

**Tilak Maharashtra Vidyapeeth**  
**M.Com. Programme (Regular / External)**  
**Semester Pattern Syllabus- 2019-20**

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**Semester - III**

**Compulsory Subject**

**MCC – 311 - Business Finance (4 Credits)**

**UNIT I - Business Finance**

Financial Plan: Characteristics, factors to be considered while preparing, Limitations.

**UNIT II - Sources Of Finance**

Financial Problems of SSI Unit in India. Co-operative Sector: Govt. Participation in Capital-Share; Capital Limitations in Raising Equity Capital and Borrowings.

**UNIT III - Foreign Sources**

Foreign Direct Investment-Meaning, Need, Govt. Regulations, Foreign Institutional Investment in India Capital Market- Meaning, Need, Limitations, Govt. Regulations- OCB (Overseas Corporate Bodies), Globalization of capital market-Meaning difficulties-ECBs (External Commercial Borrowings), Euro-issues. GDRs/ADRs.

**UNIT IV - Capital Market**

Trading Mechanism- Listing of Shares and other Instruments (Debentures, Govt. Securities, Derivatives), OTCEI and National Stock Exchange-Need, objectives. Trading and Settlement System, Construction and Types of Stock Market, BSE Sensex-Nifty, CRISIL-500 (Standard and Poor), Scrip less Trading (Dematerialization and Rematerialization) : Meaning, Need and Advantages, Depository : Meaning, Functions, Benefits, Depository System in India and its Marking.

**UNIT V - Share Ownership in India**

Individual and Institutional, Portfolio Management-Meaning, Functioning and Advantages, Mutual Funds-Types (Open & Closed Ended Funds, Income Funds, Balanced Fund, Growth Fund, Index Fund, Regular Income Schemes).

**UNIT VI - Financial Services Relating To Raising of Capital**

Merchant Banking- Meaning, Services rendered, Management of Capital Issues, Categories, Credit rating-Meaning, Need and Methodology, Project Appraisal

## **MCC – 312 – Global Business Environment (4 Credits)**

### **UNIT I - Business Environment**

Meaning of Business Environment and its importance, nature and scope, Levels of Environment -Macro environment and International Business Environment.

### **UNIT II - Environment-Variou approaches-Variou aspects**

Natural, Social, Economical, Political, Technological, Legal and Cultural, Business Environment in India-before Independence and after Independence-Globalization and its impact on business environment in 21st Century

### **UNIT III - Business Environment and Problems of Pollution**

Types of pollution - Water, Air and Noise, Sources and effects, various measures for controlling the pollution.

### **UNIT IV - Indian Industrial Environment**

Growth of industries in public and private sectors in India-Small and Cottage industries-mergers and acquisitions, Foreign investment, Foreign Technology and MNCs.

### **UNIT V - Global environment**

Natural, social, cultural, demographic, and technological environment and its impact on world trade.

## **Specialization I- Advanced Marketing**

### **MCM- 311- International Marketing (6 Credits)**

#### **UNIT I - Introduction – Importance of International Marketing –**

international marketing environment: Social, political, cultural, legal, technological, demographic, GATT and WTO, International, Product policy- standardization vs adaptation domestic vs international product line, Management of international product line, strategy for product development

#### **UNIT II - International Marketing Strategy – decision criteria for entering into foreign**

markets – direct Export and indirect export – packaging, branding and promotion – special forms, International Promotion- trade fairs and exhibitions – sales distribution - transportation and insurance for exports.

#### **UNIT III- International Marketing Intelligence – international marketing information**

agencies – sources of information – export promotion councils, specialized institutions such as STC, MPEDA, APEDA, India Trade Promotion Organization, EXIM bank, Export Inspection Council, Institute of Packaging, Indian Institute of Foreign Trade and ECGC.

**UNIT IV- Export and Import procedures and documentation** – export promotion – Economic

Promotion Zones – current import and export policy of India – requirements under FEMA, Export Act, 1963(Quality Control and Inspection) , Indian Customs Act 1962, Export Import Control Act 1947 as amended in 1992, Documents in exports – master document – standard documents –Export invoice, packing list, bill of lading, certificate of origin, auxiliary documents: letter of Credit, inspection certificate – documentation for drawback of import duty.

**UNIT V - Export finance and Risk Management** – forms of export credit – pre-shipment and

post shipment credit-international commercial payments-terms of credit in export – risks and risk Management tools in international marketing.

**MCM – 312 -Sales Promotion and Administration (6 Credits)**

**UNIT I- Recent Trends in Sales Promotion**

Concept, Media, Public Relation, Sales Promotion, Consumer Promotion, Trade Promotion

**UNIT II - Sales Management**

Concept, Development of Sales Department, Objectives of Sales Management, Co-ordination role of Sales Management ,Controlling role of Sales Management ,Sales Control – Informal & Formal, Types of Sales Organization, Promotion Management

**UNIT III- Sales Personnel Management**

Training Sales Force – Contents , Methods of Sales Training ,Evaluation of Training Programme , Compensating & Motivating Plans , Standard of Performance , Controlling Sales force.

**UNIT IV - Sales Territory & Quota Management**

Managing the territories ,Types of Sales Quota , Sales meetings & contest – Objective, Planning

**UNIT V - Internet as Promotional Tool**

Internet as media , Portals , Credit card transactions , Types of Website , Search engine – mobile, Internet

**UNIT VI - Legal Aspect of Marketing**

Indian Contract Act, 1872 , Sales of Goods Act, 1930 , Negotiable Instrument Act 1881 , Sales Tax Act.

## **Specialization – II - Advanced Accountancy**

### **MCA-311 - Advanced Accounting (6 Credits)**

#### **UNIT I - Insurance company Final Accounts**

Life Insurance - types of policy and certain terms, Preparation of final Accounts, Life Insurance Revenue Accounts, General Insurance, General Insurance revenue Account, Final Accounts, Practical Problems

#### **UNIT II - Accounting for Professional's**

Meaning of profession like Doctors, Lawyers etc., Preparation of Income & Expenditure Account, Preparation of Receipt & Payment Account, Preparation of Balance sheet, Practical Problems,

#### **UNIT III - Problems on Accounting Standards**

Problems on , AS – 1-Disclosure Requirements, 2- Valuation of Inventory, 3- Cash flow statement, 4- Contingencies and Events occurring after Balance sheet date, 5 – Net Profit & Loss for the period, Prior period items and changes in accounting Policies

#### **UNIT IV - Consignment Accounts**

Remittances by consignee, Consignment Journal Entries and Ledger Accounts, Consignment without Loss Practical Problems

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

Creative Accounting, Social Responsibility Accounting, Value Added Statement

### **MCA-312 – Costing (6 Credits)**

#### **UNIT I- Introduction to Cost Accounting**

Concept of cost, Costing, Cost Accounting, and Cost Accountancy, General Principles of Costing, Objectives and Importance of Cost Accounting, Classifications of cost, Cost centre and cost unit, Techniques and Methods of, Costing, Difference between cost accounting and financial accounting

#### **UNIT II- Methods of costing –**

Job costing, Batch costing, unit costing (Theory only)  
Contract costing & process costing (Theory & Practical problems)

#### **UNIT III- Marginal costing –**

Meaning of Managerial costing, **Decision making** -Make or buy, shut down,

product mix, sales mix, Application of Marginal costing, Cost profit-volume analysis, Break-even analysis, Practical problems.

#### **UNIT IV- Type of Budget**

Meaning of the term Budget & Budgetary control, Advantages of Budget, Limitations of Budget, Production Budget, Sales Budget, Cash Budget, Master Budget, Revenue Budget , (Problem on – production & sales Budget only.)

#### **UNIT V- Variance Analysis**

Meaning of Variance, Reporting of Variance, Material – cost Variance (Practical problems), Price Variance, Usage Variance, Mix Variance, Yield Variance, Labour – Cost Variance (Practical problems), Rate Variance, Efficiency Variance, Mix Variance

### **Specialization III - Banking & Finance**

#### **MCB-311 - Corporate Banking (6 Credits)**

##### **UNIT I - Corporate Banking**

Corporate Banking : Meaning and importance, various services provided viz., Cash Management, Salary Payment, Debt Management, Factoring and Forfaiting, Trusteeship, Custodial services, Business advisory, Off shore services, Trade services, Forex Management, etc.

Corporate Deposits: Importance of Institutional deposits vis-a-vis retail deposits

##### **UNIT II - Corporate Finance**

Corporate Finance: Working capital finance, Fund and Non fund based limits and Import-Export finance. Corporate Debt Restructuring. Case Studies.

##### **UNIT III- Investment Banking**

Meaning and scope of Investment Banking, Evolution, overview of current state of Investment Banking in India

Merchant Banking : Advisory services for equity / debt issues, Management, placement and distribution of equity / debt.

##### **UNIT IV- Mergers and Acquisitions and Advisory Services**

Mergers and Acquisitions, Divestitures: Identification, Structuring, Negotiation and Execution, arranging finances etc.

Corporate advisory services: Capital restructuring, Project advisory, Private equity and Venture capital, Loan Syndication etc.

##### **UNIT V - Project and Infrastructure Finance I**

Characteristics of Project Finance - Technology selection, Assessment of technical collaborator - Market Analysis : International competitiveness and SWOT analysis

Assessing the project cost - Means of financing projects - Estimation of project cash flows - Use of free and equity cash flow valuation for assessing projects - Financial Analysis : Break-even point analysis, Decision tree, Scenario analysis and Internal Rate of Return, Sensitivity analysis  
Common risks in projects - Risk mitigation methodologies in projects - Securitisation as a tool for risk mitigation - Project planning - Network techniques for project implementation - Disbursement, supervision and follow up of project by lender

#### **UNIT VI - Project and Infrastructure Finance II**

Infrastructure financing cash flow deal agreement with parties involved - SPV - Monitoring and follow-up of the project  
Case Studies in Power Project; Airport Project; Road Project, Telecom Project; Hydrocarbons and Ports.

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

#### **MCB-312 - Retail Banking(6 Credits)**

##### **UNIT I - Introduction to Retail Banking**

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

##### **UNIT II - Retail Products I**

Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring. Important Asset Products - Home Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Auto / Vehicle Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection. Personal Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments / Collection.

##### **UNIT III - Retail Products II**

Educational Loans Eligibility, Purpose, Amounts, Security, Disbursement, Moratorium, Prepayment issues, Repayments., Credit / Debit Cards - Credit Vs Debit Cards, Eligibility, Purpose, Amounts, Margin, Security, Process of using the cards, Billing Cycle, Credit , Points., Other Products / Remittances / Funds Transfer

##### **UNIT IV - Marketing / Selling of retail products MIS and Accounting**

Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans, Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking., Selling Process in retail products-Direct Selling Agents.,Customer Relationship Management - Role and

impact of customer relationship management, Stages in customer relationship management process.

**UNIT V- MIS and Accounting**

Regulations and compliance, Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information from disbursement till final settlement of the loan amount. Analytics / Alerts., Accounting entries - Loan process and the relevant accounting including EMI Computation.

**UNIT VI - Other issues related to Retail Banking**

Securitisation, mortgage based securities., Trends in retailing - New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities., Recovery of Retail Loans - Defaults, Rescheduling, recovery process. SARAFAESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents - RBI guidelines.



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**Semester - IV**

**Compulsory Subject**

**MCC - 401/411 - Modern Entrepreneurship Development**

**UNIT I - Entrepreneurship**

-Meaning and Features, Personal qualities-Studies of Personal and social traits - Assessing potential entrepreneurship tools and techniques used- Behavioural tests.

**UNIT II - Entrepreneurship Development Training**

-Objectives and importance. Training models, training components, Information input and training methodology.

**UNIT III - Development of achievement motivation**

-sources of development of achievement, Achievement motivation as related to entrepreneurship Problems-beliefs and attitudes-limitations. Need and importance of trainer-motivator skills and qualifications required.

**UNIT IV - Business Opportunity Guidance**

- Importance and relevance of business opportunity-process of identifying and assessing business opportunity-business opportunity and needs of potential entrepreneur selection of business opportunity. New trends in service sector and scope for entrepreneurship in the service sector.

**UNIT V - Problems in entrepreneurship development**

: (a) Role of Government in entrepreneurship development (b) R & D Science and technology and entrepreneurship development (c) Specialized institution involved in entrepreneurship development (d) Business incubation and venture capitalists.

**UNIT VI - Changes in the concept of entrepreneurship**

- Entrepreneurship within organization- As the entrepreneurship Corporate strategy and entrepreneurship

**MCC-402/412 - Research Methodology in Business**

**UNIT I - Introduction to Research Methodology**

Meaning, Scope and importance of research Type of research (e.g. Descriptive, Historical, Experimental and Applied)

## **UNIT II - Identification Research Problem**

Formulation of Hypothesis Importance of Hypothesis in research

## **UNIT III- Research Design**

Meaning, Need and Features of Good Research Design.

## **UNIT IV - Surveys**

Meaning - Types - Enumeration - Sample Survey, Types of Sampling (Simple random Sampling, Stratified Random Sampling, Cluster Sampling, Area Sampling), Tools of Data Collection, Primary Data - Questionnaire, Interview, Schedules, Internet, Secondary Data Sources - Census, National Sample Survey, Annual Survey of Industries, National Account Statistics, Ministry Reports Centre for monitoring Indian Economy, RBI Publications, Industry Association reports etc.

## **UNIT V - Analysis Of Data**

Processing of Data, classification, editing, coding, tabulation of data, Diagrammatic representation.

## **UNIT VI - Report Writing :**

Importance of Report Writing - Types of Reports  
Steps in writing Research Report - Essential Qualities of reporter.

## **Specialization I - Advanced Marketing**

### **MCM 404/411 - Brand Management**

#### **UNIT I - Introduction to Branding**

Objectives, Introduction, Brands / Branding-Origin, Evolution, Basic Definition, Strategic Definition, Label Vs Brand, Brands vis-à-vis Products/Services, Why Brands Matter? - Usefulness and Necessity of Branding, Role of Branding, Scope of Branding

### **UNIT II - Understanding Basics of Branding**

Objectives, Introduction, Value Proposition of a Brand, Brands Identity, Brand, Image-Difference between Identity and Image, Brand Positioning and Creating, Positioning, Brand Salience.

### **UNIT III - Brand Equity**

Objectives, Introduction, Concept of Brand Equity, Brand Equity Models- Aker's Model, Brand Personality, Brand Resonance Model (Keller's Brand Equity Model, Building Brand Equity, Drivers of Brand Equity, Choosing and Developing Brand Elements, Designing Holistic Marketing Programmes, Leveraging Secondary Associations.

### **UNIT IV - Branding Strategies**

Objectives, Introduction, Brand Architecture- Breadth and Depth of Brand Product Mix, Brand Hierarchy- Corporate/Company, Family/Umbrella, Individual, Modifiers/Variants, Descriptors, Brand Extensions, Brand Portfolios

### **UNIT V -Market Research and Branding**

Objectives, Introduction, Understanding Customer/Consumer Wants and Needs, Measuring Brand Satisfaction and Attitudes in relation to Competition

### **UNIT VI -Brand Management**

Objectives, Introduction, Brand & Category Management- Origin, Brand Manager's Role & Tasks

### **UNIT VII -Branding in Different Sectors**

Objectives, Introduction, Consumer Brands, Industrial Brands, Service Brands.

## **Specialization - II – Advanced Accountancy**

### **MCA – 405 / 411 – Business Taxation**

#### **Direct Tax-**

### **UNIT I- Assessment of individuals, Hindu Undivided Family**

Definitions, Computation of income from business of individual, Computation of tax of individual, Computation of total income of Hindu Undivided family, Computation of tax of HUF, Practical problems

**UNIT II- Assessment of Firms and Association of Persons**

Definitions of firm, partners, Position of firm under income tax, Computation, of total income of firm, Provisions regarding set off and carry forward of losses of firms, Tax computation, Practical problems

**UNIT III- Assessment of Companies**

Computation of total Income, Carry forward and set off of losses, Assessment of companies, Deemed income for Minimum Alternative Tax, Practical Problems

**Indirect Tax-**

**UNIT IV- Central Excise Act**

Excisable Goods, Levy and Collection of Duty, Refund, interest, penalties etc., Powers of excise Officer, Types of Excise Duties, Appeals, Practical Problems

**UNIT V - Service Tax**

Scope, charge, valuation and payment of service tax, Registration, Recovery, interest etc., Powers of Assessing offices and commissioner, Recovery, Advance Rulings, Practical Problems

**UNIT VI- Value Added Tax**

Introduction, definitions, Incidence and levy of tax, Registration of dealers, Returns, Assessment, Appeals, Penalties and Interest, Payment of tax, Recovery and set off and refund, Practical Problems

## **Specialization III - Banking & Finance**

### **MCB - 406 / 411 - International Banking**

#### **UNIT I- International Banking I**

Global Trends and developments in International Banking, International Financial Centres, Offshore Banking Units, SEZs., Profitability of International Banking operations, Correspondent Banking and inter - Bank Banking

#### **UNIT II- International Banking II**

International Financial Institutions: IMF, IBRD, BIS, IFC, ADB, Legal and , regulatory aspects, Risk Management

#### **UNIT III- Foreign Exchange Business**

Foreign Exchange Management Act (FEMA) and its philosophy, Different types of Exchange Rates, RBI and FEDAI : their role in regulating Foreign Exchange Business of Banks / other Authorised Dealers, Rules regarding rate structure, cover operations, dealing room activities and risk, management principles, including correspondent Bank arrangements, NRI customers and various banking and investment products available to them under FEMA., Remittance facilities

#### **UNIT IV - International Trade I**

Regulations covering international trade, Various Aspects of International Trade, Government policies, DGFT and their schemes, Customs procedures, Banks' role in implementing these policies and schemes, WTO- its impact, Balance of payment, balance of trade, Current account and capital account convertibility., Documents used in Trade : bill of exchange, invoice, Bill of lading, Airways bill, Insurance policy etc.

#### **UNIT VI- International Trade II**

Role of Banks in foreign Trade, Letters of credit; importance in international trade, various types of LCs, settlement of disputes, UCP 600, INCOTERMS., Exchange control relating to foreign trade. Returns required to be submitted to RBI, Laws governing trade finance viz, FEMA, NIAct, Indian stamp Act, EXIM policy, RBI /FEDAI guidelines, Role of Banks, including EXIM Bank, in financing Foreign Trade, various facilities to Exporters and importers including project finance, Forfaiting and Factoring, Risks involved in foreign trade finance : Country risk, Currency risk, Exchange risk, legal risk etc, Role of ECGC.

# **Allied Subjects**

## **MCES – 411 – Ethical Studies –II (4 Credits)**

1. Introduction
  - I. Meaning, Definition
  - II. Importance
  - III. Issues
2. Theory and practical of corporate Governance
  - I. Concept of corporation
  - II. Difference between corporate Governance & corporate management
  - III. Theories of corporate Governance
  - IV. Systems , Models of corporate Governance
  - V. Good Corporate Governance & obligation to Society, Investors, employees, customers
  - VI. Evaluation of corporate Governance in India – Codes & laws
3. Roles in corporate Governance
  - I. Role of board of directors
  - II. Role of Auditors
  - III. Role of government
4. Indian Ethical experience
  - I. Ethics in hotel Management:
    - What is meant by ethics?
    - Ethical issues in hospitality
    - The application and implementation of the global code of ethics for tourism
    - Ethics in medical research
    - Food and restaurants ethics
    - Ethics in social and mass media
    - Professional code of ethics in nursing
    - Ethics
    - Ethical issues in advertising
    - Ethics in education