL and CDSL. The process of clearing and settlement through Depositories - Depository Participants.

RECOMMENDED BOOKS:

1. Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
2. Indian Financial System—Khan M. Y, 7/e, TMH, 2011.
3. Banks and Institutional Management – Vasant Desai, HPH.

M.COM 3rd SEMESTER
Group 'C': Banking and Insurance: 3.4 Bank Management

Unit I: Legal framework of regulation of banks

Control over organization of banks – Regulation of banking business- Returns- Inspection and winding up – Banking Regulation Acts.

Unit II: Legal aspects of banking operations

Responsibility of paying banker- Collecting banker - Indemnities- Bank Guarantees- Letters of Credit – Bill Finance

Unit III: Law relating to securities and modes of charging

Types of borrowers – Types of credit facilities – Secured & unsecured loans – Registration and satisfaction of charges

Unit IV: SARFAESI Act, 2002 & Recovery of assets due to Banks and FIs Act, 1993

Introduction – Securitization of financial assets – Enforcement of security interest – Banking Ombudsman Scheme, 2002- Procedure for redressal of grievances – Arbitration procedure- Conciliation, Tribunal and appellate tribunals – Provisions and procedure of tribunals – Bankers Book Evidence Act 1891

Unit V: Credit & NPA management in banks

Screening of applications-Appraisal of credit- Sanction limit- Post sanction compliance – Monitoring supervision –Review- Government policies for credit extension- Credit institutions- Principles of good lending- Borrower study and bankers opinion- Credit policy by banks- Government regulation of credit -Prudential norms.

Introduction- Identification of NPA's- CC-OD-Term loans-Bills purchased-Other accounts-Asset classification- Prudential norms- Capital adequacy – International Banking Regulation-Basel II – asset classification provisioning – effect of NPA on profitability – Assessment procedure- Pre-sanction appraisal – Post sanction supervision- Monitoring NPA's-Rehabilitation of sick NP units – Recovery of NPA's- Compromise and negotiated settlements- Securitization of Debts-Credit derivatives - Credit portfolio management (concentration risks)

RECOMMENDED BOOKS:

1. Banking Theory and Practice - Shekar and Shekar, 19/e, Vikas Publishing House, 2009
2. Banking Theory & Practice - Srivastava P. K. Himalaya publishing House, Mumbai.
3. Insurance & Risk management – P K Gupta, 2/e, Himalaya Publishing House 2011.

M.COM 3rd SEMESTER

Group 'C': Banking and Insurance: 3.5 Insurance and Actuarial Science

Unit I: Introduction to Insurance

Insurable Interest- Human Life value Concept- Elements of Insurance Risk – Principles of indemnity – Principles of Utmost good faith- Principle of Subrogation- Insurable interest – Proximate Clause- Players in Life and Non-Life Insurance sector – Insurance documents – Procedure for issue – Alterations- Duplicate policy – Nomination - Assignment – Lapse and revivals- Assignment – Foreclosure

Unit II: Types of Insurance

Life Insurance and General Insurance Products including unit linked plans – Re-Insurance – Nature of Re-Insurance risk – Types of Re -Insurance – Reinsurance Agreements -Legal framework of life and general insurance – Underwriting (Process and Principles) – underwriting in Life insurance – Underwriting in Nonlife insurance

Unit III: Bank assurance - Concepts – Critical issues – Functional aspects – Indian Scenario – Future Prospects –Insurance Accounting – Financial Analysis and valuations- Solvency and performance measures.

Unit IV: Introduction –The Actuarial Science – Theory and practice – Characteristics of Actuarial science- Actuarial education.

Unit V: Actuarial research – Insurance risk – Rate making –Pricing – Credibility – Reserving risk theory – Definition of risk – Type of risk – Risk management – Risk control –Risk financing – Risk financing option for an insurer – Financial application examples.

Reference:

1. Risk Management and Insurance: Concepts and Practices of Life and General Insurance – S. Arunajatesan and T. R. Viswanathan – Macmillan Publishers India Ltd.
2. Principles of Insurance Management – Neelam C. Gulatu – Excel Books.
3. Insurance Management: Principles and Practices – Karam Pal, B. S. Bodla and M. C. Garg – Deep and Deep Publications Pvt., Ltd.

MCOM 4th SEMESTER

4.1 Service Marketing

Unit I:

Service, concepts, scope of services, goods-services continuum, 4Is of services goods and services categorization. Industrial services. Segmentation target marketing and positioning. Customer expectations and perceptions of services.

Unit II:

Service Marketing Mix: Product, Pricing, Place, Promotion, People, Physical evidence and process. Service Quality- Dimensions of quality. Understanding Quality Management. Measuring service quality.

Unit III:

Strategies for Marketing: overview, strategies for dealing with intangibility, inventory, inconsistency and inseparability. Building customer Relationship through Segmentation and retention strategies. Service Marketing Triangle- external marketing. Internal Marketing. Relationship Marketing and interactive marketing.

Unit IV:

Personal selling- advertising and sales promotion in service industry. Customer service in service Marketing- monitoring and measuring customer satisfaction- handling complaints effectively.

Unit V:

Planning and managing service delivery: creating delivery systems in price, cyberspace and time. The physical evidence of the service space. The role of intermediaries, enhancing value by improving quality and productivity.

Text References:

- 1) Valarie A.Zeithaml and Mary Jo-Bitner: Services Marketing- Integrating Customer Focus Across the firm, 3/e, TMH
- 2) Thomas.J.Delong and Asish Nanda: Managing Professional Services- Text and cases, McGraw Hill International.
- 3) Christopher Lovelock: Services Marketing People, Technology , strategy, fourth edition, Pearson education.
- 4) Mark Davis, Managing Services People and Technology, McGraw Hill International.
- 5) James.A.Fitzsimmons, Services Marketing- operations, strategy and information Technology, 3/e, McGraw- Hill international.
- 6) Services Marketing- M.K.Rampal, S.L.Gupta
- 7) Essence of Services Marketing – Ardian payne
- 8) Services Marketing- S.M.Jha.
- 9) CRM at the speed of light- Paul Greenberg.
- 10) Services Marketing- Helen Woodruffe.

MCOM 4th SEMESTER

4.2 Accounting Software Services

Unit I: Introduction to Accounting Package – MS-Excel as Accounting tool – Features of MS Excel – Function Wizard – Different Categories of Function – Date – Numeric String – Accounting and Misc. – Function – An Overview of Accounting Functions, Auditing Tool in MS-Excel.

Unit II: Annual Budgeting Applications of Spreadsheet – Preparation of Cash Budget Preparation of Production Budget – Preparation of Flexible Budget – Preparation of Projected Profit and Loss Statement and Pro-forma Balance Sheet.

Unit III: Cost Volume Profit Application of Computer Spreadsheet – Pricing and Product Decision including Special Order Pricing. Product Addition and Deletion and Make or Buy Decisions.

Unit IV: Financial Accounting Software Package – Features of an Accounting Package – Voucher Entry – Ledger Preparation of Trail Balance – Profit and Loss Account and Balance Sheet under Specific Package Environment. Inventory Accounting Software Package – Basic Features – Economic Order Quantity – Maintenance of Stock Levels – Stock Valuation and Reporting.

Unit V: Problems of Accounting Software Packages – Security Problems – Power Problems – Data Integrity – Problems – Computer Virus Problems of System Adoptions.

Lab:

1. Running financial accounting package.
2. Running inventory package.

References:

1. Horngreen, Introduction to Management Accounting, Prentice Hall.
2. Smita J. L Keith, R. M. and Stemphens, W. L. Managerial Accounting, McGraw Hill.
3. Guy Hart Davis, The ABCs of Microsoft Office, BPB Publications.

MCOM FOURTH SEMESTER
Elective Group 'A': Accounting and Taxation: 4.3 Contemporary Issues in Accounting

Unit I: Accounting for the Effects of Price Level Changes:

Impact of changing prices on conventional financial statements. Consumer Price Index Numbers as a measure of price level changes. Restatement of financial statements under General Purchasing Power of Accounting and Current Cost Accounting. Concepts of physical and financial capital maintenance.

Unit II: Accounting for Intangible Assets:

Nature and classification of intangible assets. Basic principles of accounting for intangibles. Accounting for human resources, brands, copyrights, patents, and goodwill. IFRS on intangible assets. Analysis of accounting for intangible assets in the annual reports of companies.

Unit III: Hedge Accounting:

Definition of hedging. Hedging techniques- forwards, futures, options and swaps. Hedge accounting as per IFRS, Indian AS and RBI guidelines. Designated and non-designated hedges. Recognition, measurement and disclosure of derivatives and hedged items. Cash flow and Fair value hedges. Hedge effectiveness. Hedge termination. Analysis of hedge accounting disclosures in the annual reports of companies.

Unit IV: Social and Value Added Accounting:

Theory and practical applications of Social accounting- social economy, social objectives, defining social accounting. Social accounting versus social auditing. Approaches to social accounting. Analysis of social accounting disclosures in the annual reports of companies. Meaning of value added. Correlates with profit, price level changes and cost. Value added statement. Analysis of value added accounting disclosures in the annual reports of companies.

Unit V: Creative Accounting:

Concept of Creative Accounting, need for creative accounting, objections against creative accounting.

References:

1. What Counts: Social Accounting for Nonprofits and Cooperatives, Laurie Mook, Jack Quarter and Betty Jane Richmond, Sigel Press, London
2. Human Resource Accounting by Flamholtz, Eric, Jossey –Bass, San Francisco.
3. Accounting Theory: An Introduction by L.S.Porwal, Tata McGraw-Hill Publishing Company Ltd. New Delhi.

M.COM 4th SEMESTER

Group 'A': Accounting and Taxation: 4.4: Corporate Tax Planning – II

Unit 1: Indirect Tax- Meaning – Relevance - Constitutional provisions, Major Indirect Taxes- Recent Revenues and Non- Revenue Trends in Indirect Taxes.

Unit 2: Central Excise Duty- Levy- Basis of Duty- Kinds of Excise Duty- Cenvat credit and issues pertaining to Cenvat credit, SSIs and Excise Duty – Procedures under Central Excise - Computation of Duty- Central Excise Tariff Act- Administrative Setup of Excise Dept.

Unit 3: Customs Duties- Levy- Basis of Duty- Valuation of goods- Kinds of Customs Duty- Computation of customs Duty, Import and Export procedure- Administrative Setup of Customs Dept.

Unit 4: Central Sales Tax and Value Added Tax in Karnataka – Goods charged to tax- assessee- Rates of tax- Registration of dealer's procedures – computation of tax.

Unit 5: Services tax – Selective approach – Comprehensive approach- Negative list of Services – Declared Services – Exemption, Abatement and Composition – Taxable value of service, Computation of Service Tax – Centvat Credit.

Reference:

1. V. S. Datey – Indirect Taxes Law and Practices.
2. Central Excise and Customs Act
3. Service Tax Laws.
4. KVAT- Act
5. CST-Act.

MCOM FOURTH SEMESTER
Elective Group 'B': Accounting and Finance: 4.3 Contemporary Issues in Accounting

Unit I: Accounting for the Effects of Price Level Changes:

Impact of changing prices on conventional financial statements. Consumer Price Index Numbers as a measure of price level changes. Restatement of financial statements under General Purchasing Power of Accounting and Current Cost Accounting. Concepts of physical and financial capital maintenance.

Unit II: Accounting for Intangible Assets:

Nature and classification of intangible assets. Basic principles of accounting for intangibles. Accounting for human resources, brands, copyrights, patents, and goodwill. IFRS on intangible assets. Analysis of accounting for intangible assets in the annual reports of companies.

Unit III: Hedge Accounting:

Definition of hedging. Hedging techniques- forwards, futures, options and swaps. Hedge accounting as per IFRS, Indian AS and RBI guidelines. Designated and non-designated hedges. Recognition, measurement and disclosure of derivatives and hedged items. Cash flow and Fair value hedges. Hedge effectiveness. Hedge termination. Analysis of hedge accounting disclosures in the annual reports of companies.

Unit IV: Social and Value Added Accounting:

Theory and practical applications of Social accounting- social economy, social objectives, defining social accounting. Social accounting versus social auditing. Approaches to social accounting. Analysis of social accounting disclosures in the annual reports of companies. Meaning of value added. Correlates with profit, price level changes and cost. Value added statement. Analysis of value added accounting disclosures in the annual reports of companies.

Unit V: Creative Accounting:

Concept of Creative Accounting, need for creative accounting, objections against creative accounting.

References:

1. What Counts: Social Accounting for Nonprofits and Cooperatives, Laurie Mook, Jack Quarter and Betty Jane Richmond, Sigel Press, London
2. Human Resource Accounting by Flamholtz, Eric, Jossey –Bass, San Francisco.
3. Accounting Theory: An Introduction by L.S.Porwal, Tata McGraw-Hill Publishing Company Ltd. New Delhi.

MCOM FOURTH SEMESTER

Elective Group 'B': Accounting and Finance: 4.4 Financial Derivatives and Risk Management

Unit I: Over view of Risk, Risk identification, Risk, Insurance and Management: Introduction to Risk and Insurance. Risk identification and Risk Evaluation, Risk assessment & Management- Risk analysis: Exposure of physical assets, Financial assets, and Human assets, Exposure to legal liability. Risk Management, Risk control

Unit II: Risk Management using futures and forwards: Differences - Valuation of futures, valuation of long and short forward contract. Mechanics of buying & selling futures, Margins, Hedging using futures – Specification of futures -Commodity futures, Index futures interest rate futures arbitrage opportunities.

Unit III: Risk Management using Options: Types of options, option pricing, factors affecting option pricing – call and put options on dividend and non-dividend paying stocks put-call parity-mechanics of options- stock options- options on stock index- options on futures – interest rate options. Concept of exoctic option. Hedging & Trading strategies involving options, valuation of option: basic model, one step binomial model, Black and Scholes analysis, option Greeks. Arbitrage profits in options.

Unit IV: Risk Management using Swaps: Mechanics of interest rate swaps – Volatility of interest rate swaps –Currency swaps –Valuation of currency swaps.

Unit V: Commodity derivatives: Commodity futures market-Exchanges for commodity futures in India, Forward markets, commissions and regulation-commodities traded – Trading and settlements – Physical delivery of commodities. Forward Rate Agreement (FRA)

References:

1. Options & Futures- Vohra & Bagri, 2/e, TMH
2. Financial Derivatives –Kumar S. S. S, PHI, 2007.
3. Derivatives & Financial Innovations – Bansal, TMH.
4. Risk Management – Koteswar, HPH.
5. Risk Management S Kevin PHI Publications

MCOM FOURTH SEMESTER

Elective Group 'C': Banking and Insurance: 4.3 Asset-Liability Management in Banks

Unit I: Asset Liability Management and Non-Performing Assets - Concept of ALM – Objectives – Functions – Process – Measurement and Management of Risks Concept of NPAs, NPAs in Indian commercial banks, Causes, Suggestions and steps for containing NPAs, Prudential norms

Unit II: Asset Liability Management in banks: Components of Liabilities and Components of Assets, Significance of Asset Liability management, Purpose and objectives. ALM as co ordinated Balance Sheet management. Banking Instruments - Cheque, bank draft, e-cheque, Travellers cheque, credit card, Debit card. Concepts of Universal Banking

Unit III: Risk Management Process – Risk Organization – Asset Liability Management (ALM) – Objectives – Organization – Functions of ALCO – Risks – Interest Rate Risk – Liquidity Risk – Assessment of Liquidity – Maturity Profile & Interest Rate Ladder Credit Risk – Currency Risk – Capital Risk – Contingent Risk – BASEL Norms I, II and III

Unit IV: Interest rate risk and management (IRRM) Interest rate risk – GAP analysis – Rate sensitive Gap Report - Duration & Immunization – Managing IRRM with Derivatives – Simulation technique. – Asset Securitization

Unit V: Risk Exposure analysis – Stress Testing – Exposure Document - Open position – Stop-loss Limit – Modified Duration – Convexity - Risk Adjusted Return on Capital (RAROC) – Audit Risk Management

References:

1. Theory & Practice of Treasury & Risk management in Banks - IIBF, Taxmann Publications (P) Ltd (For Problems on Module 6 Refer chapter 7 to 10).
2. Risk Management – IIBF, Macmillan, New Delhi, 2011.
3. Financial Risk Management – Vivek & Asthana, Himalaya Publishers, 2011.
4. Commercial Banking - Benton Gup & James Kolari, 3/e, Wiley India Pvt. Ltd., 2010.

MCOM FOURTH SEMESTER

Elective Group 'C': Banking and Insurance: 4.4 Insurance and Risk Management

Unit I Introduction to Insurance – Origin, History, Nature of Insurance, Insurance in India, Market potential –Emerging Scenario. Principles of Insurance, Utmost good faith, Insurable interest, Material faith, Indemnity, proximate cost.

Unit II: Insurance Laws and Regulations. Contract Act, Insurance Act, LIC Act, GIC Act, IRDA Act, Consumer protection Act. Ombudsman. Life Insurance – selection of Risk and Policy conditions. Risk Management and Reinsurance. Selection of Risks – Computation of Premium.

Unit III: Life Insurance Products – Term Insurance, Whole Life, Endowment Annuities. Insurance Documents –Proposal Forms, Agents Confidential Report, Declaration of good health, Medical Report, Policy Form etc., Policy conditions and privileges – Age Admission, Revival, Loans, Claims etc.

Unit IV: Introduction to general Insurance. Fire, Motor, Marine, Health, Miscellaneous. Group Insurance Schemes – Group Insurance, Group Gratuity, Superannuation and Pension Plan. Rural Insurance and Insurance for weaker sections of society. Marketing of Insurance Products – Selling Processes

Unit V: Risk Management – meaning of risk – types of risk – static and dynamic, financial and non-financial, pure and speculative, business and personal risk – cost of risk – characteristics of risk management –significance and objectives of risk management – principles of risk management – risk management information system – organization of risk management in business- methods and process of risk management.

References:

1. Sharma R.S. – Insurance : Principles and Practice, 1960 Vora Bombay
2. Arifkhan M. – Theory and Practice of Insurance (1976) Educational Book House, Aligarh
3. Srinivasan – Principles of Insurance Law (1977) Ramanuja Publisher, Bangalore
4. Dr. B. Varadharajan – Insurance : Volume 1 and 2 (1979) Tamil Nadu Text Book Society