

**Tilak Maharashtra Vidyapeeth  
M.Com. Programme (Regular / External)**

**Semester Pattern Syllabus- 2019-20**

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**Semester - I**

**Compulsory Subject**

**MCC – 111 - Management Accounting (4 credits)**

**UNIT I- Introduction**

Management Accounting-Need and importance- Meaning, Definition- Objectives and Scope, its distinction between Financial and Cost accounting- Advantages and limitations of Management accounting; Management Accountant-Role-Essential qualities.

**UNIT II- Financial Statement Analysis**

- (a) Interpretation and criticism of financial statements-Trend percentages-Inter firm Comparison-Necessity and limitations.
- (b) Ratio Analysis-Meaning, advantages, limitations, Balance sheet ratios, Profit & Loss A/c Ratios, Liquidity, Solvency ratios, Overall Performance ratios (Advanced Problems).
- (c) Fund flow statement and cash flow statement-advantages of fund flow statement, distinction between Fund flow and Cash flow statement.

**UNIT III- Working Capital Management**

Concept and definition of working capital-Determination of working capital-Assessment of working capital needs-Study of Components of working Capital- Such as cash Management,

Accounts receivable management and inventory management

**UNIT IV - Long Term Investment Decisions**

Capital budgeting-Meaning-Importance-Evaluation technique and methods-Pay back-Discounted, Cash flow-Net present value Internal rate of return, Relationship between risk and returns.

**UNIT V - Cost Of Capital**

Meaning-Definition and assumptions-Explicit and implicit cost, Measurement of specific cost, cost debt.

Preference shares-Equity shares, Retained Earnings-Weighted average cost of capital.

## **Compulsory Subject**

### **MCC - 112 - Principles of Management and Management Information System (MIS) (4 Credits)**

#### **UNIT I - Management**

Nature of Management-Principles of Management-process of management. Planning, Organizing, Leading, Motivating and Controlling  
Decision-making concepts, Types of decision, Steps in decision-making, Administrative problems in decision making-  
Management by treatment of Mathematical and non-Mathematical techniques-Linear Programmes, Queuing theory, Game theory, Critical Path Method (CPM),  
Decision Tree Analysis  
Pioneers of Management thought-F.W. Taylor and his scientific management, Henry Fayol and his Administrative Management, Michael Porter, Tom Peters, Elton Mayo and his Hawthorne experiments; Chester Barnard and his Social system theory, Peter Drucker and his thoughts.  
Management system and Processes-Scientific Management-Creativity in Management-Traditional and Professional management in India.

#### **UNIT II - Organizing**

Classical, Neo-classical and Modern theories of Organization structure-  
Process of Creating Organization Structure- Departmentation; span of control; Delegation of Authority-Levels of Management, Centralization and Decentralization- Formal and Informal Organization structure-Types of Organisation, Management of Conflict-Group Dynamics-

#### **UNIT III - Direction, Motivation And Communication**

Principles of Direction-Theories of Motivation  
(a) Maslow's Need Hierarchy (b) Herzberg's Hygiene Theory  
(c) McGregors Theory X and Y (d) McCliand's Achievement Theory and Morale building, Interpersonal and group behavior -Communication Network, Barriers in Communication-Effective Communication.

## **UNIT IV - Leadership and Control**

Theories of Leadership-Leadership style-Linkert's system of Management Leadership-Management Grid, Fieldler's model of Leadership, Leadership styles in Indian Organization,

Concept of Managerial Control- Basic Control Process, Advance control techniques-Operation Research Programme Evaluation and Review Technique (PERT)

## **UNIT V - Management Information System (MIS)**

Introduction: Basic components of a Management Information System [MIS] and Management Science-Features and Importance of Management, Levels of Management and MIS.

Role and Effect of Computer on Management Information System.

## **Specialization I - Advanced Marketing**

### **MCM – 111 - Marketing Techniques (6 Credits)**

#### **UNIT I - Introduction**

Evolution of Marketing – Components of Marketing, Functions of Marketing, Significance of Marketing, Relevance of Marketing in developing economy.

Marketing organization and Environment – Meaning, Scope, importance and different forms of organization, Marketing Environment – Meaning , factors, Internal and external Marketing organization

#### **UNIT II - Marketing Mix & Price Mix**

Definition, meaning elements and importance of marketing mix.

**Product mix** – Product Planning and development product testing. Product Life Cycle – Managing the product in product life cycle.

Branding and Packaging – Meaning, Need, objectives and factors influencing pricing decision, pricing method

### **UNIT III -Promotion Mix & Physical Distribution**

Elements of promotion mix, Sales promotion system. Recent trends in promotion strategy, marketing communication

**Physical Distribution** – Definition, Characteristics, Intermediate - Types of Channel – factors considered in Channel decision, Direct selling, shopping malls etc. New Product Decision Process - Types of new products - Test Marketing of a new product.

### **UNIT IV - Salesmanship & Advertising**

Meaning, elements, importance of sales organization. Sales forecasting and budgeting – Qualities of good salesman. Role of sales manager.

Advertising – Setting the advertising objectives – Role of advertising,

Recent trends in modern advertising - Evaluating marketing communication programs - Message evaluation, reorganization test etc.

### **UNIT V - Market Segmentation**

Meaning, definition, different ways to segmentation – essentials of effective market segmentation, comparison between differential marketing and concentrated marketing. Tele Marketing, e-Marketing, Service Marketing, Rural Marketing – features, importance, difficulties of rural markets.

Market Evaluation and Controls - Types, process, obstacles to marketing control - Marketing Audit

## **MCM – 112 - Consumer Behaviour (6 Credits)**

### **UNIT I - Introduction**

Definition – Consumer Behaviour & Marketing, Stages in Marketing, Application of Consumer Behaviour Science, Changing Role of Product, Marketer and Consumer, Customer Behaviour – Family –Woman, Rural Consumer, Special Area Consumer

### **UNIT II - Consumer Perception**

Meaning, Concept and importance of Consumer Perception, Formation of Perception – Perception Process, Consumer Perceptions in Services Sector, Perception & Brand.

Consumer Perception of Risks.

### **UNIT III - Consumer Learning And Attitude**

Learning Theories – Stimulus Response Theory, Generalization, Cognitive Learning Theory, and Branding.

Attitude – Definition and Importance, Formation of Attitude, Attitude Motivate,

Role of Influences- Influences of Family, Influence of Groups & Peers, Influence of Media. Attitude Behavior Relationship

### **UNIT VI - Motiation**

Concept of Motivation – Motivation Process, Positive & Negative Motivation – Integrity of Motivation –Hierarchy of Needs – Emerging Concept of Involvement

### **UNIT V - Consumer Protection & Business Ethics**

Consumer Protection – Role of Government – Consumer Protection Legislation in India – Role of Media – Ethics in Business and its relevance to the study of Consumer Behaviour – Can Ethics be taught Ethics in operations

## **Specialization II - Advanced Accountancy**

### **MCA-111 - Advanced Financial Accounting (6 Credits)**

#### **UNIT I - Branch Accounts**

Types of Branches, Independent branch-Reconciliation and Adjustments entries, Incorporation of Trial balance.

Foreign branch - Principles for conversion, Conversion of Trial balance

#### **UNIT II - Royalty Accounts**

Royalty, Minimum rent, Short working, Recoupment of Short working, Laps of Short working. Journal Entries and Ledger Accounts in the books of Landlord and Lessee

#### **UNIT III - Final Accounts of Co-operative Societies**

Credit Co-operative Society, Format- (Form N), Allocation of profit as per Maharashtra Co-operative Society Act, preparation of Final Accounts

#### **UNIT IV - Lease Accounting**

Concept of lease, Types of Lease, Advantages and Disadvantages of lease, Accounting treatment for financial lease and operating lease

#### **UNIT V - Recent Trends in Accounting (Only Theory)**

Government Accounting, Carbon Credit Accounting.

### **MCA 112- Financial Management (6 Credits)**

#### **UNIT I- Advanced financial Concept**

Financial Objectives of a Company, Value Enhancement in the Business Parlance, Non- Financial objectives of a firm, Agency Theory, Stakeholder Groups and Strategy & Primary Reasons for Conflicts of Interest, Financial Planning and Strategic Planning, The Relationship between Short-term and Long – term Financial Planning, Potential Conflicts between Short-term and Long – term Objectives, Planning Systems, Types of Long- term Strategy, The Relationship of Investment Decisions to Long-term Planning

#### **UNIT II - Operating and Financial Leverage**

Operating leverage, Financial leverage, BIT – EPS analysis, measures of financial leverage, combined leverage

#### **UNIT III - Capital Structure, cost of capital and valuation**

Capital structure theories, Net income approach, Modigliani Miller approach, Traditional approach, Cost of capital, Valuation

#### **UNIT IV - Financing Current Assets**

The Behavior of Current Assets, Spontaneous Sources of Financing Current Assets, Regulation of Bank Credit

#### **UNIT V - Management of cash**

Motives for holding cash, Objectives of cash management, Factors determining cash needs, Cash budget, Cash management tools, Basic strategies

## **UNIT VI - Receivables Management**

Long Term Investment Decision, Capital Budgeting, Process of Capital Budgeting, Evaluation Techniques of Capital Budgeting Proposals, Risk Analysis

## **Specialization III – Banking & Finance**

### **MCB – 111 - Banking Practices (6 Credits)**

#### **UNIT I - Banker customer relationship**

Definition of a banker and a customer Banker customer relationship as debtor- creditor, agent-principal and trustee-beneficiary Features of the relationship

#### **UNIT II - Rights & Duties of Bankers**

Banker's duty of secrecy of customers' accounts: Credit Information Bureau of India Limited Right of set off, Garnishee order, Law of limitation, Termination of relationship Customer's service: Goiporia Committee Norms.

#### **UNIT III - Asset - Liability Management**

Definition of assets and liabilities, Asset liability mismatches on the grounds of locations, maturity, return and currency Risks while managing the assets and liabilities: Liquidity risk, Interest rate risk, premature withdrawal and pre-payment risk, Price Risk, Foreign exchange and sector based risk, Strategies to manage these risks, RBI guidelines for asset and liability management.

#### **UNIT IV - Hi-tech banking and Mergers and Acquisition in banking sector**

Electronic payments, (Internet, Phone and Mobile banking) Electronic Clearing System, Debit, ATM and Credit cards, Electronic Funds Transfer, RTGS (Real Time Gross Settlement), Toll Free Number Facility Meaning of Merger and Acquisition : Recent cases of mergers and acquisition in Banking sector of India - Consolidation of Banks.

## **UNIT V – Foreign exchange management**

Need ,players , Instruments in Foreign Exchange Market(foreign travelers; corporate, R.B.I. , international financial institutions) (currency ,coins, cheques, T.T., Travelers cheque, credit cards, D.D.)

Methods of foreign exchange management ( buying and selling rates) , domestic terms and international terms – spot and forward quotas

Types of foreign exchanges A/cs: NOSTRO AND VOSTRO A/C, FCNE A/C, N.R.O. N.R.I.

N.R.N.R., N.R.S.P., E.E.F.C.

Convertible and non convertible currencies

## **MCB – 112 - Central Banking (6 Credits)**

### **UNIT I - Evolution of Central Banking**

Origin and evolution of central banking. Need and rationale of central bank. Evolution of Reserve Bank of Indian (R.B.I.)

### **UNIT II - The Reserve Bank of India as Currency Authority**

The Reserve Bank as currency authority: issue of currency notes, Asset backing for note- issue Distribution of currency, Currency chests, recent developments in currency management.

### **UNIT III – The Reserve Bank as Banker to Government**

1. Maintenance of Government accounts.
2. Banker to the Central Government and the State Governments
3. Management of public debt

### **UNIT IV - Reserve Bank and Commercial Banks -Part I**

Regulation and supervision over commercial Banks:

1. Licensing of banks
2. Opening of new banks
3. Branch Licensing
4. Foreign banks
5. Cash reserves and liquid assets
6. Prudential norms, capital and reserves
7. Control over methods of operation

## **UNIT V- Reserve Bank and Commercial Banks -Part II**

Para Banking activities:

1. Control over management
2. Annual accounts and audit
3. Subsidiaries of commercial banks
4. Credit Information Bureau
5. Insurance
6. Inspection of banks : Board for financial Supervision (BFS) and system of inspection.

## **UNIT VI- Non-Banking Financial Companies (Nbfcs)**

Regulatory framework for NBFCs:

Measures for supervision over NBFCs.

## **UNIT VII- Relationship of International Financial Institutions with Central Banking**

**Considering The Functions Of:**

International Monetary Fund (IMF)

World Bank

Asian Development Bank (ADI)

SAARC

World Trade Organization (WTO)

## **Allied Subjects:**

### **MCAE - 111 - Advanced English -I (4 Credits)**

#### **UNIT I**

- Pronunciation, Vowels
- Stress and Intonation
- Spelling Rule

#### **UNIT II - GRAMMAR**

- Articles
- Parts Of Speech

- Pronoun
- Adjective
- Verbs
- Adverbs
- Prepositions
- Conjunctions

### **UNIT III- VOCABUALRY**

- Synonyms
- Antonyms
- Collocations
- Affixes – Prefix, Suffix

### **UNIT IV - READING COMPREHENSION**

### **UNIT V - WRITING**

- PARAGRAPH WRITING

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**Semester - II**

**Compulsory Subject**

**MCC 211 - Managerial Economics (4 Credits)**

**UNIT I - Introduction to Economics**

Introduction, Micro & Macro Economics, Static & Dynamic Analysis, Nature of static's, Economic Dynamics

**UNIT II - Demand Analysis**

Introduction, Demand, Factors influencing Demand, Types of Demand, Law of Demand, Variations & Changes in Demand, Expansions & Contraction of Demand, Increase & Decrease in Demand, Elasticity of Demand, Price Elasticity of Demand, Types of Price elasticity, Kinds of Elasticity of Demand, Factors Determining the Price Elasticity of Demand

**UNIT II - Cost Benefit Analysis**

Introduction, Meaning of Cost Benefit Analysis, Difficulties in estimating cost, Steps in Cost Benefit Analysis, Advantages & Disadvantages of Cost Benefit Analysis, Justification for Cost Benefit Analysis

**UNIT IV - Theory of Production**

Production is Creation Or Addition of Value, Production Function, The Laws

of Production, The Law of variable proportions, The Law can be explained with the help of hypothetical production schedule, Returns to Scale, Three phases of Returns to Scale

### **UNIT V - Product Pricing**

The Essentials of a Market are-, Classification of Markets, Classification on the basis of time period involved, Classification on the basis of degree of competition, Pricing under Pure Competition, Revenue Concepts, Equilibrium of the firm & industry, Equilibrium of the firm & industry under Perfect Competition, Long Run equilibrium, Price output under Monopoly, The Equilibrium of the Monopolist, Short Run Equilibrium and Long Run Equilibrium

### **UNIT VI- Types of Business Organization - I**

Introduction, Characteristics of Business, How Businesses are organized, Criteria to decide the type of organization, Sole Proprietorship, Partnership, Joint Stock Company

## **MCC - 212 - Modern Business Practices (4 Credits)**

### **UNIT I - Chamber of Commerce and Trade Associations Organizations-**

Objectives and functions, Maharashtra chamber of commerce, Industries and Agricultural and their local branches, Mahratta Chamber of Commerce, Industries and Agriculture, Indian Merchants Chamber

### **UNIT II - Federation of Indian Chamber of Commerce**

Industries (FICCI) Association of Chamber of Commerce, Confederation of Indian Industries (CII)

### **UNIT III- Public Enterprises and Public Utilities**

Objectives, functions and Organization of public Enterprises, Public Utility Management practices of Public enterprises in India, Efficiency, Autonomy and control of public Enterprises, Recent practices and policies in public Enterprises and Public Utilities

#### **UNIT IV- Agricultural Business Practices**

Characteristics of Agriculture Business, Nature of Indian Agriculture, Government policies related to agricultural business, Problems and prospects of Agricultural Business, Agricultural Taxation policy

#### **UNIT V- Agricultural products and Farms Services**

Nature and disposal of Agricultural by-products, Farm waste, cost of recycling of farm waste

#### **UNIT VI- Allied Agricultural Business**

Dairy, Poultry, Bio- Manures, WTO and its impact on Agricultural Business practices

### **Specialization I- Advanced Marketing**

#### **MCM – 211 - Customer Relationship Management & Retailing**

#### **(CRM & Retailing) (6 Credits)**

#### **UNIT I- Introduction**

Conceptual foundation of Relationship Management, Evolution of relationship management-significance in Indian context

#### **UNIT II - Relationship Marketing**

Relationship marketing of Services Vs. Relationship marketing in Consumer markets - Buyers sellers relationships - Relationship marketing in Mass markets, relationship marketing and marketing strategy

#### **UNIT III - Information Technology & CRM**

Role of Information Technology in building, maintaining and enhancing profitability design and analysis – Digital Marketing – Dynamics of Website – Behavior of a Consumer in the digital world – Internet Marketing & Logistics

#### **UNIT IV - Retailing**

Retailing – Definition – Significance and Importance – Indian Vs. Global scenario – Types of Retailing – Store Retailing – Non-store Retailing – Types of retailers.

Retail location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies.

### **UNIT V - Stores Design**

Store design – Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade - Store administration – Floor space management - Space mix – Managing store inventories and displays.

Customer service – CRM in retailing- Cashiering process – Managing in-store promotions and events.

## **MCM – 212 - Services Marketing (6 Credits)**

### **UNIT I - Introduction**

Services – Nature of Services, Characteristics of Services - Intangibility, Inconsistency, Inseparability and Inventory, Classification of Services, Goods – services continuum – Search, experience, Consumer versus Industrial services, Importance of Services Marketing.

### **UNIT II - Services Marketing Mix (Part A)**

Extended Services Marketing Mix: Going Beyond the 4 Ps - Introduction to the 7 Ps marketing mix – Product –Service product – Service Life Cycle – Service Quality Models– PZB Gaps model - SERVQUAL & SERVPERF.

Price – Factors involved in pricing a service product –

Place - Distribution Strategies for Services – Challenges in Distribution of Services

Promotion – Promotion objective and plans for services – Personal Selling – Advertising and Sales Promotion in Service Industry - Increasing use of below the line promotions.

### **UNIT III - Services Marketing Mix (Part B)**

People – The key role of people in a service business – Services marketing triangle – Service profit chain - service encounter – training and development of employees – motivation and empowerment. Physical evidence – nature of physical evidence - importance of physical evidence in understanding services –

Process – Strategies for managing inconsistency - Service blueprinting – employees role in services – customers role in services– Customer Service in Service Marketing – Monitoring and Measuring customer satisfaction – order

taking and fulfillment - managing the waiting process - Defects, failures and Recovery - Handling complaints effectively.

**UNIT IV - Services Marketing Strategy**

Services Marketing Strategy - Services Market Segmentation – Problem areas of segmentation - Targeting - Positioning and Differentiation of Services

**UNIT V - Role and Management of Services**

Strategic role of services – every business in a service business - contribution of services to customer satisfaction, sustainable competitive advantage,

Managing the services marketing effort, customer encounter management.

**UNIT VI - Information Technology and Services Marketing Applications**

Role of IT services, e-services – online Consumer Behavior – Self service technologies – Services marketing applications – Financial services, Hospitality services, Education services, IT services, Government services.

**Specialization II Advanced Accountancy**

**MCA 211 - Company Accounting (6 Credits)**

**UNIT I - Underwriting of issue of shares and debentures**

Types of underwriting, Liability of underwriters, Accounting treatment of, underwriting of shares and debentures, Profit or loss prior to incorporation

**UNIT II- Final accounts of Joint Stock Company**

Schedule VI of companies Act, 1956, Treatment of special items while preparing, the final accounts, Remuneration to: Manager, Director, Transfer of profits to reserves, Dividends treatment

**UNIT III - Valuation of Shares**

Need for valuation, Methods of valuation, Accounting Treatment

**UNIT IV- Amalgamation and Reconstruction (Mergers & Acquisitions)**

Accounting standards (AS)-4 , Accounting for Amalgamation, Methods of

Accounting for Amalgamation, Accounting treatment, External Reconstruction and Accounting Entries.

### **UNIT V- Consolidation of Accounts**

Minority interest, Pre-acquisition profits or losses and reserves of subsidiary company, Profit or loss on revaluation of assets of subsidiary company, Goodwill treatment, Post-acquisition profits, Inter-company transactions, Treatment of preference share, bonus shares and dividends

### **UNIT VI-Recent Trends in Accounting (Theory)**

Human Resource Accounting, Environmental Accounting, International Financial Reporting Standards (IFRS) No – 1 & 2

## **MCA -212 Auditing (6 Credits)**

### **UNIT I - Concept of Auditing**

Meaning , Objective, Scope & Advantage, Type of auditing , Prerequisites of good audit

### **UNIT II - Types of Errors & Fraud**

Meaning of errors & Fraud, Types of errors, Types of fraud, Majors to prevent Fraud

### **UNIT III - Audit Process**

Audit Program, Internal Check, Internal Control, Internal Audit, Audit Note book & working paper

### **UNIT IV - Company Audit**

Qualification of Company Auditor, Disqualification of Company auditor, Appointment & removal of company auditor, Rights, Duties & Liabilities of company auditor, Cases based on appointment & rights of auditor

### **UNIT V - Computerized Auditing**

System Audit, Traditional Audit, System Audit Vs Traditional Audit, Role of

MIS in auditing

## **UNIT VI - Audit of Various Concerned**

Audit of an Educational Institution, Audit of Hospital, Audit of Bank

## **Specialization III Banking & Finance**

### **MCB – 211 - Banking Laws (6 Credits)**

#### **UNIT I - Banking Regulation Act , 1949**

Provisions relating to: Definition (Sec -5) Functions of banking companies (Sec -6)

Restrictions on business of banking companies (Sec -8, 19 and 20) Powers of the RBI (Sec -21, 35 and 36 to 36 AD) Winding up of a banking company (Part III and III-A of the Act) Applicability of the act to cooperative banks (Sec- 56).

#### **UNIT II – The Negotiable Instrument Act, 1881**

Provisions relating to: Definition of negotiable Instrument (Sec- 13), Promissory note (Sec -4), Bill of exchange (Sec -5), and Cheque (Sec -6), Comparative Study of Negotiable Instruments Parties to negotiable instrument (Section -7), Holder (Sec -8), Holder in due course (Sec -9), Payment in due course (Sec -10), Negotiation (Sec -14), Endorsement (Sec -15), Dishonour of Negotiable Instruments (Sec -91-92), Noting and Protest (Sec -99-104-A), Penalties in case of dishonour of certain cheques for insufficiency of funds in the account (sections 138 to 147).

#### **UNIT III – The Reserve Bank of India Act, 1934**

Provisions relating to: Incorporation, Capital management and Business (Sec 3 to 19), Central Banking functions ((Sec -20 to 45): Regulatory and Supervisory Collection and furnishing of credit information (45 A to 45 G) Penalties (Sec 58 B to 58 -G), Changing role of the RBI.

#### **UNIT IV- The Foreign Exchange Management Act, 1999**

Provisions relating to: Preliminary (Sec 1-2), Regulation and management of foreign exchange (Sec 3 to 9) Authorized person (Section 10 to 12) Contravention and penalties (Section 13 to 15) Adjudication and appeal (Sections 16 to 21 and sections 34-35) Directorate of enforcement (section 36 to 38).

## **MCB – 212 - Monetary Policy (6 Credits)**

### **UNIT I - Money supply measures**

Money supply measures of the Reserve Bank of India- Concept of High powered money. Recommendations of the Working Group on 'Money

Supply: Analytics and methodology of compilation (Chairman: Dr. Y.V. Reddy), 1998 Money supply and price stability.

### **UNIT II - Monetary Management**

Objectives of monetary policy: Price stability, Generation of employment, Exchange rate stability, balanced growth etc., conflict between objectives.

### **UNIT III - Instruments of monetary policy**

Mechanism and effectiveness of following instruments.

- 1) Quantitative instruments - Bank Rate, Open Market Operations and Variable Reserve Ratio
- 2) Qualitative instruments Margin requirements, Credit rationing, moral suasion, Direct action, Publicity

### **UNIT IV - Development and promotional role of the Reserve Bank of India and its implications -**

- 1) R.B.I. and rural credit : priority sector advance, regional rural banks, development of farm sector and non-farm sector.
- 2) R.B.I. and industrial finance : establishment of institutional, lending policy For commercial banks, coordination between term lending institutions, bridge loans, rehabilitation of sick industrial units.

### **UNIT V - Development and promotional role of the Reserve Bank of India and its implications -**

R.B.I. and export credit: pre-shipment credit, post-shipment credit, measures to promote exports Role of the RBI in other promotional activities

## **MCAE – 211 – Advanced English II (4 Credits)**

### **UNIT I – Speaking Skills**

- Introductions
- Group discussions
- Presentations
- Pause Fillers

### **UNIT II – Grammar**

- Type of sentences – Simple / Compound / Complex Tenses

### **UNIT III – Vocabulary**

- Word formation
- Phrasal verbs
- Idioms
- Proverbs

### **UNIT IV – Writing Skills**

- Covering letter
- CV/ Resume Writing / Bio-data
- Business Letters

### **UNIT V – Language Application**

- Design a Job Advert
- Design a Handbill / Pamphlet
- Brochure
- Web Page
- News Letter
- Movie / Book Review

## **Allied Subjects**

### **MCES – 311 – Ethical Studies –I (4 Credits)**

- I. Ethics – An Introduction
  - Concept of Ethics
  - Values and Ethics – Meaning, Types of values
  - Ethical Action – Morals, Morality, Benefits, Religiousness and Law
- II. Indian Scenario / History Sprinklings of Ethics form:
  - Lokmanya Tilak

- Lokmanya Tilak's Geeta rathasya and management
- Dasboth
- Lord Krishna
- Kautilya
- Ambedkar

### III. Business Ethics: Concept and theories

- Definition of business Ethics
- Need
- Important
- Nature
- Scope
- Factors influencing business Ethics
- The Indian business scene
- Liberalization, Privatization & Globalization (LPG) and Global trends in business Ethics
- Normative Theories of business Ethics

### IV. Application of business Ethics and issues in:

- Marketing
- Finance
- Human resource
- Stakeholders
- Consumer Protections
- Environment
- Ethical Dilemmas at workplace
- Ethical issues in global business

### V. Corporate social responsibility(CSR)

- Meaning and definition
- Need and importance scope and advantages
- Implementation
- Indian scenario