



**M.Com. Degree  
COMMERCE  
(CHOICE BASED CREDIT SYSTEM)**

**SYLLABUS  
(Effective from the academic year 2015 – 2016)**

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**

**DISTRIBUTION OF CREDITS AND HOURS FOR THE DEPARTMENT OF COMMERCE**

**2015 - 2016**

<b>Courses</b>	<b>Semester I</b>		<b>Semester 2</b>		<b>Semester 3</b>		<b>Semester 4</b>		<b>Total Credits</b>	<b>Total Hours</b>
	<b>C</b>	<b>H</b>	<b>C</b>	<b>H</b>	<b>C</b>	<b>H</b>	<b>C</b>	<b>H</b>		
PC	16	20	16	20	12	15	12	15	56	70
Dissertation	-	-	-	-	-	-	5	8	5	8
PE	4	4	4	4	8	8	4	4	20	20
PV	-	-	2	2	2	2	-	-	4	4
Soft Skills	-	-	2	2	-	-	-	-	2	2
SAP	2	2	-	-	-	-	-	-	2	2
Internship	-	-	-	-	2	-	-	-	2	-
Library	-	4	-	2	-	5	-	3	-	14
<b>TOTAL</b>	<b>22</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>21</b>	<b>30</b>	<b>91</b>	<b>120</b>

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**

**M.Com. DEGREE**

**COURSES OF STUDY**

(Effective from the academic year 2015-16)

**CHOICE BASED CREDIT SYSTEM**

Subject Code	Title of Course	Credits	Total Hours			Exam Hours	Marks		
			Lecture Hours (L)	Tutorial Hours (T)	Practical Hours (P)		Continuous Assessment	End Semester	Maximum
Semester - I									
15CM/PC/MM14	Marketing Management	4	4	1	0	3	50	50	100
15CM/PC/SH14	Strategic Human Resource Management	4	4	1	0	3	50	50	100
15CM/PC/RB14	Regulatory Aspects of Business	4	4	1	0	3	50	50	100
15CM/PC/AM14	Accounting for Managerial Decisions	4	4	1	0	3	50	50	100
Semester - II									
15CM/PC/SM24	Service Marketing	4	4	1	0	3	50	50	100
15CM/PC/CR24	Corporate Governance and Social Responsibility	4	4	1	0	3	50	50	100
15CM/PC/FM24	Financial Management and Policy	4	4	1	0	3	50	50	100
15CM/PC/IF24	Indian Financial System	4	4	1	0	3	50	50	100
15CM/PK/SS22	Soft Skills	2	2	0	0	-	50	-	100
Semester - III									
15CM/PC/BR34	Business Research	4	4	1	0	3	50	50	100
15CM/PC/CA34	Corporate Accounting	4	4	1	0	3	50	50	100
15CM/PC/GS34	Global Strategic Management	4	4	1	0	3	50	50	100
15CM/PN/SI32	Summer Internship	2	0	0	0	-	50	-	100
Semester - IV									
15CM/PC/IC44	Individuals and Corporate Tax Planning	4	4	1	0	3	50	50	100
15CM/PC/IP44	Investment Planning	4	4	1	0	3	50	50	100
15CM/PC/EC44	Principles of E-Commerce	4	4	1	0	3	50	50	100
15CM/PC/DS45	Dissertation	5	0	0	0	0	50	50	100

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**COURSES OF STUDY**

(Effective from the academic year 2015-16)

**CHOICE BASED CREDIT SYSTEM**

Subject Code	Title of Course	Credits	Total Hours			Exam Hours	Marks		
			Lecture Hours (L)	Tutorial Hours (T)	Practical Hours (P)		Continuous Assessment	End Semester	Maximum
Postgraduate Electives Offered to Parent Department									
15CM/PE/OB14	Organisational Theory and Behaviour	4	4	0	0	3	50	50	100
15CM/PE/AD14	Advertising	4	4	0	0	3	50	50	100
15CM/PE/IR14	Insurance and Risk Management	4	4	0	0	3	50	50	100
15CM/PE/BV14	Business Venture Management	4	4	0	0	3	50	50	100
15CM/PE/CB14	Business Applications in Computers	4	4	0	1	3	50	50	100
15CM/PE/IB14	International Business	4	4	0	0	3	50	50	100
Postgraduate Electives Offered to other Departments									
15CM/PE/EM24	Essentials of Marketing	4	4	0	0	3	50	50	100
15CM/PE/HR34	Human Resource Management	4	4	0	0	3	50	50	100
Social Awareness Programme / Service Learning (SAP/SL)									
15CM/PA/SE12	Socio Economic Issues	2	2	0	0	-	50	-	100
15CM/PA/HH12	Health and Hygiene	2	2	0	0	-	50	-	100
15CM/PA/CW12	Child Welfare	2	2	0	0	-	50	-	100
15CM/PA/CD12	Care of the Differently Abled	2	2	0	0	-	50	-	100
15CM/PA/CA12	Civic Awareness	2	2	0	0	-	50	-	100
15CM/PA/RR12	Rural Realities - Village Visits	2	2	0	0	-	50	-	100
15CM/PA/UR12	Urban Realities - Underdeveloped Areas (Slums)	2	2	0	0	-	50	-	100
15CM/PA/WA12	Welfare of the Aged	2	2	0	0	-	50	-	100
Independent Elective Courses									
15CM/PI/TD24	Training and Development	4	0	0	0	3	-	50	100
15CM/PI/AS24	Advertising and Salesmanship	4	0	0	0	3	-	50	100

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086**

**M.COM DEGREE**

**SYLLABUS**

**(Effective from the academic year 2015-2016)**

**MARKETING MANAGEMENT**

**CODE: 15CM/PC/MM14**

**CREDITS: 4**

**LTP: 4 1 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To create an understanding of the theoretical and practical concepts of marketing
- To familiarize students with the process of entering markets, establishing profitable positions and building loyal consumer relationship

**Unit 1**

**Understanding Marketing Management (10 hrs.)**

- 1.1 Marketing in the 21st Century – Core Concepts
- 1.2 Creating Customer Satisfaction, Value and Retention

**Unit 2**

**Opportunities in the Market Place (15 hrs.)**

- 2.1 Scanning the Marketing Environment
- 2.2 Marketing Information System to measure Demand
- 2.3 Market Segmentation – Criteria and Types

**Unit 3**

**Market Oriented Strategies (15 hrs.)**

- 3.1 Developing a Positioning Strategy
- 3.2 PLC – Marketing Strategies
- 3.3 New Product Development Decision Process- Ideas, Concepts, Commercialization and Consumer Adoption

**Unit 4**

**Pricing and Promotions (15 hrs.)**

- 4.1 Pricing – Factors, Policy and Types of Pricing
- 4.2 Promotional Mix – Advertising, Sales Promotion, Publicity, Public Relations, Personal Selling and Direct Marketing

**Unit 5**

**Recent Trends in Marketing (10 hrs.)**

- 5.1 Digital Marketing – Meaning and Types
- 5.2 Social Marketing, Green Marketing
- 5.3 Relationship Marketing

## BOOK FOR STUDY

Kotler Philip. *Marketing Management*. New Delhi : Prentice Hall of India, 2011.

## BOOKS FOR REFERENCE

John, Wilmhurst. *Fundamentals and Practice of Marketing*. New Delhi: Viva Books, 2011.

Johansson J.K. *Global Marketing*. 4th edition. New Delhi: Tata, McGraw Hill, 2010.

Keegan W. J. *Global Marketing Management*. New Delhi: Prentice Hall of India, 2013.

Raju M.S. *Fundamentals of Marketing*. New Delhi: Excel Books, 2008.

Saxena Rajan. *Marketing Management*. New Delhi: Tata McGraw Hill, 2005.

Staton, William J. Etzel, Michael J. and Walker Bruce J. *Fundamentals of Marketing*. McGraw Hill (International edition) Inc, 2004.

## JOURNALS

International Journal of Research in Marketing

Indian Journal of Marketing

Journal of Marketing Education

## WEB RESOURCES

<http://smallbusiness.chron.com>

<http://productlifecyclestages.com>

<http://www.innovationcoach.com>

<http://www.marketing-schools.org>

<http://www.businessdictionary.com>

## PATTERN OF EVALUATION

### Continuous Assessment:

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### Third Component:

List of Evaluation Modes:

Seminars

Assignments

Case Studies

### End Semester Examination:

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

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**M.COM. DEGREE  
SYLLABUS**

**(Effective from the academic year 2015 -2016)**

**STRATEGIC HUMAN RESOURCE MANAGEMENT**

**CODE: 15CM/PC/SH14**

**CREDITS : 4**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS : 65**

**OBJECTIVES OF THE COURSE**

- To provide a comprehensive knowledge on the concepts of Human Resource Management
- To familiarize students with the contemporary features of Human Resources

**Unit 1**

**Introduction**

**(10 hrs.)**

- 1.1 Nature and Scope of Human Resource Management
- 1.2 Functions of Human Resource Management - Procurement, Development, Compensation, Integration, Maintenance

**Unit 2**

**Recruitment and Placement**

**(15 hrs.)**

- 2.1 Human Resource Planning – Objectives, Importance and Process
- 2.2 Job Analysis – Job Description, Job Specification
- 2.3 Recruitment – Need, Importance, Sources
- 2.4 Selection Procedure

**Unit 3**

**Creating Strategic HRM System**

**(15 hrs.)**

- 3.1 Strategic Human Resource Management – Roles - Execution Role and Formulation Role
- 3.2 Creating the Strategic Human Resource Management System

**Unit 4**

**Strategies in Maintaining and Retaining HR**

**(15 hrs.)**

- 4.1 Employee Training – Methods
- 4.2 Executive Development Programs - Types
- 4.3 Employee Counseling
- 4.4 Mentoring

## **Unit 5**

### **Tools for Improving Managerial Effectiveness**

**(10 hrs.)**

#### **5.1 Tools**

- 5.1.1 TQM
- 5.1.2 Quality Circles
- 5.1.3 Kaizen

#### **5.2 Challenges of Human Resource Management**

- 5.2.1 The Effect of Inter-Country Differences on Human Resource Management
- 5.2.2 Recent Challenges

### **BOOK FOR STUDY**

Aswathappa, K. *Human Resource and Personnel Management*. New Delhi: Tata McGraw , 2007.

### **BOOKS FOR REFERENCE**

Armstrong, Michael. *A handbook of Human Resource Management*. U.K: Kogan Page, 2013.

Dessler Gary. *Human Resource Management*. New Delhi: Pearson Education, 2014.

Flipppo, Edwin B. *Personnel Management*. Singapore: Pearson Education Co, 2014.

Gupta, C. B. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Khanka, S.S. *Human Resource Management*. (Text and Cases), New Delhi: S. Chand, 2014.

Prasad, L.M. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Price, Alan. *Principles of Human Resource Management*. U.K: Blackwell, 2014.

Rao, V.S.P. *Human Resource Management (Text and Cases)*. New Delhi: Excel Books, 2002.

### **JOURNALS**

International Journal of Management Reviews

The Human Resource Management Review

Human Resource Management International Digest

Human Resource Management Journal.

### **WEB RESOURCES**

<http://hrcouncil.ca/hr-toolkit/planning-strategic.cfm>

<http://www.hrware.com/recruitment/88-2/>

<http://www.educationobserver.com/forum/showthread.php?tid=12165>

<http://managementhelp.org/training/>



## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminars

Assignments

Case Studies

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM. DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**REGULATORY ASPECTS OF BUSINESS**

**CODE: 15CM/PC/RB14**

**CREDITS : 4**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS : 65**

**OBJECTIVES OF THE COURSE**

- To provide an understanding of commercial and economic laws
- To expose the students to the Legal perspective and its practices

**Unit 1**

**Introduction**

**(13 hrs.)**

- 1.1 Introduction to Legal Systems in India and its Administration
- 1.2 Law Relating to Transfer of Property
  - 1.2.1 Types of Properties- Movable and Immovable Property
  - 1.2.2 Properties which cannot be Transferred
  - 1.2.3 Provisions Relating to Sale, Mortgage, Charge, Lease, Gift and Actionable Claim

**Unit 2**

**The Limited Liability Partnership Act 2008 (LLP)**

**(12 hrs.)**

- 2.1 Salient Features of LLP
- 2.2 Difference between LLP, Partnership and a Company
- 2.3 LLP Agreement - Nature of LLP- Partners and Designated Partners;
- 2.4 Incorporation by Registration
- 2.5 Extent and Limitation of Liability of LLP and Partners
- 2.6 Financial Disclosures, Annual Return, Taxation of LLP
- 2.7 Conversion to LLP - Winding up and Dissolution

**Unit 3**

**Law Relating to Intellectual Property Rights**

**(15 hrs.)**

- 3.1 Concept and Development of Intellectual Property Law in India
- 3.2 Law and Procedure Relating to Patents, Trademarks and Copyrights -
- 3.3 Overview of Laws Relating to other Intellectual Property Rights
- 3.4 Enforcement of Intellectual Property Rights

**Unit 4**

**Information Act 2005**

**(13 hrs.)**

- 4.1 Right to Information, Obligations of Public Authorities, Request for Obtaining Information and Disposal of Request
- 4.2 Exemption from Disclosure of Information, Grounds for Rejection to Access
- 4.3 Central Information Commission-Powers and Functions.

## **Unit 5**

### **Other Related Laws**

**(12 hrs.)**

#### **5.1 Consumer Protection Act 1986**

Consumer Protection in India- Rights of Consumers- Consumer Disputes  
Redressal Agencies

#### **5.2 Information Technology Act 2000**

Provisions Relating to E-Contract, E-Form, Electronic Record, Digital Signature  
and Data Security

#### **5.3 Foreign Exchange Management Act 1999 (FEMA)**

5.3.1 Objectives – Types of Transactions

5.3.2 Foreign Direct Investment in India and Abroad

5.3.3 Acquisition and Transfer of Immovable Property in India

5.3.4 Realisation and Repatriation of Foreign Exchange

### **BOOK FOR STUDY**

Pillai, R.S.N Bagavathi. *Legal aspects of Business*. S.Chand . New Delhi:

### **BOOKS FOR REFERENCE**

Bhandari, Munish Professional. *Approach to Corporate Laws and Practice*. New Delhi: Bharat Law House.

Sharma, J. P. and Sunaina Kanojia . *Business Laws*. New Delhi: Ane Books.

Singh, Avtar. *The Principles of Mercantile Law*. Lucknow: Eastern Book , 2011.

Wadehra, B. L. *Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications*. India: Universal law, 2000.

Note : Latest edition of the readings may be used

### **JOURNALS**

Journal of Intellectual Property Rights 2007 and 2009

Indian journal of law and technology

Symbiosis contemporary law journal

### **WEB RESOURCES**

[www.unesco.org/new/en/unesco/](http://www.unesco.org/new/en/unesco/)

[www.lawctopus.com/](http://www.lawctopus.com/)

[www.indialawworld.Co](http://www.indialawworld.Co)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminars

Assignments

Case Studies

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

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**SYLLABUS**  
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**ACCOUNTING FOR MANAGERIAL DECISIONS**

**15CM/PC/AM14**

**CREDITS : 4**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS : 65**

**OBJECTIVES OF THE COURSE:**

- To enable students to understand the process of decision making
- To provide an understanding of the costing, budgeting and evaluation mechanisms involved in decision making

**Unit 1 ( 13 hrs.)**

**1.1 Marginal Costing**

- 1.1.1 Meaning of Marginal Costing
- 1.1.2 Difference between Marginal Costing and Absorption Costing – An Analysis and Comparison
- 1.1.3 Cost Volume Profit Analysis – Applications
- 1.1.4 Break Even Analysis
- 1.1.5 Application of Marginal Costing in Decision Making

**1.2 Relevant Costing**

- 1.2.1 Relevant Cost and Revenue
- 1.2.2 Cost Concept
- 1.2.3 Outsourcing Decisions

**Unit 2 (12 hrs.)**

**Standard Costing and Variance Analysis**

- 2.1 Types of Standards – Need
- 2.2 Variance Analysis – Material, Labour, Overhead and Sales Variances

**Unit 3 (13 hrs.)**

**Budgeting**

- 3.1 Meaning, Role and Objectives of Budgeting
- 3.2 Types of Budgets – Production, Purchases, Sales, Cash, Flexible and Master Budget
- 3.3 Zero Based Budget and Performance Budgeting - Requisites and Steps in Implementation

**Unit 4**  
**Performance Evaluation** (15 hrs.)  
4.1 Ratio Analysis  
4.2 Funds Flow Analysis  
4.3 Cash Flow Analysis

**Unit 5**  
**Network Analysis** ( 12 hrs.)  
5.1 Calculation of EST, EFT, LST, LFT, Free Float, Total Float  
5.2 PERT and CPM  
5.3 Calculation of Expected Duration and Variance  
5.4 Calculation of Probability

#### **BOOK FOR STUDY**

Maheswari, S.N. *Principles of Management Accounting*. New Delhi : Sultan Chand & Sons, 2012.

#### **BOOKS FOR REFERENCE**

Ashish, K. Bhattacharya. *Principles and Practice of Cost Accounting*. New Delhi: Prentice Hall of India.

Atkinson et al. *Management Accounting : Information for Decision Making and Strategy Execution*. Pearson Education.

Charlet, Horngren. T. and Srikanth Datar and George Foster. *Cost Accounting – a managerial emphasis*. New Delhi: Prentice Hall of India.

Jain, S.P. & K.L. Narang. *Cost and Management Accounting*. New Delhi : Kalyani Publishers, 2014.

Murthy, Guruswamy. *Management Accounting*. Chennai : Margham, 2011.

Sharma, R.K. and Gupta. *Management Accounting*. New Delhi: Kalyani

#### **JOURNALS**

Cost Accounting Standards - The ICWA of India,  
Management Accountant - The ICWA of India,  
Indian Journal of Finance

## **WEB RESOURCES**

icwaijournal@hotmail.com

www.accaglobal.com

## **PATTERN OF EVALUATION**

### **Continuous Assessment**

**Total Marks: 50      Duration: 90 mins**

Section A – 3 x 10=30 Marks (from a choice of four questions-Problems)

Section B - 1x20=20 Marks (from a choice of two questions – Problems)

### **Third Component:**

List of Evaluation Modes

Problem solving 20 Marks

A project on application of marginal costing and relevant costing techniques 15 Marks

Case study 15 Marks

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60 Marks (from a choice of eight questions – 3 theory and 5 problems)

Section B – 2x20= 40 Marks (from a choice of four questions – Problems)

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**SYLLABUS**  
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**SERVICE MARKETING**

**CODE: 15CM/PC/SM24**

**CREDITS: 4**

**LTP: 4 1 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To familiarize students with the service sector operations and its diversity.
- To create an awareness of how service sectors are becoming a primary source of wealth and trade.
- To increase the value of learning experience by becoming familiar with the challenging and dynamic environment of services.

**Unit 1**

**Introduction**

**(10 hrs.)**

- 1.1 Global Feature and Services.
- 1.2 Marketing Management for Services – Expanding the Marketing Mix
- 1.3 An Integrated Approach to Services Marketing – Servuction Model

**Unit 2**

**Managing Demand and Capacity**

**(15 hrs.)**

- 2.1 Nature of Demand and Patterns of Demand for Services
- 2.2 Using Marketing Mix to Manage Demand
- 2.3 Balancing Capacity to Demand

**Unit 3**

**Positioning Service**

**(15 hrs.)**

- 3.1 Creating a Competitive Positioning
- 3.2 Steps in Developing a Positioning Strategy – Mission, Vision, Strategic Goals
- 3.3 The Service Gaps – Quality Gap, Performance Gap, Delivery Gap

**Unit 4**

**Managing the Service Encounter**

**(15 hrs.)**

- 4.1 Designing the Interactive Process – Blue Printing
- 4.2 Designing the Physical Environment
- 4.3 Roles of People in the Process

**Unit 5**

**Customer Satisfaction**

**(10 hrs.)**

- 5.1 Customer Expectation – Expectation Hierarchy, Satisfaction Process
- 5.2 Servqual Dimensions – Key Drives of Quality
- 5.3 Principles of Complaint Management and Service Recovery



## **BOOKS FOR STUDY**

Andrey, Gilmor E. *Service Marketing and Management*. New Delhi : Sage Publishing, 2003.

Jha S.M. *Services Marketing*. Mumbai: Himalaya, 1998.

## **BOOKS FOR REFERENCE**

Lovelock, Christopher. H. *Services Marketing*. USA: Prentice Hall, 2004.

Promod, Batra. *Simple Ways to Manage your Service Customers*. New Delhi: Think Inc, 1997.

Rampal, M.Kand Gupta S.L. *Services Marketing Concepts, Application and cases*. New Delhi: Galgotia , 2003.

Roland, T. Rust, Anthony J, Zahovik, Timothy L. Keinigham. *Services Marketing*. USA: Addison – Wesley Longman Inc, 1999.

Shajahan S. *Services Marketing Concepts, Practices and cases*. Mumbai: Himalaya, 2001

Sinha, P.K Sahoo S.C. *Services Marketing – Text and Readings*. Mumbai: Himalaya, 1994.

## **JOURNALS**

International Journal of Research in Marketing

Journal of Services Marketing

Journal of Professional Services Marketing

## **WEB RESOURCES**

<http://www.managementstudyguide.com/>

<http://blog.clientheartbeat.com/>

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminars

Assignments

Case Studies

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

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**SYLLABUS**  
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**CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY**

**CREDITS : 4**

**L T P : 4 1 0**

**CODE: 15CM/PC/CR24**

**TOTAL TEACHING HOURS. : 65**

**OBJECTIVES OF THE COURSE**

- To familiarize students with the issues and practices of corporate governance and corporate social responsibility in the global and Indian context
- To analyse and examine corporate social responsibility as an integral part of corporate sustainability

**Unit 1 (15 hrs.)**

**Corporate Governance - An Overview**

- 1.1 Objectives of Corporate Governance
- 1.2 Need and Importance of Corporate Governance
- 1.3 Basis of Corporate Governance Theories – Agency Theory, Stewardship Theory, Stakeholder Theory and Sociological Theory

**Unit 2 (12 hrs.)**

**Corporate Governance Committees and Investor Problems and Protection**

- 2.1 Roles and Responsibilities of Board of Directors
- 2.2 Committee, Stakeholder Protection Committee, Compliance and Risk Management Committee
- 2.3 Relationship Between Investor Protection and Corporate Governance

**Unit 3 (13 hrs.)**

**Introduction to Business Ethics**

- 3.1 Scope and Objectives of Business Ethics
- 3.2 Globalisation and Business Ethics
- 3.3 Practicing Ethics in Business- Responsibilities towards Employers: Respect for Authority, Collegiality, Loyalty and Confidentiality

**Unit 4 (15 hrs.)**

**Ethical Issues**

- 4.1 Ethical Issues in Finance- Issues related to Financial Services, Insider Trading and Takeovers
- 4.2 Ethical Issues in Marketing and Advertising
- 4.3 Whistle Blowing and Whistle Blower's Protection

## **Unit 5**

### **Corporate Social Responsibility**

**(10 hrs.)**

- 5.1 Meaning , Importance of CSR, Legal Requirements
- 5.2 CSR and Corporate Sustainability
- 5.3 Models of CSR – Archie Carroll

**Practical component: Discussion of relevant Case study for each unit**

### **BOOKS FOR STUDY**

Andrew Crane Dirk Matten. *Business Ethics*. (Indian Edition), New Delhi: Oxford University Press, 2010.

A.C Fernand. *Corporate Governance – Principles, Policies & Practice*. Pearson ,2009.

Joan R. Boatright. *Ethics and the Conduct of Business*. Pearson Publication, 2012.

### **BOOKS FOR REFERENCE**

Bhanu Murthy, K. V. and Usha Krishna. *Politics Ethics and Social Responsibilities of Business*. New Delhi: Pearson Education,2010.

Bob Tricker. *Corporate Governance-Principles, Policies, and Practice* (Indian Edition). New Delhi :Oxford University Press,2012.

Christine A Mallin. *Corporate Governance* (Indian Edition). New Delhi : Oxford University Press, 2013.

Geeta Rani,D. & R K Mishra. *Corporate Governance-Theory and Practice*. New Delhi: Excel Books, 2009.

Dr. Sanjay Mohapatra & Prof. Sreejesh S. *Case Studies in Business Ethics and Corporate Governance*. Pearson Education.

Sharma,J.P. *Corporate Governance, Business Ethics & CSR*. New Delhi : Ane Book, 2011.

### **JOURNALS**

International Journal of Management Reviews

International Journal on Corporate Strategy and Social Responsibility

SSRN – E Journal

## **WEB RESOURCES**

[www.ibscdc.org](http://www.ibscdc.org)- Corporate Governance and Business Ethics Case Studies

[www.exed.hbs.edu](http://www.exed.hbs.edu)

[www.hbr.org](http://www.hbr.org)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminar

Class presentation and group discussion

Case studies

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**FINANCIAL MANAGEMENT AND POLICY**

**CODE: 15CM/PC/FM24**

**CREDITS : 4**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS. : 65**

**OBJECTIVES OF THE COURSE**

- To enable students to understand the conceptual framework of financial management
- To familiarize students with the analytical techniques used in financial decision making
- To encourage students to apply financial theory to solve real world business complexities

**Unit 1**

**The Nature and Scope of Financial Management (15 hrs.)**

- 1.1 Definition, Scope and Functions of Financial Management
- 1.2 Objectives of Firm
  - 1.2.1 Profit Maximization
  - 1.2.2 Wealth Maximization
  - 1.2.3 Value Maximization
- 1.3 Time Value of Money
  - 1.3.1 Compound Interest and Future Values, Present Value of Single Cash Flow and Multiple Cash Flow
  - 1.3.2 Annuities

**Unit 2**

**Investment in Long-Term Assets (15 hrs.)**

- 2.1 Nature and Types of Investment Decisions
- 2.2 Investment Evaluation Criteria
  - 2.2.1 Non-Discounted Cash Flow Techniques
  - 2.2.2 Discounted Cash Flow Techniques
- 2.3 Capital Rationing And Mutually Exclusive Projects
- 2.4 Risk Analysis in Capital Budgeting
  - 2.3.1 Probability Assignment
  - 2.3.2 Certainty Equivalent
  - 2.3.3 Sensitivity Analysis

**Unit 3**  
**Capital Structure** (15 hrs.)

- 3.1 Designing Capital Structure
  - 3.1.1 EBIT – EPS Approach
  - 3.1.2 Valuation Approach
  - 3.1.3 Cash Flow Approach
- 3.2 Practical Consideration in Determining Capital Structure
- 3.3 Optimal Capital Structure
- 3.4 Valuation of Securities and Bonds – Simple Problems

**Unit 4**  
**Cost of Capital** (10 hrs.)

- 4.1 Meaning, Significance and Concepts of Cost of Capital
- 4.2 Cost of Debt and Preference Shares
- 4.3 Cost of Equity and Retained Earnings
- 4.4 Weighted Average Cost of Capital

**Unit 5**  
**Dividend Policy** (10 hrs.)

- 5.1 Factors Determining the Dividend Policy of a Firm
- 5.2 Types of Dividend
- 5.3 Legal Procedures and Tax Aspects of Dividend

**BOOK FOR STUDY**

Khan, M.Y. and Jain P.K. *Theory and Problems in Financial Management*. New Delhi: Tata McGraw Hill, 2012.

**BOOKS FOR REFERENCE**

James, C. Van Horne. *Financial Management and Policy*. Prentice Hall of India.

Maheshwari, S. N. *Financial Management*. New Delhi: Vikas, 2011.

Asish Kalra. *Financial Management*. New Delhi: IGP, 2011.

Pandey, I. M. *Financial Management*. New Delhi: Vikas, 2012.

Ravi, M. Kishore. *Taxmann's Financial Management*. New Delhi: K. L., Taxmann Allied Services, 2012.

Chandra Prasana. *Finance Management Theory and Practice*. New Delhi : Tata McGraw Hill , 2008.

Thulsian, P.C. and Bharath Thulsian C.A. *Financial Management*. New Delhi:S.Chand, 2013.

Jonathan Berek et al. *Financial Management*. Pearson Education.

**JOURNALS**

Journal of Financial and Quantitative Analysis

Indian Journal of Finance

Journal on risk and financial management

**WEB RESOURCES**

[www.niftp.or.in](http://www.niftp.or.in)

[www.icmrindia.org](http://www.icmrindia.org)

**PATTERN OF EVALUATION****Continuous Assessment**

**Total Marks: 50      Duration: 90 mins**

Section A – 3 x 10=30 Marks (from a choice of four questions)

Section B - 1x20=20(from a choice of two questions)

**Third Component:**

List of Evaluation Modes

Case Studies 20 Marks

Open book test 10 Marks

Assignment 20 Marks

**End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60 (from a choice of eight questions – 3 theory and 5 problems)

Section B – 2x20= 40 (from a choice of four questions – 2 theory and 2 Problems)



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**INDIAN FINANCIAL SYSTEM**

**CODE: 15CM/PC/IF24**

**CREDITS : 4**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To expose students to the concept and practices adopted in the Indian Financial system
- To educate students about the practical relevance and importance of the Indian Financial System

**Unit 1**

**Introduction**

**(12 hrs.)**

- 1.1 Indian Financial System – Significance and Features of Indian Financial System
- 1.2 Components of Indian Financial System – Financial Institutions, Financial Market, Financial Instruments and Financial Services
- 1.3 Functions of Indian Financial System
- 1.4 Changes in the Organizational Structure of the Indian Financial System

**Unit 2**

**Financial Institutions**

**(13 hrs.)**

- 2.1 Types - Banking and Non-Banking Financial Institutions  
Banking Institutions – Commercial Banks ( Post Millennium Developments in the Commercial Banking System) and Cooperative Banks.  
Non- Banking Institutions - Organised and Un- Organised Financial Institutions
- 2.2 Functions of Financial Institutions

**Unit 3**

**Financial Markets**

**(10 hrs.)**

- 3.1 Characteristics and Functions of Financial Market
- 3.2 Types of Market – Functions and Constituents of Money Market and Capital Market

**Unit 4**

**(15 hrs.)**

**4.1 Financial Instruments**

- 4.1.1 Significance and Role of Financial Instruments
- 4.1.2 Types of Financial Instruments - Money Market , Capital Market and Hybrid Instruments

**4.2 Financial Services**

- 4.2.1 Fund Based Services – Leasing, Hire Purchase and Factoring
- 4.2.2 Fee Based Services – Merchant Banking , Credit Rating and Mergers

## **Unit 5**

### **Regulatory and Promotional Institutions**

**(15 hrs.)**

- 5.1 Reserve Bank of India – Regulatory Functions
- 5.2 Securities and Exchange Board of India, - Objectives and Functions
- 5.3 Foreign Investment Promotion Board - Functions
- 5.4 The Promotional Role of Major Financial Institutions – NABARD, NHB,UTI, IDBI

### **BOOK FOR STUDY**

Khan. *Indian Financial system*. Tata McGraw-Hill Education, 2004.

### **BOOKS FOR REFERENCE**

Gurusamy, S. *Financial Services and Markets*. Vijay Nichole Imprints, 2012.

Machiraju H.R. *Indian financial system*. New Delhi: Vikas, 2013.

Mishkin, Fredrick S. and Stanley G. Eakins. *Financial Markets and Institutions*. Pearson Education India.

Murthy, D.K. Venugopal. *Indian Financial Syste.*, 2006.

Ramesh Babu, G. *Indian financial system*. Concept, 2012.

### **JOURNALS**

Asian journal of Research and Finance

Journal of Banking and Finance

Journal of Financial Intermediation

### **WEB RESOURCES**

[www.bseindia.com](http://www.bseindia.com)

[www.nseindia.com](http://www.nseindia.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminars 15 Marks

Assignments 15 Marks

Group Discussion 20 Marks

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI -600086**  
**M.COM. DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**SOFT SKILLS**

**CREDITS: 2**

**L T P: 2 0 0**

**CODE: 15CM/PK/SS22**

**TOTAL TEACHING HOURS: 26**

**OBJECTIVES OF THE COURSE**

- To empower and create opportunities for self development
- To instill confidence and enable students to face challenges

**Unit 1**

**Behavioral Traits**

**(6 hrs.)**

- 1.1 Self Awareness
- 1.2 Communication Skills – Verbal and Non Verbal
- 1.3 Leadership Qualities
- 1.4 Experimental Learning – Based on Activities

**Unit 2**

**Team Work**

**(5 hrs.)**

- 2.1 Interpersonal Skills
- 2.2 People Management
- 2.3 Creative Thinking
- 2.4 Critical Thinking
- 2.5 Experimental Learning – Based on activities

**Unit 3**

**Time Management**

**(5 hrs.)**

- 3.1 Importance of Time Management
- 3.2 Planning and Prioritizing
- 3.3 Organizing Skills
- 3.4 Action Plan
- 3.5 Experimental Learning – Based on Activities

**Unit 4**

**Conflict Resolution**

**(5 hrs.)**

- 4.1 Reasons for Conflict
- 4.2 Consequences of Conflict
- 4.3 Managing Emotions
- 4.4 Methods of Resolving Conflicts
- 4.5 Experimental Learning – Based on Activities

## **Unit 5**

### **Career Mapping**

**(5 hrs.)**

- 5.1 Goal setting
- 5.2 Career Planning
- 5.3 Resume Writing
- 5.4 Handling Interviews
- 5.5 Experimental Learning – Based on Activities

### **BOOKS FOR REFERENCE**

Khera, Shiv. *You Can Win*. Delhi: MacMillan India Ltd, 2002.

Mishra, Rajiv K. *Personality Development : Transform Yourself*. New Delhi: Rupa, 2004.

Newstrom, John W., and Scannel, Edward E. *Games Trainers Play : Experimental Learning*.  
New Delhi : Tata McGraw Hill, 1980.

**Totally Internal**

**Max. Marks : 50 marks**

**No End Semester Examination**

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI -600086**  
**M.COM. DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**BUSINESS RESEARCH**

**CREDITS: 4**

**LTP: 4 1 0**

**CODE: 15CM/PC/BR34**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To familiarize students with various approaches and techniques to research
- To provide an exposure to the preparation of project report

<b>Unit 1</b>	<b>Research Methods and Techniques</b>	<b>(15 hrs.)</b>
1.1	Meaning and Scope of Research	
1.2	Approaches to Research – Historical, Descriptive, Case Study and Experimental Approach	
1.3	Research Process	
1.3.1	Stages in Research Work	
1.3.2	Problem Formulation	
1.4	Research Design – Need, Features, Concepts and Types	
<b>Unit 2</b>	<b>The Sample Design</b>	<b>(12 hrs.)</b>
2.1	The Need for Samples	
2.2	Selecting the Sample – Random and Non-Random Methods	
2.3	Designing and Conducting a Sample Study	
2.4	Sampling and Non-Sampling Errors	
2.5	Merits and Demerits of Sampling	
<b>Unit 3</b>	<b>Measurement and Scaling Techniques</b>	<b>(8 hrs.)</b>
3.1	Measurement in Research	
3.2	Measurement Scales	
3.3	Test of Sound Measurement	
3.4	Types of Scaling Techniques	
<b>Unit 4</b>	<b>Testing Hypotheses and Tests of Significance</b>	<b>(15 hrs.)</b>
4.1	Sampling Distribution – Standard Error – Null Hypothesis – Type I and Type II Errors	

- 4.2 Test of Significance for Large Samples Based on Normal Distribution
- 4.3 Test of Significance for Small Samples Based on 'T' and 'F' Distributions
- 4.4 Methods of Correlation and Regression

**Unit 5 (15 hrs.)**

**5.1 Non-Parametric Test and Analysis of Variance**

- 5.1.1 Chi-Square Test
- 5.1.2 ANOVA- One Way Classification and Two Way Classification
- 5.1.3 Analysis of Variance – Latin Square Design

**5.2 SPSS**

- 5.2.1 Introduction to SPSS
- 5.2.2 Application of SPSS for Large and Sample Test, Chi-Square Test

**5.3 Report Writing**

- Layout of the Research Report

**BOOK FOR STUDY**

Kothari, C.R. . *Research Methodology- Methods and Techniques*. New Delhi: New Age,2014.

**BOOKS FOR REFERENCE**

Gupta, Santhosh. *Research Methodology and Statistical Techniques*. New Delhi: Deep and Deep, 2003.

Sancheti,D.C. and Kapoor V.K. *Statistics*.New Delhi: Sultan Chand, 2008.

Singh, Y.K. Bajpai R.B. *Research Methodology*. New Delhi: Aph, 2007.

Taylor, B. *Research Methodology*. New Delhi: Prentice Hall India, 2007.

**JOURNALS**

Journal of Indian Business research

Asia Pacific Journal of management research and innovation

**WEB RESOURCES**

[www.emerald group publishing.com](http://www.emerald group publishing.com)

[www.spss-tutorials.com](http://www.spss-tutorials.com)

[www.spsstools.net](http://www.spsstools.net)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A –  $3 \times 10 = 30$  Marks (from a choice of four questions)

Section B -  $1 \times 20 = 20$  Marks (from a choice of two questions)

### **Third Component:**

List of Evaluation Modes:

A project on application of statistical tools 30 Marks

Assignment 10 Marks

Problem solving 10 Marks

### **End Semester Examination:**

**Total Marks: 100**

**Duration: 3 hours**

Section A –  $6 \times 10 = 60$  (from a choice of eight questions – 4 theory and 4 Problems)

Section B –  $2 \times 20 = 40$  (from a choice of four questions – 2 theory and 2 Problems)



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI -600086**  
**M.COM. DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**CORPORATE ACCOUNTING**

**CREDITS: 4**

**LTP: 4 1 0**

**CODE: 15CM/PC/CA34**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To expose students to the accounting practices in specific industries
- To familiarize the accounting procedures for mergers and acquisitions

<b>Unit 1</b>	<b>Mergers and Acquisitions</b>	<b>(15 hrs.)</b>
	1.1 Legal Provisions relating to Mergers and Acquisitions	
	1.2 Calculation of Purchase Consideration	
	1.3 Accounting Treatment in the Books of the Purchasing Company and Vendor Company for Merger and Purchase Excluding Inter- Company Holdings	
<b>Unit 2</b>	<b>Holding Company Accounts</b>	<b>(15 hrs.)</b>
	2.1 Preparation of Consolidated Balance Sheet – Calculation of Minority Interest, Capital Profit and Goodwill or Cost of Control	
	2.2 Intercompany Owings with One Subsidiary Company	
	2.3 Dividend Received and Bonus Shares	
<b>Unit 3</b>	<b>Insurance Company Accounts</b>	<b>(10 hrs.)</b>
	3.1 Accounts of General Insurance	
	3.2 Accounts of Life Insurance Companies	
<b>Unit 4</b>	<b>Bank Accounts</b>	<b>(15 hrs.)</b>
	4.1 Treatment of Rebate on Bills Discounted	
	4.2 Computation of Provision to be made for Advances	
	4.3 Preparation of Profit and Loss Account with Schedules	
	4.4 Preparation of Balance Sheet with Schedules	

**Unit 5** (10 hrs.)

**5.1 Liquidation**

5.1.1 Legal Provision

5.1.2 Statement of Affairs and Deficiency or Surplus Accounts

5.1.3 Liquidators Final Statement of Accounts

**5.2 An Overview of Miscellaneous Concepts in Corporate Accounting**

5.2.1 Inflation Accounting

5.2.2 Human Resources Accounting

5.2.3 Forensic Accounting

**BOOK FOR STUDY**

Reddy, T.S. Murthi A. *Corporate Accounting*. Chennai : Margham, 2014.

**BOOKS FOR REFERENCE**

Goyal , V.K. *Corporate Accounting*. Excel books, 2010.

Gupta, R.L., Radhaswamy, M. *Advanced Accountancy*. New Delhi: Sultan Chand, 2014.

Jain, S.P. Narang, K.L. *Advanced Accountancy(Part II)*. New Delhi :Vikas, 2013.

Maheshwari, S.N. *Advanced Accountancy(Part II)*. New Delhi : Vikas, 2013.

**JOURNALS**

Journal of Banking and Finance

Journal of Finance

Indian Journal of Commerce

**WEB RESOURCES**

[www.icaai.org](http://www.icaai.org)

[ijrcm.org.in/commerce/index.php](http://ijrcm.org.in/commerce/index.php)

[http://www.commercedu.com/wp-content/uploads/2013/11/merged\\_document.pdf](http://www.commercedu.com/wp-content/uploads/2013/11/merged_document.pdf)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions)

Section B - 1x20=20 Marks (from a choice of two questions)

### **Third Component:**

List of Evaluation Modes:

Open book test 20 Marks

Assignment 15 Marks

Problem solving 15 Marks

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –2 theory and 4 Problems)

Section B – 2x20= 40(from a choice of four questions – 2 theory and 2 Problems)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**GLOBAL STRATEGIC MANAGEMENT**

**CREDITS : 4**

**L T P : 4 1 0**

**CODE: 15CM/PC/GS34**

**TOTAL TEACHING HOURS. : 65**

**OBJECTIVES OF THE COURSE**

- To expose students to various perspectives and concepts in the field of Strategic management
- To enable students to develop a framework of analysis, for better understanding of the present and emerging environment

**Unit 1**

**Introduction to Strategic Management (10 hrs.)**

- 1.1 Scope of Strategic Management
- 1.2 Basic Model of Strategic Management
- 1.3 Levels of Strategy and Strategic Intent, Vision, Mission, Goals and Objectives

**Unit 2**

**External Analysis (15 hrs.)**

- 2.1 Factors affecting External Environment- Economic, Social, Political, Technological and Ecological
- 2.2 Industry Environment – Porters Five Forces Competitive Model
- 2.3 Industry Analysis

**Unit 3**

**Internal Analysis (12 hrs.)**

- 3.1 Resource Based View of The Firm- Tangible Assets, Intangible Assets and Organisational Capabilities
- 3.2 SWOT Analysis
- 3.3 Value Chain Analysis

**Unit 4**

**Strategic Analysis and Choice (15 hrs.)**

- 4.1 Corporate Level Strategies- Stability, Expansion, Retrenchment and Combination Strategies
- 4.2 Concentration Strategies Integration Strategies, Diversification Strategies
- 4.3 BCG(Boston Consulting Group) Growth Share Matrix

## **Unit 5**

### **Strategic Implementation, Evaluation and Control**

**(13 hrs.)**

- 5.1 Strategic Implementation Issues- Structural: Functional, Geographic, Divisional or SBU and Matrix
- 5.2 Strategic Control Systems – Strategic and Operational Control Systems
- 5.3 Primary Measures of Corporate Performance – Benchmarking, Key Factor Rating

### **BOOKS FOR STUDY**

Azhar Kazm., *Business Policy*. New Delhi: Tata Mc Graw Hill, 2008.

Hill, Charles W.L and Gareth R. Jones. *Strategic Management: An Integrated Approach*. Cengage Learning, 2012.

Thomas, L. Wheelen, Hunger David J. *Concepts in Strategic Management and Business Policy*, Prentice Hall, 2000.

### **BOOKS FOR REFERENCE**

Ghosh, P.K. *Strategic Management- Text & Cases*. Sultan Chand.

Hitt, Michael A., Ireland, R. D., Hokisson, Robert E. and S. Manikutty. *Strategic Management: A South- Asian Perspective*. Cengage Learning, 2012.

Thomson Strickland. *Strategic Management*. New Delhi: Tata Mc Graw Hill, 2003.

### **JOURNALS**

Harvard Business Review – Strategic Management for Competitive Advantage

HBR's 10 Must Read on Strategy

International Journal of Management Reviews

European Journal of Business Management

Academy of Strategic Management Journal

International Journal of Strategic Management

### **WEB RESOURCES**

[www.exed.hbs.edu](http://www.exed.hbs.edu)

[www.hbr.org](http://www.hbr.org)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminars 15 Marks

Assignments 15 Marks

Group Discussion 20 Marks

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI -600086**  
**M.COM. DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**SUMMER INTERNSHIP**

**CODE: 15CM/PN/SI32**

**CREDITS: 2**

**The student is required to**

- Undergo practical training in a reputed organization for 100 hours
- Maintain a log book duly countersigned by the Supervisor of the organisation
- The log book to contain the following details:
  - a. Hours worked
  - b. Nature of work
- Submit interim reports to the Faculty Advisor after completion of every 25 hours of work
- A final consolidated report to be submitted to the Faculty Advisor

**Preparation of final Project Report**

The Report should have a minimum of 50 pages detailing the work assigned and performed in the organisation.

**Pattern of Evaluation**

Log Book	10 marks
Interim Report	20 marks
Project Report	40 marks
Viva	30 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**INDIVIDUAL AND CORPORATE TAX PLANNING**

**CREDITS : 4**

**L T P : 4 1 0**

**CODE: 15CM/PC/IC44**

**TOTAL TEACHING HOURS.: 65**

**OBJECTIVES OF THE COURSE:**

- To provide a broad conceptual framework for determining the tax liability for an individual
- To familiarize the student with the latest provisions of the Indian tax laws related to corporate enterprises

<b>Unit 1</b>	<b>Tax Planning and Management</b>	<b>(5 hrs.)</b>
1.1	Meaning of Tax Planning and Management	
1.2	Tax Evasion and Tax Avoidance	
1.3	Nature and Scope of Tax Planning and Management for Individuals and Corporates	
<b>Unit 2</b>	<b>Computation of Taxable Income and Tax Liability of an Individual</b>	<b>(15 hrs.)</b>
2.1	Computation of Taxable Income under the Five Heads of Income	
2.2	Set Off and Carry Forward of Losses and Deductions	
2.3	Computation of Taxable Income and Tax Liability.	
<b>Unit 3</b>	<b>Computation of Corporate Tax</b>	<b>(15 hrs.)</b>
3.1	Computation of Taxable Income	
3.2	Carry Forward and Set Off of Losses in the case of Certain Companies Under Sec. 79 of Income-Tax Act, 1961	
3.3	Computation of Corporate Tax Liability - Minimum Alternate Tax, Tax on Distributed Profits of Domestic Companies, Tax on Income Distributed to Unit Holders.	
<b>Unit 4</b>	<b>Implications of Tax Concessions and Incentives</b>	<b>(15 hrs.)</b>
4.1	For Corporate Decisions in respect of Setting Up a New Business, Location of Business and Nature of Business.	
4.2	Tax Planning with Reference to Financial Management Decisions – Capital Structure Decisions, Dividend Policy, Bonus Shares, Investments And Capital Gains	



- 4.4 Tax Planning with Reference to Managerial Decisions – Owning or Leasing of an Asset , Purchase of Assets by Installment and Hire Purchase System, Purchase of an Asset out of Own Funds or Borrowed Capital

**Unit 5 (15 hrs.)**

- 5.1 Tax Planning in Respect of Amalgamation or De-Merger of Companies or Slump Sale or Conversion of A Firm into a Company  
5.2 Foreign Collaborations and Incidence of Taxation on Domestic Companies  
5.3 Relief in respect of Double Taxation and Avoidance of Double Taxation

**BOOKS FOR STUDY**

Gaur, V.P. and Narang D.B. *Income Tax Law and Practice*. New Delhi: Kalyani, 2014-15.

Vinod K., Singhania. *Taxman's Students Guide to Income Tax*. New Delhi: Taxman's, 2014-15.

**BOOKS FOR REFERENCE**

Girish Ahuja. *Simplified approach to Corporate tax planning and management*. Bharat, 2014

Kushal Kumar Agarwal. *Corporate tax planning*. Atlantic, 2014.

Mehrothra, H.C . *Income tax law and Practice*. Sahithya Bhavan, 2014.

Note: Latest edition of the readings may be used

**JOURNALS**

Journal of taxation management

National tax journal

Journal of taxation investment

**WEB RESOURCES**

[www.taxmanagementindia.com](http://www.taxmanagementindia.com)

[www.taxinstitute.com](http://www.taxinstitute.com)

[www.incometaxmanagement.com](http://www.incometaxmanagement.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions)

Section B - 1x20=20 Marks (from a choice of two questions)

### **Third Component:**

List of Evaluation Modes:

Seminars 15 Marks

Assignments 15 Marks

Group Discussion 20 Marks

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions – 2 theory and 4 Problems)

Section B – 2x20= 40(from a choice of four questions – 2 theory and 2 Problems)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**INVESTMENT PLANNING**

**CREDITS : 4**

**L T P : 4 1 0**

**CODE: 15CM/PC/IP44**

**TOTAL TEACHING HOURS. : 65**

**OBJECTIVES OF THE COURSE**

- To enable students to realize the relevance of financial planning and understand the various aspects of financial planning framework
- To assist students to develop skills for critically analyzing and planning personal investments.

**Unit 1**

**Introduction to Financial Planning**

**(8 hrs.)**

- 1.1 Financial Planning – Meaning, Importance and Process
- 1.2 General Principles of Cash Flow Planning and Budgeting
- 1.3 Legal Aspects of Financial Planning.
- 1.4 Relevance of Risk Management in Financial Planning

**Unit 2**

**Investment Options and Operational Scenario**

**(15 hrs.)**

- 2.1 Needs and Benefits of Investing
- 2.2 Sources of Financial Information
- 2.3 Investment Options for Individual Investors - Bonds, Equity Shares, Mutual Funds, Fixed Deposits, PPF/NPS, Financial Derivatives, Commodity Derivatives, Gold and Bullion, Real Estate, Exchange Traded Funds (Etf's), Real Estate Investment Trusts (Reits),.
- 2.4 Operational Constraints while Investing (Tax Considerations, Unique Needs Etc.), and Impact of Inflation and Indexation.
- 2.5 Investing in Mutual Funds – Schemes, NAV Calculation, Load Structure, Systematic Investment Plan (SIP) And Systematic Withdrawal Plan (SWP)

**Unit 3**

**Return-Risk Assessment**

**(14 hrs.)**

- 3.1 Return on Investment and Risk Profiling
- 3.2 Assessment of Risks in Different Financial Instruments
- 3.3 Power of Compounding, Time Value of Money and Rupee Cost Averaging
- 3.4 Concept of Portfolio and Diversification
- 3.5 Basics of Portfolio Risk-Return, Tactical and Strategic Asset Allocation

**Unit 4****Planning of Personal Finances****(15 hrs.)**

- 4.1 Personal Financial Goals and Life Cycle Approach
- 4.2 Elements and Structure of Personal Financial Plan
- 4.3 Estimation of Savings Using Time Value Concepts
- 4.4 Life Insurance and Health Insurance Plans and Operations
- 4.5 Objectives and Features of Will and Power of Attorney

**Unit 5****Managing Credit and Planning for Retirement****(13 hrs.)**

- 5.1 Types of Credit, Advantages and Disadvantages
- 5.2 Consumer and Housing Finance Planning and Implementation
- 5.3 Credit Bureaus – Individual Credit History, Credit Rating and Identity Security
- 5.4 Retirement Planning and Pension Schemes
- 5.5 Impact of Taxes and Inflation on Retirement Planning

**BOOK FOR STUDY**

Kapoor, J R, Dlabay and Hughes R. *Personal Finance*. McGraw Hill.

**BOOKS FOR REFERENCE**

Rachel, Siegela and Carol Yacht. *Personal Finance*. Saylor Foundation, Flat World Knowledge,

Madura, Jeff. *Personal Finance*. Pearson.

Bajtelsmit, Vickie L. & Rastelli Linda G. *Wiley Pathways Personal Finance*.

**JOURNALS**

Journal of Wealth Management

The Insurance and Investment Journal

Journal of Individual Financial Management

**WEB RESOURCES**

<http://www.saylor.org/site/textbooks/PersonalFinance.pdf>

[www.bogleheads.org/wiki/Financial\\_planning](http://www.bogleheads.org/wiki/Financial_planning)

[www.planningalt.com](http://www.planningalt.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Presentation of an investment proposal

Seminar

Class presentation and group discussion

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of 8 questions –Max words 500)

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**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**PRINCIPLES OF E-COMMERCE**

**CREDITS : 4**

**L T P : 4 1 0**

**CODE: 15CM/PC/EC44**

**TOTAL TEACHING HOURS. : 65**

**OBJECTIVES OF THE COURSE**

- To enable students to gain knowledge about e-commerce concepts and operations
- To make the students aware of the e-commerce components and implementation issues.

**Unit 1**

**Introduction to E-Commerce**

- 1.1 Meaning, Concepts and Significance of Electronic Commerce
- 1.2 Scope and Functions of Electronic Commerce
- 1.3 Advantages and disadvantages of E-Commerce
- 1.4 Electronic Commerce vs Traditional Commerce

**Unit 2**

**Evolution of Electronic Commerce**

- 2.1 Major Ecommerce Models
- 2.2 E business Models
  - 2.2.1. Business-to-Customer (B2C)
  - 2.2.2. Business to Business (B2B)
  - 2.2.3. Consumer to Consumer (C2C)
  - 2.2.4. Consumer to Business (C2B)
- 2.3 Problems of the E-Business
- 2.4 Electronic Business – Indian Scenario

**Unit 3**

**E-Marketing and E-Advertising**

- 3.1 E-Marketing
  - 3.1.1. Identifying Web Presence Goals
  - 3.1.2. Marketing through internet
  - 3.1.3. Mobile Marketing
- 3.2 E-Advertising
  - 3.2.1. Internet Marketing Trends
  - 3.2.2. E-branding
- 3.3 Impact of Social Networks

## **Unit 4**

### **E-Commerce Payment Systems**

- 4.1 Online and Off-line Payment Systems
- 4.2 Payment Gateways and Third Party Payment Services
- 4.3 Electronic Fund Transfer
- 4.4 Payment Security Risks and Measures
- 4.5 Cyber Crime and Protection to Cyber Consumers in India

## **Unit 5**

### **E-Commerce Implementation**

- 5.1. Supply and Logistics operations for B2B and B2C
- 5.2. Overview of Online Retail
- 5.3. Managing the Customers and related issues

## **BOOKS FOR STUDY**

Murthy, C.S.V. *E-commerce- Concepts, Models and Strategies*. Himalaya, 2003.

## **BOOKS FOR REFERENCE**

Agrawal K.N. and Agrawal D., *Business on the Net: What's & How's of ECommerce*, Macmillan New Delhi

Bharat Bhaskar, *Electronic Commerce*, Tata Mc Graw Hill Publication, New Delhi

Greenstein and Feinman, *Electronic Commerce - Security, Risk Management and Control*, Irwin Mc.Gra-Hill, 2000

Rayport, Jeffrey F., and Bernaud J. Jaworski. *Introduction to E-Commerce*. Tata McGraw-Hill, 2010.

Strauss, Adel El-Ansary and Raymond Frost. *E-marketing*. New Jersey: Prentice Hall, 2003.

## **JOURNALS**

Electronic Markets

International Journal of E-Commerce

Journal of Electronic Commerce in Organizations

Journal of Theoretical and Applied E-Commerce

Journal to Management Information Systems and E-Commerce

## **WEB RESOURCES**

[www.ecommerce-digest.com](http://www.ecommerce-digest.com)  
[www.htmlgoodies.com](http://www.htmlgoodies.com)  
[www.openlearningworld.com](http://www.openlearningworld.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

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Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Presentation

Seminar

Case study

### **End Semester Examination:**

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**Duration: 3 hours**

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**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**DISSERTATION**

**SYLLABUS**

**(Effective from the academic year 2015 -2016)**

**CODE: 15CM/PC/DS45**

**CREDITS : 5**

Project should be the independent work of the student. Each student will choose a topic of her interest and the student will be assigned to a supervisor.

The student can use Quantitative or Qualitative/Descriptive or both methods.

➤ **Page Limit :**

The Dissertation report should be submitted in the prescribed format having a maximum of 100 pages, typed in font Times New Roman -size 12, with 1 ½ line spacing on A4 Size paper.

➤ **Contents of the Report:**

- Contents Page
  - The report copy will include Certificate of the Supervisor, Declaration, and Acknowledgement
  - Four or five chapters
  - Presentation of the Report – format
    - Chapter 1 Introduction - to include background of the study, objectives , Methodology, limitation of the study and chapter scheme
    - Chapter 2 – Review of literature
    - Chapter 3 – Theoretical aspects of the study
    - Chapter 4 – Data analysis
    - Chapter 5 – Suggestion and conclusion
- At the end of the project 'Bibliography' must be given in Alphabetical/chronological order and necessary appendix may be added.

➤ **Submission:**

Each student may prepare two soft bound copies of the report, one for her and one copy to be submitted to the Head of the Department duly signed by the supervisor, on the scheduled date.

➤ **Guidelines for Evaluation:**

There will be double valuation for the Dissertation by the supervisor and an external examiner. The student will appear for viva -voce before a panel comprising External Examiner, Supervisor and Head of the Department.

The maximum marks for the project is 100 – 75 marks for the project report and 25 marks for the viva- voce.

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**ORGANISATIONAL THEORY AND BEHAVIOUR**

**CREDITS: 4**

**LTP : 4 0 0**

**CODE: 15CM/PE/OB14**

**TOTAL TEACHING HOURS : 52**

**OBJECTIVES OF THE COURSE**

- To provide an overview of the major challenges and paradigm shift facing management
- To study the impact of individual and group behavior on the effective functioning of an organization
- To create an awareness on the importance of team building skills

**Unit 1**

**Introduction**

**(6 hrs.)**

- 1.1 Scope of Organizational Behaviour
- 1.2 Concepts in Organizational Behaviour
- 1.3 Major Challenges and Opportunities of Organizational Behaviour

**Unit 2**

**Foundation of Individual Behavior**

**(12 hrs.)**

- 2.1 Individual Behavior – Environmental Factors affecting Individual Behaviour
- 2.1 Personality – The Big Five Personality Traits, Personality and Organizational Behaviour
- 2.3 Attitudes –Formation of Attitudes, Key Work Related Attitudes
- 2.4 Perception –Factors Influencing Perception- Perception and Organizational Behaviour

**Unit 3**

**Group Behavior**

**(10 hrs.)**

- 3.1 Group Dynamics – Meaning and Types
- 3.2 Team Building – Ingredients of Effective Team, The Process and Skills in Team Building
- 3.1 Stress – Nature of Stress, Causes of Stress, Consequences of Stress, Managing Stress in the Work Place, Work Life Balance

**Unit 4**

**Organizational Process and Characteristics**

**(12 hrs.)**

- 4.1 Organizational Structure –Importance of Structure, Influence of Organizational Structure on Individual Behavior
- 4.2 Organizational Culture –Creating the Organizational Culture,

- Culture Sustenance, Impact of Culture on Organizational Effectiveness
- 4.3 Conflict in Organizations – Nature of Conflict, Functional and Dysfunctional Conflict, the Process of Conflict, Managing Conflict

**Unit 5**  
**Organisational Change and Development** (12 hrs.)

5.1 Significance of Organizational Change  
5.2 Types of Organizational Change  
5.3 Organisational Development - Concept and Process

**BOOKS FOR STUDY**

Robbins, P. Stephen. *Organisational Behaviour – Concepts, Controversies and Applications*. New Delhi: Prentice Hall, 2005.

Aswathappa, K. *Organizational Behaviour*. New Delhi: Himalaya, 2007.

**BOOKS FOR REFERENCE**

Davis, Keith and Weratomo, John W. *Human behaviour at Work, Organisation behavior*. Madras: Mc Graw Hill,

Luthans, Fred. *Organizational Behaviour*. Singapore: McGraw Hill International ed, 2010.

Mishra, M. N. *Organizational Behaviour*. New Delhi: Vikas, 2010.

Prasad, L.M. *Organisational Behaviour*. New Delhi : Sultan Chand, 2007.

Sekaran Uma, *Organizational Behaviour – Text and Cases*. New Delhi: Tata Mc Graw Hill, 2006.

**JOURNALS**

International Journal of Management Reviews  
Journal of Leadership and Organisational Studies  
Journal of Organisational Culture, Communication and Conflict  
SSRN – E Journal

**WEB RESOURCES**

<http://onlinelibrary.wiley.com/>  
[www.exed.hbs.edu](http://www.exed.hbs.edu)  
[www.hbr.org](http://www.hbr.org)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20(from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Seminars

Assignments

Case Studies

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**ADVERTISING**

**CREDITS: 4**

**LTP: 4 0 0**

**CODE: 15CM/PE/AD14**

**TOTAL TEACHING HOURS.: 52**

**OBJECTIVES OF THE COURSE**

- To offer an insight into the creative strategies of advertising.
- To enable students to understand the changing perspective of advertising.
- To provide an understanding of the growing demand and challenges of the promotional aspects of advertising.

**Unit 1**  
**The Field of Advertising** **(10 hrs.)**

- 1.1 Role of Advertising – Marketing, Communicative, Economic, Social
- 1.2 Advertising as a Promotional Tool

**Unit 2**  
**Creative Strategy** **(10 hrs.)**

- 2.1 **Ad Copy**
  - 2.1.1 Meaning – Preparation Process
  - 2.1.2 Types of Copy Form
  - 2.1.3 Elements of an Ad Copy
- 2.2 **Ad Designing**  
Elements of Creative Ad Design
- 2.3 **Ad Layout**
  - 2.3.1 Structure of an Ad Layout
  - 2.3.2 Principles of Ad Layout

**Unit 3**  
**Advertising Media** **(10 hrs.)**

- 3.1 Types of Media
  - 3.1.1 Indoor and Outdoor
  - 3.1.2 Electronic and Online
  - 3.1.3 Social Media Marketing
- 3.2 Media Choice Criteria  
Factors Affecting Choice of Media

**Unit 4**  
**Planning and Executing Ad Campaign** (10 hrs.)

- 4.1 Preparation of Campaign – Stages in the Campaign Process
- 4.2 Ad Budgeting – Types – Affordable Rate Method, Percentage of Sales Method, Competitive Parity Method and Objective and Task Method

**Unit 5**  
**Evaluation Of Advertising** (12 hrs.)

- 5.1 Measures to Study Effectiveness – Direct and Indirect Measures
- 5.2 Ethics in Advertising

**BOOK FOR STUDY**

Belch. *Advertising and Promotion*. New Delhi: Tata McGraw Hill, 2014.

**BOOKS FOR REFERENCE**

Bovee, John. Courtland, L.George, Dovel, P. and Wood, Marian Burk. *Advertising Excellence*. New Delhi: Tata McGraw Hill , 1999.

Christina Spurgeon. *Advertising & New Media*. USA : Taylor & Francis, 2008.

Jaishree Jethwaney, Shruti Jain, *Advertising Management*, New Delhi: Oxford University Press.

Kenneth, E. Clow & Donald E. Baack. *Integrated Advertising Promotion & Marketing Communication*. New Delhi: Prentice Hall, 2003.

Sabyasachi Chatterjee. *Media and Advertising Management : New Trends*. New Delhi: ICFAI, 2007.

Wells. *Advertising Principles and Practice*. New Delhi: Prentice Hall of India, 2007.

**JOURNALS**

Journal for advertising research and new insights on marketing issues

Journal of interactive advertising

International Journal of Internet marketing and Advertising

**WEB RESOURCES**

<http://www.smallfuel.com/blog/entry/the-8-steps-of-an-advertising-campaign/>

<http://www.brickmarketing.com/define-ad-copy.htm>

<http://letsspeaktogether.blogspot.in/2013/02/elements-of-advertisement-copy.html>

<http://kalyan-city.blogspot.com/2013/08/eleven-major-functions-of-advertising.html>

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Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Assignments

Seminar

Case study

Class presentation and group discussion

### **End Semester Examination:**

**Total Marks:100**

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**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**INSURANCE AND RISK MANAGEMENT**

**CREDITS : 4**

**L T P : 4 0 0**

**CODE: 15CM/PE/IR14**

**TOTAL TEACHING HOURS.: 52**

**OBJECTIVES OF THE COURSE**

- To expose students to various concepts and products of both life and general insurance
- To provide a basic understanding of the insurance mechanism

**Unit 1**

**Conceptual frame work (10 hrs.)**

- 1.1 Concept of Risk , Peril, Hazard , Classification and Burden of Risk
- 1.2 Insurance as a Device to Hedge Risk Need and Functions
- 1.3 Elements of Insurable Risk
- 1.4 Principles of Insurance and Types of Insurance Contracts - Life and General
- 1.5 Government as Insurer and Regulator - overview of IRDA
- 1.6 Major Players in the Indian Insurance Industry - Insurance Penetration in India

**Unit 2**

**Risk Management (10 hrs.)**

- 2.1 Risk Management – Objectives and Process
- 2.2 Methods of Handling Risk
- 2.3 Risk Management Methods
- 2.4 Risk Management Department – Organisation and Functions

**Unit 3**

**Life and Health Insurance (12 hrs.)**

- 3.1 Meaning and Essential Features of Life Insurance / Assurance
- 3.2 Life Insurance and Annuities Broad Classification of Life Insurance, Joint Life Policies
- 3.3 Health Insurance – Medical Insurance, Types and Coverage
- 3.4 Claims Settlement , Revival and Lapse of Insurance Policies

**Unit 4**

**Principles and Practices of General Insurance (10 hrs.)**

- 4.1 Functions and Scope of Fire, Accident, Marine and Aviation Insurance
- 4.2 Fire Insurance –Types of Policies



- 4.3 Miscellaneous Insurance
- 4.4 Reinsurance
- 4.5 Agent, Broker, Corporate Agents, Referral Partners, Bancassurance

**Unit 5**  
**Organisation and Administration of Insurance** (10 hrs.)

- 5.1 Departmentalisation and Marketing
- 5.2 Underwriting and Pricing
- 5.3 Financial Structure, Reserves and Liabilities of Insurer
- 5.4 Earned Surplus and Profitability
- 5.5 Insurer's Investment and Financial Reporting

**BOOK FOR STUDY**

Sethi, J., & Bhatia N. *Elements of Banking and Insurance*. New Delhi: India: PHI, 2008

**BOOKS FOR REFERENCE**

Gupta, P. K. *Fundamentals of Insurance*. New Delhi: Himalaya, 2004.

Insurance Institute of India. *Principles of Insurance*. Mumbai:

Insurance Institute of India. *Practice of life insurance*. Mumbai: (Revised edition 2011)

Insurance Institute of India. *Practice of general insurance*, Mumbai: (Revised edition 2011)

Insurance Institute of India. *Regulation of insurance business*. Mumbai: (Revised edition 2011)

Insurance Institute of India. *Risk management*. Mumbai: (Revised edition 2011)

**JOURNALS**

Journal of Insurance Law, ICFAI Press, Hyderabad.

Journal of Risk and Insurance, ICFAI Press, Hyderabad

Insurance Chronicle, ICFAI Press, Hyderabad.

Journal of Insurance and Risk Management, National Insurance Academy, Pune.

**WEB RESOURCES**

<https://www.irda.gov.in/>

<http://web-docs.stern.nyu.edu/salomon/docs/whitepaper.pdf>

<http://anchan.lib.ku.ac.th/kukr/bitstream/003/16616/1/KC395002.pdf>

[https://ec.europa.eu/internal\\_market/insurance/solvency/latest/index\\_en.htm](https://ec.europa.eu/internal_market/insurance/solvency/latest/index_en.htm)

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Class presentation and group discussion

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**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**BUSINESS VENTURE MANAGEMENT**

**CREDITS : 4**

**L T P : 4 0 0**

**CODE: 15CM/PE/BV14**

**TOTAL TEACHING HOURS. : 52**

**OBJECTIVES OF THE COURSE**

- To enable students to investigate, understand and internalize the process of setting up a business
- To create an awareness on the support system for entrepreneurship development

**Unit 1**

**Introduction**

**(10 hrs.)**

- 1.1 Concept of Entrepreneur, Entrepreneurship and Enterprise
- 1.2 Entrepreneur – Traits and Types – Women Entrepreneur, Social Entrepreneur
- 1.3 Role of Entrepreneurship in Economic Development
- 1.4 Factors impacting Emergence of Entrepreneurship
- 1.5 Entrepreneurial Competencies – Meaning, Stages in Developing Entrepreneurial Competencies

**Unit 2**

**Setting up a New Business Venture**

**(10 hrs.)**

**2.1 Micro Small and Medium Enterprise**

- 2.1.1 Features and Scope
- 2.1.2 Role of MSME in Economic Development, Promotion of MSME

**2.2 Methods to Initiate Ventures**

- 2.2.1 Acquisition -Advantages of Acquiring an Ongoing Venture
- 2.2.2 Franchising - Evaluating Franchising Opportunities

**2.3 Opportunity Identification and Selection**

- 2.3.1 Generating Business Idea – Sources of Business Idea,
- 2.3.2 Evaluation and Selection of Business Idea – Process

**2.4 Formulation of Business Plan**

Content, Significance of Business Plan

**Unit 3**

**New Venture Feasibility Planning**

**(12 hrs.)**

- 3.1 The Concept of a Planning Paradigm and Fundamentals of a Feasibility Plan
- 3.2 Project Identification and Project Selection

- 3.3 Project Report – Significance – Contents - Planning Commission Guidelines
- 3.4 Project Formulation – Need and Elements
- 3.5 Project Design and Network Analysis

## **Unit 4**

### **Enterprise Management**

**(10 hrs.)**

#### **4.1 Financial Management**

- 4.1.1 Need for Financial Planning
- 4.1.2 Sources of Finance – Internal and External
- 4.1.3 Working Capital Significance, Sources and Factors Determining Working Capital

#### **4.2 Marketing Management**

- 4.2.1 Importance of Developing a Marketing Plan
- 4.2.2 Customer Analysis, Sales Analysis and Competition Analysis
- 4.2.3 Steps in Marketing Research, Marketing Mix

#### **4.3 Inventory and Production Management**

- 4.3.1 Concept of Inventory, Motive and Advantages of Maintaining Inventory
- 4.3.2 Plant Location and Product Design – Factors to be Considered

## **Unit 5**

### **Special Issues For Entrepreneurs**

**(10 hrs.)**

- 5.1 Legal Issues in Setting Up a Business, Requirements for Formation of a Private/Public Limited Company,
- 5.2 Intellectual Property Protection- Patents, Trademarks and Copyrights
- 5.3 Incentives and Subsidies

## **BOOK FOR STUDY**

Khanka, S.S. *Entrepreneurial Development*. S.Chand, 2011.

## **BOOKS FOR REFERENCE**

- Desai Vasant. *Entrepreneurial Development and Management*. Mumbai: Himalaya, 2007.
- Gupta C.B & Srinivasan N.P. *Entrepreneurial Development*. Sultan chand, 2012.
- Kumar, Ary. *Creating and Leading an Entrepreneurial Organization*. Pearson, 2012.
- Kuratko, Donald F. and Hodgetts Richard M. *Entrepreneurship in the New Millennium*. 2008.
- Lall Madhurima, Sahai Shikha. *Entrepreneurship*. Excel Books.
- Natarajan, K. and E. Gordo. *Entrepreneurship Development*. Himalaya, 2012.

## **JOURNALS**

Journal of development entrepreneurship

Journal of entrepreneurship education

Journal of Business Venturing

## **WEB RESOURCES**

[www.entrepreneur.com](http://www.entrepreneur.com)

[www.sblc.org](http://www.sblc.org)

[www.nfte.com](http://www.nfte.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

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Seminar

Class presentation and group discussion

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

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Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**BUSINESS APPLICATIONS IN COMPUTERS**

**CREDITS : 4**

**L T P : 4 0 1**

**CODE: 15CM/PE/CB14**

**TOTAL TEACHING HOURS.: 52**

**OBJECTIVES OF THE COURSE**

- To give an exposure on E-Commerce environment
- To familiarise students with the E-Commerce strategies and operations

**Unit 1**

**Accounting and Information Systems (10 hrs.)**

- 1.1 Introduction - Methods of Data Collection
- 1.2 Types of Information Systems
- 1.3 Internal Controls for Information Systems

**Unit 2**

**Management Reporting Using Spread sheets (10 hrs.)**

- 2.1 Business Forecasting – Time Series Analysis – Charts – Ratio Analysis – Regression Analysis
- 2.2 Financial Statement Analysis – Comparative Statements – Common Size Statements – Cash Flow and Fund Flow Analysis
- 2.3 Budgeting – Preparation of Master Budget

**Unit 3**

**Accounting Package - TALLY (10 hrs.)**

- 3.1 Tally – Creation of a Company, Alteration and Deletion of a Company
- 3.2 Creation of Account Groups – Liabilities and Assets
- 3.3 Creation of Ledgers – Alteration and Deletion of Account Master Records
- 3.4 Accounts Voucher – Voucher Types and Modifications
- 3.5 Preparation of Final Accounts – Profit and Loss Statement and Balance Sheet
- 3.6 Inventory – Stock Categories, Group and Items – Usage of Stocks in Voucher Entry

**Unit 4**

**Advertising and Marketing on the Internet (12 hrs.)**

- 4.1 Meaning, Concept, Advantages and Limitations of E-Commerce
- 4.2 Information Based Marketing
- 4.3 Advertising on the Internet
- 4.1 Online Marketing Process
- 4.5 E-Commerce Strategies

- 4.5.1 Customer Relationship Management – Strategies and Tools
- 4.5.2 Supply Chain Management – E-Supply Chain – Components and Architecture – Trends in SCM

## **Unit 5**

### **Electronic Payment Systems**

**(10 hrs.)**

- 5..1 Classification of Electronic Payment System – E- Cash and Currency Servers, E- Cheques, Credit Cards, Smart Cards; Electronic Purses and Debit Cards;
- 5.1 Risk Involved in Electronic Payment System – Managing Credit Risk and Information Privacy
- 5.3 Security of E-Payments – Cryptography and Digital Signature

## **BOOK FOR STUDY**

Deepak Jain. *Computer Applications in Business*. Kolkatta : Law point,2008.

## **BOOKS FOR REFERENCE**

Joseph, P.T. *E-Commerce*. New Delhi : PHI,2012.

Kamlesh, K.Bajaj, Devjani Nag. *E-Commerce*. New Delhi: Tata McGraw Hill, 1999.

Ravi Kalakota, Andrew B.Whinston, *Frontiers of Electronic Commerce*. Pearson Education,2008.

David Whiteley. *E-Commerce – Strategy, Technologies and Applications*. New Delhi: Tata McGraw Hill,2006.

Jefrey, F. Rayport, & Bernaud J.Jaworski. *Introduction to E-Commerce*. New Delhi : Tata Mcgraw Hill,2003.

Bodhanwala, J. Ruzbeh. *Understanding and Analysing Balance Sheets using Excel Worksheet*. Prentice Hall,2004.

John, E. Hanker, Dean W. Wichern, Arthur G. Reitsch. *Business Forecasting*. Prentice Hall,2012.

Nadhani, A.K. and Nadhani K.K, *Implementing Tally 9*, BPB Publications, 2009.

## **JOURNALS**

International Journal of E-Commerce

Journal of Theoretical and Applied E-Commerce

Journal of Electronic Commerce in Organizations

Journal of Management Information Systems and E-Commerce

## WEB RESOURCES

<http://www.ecommerce-digest.com/online-academic-journals.html>

<http://www.htmlgoodies.com/beyond/webmaster/projects/electronic-commerce-tutorial.html><http://www.openlearningworld.com/books/>

## PATTERN OF EVALUATION

### Continuous Assessment:

**Total Marks: 50**

**Duration: 90 mins.**

Theory 20 Marks – 30 mins. ( 5 X 4 =20 from a choice of 6)

Practical 30 Marks - 60 mins.

### Third Component:

List of Evaluation modes:

Assignments

Practical test

Group projects

### End Semester Examination

**Total Marks: 100**

**Duration: 3 hours.**

Theory - 60 mins. 40 marks

Section A (20 x 1 =20) Objective questions

Section B (4 x 5 = 20) Answer any four (from a choice of six questions)

Practical – 120 mins. 60 Marks

Section A (3 x 10 =30)

Section B (2 x 15 =30)



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI -600086**  
**M.COM DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**INTERNATIONAL BUSINESS**

**CREDITS: 4**

**LTP: 4 0 0**

**CODE: 15CM/PE/IB14**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To enable students to learn the nature, scope and structure of International Business
- To expose the students to the influence of various environmental factors on international business operations

- Unit 1**  
**Introduction** (10 hrs.)
- 1.1 Importance, Nature and Scope of International Business
  - 1.2 Modes of Entry into International Business- Internationalisation Process.
- Unit 2**  
**Structure of India's Foreign Trade** (10 hrs.)
- 2.1 Trade Development Efforts in India.
  - 2.2 Composition and Direction of Trade
  - 2.3 EXIM Policy of India – Regulation and Promotion of Foreign Trade
- Unit 3**  
**International Economic Institutions and Agreements** (12 hrs.)
- 3.1 IMF, World Bank, UNCTAD, IFC, IDA, ADB.
  - 3.2 Agreement on Textiles and Clothing (ATC), GSP, GSTP and other International Agreements.
  - 3.1 International Commodity Trading and Agreements.
  - 3.2 Regional Economic Grouping – European Union, ASEAN, SAARC
- Unit 4**  
**World Trade Organization and GATT** (10 hrs.)
- 4.1 WTO- Functions and Trade Policy.
  - 4.2 India and WTO, GATT

## **Unit 5**

### **Theories of International business and Balance of Payment (10 hrs.)**

- 5.1 Basis for International Trade - Mercantilist and Neo-Mercantilist View.
- 5.2 Absolute and Comparative Advantage Theories - Modern Theories of Trade, Gains from Trade
- 5.3 Balance of Payment Account- Concept and Significance
- 5.4 Current and Capital Account Components and Accounting System; Balance of Payment Deficits and Correction Policies

### **BOOKS FOR STUDY**

Bhalla, V.K. S.Shiva Ramu. *International Business Environment and Management* , Anmol, 2003.

Michael,R. Czinkota , Ikka A. Ronkainen, Michael H. Moffet. *International Business*, Thomson, 2005.

### **BOOKS FOR REFERENCE**

Bennet, Roger. *International Business*. Financial Times, Pitman, 1999

Bhattacharya, B. *Going International: Response Strategies of the Indian Sector*. New Delhi : Wheeler,1996.

Danoes, John D. and Radebaugh, Lee H, *International Business: Environment and Operations*, Addison Wesley, 1998.

Griffin, Ricky W. and Pustay, Michael W. *International Business: A Managerial Perspective*, Addison Wesley, 1999.

Hill, Charles W. L. *International Business*. New York: McGraw Hill, 2000.

### **JOURNALS**

Journal of International business

Journal of Elsevier

### **WEB RESOURCES**

[www.ibmnotesanna.blogspot.in](http://www.ibmnotesanna.blogspot.in)

[www.onkarsule.files.wordpress.com](http://www.onkarsule.files.wordpress.com)

[www.brownconsultancy.com](http://www.brownconsultancy.com)

[www.homes.chass.utoronto.ca](http://www.homes.chass.utoronto.ca)

[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Assignment

Seminar

Class presentation and group discussion

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086**  
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**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**ESSENTIALS OF MARKETING**

**CREDITS: 4**

**LTP: 4 0 0**

**CODE: 15CM/PE/EM24**

**TOTAL TEACHING HOURS.: 52**

**OBJECTIVES OF THE COURSE**

- To create an understanding of the theoretical and practical concepts of marketing
- To familiarize students with the process of entering markets, establishing profitable positions and building loyal consumer relationship
- To identify the forces driving the new market economy

**Unit 1 (10 hrs.)**

**Understanding the Concept of Marketing: Managing Profitable Customer Relationships**

- 1.1 The Concept of Marketing
- 1.2 Designing a Customer – Driven Marketing Strategy
- 1.3 Building Customer Relationships and Integrated Marketing Plan.

**Unit 2 (10 hrs.)**  
**The Marketing Environment**

- 2.1 Company Micro Environment – Company/ Supplier/Creditors/Competitors
- 2.2 Company Macro Environment – Demographic, Economic, National, Technological, Cultural and Social
- 2.3 Responding to Marketing Environment

**Unit 3 (10 hrs.)**  
**Product Services and Branding Strategies**

- 3.1 Product Concept – Product Life Cycle
- 3.2 New Product Development
- 3.3 Branding – Importance, Nature, Types

**Unit 4 (10 hrs.)**  
**Price Determination and Promotion**

- 4.1 Pricing Objectives
- 4.2 Factors to Be Considered in Fixing a Price
- 4.3 Promotional Program – Purpose and Tools of Promotional Mix

**Unit 5****Marketing Channels****(12 hrs.)**

5.1 Nature and Importance of Marketing Channels

5.2 Retail, Wholesale – Nature and Types

**BOOK FOR STUDY**

Kotler Philip. *Marketing Management*. New Delhi: Prentice Hall of India, 2014.

**BOOKS FOR REFERENCE**

Johansson, J.K. *Global Marketing*. New Delhi: Tata, McGraw Hill, 2007.

Keegan, W. J. *Global Marketing management*, New Delhi: Prentice Hall, 2007.

Saxena Rajan. *Marketing Management*. New Delhi: Tata McGraw Hill, 2005.

Staton, William J. Etzel, Michael J. and Walker, Bruce. *Fundamentals of Marketing*. New Delhi: McGraw Hill, 2004.

Raju, M. S. *Fundamental of Marketing*. New Delhi: Excel Books, 2008.

**JOURNALS**

International Journal of Research in Marketing

Indian Journal of Marketing

Journal of Marketing Education

**WEB RESOURCES**

<http://smallbusiness.chron.com/product-mix-639.html>

<http://productlifecyclestages.com/>

<http://www.innovationcoach.com/2013/05/8-step-process-perfects-product-development/>

<http://www.marketing-schools.org/types-of-marketing/brand-marketing.html>

<http://www.businessdictionary.com/definition/market-segmentation.html>

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Assignment

Seminar

Class presentation and group discussion

Case study

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**M.COM DEGREE**

**SYLLABUS**

(Effective from the academic year 2015 – 2016)

**HUMAN RESOURCE MANAGEMENT**

**CREDITS: 4**

**L T P: 4 0 0**

**TOTAL TEACHING HOURS.: 52**

**CODE: 15CM/PE/HR34**

**OBJECTIVES OF THE COURSE**

- To provide an understanding of the importance of Human Resource Management.
- To expose students to the managerial, operative and maintenance aspects of the human resources in an organization.

<b>Unit 1</b>	<b>Introduction</b>	<b>(10 hrs.)</b>
	1.1 Significance and objectives of HRM	
	1.2 Functions and Scope of HRM.	
<b>Unit 2</b>	<b>Procuring Human Resource</b>	<b>(12 hrs.)</b>
	2.1 HR Planning - Objectives and Process of manpower planning.	
	2.2 Job Analysis, Job Description, Job Specification	
	2.3 Recruitment – Sources	
	2.4 Selection - Procedure	
<b>Unit 3</b>	<b>Maintaining Human Resource</b>	<b>(10 hrs.)</b>
	3.1 Orientation, Placement	
	3.2 Training – Methods	
	3.2 Performance Appraisal - Methods	
<b>Unit 4</b>	<b>Retaining and Compensating Human Resource</b>	<b>(10 hrs.)</b>
	4.1 Promotion – Factors, Basis of Promotion	
	4.2 Compensation – Factors, Types	
<b>Unit 5</b>	<b>Ethical Issues in HRM</b>	<b>(10 hrs.)</b>
	5.1 Ethics- Nature and Importance of Ethics in HRM	
	5.2 HR Ethical Issues and How to Manage Ethics in HR	

## **BOOK FOR STUDY**

Aswathappa. K. *Human Resource Management*. New Delhi: Tata Mc Graw Hill, 2007.

## **BOOKS FOR REFERENCE**

Flippo. V. Edwin. *Personnel Management*. New Delhi: Mc Graw Hill, 2004.

Gupta. C.B. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Khanka, S.S. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Prasad, L.M. *Human Resource Management*. New Delhi: Sultan Chand, 2014.

Mamoria C.B. *Personnel Management*. Mumbai: Himalaya, 2004.

## **JOURNALS**

International Journal of Human Resource Management

The Human Resource Management Review

Human Resource Management International Digest

Human Resource Management Journal.

## **WEB RESOURCES**

<http://hrcouncil.ca/hr-toolkit/planning-strategic.cfm>

<http://www.hrware.com/recruitment/88-2/>

<http://www.educationobserver.com/forum/showthread.php?tid=12165>

<http://managementhelp.org/training/>



## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

**Total Marks: 50**

**Duration: 90 mins.**

Section A – 3 x 10=30 Marks (from a choice of four questions –Max words 500)

Section B - 1x20=20 (from a choice of two questions – Max words 1200)

### **Third Component:**

List of Evaluation Modes:

Assignment

Seminar

Class presentation and group discussion

Case study

### **End Semester Examination:**

**Total Marks:100**

**Duration: 3 hours**

Section A – 6x10= 60(from a choice of eight questions –Max words 500)

Section B – 2x20= 40(from a choice of four questions – Max words 1200)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086**  
**M.COM. DEGREE**

**SYLLABUS**  
**(Effective from the academic year 2015-2016)**

**TRAINING AND DEVELOPMENT**

**CODE: 15CM/PI/TD24**

**CREDITS: 4**

**OBJECTIVE OF THE COURSE**

- To enlighten the students on the importance and need for training and development.
- To familiarize with the pedagogy for training
- To enable students to understand the human resource development process.

**Unit 1**

**Introduction to Training and development**

- 1.1 Definition of HRD – Objective and Principle of HRD
- 1.2 Need for Training and Development
- 1.3 Difference Between Training and Development
- 1.4 Challenges in Training

**Unit 2**

**Pre-requisites to Effective Training**

- 2.1 Creating a climate for training
- 2.2 Principles of training – understanding learning styles of the trainees.
- 2.3 Resistance to training and the steps to overcome

**Unit 3**

**Designing a Training Programme**

- 3.1 Need Analysis – Meaning and Significance of Need Analysis
- 3.2 Types of Need Analysis, Components of Need Analysis
- 3.3 Design and Development of Training

**Unit 4**

**Training Methods and Techniques – On the Job Training, Executive Development Programme**

- 4.1 Training Aids – Meaning and Significance
- 4.2 Types of Training Aids.

**Unit 5**

**Training Implementation**

- 5.1 Implementation – Meaning and Significance of Training Implementation
- 5.2 Approaches to Training Implementation
- 5.3 Training Evaluation – Need and Significance, Concept of Return on Investment

## BOOKS FOR REFERENCE

Blanchard Nick P., James W. Thacka, *Effective Training, Systems, Strategies & Policies* 2<sup>nd</sup> edition , New Delhi, Prentice Hall. 2005.

Kumar KBS, *Training and Development: Country Experience*, ICFAI University Press. 2007.

Lynton P Rolf, *Training for Development*, New Delhi ,Vistaar 2005.

Noe, *Employee Training and Development*, New Delhi, Tata Mc Graw Hill 2008.

Paul Donovan, *The training need analysis*, Research Press Business Books 2007.

Raj Aparna, *Human Resource Management – Training theory and practice*, New Delhi, Kalyani Publishers, 2005.

Srinivas Kandula R., *Strategic Human Resource Development*, New Delhi, Prentice Hall of India, 2001.

Udai Pareek, *Training Instruments in HRD*, 2<sup>nd</sup> edition, New Delhi, Tata McGraw Hill, 2002.

Vasudeva, *Training and Development*, Common wealth. 2002

Vohra Munish, *Management Training and Development*, New Delhi, Anmol

## PATTERN OF EVALUATION

### End Semester Examination

**Total Marks: 100**

**Duration: 3 hours**

Section A– 5 x 8 = 40 marks (5 out of 7 questions to be answered in 300 words each)

Section B– 3 x 20=60 marks (3 out of 5 questions to be answered in 1200 words each)

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**

**M.COM DEGREE**

**SYLLABUS**

(Effective from the academic year 2015-2016)

**ADVERTISING AND SALESMANSHIP**

**CODE: 15CM/PI/AS24**

**CREDITS: 4**

**OBJECTIVES OF THE COURSE**

- To enable students to understand the growing demand of the promotional aspects of advertising
- To provide an insight into salesmanship as an art

**Unit 1**

**Introduction**

- 1.1 Role of advertising
- 1.2 Advertising Media – Types and Media choice criteria

**Unit 2**

**Advertisement Copy**

- 2.1 Elements of an Ad-copy and kinds of copy
- 2.2 Ad-layout – structure and quality
- 2.3 Steps in planning an Ad-campaign

**Unit 3**

**3.1 Salesmanship**

- 3.1.1 Salesmanship as a science, art and profession
- 3.1.2 Psychology in selling, effective presentation and demonstration
- 3.1.3 Organization of a sales department – purpose and types.

**3.2 Sales Personality – Qualities and Traits**

**Unit 4**

**Selling Methods**

- 4.1 Process of selling
- 4.2 Sales meetings and Sales contests

**Unit 5**

**Sales Performance and Compensation**

- 5.1 Evaluation of Sales Performance – Quantitative and Qualitative methods
- 5.2 Types of Compensation Plans

## **BOOKS FOR REFERENCE**

Courtland L., Bovee, John V. Thill, Geroge, Dovel and Marian Burk Wood, *Advertising Excellence*, New Delhi Tata Mc Graw Hill Inc., 2004.

David A., Aaker, Rajeev Batia, John G. Meyers, *Advertising Management*, New Delhi Prentice Hall of India Pvt., Ltd, 2002.

Gandhi J.C., *Marketing – A Managerial Introduction*, New Delhi Tata Mc Graw Hill Publication Co., Ltd., 2006.

John R. Rossiter, Larry Percy, *Advertising and Promotion Management*, New Delhi Tata McGraw Hill Inc., 2005.

Still Cundiff and Govoni, (2006), *Sales Management – Decisions, Strategies and Cases*, New Delhi, Prentice Hall, India, 2006.

## **PATTERN OF EVALUATION**

### **End Semester Examination**

**Total Marks: 100 Duration: 3 hours**

Section A– 5 x 8 = 40 marks (5 out of 7 questions to be answered in 300 words each)

Section B– 3 x 20=60 marks (3 out of 5 questions to be answered in 1200 words each)