

HC 1.1: MANAGEMENT THEORY AND ORGANISATIONAL BEHAVIOUR

5 Credits

Objective:

The objective of this course is to help students understand the conceptual framework of management and organisational behaviour.

Module -1

Schools of Management Thought: Managerial skills; Different roles played by managers; Ingredients of successful management.

Module - 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.

Module-3

Organisational Behaviour: Meaning, definition and its scope. OB as a behavioural science- contributing disciplines to organisational behaviour.

Module-4

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

Module-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. Stephen. P. Robbins, " Organisationsal Behaviour- Concepts, Controversies and Applications", New Delhi: Prentice Hall of India.
2. Fred Luthans, "Organisationsal Behaviour", New York, Mc Graw- Hill Book Co.
3. Aswathappa.K "Organisationsal Behaviour.
4. Rao.V.S.P and Satyanarayan, Organisationsal Behaviour.

HC 1.2: MANAGERIAL ECONOMICS

5 Credits

Objective:

This course develops managerial perspective to economic fundamentals as aids to decision making under given environmental constraints.

Module –1

Nature , scope and significance of Managerial Economics , Economics and Business decision – making .Economic principles applied to Managerial Economics . Role and Responsibilities of Managerial Economist

Module –2

Demand Analysis – Demand determinants, Demand elasticity and its managerial uses , Demand Forecasting , approaches and techniques of Demand Forecasting Supply analysis – supply determinants , supply elasticity and supply forecasting .

Module –3

Production and cost analysis –Production function, isoquants. Cost out- put relationship in the short-run and long-run. Profit analysis - Economic and accounting profit, Measurement of profit, profit policies and forecasting.

Module –4

Pricing policies and practices: Methods of pricing, problems in pricing, pricing in different market conditions.

Module –5

Economic systems - A broad sweep of macro- economic policies -Objective and tools of fiscal and monetary policies. Business cycles - its impacts and control of business cycles.

Reference

1. Managerial Economics: Mote , Paul and Gupta
2. Managerial Economics: C.H . pterson and C .W .Levis
3. Managerial Economics: M.H. Spencer : Managerial Economics
4. Managerial Economics: R.L.Varshney and K.L.Maheshwari
5. Economics for Business: P. N. Reddy . Appannaiah and Shanti
6. Managerial Economics: Dr. D . M. Mithani : Managerial economics
7. Managerial Economics: M.Adhikary : Managerial economics
8. Managerial Economics: Kulkarni and Kalkundrikar
9. Managerial Economics: Dean Joel

HC 1.3: FINANCIAL MANAGEMENT

5 Credits

Objective:

The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various environmental constraints.

MODULE-1:

Introduction to Financial Management - Objectives, functions and scope of financial management, interface of financial management with other disciplines, environment of corporate finance. Time value of money – future value of a single cash flow; multiple flows and annuity; present value of a single cash flow; multiple flow and annuity. Ethics in financial management.

MODULE-2:

Cost of Capital and Capital Structure – Concept, types of cost of capital and their measurement. Concept of capital structure – features of optimum capital structure, factors affecting capital structure. Capital structure theories, capital structure decision – EBIT – EPS Analysis. Leverage – operating leverage, financial leverage and combined leverage.

MODULE-3:

Capital Expenditure Decisions – Concept and significance of capital expenditure decisions. Capital budgeting process. Project classification, Evaluation criteria - pay-back period average rate of return, net present value method, benefit cost ratio, internal rate of return. Capital rationing.

MODULE-4:

Working Capital Management – Concepts, importance, classification and factors determining working capital. Estimation of working capital, Management of working capital - inventory, receivable and cash management.

MODULE-5:

Dividend Decisions – Concept, Kinds and determinants of dividend policy – legal and procedural aspects, Dividend and firm value – Walter Model, Gordon Model and MM approach.

Reference:

- 1) Ashwath Damodharana: Corporate Finance, Second Edn., Hohn Wiley and Sons, Inc. New York.
- 2) Van Horne, J.C.: Financial Management and Policy, Prentice Hall of India, New Delhi.
- 3) I.M.Pandey: Financial management, Eight Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- 4) M.Y.Khan & P.K.Jain: Financial Management, TATA McGraw Hill Publishing Company Limited, New Delhi.
- 5) Ravi.M.Kishore – Financial Management, Fifth Edition, Taxmann Allied Services Private Limited, New Delhi.

HC 1.4: MARKETING MANAGEMENT

5 Credits

Objective:

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Module –1

Modern Concept of Marketing; Scope and Importance of Marketing; Company Orientations towards the Market Place; Marketing Process; Marketing Mix. Consumer Behaviour; determinants of consumer behaviour; factors influencing consumer behavior. Segmentation bases of segmentation and segmentation based marketing strategies.

Module -2

Product Planning and Policy- Concept of Product ; Product Levels; Product Line Decisions; Product Mix Decisions; New Product Development Strategy; Product Life Cycle Strategies.

Module -3

Pricing Products: Factors to consider when Setting Prices; General pricing approaches; New Product Pricing Strategies: Product Mix Pricing Strategies.

Module - 4

Channel Management: Major types of Channels, Factors influencing choice of Channel, Channel Design Decisions, Objectives and Constraints. Promotion Mix Decisions

Module - 5

Marketing Planning: Market Control Systems, Approaches and Techniques including market audit, Ethical and legal aspects of marketing.

Reference:

1. Philip Kotler, "Principles of Marketing" , Prentice Hall of India .
2. Philip Kotler, "Marketing Management" Person Education. Inc.
3. William J. Stanton, et al: "Fundamentals of Marketing, McGraw Hill International.
4. Subash Mehta & Keshav Prasad: Marketing; Environment, Concepts and cases, Tata McGraw Hill, Pub. Company Ltd.
5. Gandhi. J.C: "Marketing: A Managerial Introduction

HC 2.1: STRATEGIC MANAGEMENT

5 Credits

Objective

The objective of this course is to enhance decision making abilities of students in situations of uncertainty in a dynamic business environment.

MODULE-1

Concept of Strategy and Environment Analysis: Defining strategy, Levels at which strategy operates, approaches to strategic decision making, mission and purpose, objectives and goals, strategic business unit, functional level strategies, concept of environment and its components, environment scanning and appraisal, Organisational appraisal, Strategic advantage analysis and diagnosis, SWOT Analysis.

MODULE-2

Strategy Formulation and Choice of Alternatives, Strategies-Modernisation, diversification, integration, merger, takeover and joint strategies, turnaround, divestment and liquidation strategies, process of strategic choice, industry, competitor and SWOT analysis, factors affecting strategic choice, generic competitive strategies, cost leadership, differentiation, focus, value chain analysis, bench marking.

MODULE-3

Functional strategies marketing, production/operations and R&D plans and policies, Strategy implementation – issues in strategy implementation; Resource allocation – structural considerations, strictures for strategies – organizational design and change.

MODULE-4

Strategy evaluation; overview of strategic evaluation strategic control; techniques of strategic evaluation and control.

MODULE-5

Global issues and strategic management.

References:

- 1) H.Igor Ansoff: Implanting Strategic Management.
- 2) P.Subba Rao, Business Policy and Strategic Management.
- 3) Azhar Kazmi, Business Policy.
- 4) Glnsch, William F. and Lawrence R. Jauel: Business Policy and Strategic Management.
- 5) Sharma.R.A., Strategic Management in Indian Companies.
- 6) David Fred R, Strategic Management.

HC 2.2: ACCOUNTING SYSTEMS

5 Credits

Objective:

The objective of this course is to enable students understand accounting concepts and systems.

Module-1

Accounting theory- Accounting as an information system. Users of accounting information. Factors influencing Accounting environment, Accounting and Economic development – GAAP conventions and concepts – Accounting standards, Accounting principles. Advanced treatments in Final accounts .

Module-2

Revenue Recognition and Measurement – Revenue recognition criteria, Matching of revenues and expenses. AS-9 on Disclosure relating to revenue recognition.

Module-3

Depreciation Accounting and Policies

Module-4

Human Resource Accounting – Inflationary accounting – Social accounting – Green accounting. Global perspectives of accounting – International accounting practices - Benefits of Global accounting standards

Module-5

Concepts of Financial Reporting- Objectives and Qualitative characteristics of Financial Reporting information. Corporate Financial Reporting in India. Legal requirements relating to external reporting.

Reference:

1. Accounting Theory and Practice: Dr.Jawahar Lal.
2. Fundamentals of Accounting: R.L.Gupta and V.K. Gupta.
3. Management Accounting: Albert N Anthony
4. Financial Accounting: Jhon A Iracy
5. Accounting for Management: Lynch
6. Accounting for Management: S.K.Battacharya and Jhon Dearden
7. Management Accounting: S.P.Gupta
8. Practical Financial Statement Analysis: F. Foulks
9. Accounting for Managers: B.K.Chattarjee
10. Management Accounting: Vinayak and Sinha.

HC 2.3: HUMAN RESOURCE MANAGEMENT

5 Credits

Objective:

The objective of this course is to enable students understand managerial skills of human resources.

Module-1

Evolution of HRM- Nature and Scope of HRM- functions-personnel management vs HRM- various dimensions of HRM-Qualities and role of HRM manager- Models of HRM- Personnel policies and principles-Future role.

Module-2

Human Resource Planning- career planning and development- Job analysis-employee hiring- recruitment and selection-selection practices in India.

Module-3

HRD- Training and education-Training and development practices-Training needs analysis- Training design- Training methods, techniques and audio visual aids-skills of an effective trainer-costing of training-HRD modules-recent trends in training- training practices in India.

Module-4

Performance appraisal- methods of performance appraisal- employee compensation-wage and salary administration - managerial compensation.

Module-5

Leadership- Theories and styles of Leadership-Motivation-Theories of motivation- Participative management. Employee morale-employee absenteeism-employee turnover labour welfare-employee promotion, recent trends and techniques in HRM.

Reference:

1. Williams B. Werther and Keith Davis: Human Resource and Personnel Management, Tata McGraw Hill.
2. Terry L. Leap and Michael D. Crino: Personnel and Human Resource Management, Maxwell Macmillan.
3. P. Subba Rao: Fundamentals of Human Resource Management and Industrial relations Himalaya Publishing House.
4. Edwin B. Flippo: Personnel Management.
5. S.K.Bhatia: Principles and Techniques of personnel Management.
6. K.Ashwathappa: Human Resource Management.

HC 3.1: BUSINESS RESEARCH METHODS

5 Credits

Objective:

The objective of this course is to make the students learn the application of statistical tools and techniques for making research and decision making.

MODULE-1

Business Research: A theoretical framework: Concept of Business Research, Importance of Research in business decisions, Business research process, Business research design.

MODULE-2

Organisation of business research: Defining business research problem, Formulation of hypotheses, Testing of hypotheses, Experimental design.

MODULE-3

Data collection in business research: Methods and techniques of data collection, Sampling and Sampling Design, Questionnaire designing and development. Attitude measurement and scaling.

MODULE-4

Data processing and analysis in business research: Coding tabulation, data presentation, description and inferences from sample data, analysis of association. Multi-variate analysis regression analysis, discriminate analysis, factor analysis, cluster analysis and multi-dimensional scaling.

MODULE-5

Report writing and presentation in business research: Substance of report writing and presentation, presentation of business research report.

References:

- 6) William.G.Zikm, Siness Research Methods, The Dryden Press, New York.
- 7) Green Paul, Full Donald, Research for Marketing Decisions, Hold Rinehart and Winston, New York.
- 8) Rigby Paul H., Conceptual Foundation of Business Research, Wiley and Sons, New Delhi.
- 9) Clover Vernon T. and Howard Basley, Business Research Methods, Ohio Grid Publishing, Clumbus.
- 10) Michel V.P., Research Methodology in Management, Himalaya, Bombay.
- 11) Richard Levis, Statistics for Management, PHI, New Delhi.
- 12) Berenson, Canol and Raymond Colton, Research and Report Writing for Business and Economic, Random House, New York.

HC 3.2: FINANCIAL SYSTEM AND MARKETS

5 Credits

Objective:

This course aims at providing students with an understanding of the structure, organization and working financial markets.

MODULE-1:

Introduction to Financial System - Concept and functions of financial system, financial system designs, components of financial system, relationship between financial system and economic growth.

MODULE-2:

Financial Markets - Money market - meaning, need for the market, participants in the money market. Money market instruments - call money, treasury bills, certificate of deposits, commercial bill, trade bills. Capital market - Primary and secondary markets. Capital market instruments - debt equity, derivatives. Depositories, dematerialization, online security trading, IPO and Book building.

MODULE-3:

Financial Regulations – Regulators of Financial System, Role of RBI, SEBI and IRDA.

MODULE-4:

Financial Institutions – Commercial banks - functions, e-banking, credit cards, ATM. Development financial institutions – functions, IFCI, IDBI, SIDBI, SFC and Non-banking financial companies.

MODULE-5:

Financial Sectors Reforms – Major reforms in banking, capital market and insurance sectors. Financial engineering.

Reference:

1. Srivastave.R.M. "Management of Indian Financial Institution" Himalaya Publishing House, Bombay.
2. Khan.M.Y. "Indian Financial System" Tata McGraw Hills, New Delhi.
3. Goldsmith.R.W. "Financial Institutions".
4. Vasant Desai "Indian Financial System".
5. SEBI Guidelines.
6. Baleya.K.N. "Financial Administration in India", Himalaya Publishing House, Bombay.
7. Nayak Indian Financial System.
8. Meir Kohn – Financial Institutions and Markets, TATA McGraw Hill Publications.
9. L.M.Bhole – Financial Institutions and Markets.

HC 3.3: COMPUTER APPLICATIONS IN BUSINESS

5 Credits

Objective:

To acquaint the students with computer fundamentals and its applications to business. To impart software skills to the students for use in business.

MODULE-1:

Basic anatomy of computer: Input/output units, CPU, auxiliary memories; classification and characteristics of memories, Operating systems, system softwares and application softwares.

MODULE-2:

Electronic spread sheets: creation of worksheets, entering data, formatting cells, printing and editing of worksheets; application to financial modules; import of spreadsheets into word documents and vice versa; accounting functions. Data analysis: sorting and filtering data generation of reports, use of standard accounting data spreadsheets to generate charts, graphs and maps.

MODULE-3:

Office Automation: Word processing-Creating, opening, saving, editing, formatting, copying of word documents; font style and size conversion; mail merge. MS Access: creating databases; application to accounts data, modification of entries and generation of trail balance, profit and loss statements and balance sheets. Presentation graphics: PowerPoint features.

MODULE-4:

Information Technology: Basic features of IT, Impact of IT on business environment, computer and dissemination of information and knowledge, Convergence of technologies (internet with WAP), Data and Information and, Data communication system, Distributed data processing networks, Computer Networking: LAN and WAN, Protocols, Topologies. Internet TCP/IP, Client – Server Model, Internet Programming – WWW, http, ftp, HTML, concept of Website and Web browsers, Web server, Email features.

MODULE-5:

Web design: Web standards, Naming schemes for HTML documents, HTML editor, Home page, Elements in HTML documents, XHTML, CSS, Extensible style sheet Language (SXL), Tips for designing web pages.

References:

1. Alexis Leon and Mathews Leon: Information Technology, Vikas Publication, New Delhi.
2. Caral Yacht, Suson Croson: Computer Accounting Essentials with Microsoft Office 2007, McGraw Hill, 2008.
3. Timothy O'leary, Lindu O'leary, Microsoft Office 2007 McGraw Hill, 2010.
4. V.Rajarman, Fundamentals of Computers , PHI Publications.
5. G.Shivakumar: Information and Globalization, Tata McGraw Hill Publishing House.
6. J.Martin: Computer Networking and Distributed Processing, PHI.
7. Minoli and Minoli: Web Commerce Technology Hand Book, Tata McGraw Hill.
8. Xaver: World Wide Web Design with HTML, PHI.
9. Alexis Leao and Mathews Leao: Internet for Everyone, Leao, TECH World, Chennai.

HC 4.1: MANAGEMENT ACCOUNTING

5 Credits

Objective

This course provides the students an understanding of the application of accounting techniques for management.

MODULE-1

Management Accounting: Meaning, nature, scope and functions of management accounting; Role of management accounting in decision making, management accounting Vs Financial accounting; Tools and techniques of management accounting.

MODULE-2

Financial Statements Analysis: Objectives and methods of financial statements analysis; Ratio analysis, Classification of ratios – Profitability ratios, turnover ratios, liquidity ratios, turnover ratios; Advantages of ratio analysis; Limitations of accounting ratios, funds flow statement and cash flow statement.

MODULE-3

Absorption and Marginal Costing: Marginal and differential costing as a tool for decision making-make or buy; change of product mix; pricing, break-even analysis; exploring new markets, shutdown decisions.

MODULE-4

Budgeting for Profit planning and control: Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; control ratios, zero base budgeting; responsibility accounting; performance budging.

MODULE-5

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing; Advantages and applications; Variance analysis-Material; Labour and overhead (two-way analysis); variances.

Reference:

- 1) Arora.M.N.: Cost Accounting-Principles and Practices; Vikas, New Delhi.
- 2) Jain.S.P. and Narang.K.L.: Cost Accounting, Kalyani, New Delhi.
- 3) Homgren, Charles, Foster and Datar et. al., Cost Accounting – A Managerial Emphasis; Prentice Hall, New Delhi.
- 4) Khan.M.Y. and Jain P.K. Management Accounting; Tata McGraw Hill, New Delhi.
- 5) Kaplan.R.S. and Atkinson A.A.: Advanced Management Accounting; Prentice Hall, New Delhi.
- 6) Anthony, Robert & Reece, et. al., Principles of Management Accounting, Richard Irwin Inc.

HC 4.2: INTERNATIONAL BUSINESS

5 Credits

Objective:

This course exposes the student to the environmental dynamics of international business and their impact on international business operations of a firm.

Module-1

Introduction- Concept of International business, factors influencing international business, Differences between domestic and international business Benefits and problems of international business. Regulations of international business.

Module-2

Multinational Corporations – Reasons for the fast growth of MNCs . Merits and demerits of MNCs . Controls of MNCs . MNCs in India.

Module-3

Strategies for International Business – Marketing, Human Resource and Finance strategies. Entry modes of International Business. Strategic alliances.

Module-4

Foreign collaborations, Joint ventures – FDI : Factors influencing FDI , Reasons for FDI , Costs and benefits of FDI , FDI in India .

Module-5

Institutional framework of International Business- WTO, IMF, IBRD. Environmental aspects of International Business, TRIPS, TRIMS, settlement of International Commercial Disputes.

Reference:

1. International Business : Hill and A.K. Jain .
2. International Business : Donald Ball
3. International Business : Elan . M . Rugman
4. International Management : Paul Beamish
5. International Management : Richard . M . Hodgetts
6. International Business Environment : Sundaram and Black
7. International Strategic Management : Srivastav R.M
8. International Business Environment : Francis Cherunilam

HC 4.3: FINANCIAL SERVICES

5 Credits

Objective:

To enable the students to understand and provide financial services.

Module-1

An overview of financial services-economic environment-Financial market in India-money market and capital market.

Module-2

Merchant banking- Growth of merchant banking- functions of merchant banking- public issue management-procedural aspect of public issue-pricing of new issue- underwriting- Development banking-Regulation framework of merchant banking recent trends-credit rating.

Module-3

Venture capital-Features-venture investment process-Indian venture capital scenario-SEBI Regulations, Leasing accounting and reporting of leases-lease structuring-emerging trends in leasing-Hire purchase vs leasing.

Module-4

Factoring-meaning-forms of factoring-legal aspect of factoring-factoring vs bill discounting-forfeiting- mechanism and elements. Housing finance- NHB- Funding of HFC'S –Insurance services- Insurance Policies-Life insurance vs general insurance.

Module-5

Mutual fund-origin and growth-mutual fund schemes-types of mutual fund- portfolio management process of mutual funds-emerging scenario.

Reference:

1. G.S.Patel: Capital Market, Functioning and Trends. ICFAI .Publications 1991
2. J.N.Dhonkar: A Treatise on merchant Banking, Skylark Publishing House, Delhi. 1990.
3. Bhole.M: Financial Markets and Institutions Tata McGra,Hill,1992
4. M.Y.Khan: New Issue Market Allied Publishers.
5. RBI Publications
6. SEBI Guidelines: Issued from time to time.
7. Vinod Kothari: Leasing, Hire Purchase and consumer credit, Madhava and co,1990
8. K.Sriram: Handbook of Leasing Hire Purchasing and factoring ICFAI Publications1991.

SC 1.5 (A): ADVANCED COST ACCOUNTING

5 Credits

Objective

This course exposes students to the concepts and the tools used in cost accounting.

Module -1

Fundamental Principles- Limitations of financial accounting- Significance of cost accounting-Cost accounting and management accounting-Installation of costing system-Elements of cost-Cost concepts and cost classifications.

Module-2

Planning and control of material-Labour and overhead cost.

Module-3

Methods of costing- Job, batch, contract costing-Process costing-Service costing-Reconciliation of cost and financial account.

Module-4

Budgetary control-Definition, steps in budgetary control-Different types of budgets-Zero-base budgeting Performance Budgeting.

Module-5

Computerized accounting-policies guiding mechanization significance of mechanization-electronic data processing services offered by data processing centers.

References:

1. Vashist and Sexena: Advance Cost Management Accounting, Sultanchand and Sons.
2. Jain and Narang: Advanced Cost Accounting, Kalyani Publishers.
3. Roy Chowdhury, et. al., Cost and Management accounting, New Central Book Agency.
4. Prasad N.K.S: Principles and Practices of Cost Accounting, Book Syndicate
5. Khan and Jain-Theory and problem of Management and Cost Accounting Tata McGraw Hill.

SC 2.4 (A): STRATEGIC COST MANAGEMENT

5 Credits

Objective:

This course provides the students an understanding conceptual framework of strategic cost management and its applications under various environmental constraints.

Module -1

Meaning and definition of strategic cost management, cost as a source of competitive advantage-value chain analysis, strategic positioning analysis and cost driver analysis. The strategic costing process: Estimate supplier (Products or services) cost, estimating competitors (Products or services) Cost: set target cost Determine the value of the company.

Module-2

Activity based costing: Meaning, Purpose of ABC: The activity hierarchy: Determination of an activity's cost basis: Types of production activities: unit related, Batch related. Product sustaining and Facility sustaining. Identification of work drives and non value added activities, Determination of activity measures. Based Costing Programme, Benefits of an ABCE Programme: Limitations of ABC Programme. ABC in Financial Institution, ABC in service-Oriented organization.

Module-3

Target costing: Meaning, Foundation of target costing- Target costing key principles. Target costing Vs Traditional Cost Management process: Market driven costing. Product Level Target Costing. Component level target costing- establishing price and profit margins from allowable to Achievable target cost; Incorporating customer input in target costing; Target Costing in the Extended Enterprise. Target Costing organization and participants. Kaizen Costing: Introduction. The Kaizen costing process Item- Specific Kaizen Costing, product specific Kaizen costing, overhead- specific Kaizen costing Inter- organizational implication of Kaizen costing. Applying kaizen costing to suppliers.

Module-4

Cost of Quality: Quality cost concept, Quality cost categories. Quality cost elements, and quality cost base analysis and measurement of company. Preparation and implication of Quality cost programme, Quality improvement and Quality cost reduction, Life Cycle Costing.

Module-5

Business Process Re-engineering. Value engineering learning curve TQM.JIT and FMS and enables of low strategy.

References:

1. Strategic cost management by John K. Shank and Vijay Govindrajana Free Press Publication New York.
2. K. Sridhar Bhat: Business Process Reengineering, Himalaya Publication House Mumbai.

SC 3.4(A): CORPORATE TAXATION-I

5 Credits

Objective:

To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.

Module – 1

Corporate Income Tax: Meaning, objectives, concepts, scope of tax; Residential status, Incidence of tax; Types of Companies; Revenue trends.

Module – 2

Taxation of Companies: Headwise computation of income; Set-off and carry forward of losses, Deductions from gross total income, Computation of Taxable income.

Module 3

Minimum Alternate Tax: Meaning, objectives; Book profit computation; MAT credit, MAT computation and tax liability; Filing of returns, Advance payment of tax, Deduction of tax at source; Assessment procedure.

Module – 4

Tax planning and management: Meaning and features of Tax planning; Tax Avoidance, Tax Evasion; Tax Management – Major areas of corporate tax planning; Location and tax planning; Financial Decisions and Tax Planning.

Module – 5

Wealth Tax on Companies: Meaning, objectives, concepts: Assets, Deemed assets: Exemptions, Gross wealth, Net wealth; Computation of Tax Liability; Current developments in Corporate Income Tax and Wealth Tax.

References:

1. Singhanian V.K and Kapil Singhanian, Direct Taxes – Laws and Practices, Taxmann Publications, New Delhi.
2. Singhanian, Direct Taxes – Planning and Management, Taxmann Publications, New Delhi.
3. Bhagawati Prasad, Direct Taxes, New Age, New Delhi.
4. Lal, B.B., Direct Taxes, Konark, New Delhi.
5. Mehrotra and Goyanka, Direct Taxes – Tax Planning and Management, Sahitya Bhavan Agra.
6. Dinkar Pagare, Tax Laws, Sulthan Chand, New Delhi.
7. Shrinivas, Corporate Tax Planning, TMH, New Delhi.
8. Lakhotia, Corporate Tax Planning, Lakhotia, New Delhi.

SC 4.5 (A): CORPORATE TAX PLANNING-II

5 Credits

Objective

To acquaint students with the major provisions of the acts, rules, tariffs and modus operandi of indirect taxes.

Module – 1

Introduction to Indirect Taxes: Meaning of indirect tax, Features of indirect taxes, Tax incidence, Indirect taxation under Indian constitution, Types of indirect taxes – advantages and disadvantages, Revenue trends.

Module – 2

Corporate Tax Planning with reference to Central Excise: Nature of excise duty, types, excisable goods, Goods exempt from excise, Classification of goods, Computation of assessable value and duty payable, Valuation rules, Exemptions in case of small scale industries, CENVAT – Meaning, highlights of CENVAT scheme, final products and inputs eligible for CENVAT, Quantum and mode of availment of CENVAT credit, Procedures involved in CENVAT, CENVAT on capital goods, Tax planning relating to CENVAT.

Module – 3

Corporate Tax Planning and Customs: Scope and coverage of customs law, Nature of customs duty, Types of customs duty, Classification under customs, Valuation of customs duty, Exemptions, Remissions, Demand, Recovery and refunds in customs, Import & Export procedure, Duty drawback, Warehousing, Administrative aspects of customs, Tax planning relating to customs.

Module – 4

Corporate Tax Planning Under Central Sales Tax and VAT: Objectives and scheme of CST Act, Interstate and intra-state sales, Nature of goods and CST Act, Computation of sales turnover, Quantum of CST payable, Exemptions from CST, Restrictions on taxation under CST Act, Outline of VAT, Administrative aspects of KVAT.

Module – 5

Service Tax: Genesis of Service Tax in India, Concepts applicable to all services, Taxable value, Exemptions, Import and Export of services, Computation of service tax – Current trends in indirect taxes.

References:

1. Datey V.S., Indirect Taxes, Taxmann Publications, New Delhi.
2. Central Excise Act, 1944, Government of India, New Delhi.
3. The Customs Act, 1962, Government of India, New Delhi.
4. The Central Sales Tax Act 1956, Government of India, New Delhi.
5. Ramaswamy, Indirect Taxation, Sultan Chand & Sons, New Delhi.
6. Gaur and Narang, Indirect Taxes, Sultan Chand & Sons, New Delhi.
7. Dinakar Pagare, Indirect Taxes, Sultan Chand & Sons, New Delhi.

SC 1.5 (B): FINANCIAL DERIVATIVES

5 Credits

Objective

This course introduces to the application of various tools and techniques of financial risk management.

MODULE-1

Introduction: Meaning of Derivatives, Forward contracts, Future contracts, option, Traders in futures and option markets, function of derivatives markets, world derivatives markets.

MODULE-2

Forward and future contracts: Valuation of forward and future prices, stock index futures, valuation of stock index futures, Hedging using future contracts, Hedging using stock index future contracts, Adjusting the Beta of Portfolio using stock index futures.

MODULE-3

Option contracts and trading strategies: Characteristics of option contracts Buyer / Seller attitudes, option pricing, risk and return on equity option, option trading strategies.

MODULE-4

Valuation of option, A graphic analysis of call and put values, Characteristics of option values, Models of variation of option, Dividends, Share splits and Bonus shares, Applicability of the Black and Shores model in the Indian context.

MODULE-5

Trading risks and regulation: Trading mechanism, types of orders, risks in derivatives trading. Futures and option in India: The Badla system, option in India, Teji and Mandi.

References:

- 1) N.D.Vohra & B.R.Bhagri, Futures and Options, Tata McGraw Hill, New Delhi.
- 2) John.C.Hull, Fundamentals of Futures and Options markets, Pearson Education (P) Ltd., New Delhi.
- 3) L.M.Pandey, Advanced Financial Management, Vikas Publishing House Pvt. Ltd., New Delhi.
- 4) William.F.Sharpe, Gordon, J.Alexander & Jefery V. Balley, Investments, Prentice Hall, New Delhi.
- 5) R.Mahajan, Futures and Options, Vision Books Pvt. Ltd., New Delhi.

SC 2.4 (B): SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

5 Credits

Objective:

The objective of this course is to help students to understand various issues in security analysis and portfolio management.

MODULE-1:

Investment Management – Concept, features and objectives of investment. Investment Management process, approaches to investment decision making, common errors in investment management, ingredients of successful investment strategy, investment avenues, the investment Gurus and their investment strategies.

MODULE-2:

Security Analysis, Fundamental Analysis, Economy-Industry-Company analysis, (E-I-C Analysis), Technical analysis, Efficient market hypothesis.

MODULE-3:

Valuation of Securities – Valuation of Equity Shares - models of equity valuation, valuation of fixed income securities.

MODULE-4:

Portfolio theories, Markowitz Model, Sharpe's Model, Capital Asset Pricing Model, Security Market Line and its applications.

MODULE-5:

Portfolio Evaluation and Revision, Measures of Portfolio Evaluation, Meaning of Portfolio revision, Need for revision, Constraints in Portfolio revision, Portfolio revision strategies, Formula plans.

Reference:

1. Security Analysis and Portfolio Management by S.Kevin Prentice Hall of India, 2008.
2. Investment Analysis and Portfolio Management by Prasanna Chandra, TATA McGraw Hill Education Private Limited.
3. William F, Sharpe Portfolio theory and capital market, McGraw Hill.
4. J.C.Francies – Investment Analysis and Management.
5. Bhalla V.G. – Portfolio Analysis and Management, Delhi.
6. Grajaran D.D.Dodd and Balts – Security Analysis, McGraw Hill.
7. Bombay Stock Exchange Directory.

SC 3.4(B): INTERNATIONAL FINANCIAL MANAGEMENT

5 Credits

Objective

This course helps students to understand the conceptual framework of international finance and use thereof in making financial decisions.

MODULE-1

Financial management in a global perspective: Increasing dependence in the global economy, trends in international trade and cross border financial flows, India in the global international monetary system: An overview of international financial markets, exchange rate determination and forecasting.

MODULE-2

Foreign exchange market: Structure and the participants, Types of transactions, mechanics of currency dealing, exchange rate quotation, arbitrage forward rates, exchange rate computation. The links between Forex market and money market, covered interest rate differentials, options forwards, cancellation of forward contracts, forward-forward swaps, short dated and broken date contract, Currency Options.

MODULE-3

Nature and measurement of exposure and risk: Definition, Measurement and classification of foreign exchange exposure, exposure and risk, risk as variability of cash flows, management of transaction and operating exposures.

MODULE-4

Short term financial management in a multinational context: Short term funding and investment, centralized and decentralized cash management, netting, pooling, exposure management, offshore invoicing centres.

MODULE-5

International Equity Investments: Comparing domestic and foreign equity investment, gains from cross border diversifications, International CAPM, and depository mechanism. Long term borrowing in international capital markets: The costs and risks of foreign currency borrowing, syndicated loan bonds issues, MTNs, NIFs and related instruments, project finance. International project appraisal.

References:

- 1) P.G.Apte: International Financial Management, McGraw Hill Publishing, New Delhi.
- 2) Morice.D.Levi: International Finance, McGraw Hill Publishing, New Delhi.
- 3) Vyuptakesh Sharan: International Financial Management, Prentice Hall of India Pvt. Ltd., New Delhi.
- 4) H.R.Machoraju: International Financial Markets and India, New Age International Pvt. Ltd., New Delhi.

SC 4.5(B): MUTUAL FUNDS

5 Credits

Objective

This course exposes students to operational, investment and evaluation aspects of mutual fund.

MODULE-1:

Evolution of Mutual funds – Concept of Mutual Fund, Organisation of Mutual Funds, Players of Mutual Funds, Types of Mutual Funds, Advantages and disadvantages of mutual funds, Key financial measures.

MODULE-2:

Regulation of Mutual Funds, Guidelines by the Ministry of Finance, RBI Guidelines, SEBI Regulations and Guidelines.

MODULE-3:

Mutual Fund Evaluation - Measures of Mutual Fund evaluation, Risks involved in mutual fund investment, Mutual fund selection, Steps in choosing the right mutual fund scheme.

MODULE-4:

Management of mutual funds, Marketing and investment aspects of mutual fund, Mutual fund investment process.

MODULE-5:

Business ethics in mutual funds, Mutual fund prospect, Future growth strategy.

Reference:

1. Sunder Shankaran – Indian Mutual Funds Handbook, First Edition, Vision Books Private Limited, New Delhi.
2. I.M.Pandey – Financial Management, Eighth Edition, Vikas Publishing House Private Limited, New Delhi.
3. Ravi.M.Kishore – Financial Management, Fifth Edition, Taxmann Allied Services Private Limited, New Delhi.

SC 1.5 (C): MARKETING RESEARCH

5 Credits

Objective

The purpose of this course is to enable the students learn the process tools and techniques of marketing research.

Module-1

The Role of Marketing Research: The Marketing Concept ; Customer Orientation; Long-run Profitability; A Cross-Functional Effort; Keeping Customers and Building Relationships; Marketing Research : A Means for Implementing the Customer Concept.

Module-2

Marketing Intelligence; Components of Marketing Intelligence; Need for Marketing Intelligence. Marketing Information System

Module -3

The Managerial Value of Marketing Research for Strategic Decision –Making. Identifying and Evaluating Opportunities; Analyzing and Selecting Target markets; Planning and Implementing a Marketing Mix; Analyzing Marketing Performance.

Module-4

Marketing Research Process ; Stages in Research Process; Alternatives in the Research Process, Defining the Research Objectives. Selection of Basic Research Method, Sampling, Gathering Data; Processing and Analyzing Data. Drawing Conclusions and Preparing a Report.

Module-5

The Human Side of Marketing Research: Organisational and Ethical Issues: Organisational Structure of Marketing Research, Marketing Research jobs ; Cross-functional Teams. Ethical issues in Marketing Research.

References:

1. Marketing Research by Ramanuj Majumdar
2. Marketing Research by Mishra
3. Marketing Research by MV Kulkarni
4. Marketing Research by DM Sarawte.
5. Research for Marketing Decisions by Paul Green, Donald Tull.
6. Marketing Research-Rajendra Nargundkar(Tata Mc)
7. Business research Methods-Donald R.Cooper. 8. Market research-G.C.Beri

SC 2.4 (C): RELATIONSHIP MARKETING

5 Credits

Objective:

This course acquaints students with the basic issues in customer relationship marketing.

Module-1

Conceptual foundation of Relationship Marketing, Evolution of Relationship, Marketing, its significance in Indian context.

Module-2

Relationship Marketing of Services Vs. Relationship Marketing in Consumer Markets.

Module-3

Buyer seller relationships; Relationship Marketing in Mass markets, relationship marketing and marketing strategy.

Module-4

Relationship Marketing and Distribution Channels.

Module -5

Role of Information Technology in Building, Maintaining and Enhancing, Relationships. Customer profitability design and analysis.

References:

1. Handbook of Relationship Marketing-Jagdish Sheth,Atul Parvatiyar
2. Leading Through Relationship Marketing-Richard Batterley
3. Relationship Marketing-S.Shajahan
4. Customer relationship Management - Jagdish Seth,Atul Parvatiyar,G Shainesh

SC 3.4(C): INTERNATIONAL MARKETING

5 Credits

Objective

This course is to expose students to the conceptual framework of international marketing management.

Module -1

Introduction to International Marketing: Nature and significance; Complexities in International Marketing; Transition from Domestic to Transactional Marketing; International Market Orientation- EPRG frame work; International Market Entry Strategies.

Module -2

International Marketing Environment: Internal Environment; External environment Geographical, Demographic, Economic, Socio-Cultural, Political and Legal Environment; impact of Environment on international decisions.

Module-3

Designing International Market Offerings: Competing on a Global basis; Deciding whether to go abroad; Deciding which markets to enter; Deciding how to enter the market.

Module -4

International Marketing Mix: Product; Promotion; Price and Place (Distribution Channels)

Module-5

International Planning, Organizing and Control: Issues in International Planning; International Marketing Information System; Organizing and Controlling.

References:

1. International Marketing - Cateora
2. Managing International Marketing - Varkey
3. Creating Market across the Globe: Strategies for business excellence - Korwar
4. Essence of International Marketing - Stan Paliwoda
5. Global Marketing Management - Warren J. Keegan
6. International Marketing Management - Subhash Jain
7. The Essence of International Marketing Paliwoda, Stanlet J. Prentice Hall New Delhi.

SC 4.5(C): SERVICES MARKETING

5 Credits

Objective

This course acquaints students with the basic issues in Services Marketing.

Module -1

Foundation of Services Marketing : Introduction - The Services : Concept; Nature and Characteristics' of Services ; Classification of Services ; Significance of Services Marketing Reasons for The Growth of Services Sector.

Module-2

Segmentation Strategies for Effective Capacity Utilization; Positioning of Service in the Market Place; Issues in Marketing of services – Extended Services Marketing Mix: Going beyond the 4 Ps. (7 Ps of Services Marketing).

Module-3

Service Delivery Process;– Service Blueprints;–Managing Employees for Service Orientation. Distribution Strategies for Services – Challenges in Distribution of Services, Personal Selling – Advertising and Sales Promotion in Service Industry.

Module-4

Balancing Demand and Capacity: The ups and Downs of Demand; Measuring and Managing Capacity; Understanding the Patterns and Determinants of Demand; Strategies for Managing Demand

Module-5

Customer Satisfaction & Service Quality in Service Marketing – Service Encounter - Role of HR & Internal Marketing - SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery

References:

1. Essence of Services Marketing – Payne Adrian
2. Services Marketing: Integrating Customer Focus Across the Firm - Valarie A Zeithaml
3. Services Marketing : People, Technology & Strategy - Christopher Lovelock
4. Services Marketing – Ravi Shanker
5. Strategic Planning for Public Service and non profit organizations-Pergamon.
6. Excellence in Services – Balachandran

SC 1.5 (D): BANK FINANCIAL MANAGEMENT

5 Credits

Objective

The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various banking environmental constraints.

MODULE-1

Introduction: Banking markets in changing environment, new types of risks for bank customers and banks, Prudential regulation in a Deregulating setting, Objectives of bank management in new environment. Evolution of financial management functions in banks, major area of bank financial management, organizational structure, systems and skills, universal banking and its impact on risk management, corporate governance in banking, risk based banking supervision.

MODULE-2

Liquidity Management in Banks: Liquidity and Liquidity risk, Objectives and policies, liquidity management: Regulatory aspects, Static liquidity Gap Analysis, liquidity ratios, Dynamic liquidity Gap Analysis, Scenario analysis, Liquidity planning.

MODULE-3

Bank Capital: Definition of Bank Capital, Capital Accord 1988, Capital Adequacy requirements of foreign banks, Functions of bank capital, measures of capital adequacy, capital accord 1988 and amendment of 1996, Computation of capital adequacy, Risk weights of funded risk assets, measures to improve capital adequacy, capital standards and new capital accord. Rationale for new accord, structure of new accord, minimum capital requirement, standardized approach for credit risk, the internal rating based approach (IRB), overall capital.

MODULE-4

Profitability of Banks: Objectives, Profit and Profitability, need for profits, Historical perspective of the approach of banks to profitability, effects of NPAs on profitability of banks, banking sector reforms. A profitability model, shareholders' value maximisation and EVA, Profit planning, Performance parameters of Indian banks, Measures to improve profitability.

MODULE-5

Valuation of Bank Stocks: Fundamentals of Stock Valuation, Methods of stock valuation: Dividend valuation method, MM Hypothesis, Graham and Dodda Model, Walter's Model, Gordon Model, Dividend policy in banks.

References:

- 1) Peter S. Rose, Commercial Bank Management.
- 2) Simonson and Coleman, Bank Management, Hempel.
- 3) J.F.Sinkey, Commercial Bank Financial Management.
- 4) Prasanna Chandra, Financial Management Theory and Practices.

SC 2.4 (D): DERIVATIVES

5 Credits

Objective

This course helps to students to understand exhaustively the different instruments of derivatives.

MODULE-1

Derivatives: An Introduction, Objectives, Functions of Derivatives, Types of Derivatives.

MODULE-2

Forward Rate agreements (Interest Rate Derivative), Objectives, Market convention of FRAs, Pricing of a forward rate agreement.

MODULE-3

Futures: Objectives, Currency futures, Bond futures, Stock index futures, Pricing financial futures.

MODULE-4

Options: Objectives, Basic characteristics of an Option, Option Vs Futures, Option profiles, Valuation of Option, Put call parity, Interest rate option, Floors, Collars, Option strategies: Long Call, Short Call, Long Put, Short Put, A covered call, Option Greeks, Exotic Option.

MODULE-5

Interest Rate Swaps: Concept and Mechanism, the theory of comparative advantage and Swaps pricing an interest rate swap, implied forward rates, types of interest rate swaps, currency swaps and RBI guidelines on FAs and IRs.

References:

- 1) Option Futures and other derivatives by John Hull, Prentice Hall of India, New Delhi.
- 2) An Introduction to Options and Futures by D.Chance.
- 3) Understanding Futures Market by R.Kolb.
- 4) N.D.Vohra & B.R.Bhagri, Futures and Options, Tata McGraw Hill, New Delhi.

SC 3.4(D): RISK MANAGEMENT

5 Credits

Objective

This course introduces to the application of various tools and techniques of risk management in banks.

MODULE-1

Risk and its measurement and control: Definition, Risk process, Types of Risks – Interest rate risk, market risk, currency risk, credit risk, liquidity risk, legal and operational risk. Calculation, Risk exposure analysis, risk management / mitigation policy, Risk Immunization Policy / strategy fixing exposure limits, open position, position limit, deal size, individual dealer's limit, stop loss limits.

MODULE-2

Asset Liability Management: Components, multi currency balance sheet, organizational structure, risk management policy and procedures, risk adjusted return on capital, capital adequacy norms, ALCO techniques / tools – GAP Analysis, Simulation, Duration analysis, Linear and other statistical methods, Internal control.

MODULE-3

Risk Hedging: Instruments and Mechanism: Forward, Futures, Options Strategies and Arbitrage opportunities.

MODULE-4

Challenges of BASEL-II: Implications to hedge position through derivative products.

MODULE-5

Role of Mid Office / Risk Management Dept.: Operational clarity and documentation and monitoring. System Audit significance in risk management / mitigation.

References:

- 1) Theory and Practice of Treasury and Risk Management in Banks, Indian Institute of Banking and Finance. Taxmann Publications Pvt. Ltd., New Delhi.
- 2) Ravi: Asset Liability Management, ICFAI Publications, Hyderabad.
- 3) N.D.Vohra & B.R.Bhagri, Futures and Options, Tata McGraw Hill, New Delhi.
- 4) John.C.Hull, Fundamentals of Futures and Options markets, Pearson Education (P) Ltd., New Delhi.
- 5) Asset Liability Management by France J. Fabbozi and Atosuo Kounishi, Probes Publishing Company, Chicago.

SC 4.5(D): TREASURY MANAGEMENT

5 Credits

Objective

This course helps students to understand operational aspects of treasury management in banks.

MODULE-1

Treasury: Objectives of Treasury, Structure of Organization, Functions of a Treasurer, Responsibility of a Treasurer. Cost Centre / Profit Centre, Integrated Treasury, Planning and Control, Risk Analysis.

MODULE-2

Liquidity Management: CRR / CCIL / RTGS, Objectives, Sources and Deployment, Internal Control, Netting.

MODULE-3

Implications of Treasury on International Banking, Global scenario and treasury operations, Exchange rate mechanism. Structure: Front, Back & Mid office. Dealing and trading operations: Control and orderly conduct, moral and ethical codes, checks and balances. Revaluation: Mark to market and profit calculations, VaR (Value at Risk).

MODULE-4

Regulation, Supervision and Compliance of Treasury Functions: Internal and External Audit, Role of Reserve Bank of India, Integrated Treasury, Bond dynamics.

MODULE-5

Accounting valuation and elimination of exposures.

References:

- 1) Theory and Practice of Treasury and Risk Management in Banks, Indian Institute of Banking and Finance. Taxmann Publications Pvt. Ltd., New Delhi.
- 2) Peter S. Rose, Commercial Bank Management.
- 3) Simonson and Coleman, Bank Management, Hempel.
- 4) J.F.Sinkey, Commercial Bank Financial Management.

OPEN ELECTIVE COURSES AVAILABLE FOR CHOICE TO STUDENTS OF OTHER DEPARTMENTS

OEC 2.5: INDIVIDUAL INVESTMENT AND TAX PLANNING

5 Credits

Objective:

This course helps the students to understand and manage personal finances and provide tools to be successful investor.

Module -1

Understanding the Financial Planning Process: Rewards of sound financial planning, Determination of personal income, Time value of money, Preparing personal income statement and balance sheet, Making cash budgets.

Module – 2

Personal Investment Avenues: Features and advantages of Bank deposits, Small saving schemes, Life insurance, Company deposits, Debentures and bonds, Real estate, Gold and silver, Equity shares and Mutual funds, Pension plans and retirement plans.

Module – 3

Risk-Return Analysis: Meaning of investment risk, types of risk: Default risk, business risk, purchasing power risk, interest rate risk, political risk, market risk and measurement of risk and analysis. Meaning of Investment Return, Types of Return, Simple Return, Holding period Return, Average Return, Geometric Return, Compounded Average Growth Rate of return (CAGR), Measurement of Return and Analysis.

Module – 4

Managing and Planning Taxes: Principles of income tax, Computation of salary, Rental income, Capital gains and Other income, Tax planning and Tax management, Study of relevant provisions of Income Tax vis-à-vis, Investment returns, Income tax return and Assessment.

Module – 5

Tax on Wealth: Principles of wealth tax, Concepts, Assets, Deemed assets, Exempted assets, Net wealth computation, Computation of wealth tax, Planning of wealth tax, Filing returns and Assessment.

References:

1. ICFAI, Personal Financial Planning.
2. Gitman, Lawrence J and Joehnk, Michael D, Personal Financial Planning, South-Western College Publishing.
3. Ernst and Young's, Personal financial Planning Guide, E &Y Wiley.
4. Hallman, G Victor and Rosenbloom Jerry S, Personal Financial Planning, McGraw Hill.
5. Yawaswy, N.J, Personal Investment and Tax Planning, Vision Publication.
6. V.K.Singhania and Kapil Singhania, Income Tax – Law and Practice, Taxmann.

OEC 2.5: FINANCE FOR NON-FINANCE PEOPLE

5 Credits

Objective:

The objective of this course is to help students to understand basics of finance.

Module -1

Introduction: Objectives of financial management - functions of finance - Indian financial system – The time value of money.

Module – 2

Balance Sheets and Financial Ratios: The Corporate Bikini – The Balance Sheet, The Profit and Loss Account. The Du Pont System of Ratio Analysis, Activity ratios, Liquidity ratios, Profitability ratios, Leverage ratios, Coverage ratios, ROI ratios, Equity investors' ratios, Inter-firm comparison, Limitations of Ratio analysis.

Module – 3

Costs and Cost Analysis: Cost concepts – Cost volume profit analysis: The Triplet, Operating leverage, Cost concepts for decision making.

Module – 4

Sources and Cost of Capital: The quantum of capital needed, mix of capital, average cost of capital, project appraisal, Financial Planning.

Module – 5

Management of Working Capital: Factors influencing working capital needs, estimating working capital needs, sources of finance for working capital – Inventory management and control, Credit management, Cash management, The challenges of working capital management, Over trading and under trading.

References:

- 1) Ashwath Damodharana: Corporate Finance, Second Edn., Hohn Wiley and Sons, Inc. New York.
- 2) Van Horne, J.C.: Financial Management and Policy, Prentice Hall of India, New Delhi.
- 3) I.M.Pandey: Financial management, Eight Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- 4) M.Y.Khan & P.K.Jain: Financial Management, TATA McGraw Hill Publishing Company Limited, New Delhi.
- 5) Ravi.M.Kishore – Financial Management, Fifth Edition, Taxmann Allied Services Private Limited, New Delhi.

OEC 3.5: BASICS OF ACCOUNTING

5 Credits

Objective:

To acquaint the students with the basic principles of financial accounting.

Module -1

Introduction: Meaning and definition of accounting, importance of accounting, Accounting concepts and conventions, Accounting Standards, Meaning and purpose.

Module – 2

Final Accounts: Final accounts of sole trading concerns including manufacturing accounts.

Module – 3

Single Entry System of Accounting: Meaning, defects of single entry system – Single entry Vs Double entry – Problems on conversion of Single entry into double entry.

Module – 4

Accounting for Consignment Transactions: Meaning, Consignment Vs Sale – Proforma Invoice – Account Sales – Types of Commission – Goods sent at cost and at invoice price – Valuation of Stock – Normal and Abnormal loss.

Module – 5

Joint Venture and Leasing: Meaning and purpose – Joint Venture Vs Consignment – Methods of maintaining accounts (a) separate set of accounts (Joint Bank System) and (b) Maintaining accounts in the books of each venturer. Leasing: Meaning, Types, Merits and Demerits.

References:

- 1) Accounting Theory and Practice: Dr.Jawahar Lal.
- 2) Fundamentals of Accounting: R.L.Gupta and V.K. Gupta.
- 3) Financial Accounting: Jhon A Iracy

OEC 3.5: BASICS OF STOCK MARKET

5 Credits

Objective:

The objective of this course is to help students to understand nature and working of stock markets.

Module -1

Stock Markets: Meaning, Need of stock market, Types of stock market, Bombay Stock Exchange (BSE), National Stock Exchange (NSE), over the counter exchange of India (OTCEI), The inter-connected stock exchange of India, Stock exchange members, Functions of stock exchange members.

Module – 2

Stock Indices: NIFTY, BSE Sensex, Bankex, Computation of Index, Variables to be considered for construction of Index and other indices.

Module – 3

Types of Market: Secondary market, primary market, derivatives market, spot market, debt market, equity market.

Module – 4

Stock Market Regulation: Securities Exchange Board of India (SEBI), Power and functions of SEBI, Primary and Secondary market regulations, Regulations for mutual fund, Regulations on derivatives trading.

Module – 5

Styles of Stock Market Investing: Growth investing, Value investing, Dividend yield investing, Contrarian investing, Index investing, Cat copy investing and Risk investing.

References:

- 1) Investment Analysis and Portfolio Management by M.Ranganatham and R.Madhumathi, Pearson Education, 2005, New Delhi.
- 2) Investment Analysis and Portfolio Management by Prasanna Chandra, TATA McGraw Hill Education Private Limited.
- 3) Bhalla V.G. – Portfolio Analysis and Management, Delhi.
- 4) Bombay Stock Exchange Directory.