

2011



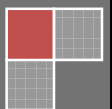
North Maharashtra University,
Jalgaon

FACULTY OF COMMERCE & MANAGEMENT

Master of Commerce

(M. Com. Sem-II)

(w.e.f.: June-2011)





North Maharashtra University, Jalgaon
(NACC Accredited 'B' Grade University)
COMMERCE & MANAGEMENT FACULTY
New Syllabus: **M.Com** (w.e.f. June -2011)
SEMESTER: II Compulsory Paper:

Paper 201 Economics of Environment

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Environment, Ecology & Biosphere

(09)

- a. Introduction, Concept of – Environment, Natural Balance & Energy, Ecology & Ecosystems
- b. Man & Environment: Aspects of Environmental Imbalance
 - i. Change in Structure of Earth's surface
 - ii. Change in the Composition of Biosphere
 - iii. Change in the energy balance of Environment
- c. Introduction to the Kinds of Ecosystem – Natural & Artificial

2. Resources

(11)

- a. Natural Resources
 - i. Concept of Natural Resources & its Classification
 - ii. Limitation of Natural Resources & hence need for their conservation
- b. Biodiversity & its conservation
 - i. Introduction & Meaning
 - ii. Levels of Biodiversity – Generic, Species & Ecosystem diversity
 - iii. Value of Diversity – Consumptive use, Productive use, Social, Ethical or Existence, Aesthetic, Optional, and Ecosystem service value.

3. The Environment & Development

(12)

- a. Basic issues in Environment & Development
 - i. Sustainable Development & Environmental Accounting
 - ii. Population, Resources & Environment
 - iii. Poverty & Environment
 - iv. Growth versus Environment
- b. The Scope of Environmental Degradation

- c. Rural Urban Development & Environment
- d. The Global Environment: Rain Forest destruction, Green House Gases & Global warming

4. Environmental Economics

(16)

- a. Interlink ages between Economy & Environment
- b. Market Failures
- c. Economic Incentives for Environmental Protection
- d. Pollution Taxes for The Efficient control of Pollution
- e. Tradable Pollution Permits
- f. An Economic Analysis for Renewable and Non-renewable Resources
- g. Methods of Valuing Environmental Cost & Benefits
- h. Sustainable Development: Concept, Rules & Indicators
- i. Policy Option in developing & Developed Countries

Books:

1. Education(2003)An Introduction to Environmental Management by Dr.Anand S. Bal – Himalaya Publishing House
2. Environmental Studies by Dr. S.T. Ingale, Prof. S.R. Patil, Prof. B.J. Jadhav, Dr.Mrs.G.K.Rane, and Dr. S.R. Thorat – Prashant Publications, Pune.
3. Indian Economy by Dr Mishra & Puri – Himalaya Publishing House
4. Environmental Economics: Charles D.Kolstand, Oxford (2006)
5. Environmental Economics: Nick Hanley, Josant,Shorren & Ben White, Mac-Millan (1997)
6. Economic Development : Michel P.Todaro & Stephene Smith(8th Ed) S: Pearson



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: **M.Com** (w.e.f. June -2011)
SEMESTER: II Compulsory Paper:
Paper 202 Cases in Strategic Management

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

Comprehensive cases on various strategic situations based on application of strategic management must be discussed and solved, based on topics covered in paper No 102. At least three cases on each topic are expected, and a minimum 16 cases in all shall be studied during the semester.

REFERENCE BOOKS:

1. Cases in Strategic Management – Azar Kazami -TMH
2. Cases in Strategic Management – Anjali Mittal- TMH
3. Business policy and Strategic Management - Azhar Kazmi-TMH
4. Marketing Strategy & Competitive Positioning by Hooley – Pearson Education
5. Business policy and Strategic Management : Concepts and Applications,- Gupta, Gollakota, Shrinivasan-
6. Prantice Hall India
1. Strategic Management – Hunger, Wheelen – Addison Weesley
2. Strategic Management-P. Subba Rao – Himalaya Pub.
3. Strategic Management – Upendra Kachru- Excel Books
4. Strategic Management-Francis Cherunilam – Himalaya Pub Strategic Management-Saloner, Shepard,
PodolnyWilley India
5. Strategic Management – B Hiriyappa – New Age International
6. Strategic Management – V.S.P. Rao, Harikrishna – Excel Books



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II *Optional Subject A*
Paper 203-A Management Science

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. Nature & Development of Management

(10)

- a. Management : Concept, Nature, Importance
- b. Management : Art and Science & as a Profession, Management Vs Administration
- c. Evolution of Management: Introduction to Scientific Management by Taylor, Administrative Management by Fayol, Contribution of Peter Drucker, Decision Theory Approach, Contingency Approach, Human behaviour Approach,

2. Functions of Management

(04)

Functions of Management, Levels of Management & their respective Functions, Managerial Skills & roles, Managerial Functions in MNC's

3. Planning & Decision Making

(10)

- a. Planning: Nature, Scope, Objective and Significances of Planning, Key factors to planning, Types of Plans, Process of Planning, Effective planning-Principles, Barriers & How to overcome barriers, Planning Premises and Forecasting.
- b. Decision Making – Types of Decision , decision making processes, Individual Vs Group decision making, Information Technology & Decision Making (attributes of useful information, information sharing)

4. Organising & Staffing

(12)

- a. Organizing: Concept, Organization Theories, Designing Organization Structure, Forms of Organizational Structure, Departmentation- need, importance & bases of Departmentation, Span of Control - Determination of factors affecting Span of Control, Delegation of Authority, Authority & Responsibility, Line & Staff, and Formal & Informal Organization.
- b. Staffing: Concept, Manpower Planning.

5. Directing Controlling & Coordination

(12)

- a. Directing: Concept, Direction and Supervision, Importance of Directing, Principles of Directing.
- b. Controlling : Concept, Types of control, Method : Pre-control - Concurrent control - Post control, an Integrated Control System, Concept of Quality, Factors affecting Quality, Developing a Quality Control system - Pre-control of inputs, Concurrent control of operations, Post control of outputs.
- c. Coordination – Need & Importance, Coordination & Cooperation, Techniques of Effective coordination.

REFERENCE BOOKS:

1. Koontz – Principles Of Management (Tata Mc Graw Hill, 1st Edition 2008)
2. Stoner , Freeman & Gilbert Jr – Management (Prentice Hall Of India ,6th Edition)

3. Robbins & Coulter – Management (Prentice Hall Of India,8th Edition)
4. Robbins S.P And Decenzo David A. – Fundamentals Of Management : Essential Concept And Applications (Pearson Education ,5th Edition)
5. L.M.Prasad – Principals Of Management (Himalaya Publications)
6. Sherlekar & Sherlekar – Modern Business & Organization (Himalaya Publications)
7. Dr. Manmohan Prasad – Management – Concepts & Practices (Himalaya Publications)
8. Hiller Frederick S. And Hiller Mark S. – Introduction To Management Science : A Modeling and Case Studies Approach With Spreadsheets (Tata Mc Graw Hill, 2nd Edition 2008)
9. Wehrich Heinz And Koontz Harold – Management : A Global And Entrepreneurial Perspective (McGraw Hill 12th Edition 2008)
10. Thomas N. Duening , John M.Ivancevich : Management (Biztantra-Dreamtech Press, New Delhi.)
11. T Ramasamy : Principles Of Management – (Himalaya Publications)
12. R.N.Gupta :Principles Of Management , (S. Chand)
13. Griffin, Ricky W. :Management Principles & Application (Cenage Learning/Thomson Press)



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II *Optional Subject B*
Paper 203-B International Business

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

- 1) **Introduction to International Business (IB)** (10)
 - a) Concept of International Business
 - b) International Vs Domestic Business
 - c) Evolution, Development & Factors leading to Growth of IB
 - d) International Orientation
 - e) Globalization of Business Structure
- 2) **Modes of International Business** (08)
 - a) Determinants of Entry Mode
 - i) country-specific,
 - ii) Industry-specific,
 - iii) Firm-specific,
 - iv) Project-specific
 - b) Entry Mode Selection & Choices
 - i) Trade Related
 - ii) Contractual
 - iii) Investment Based
- 3) **International Business Environment** (08)
 - a) Meaning of IB Environment, IB Environmental Factors
 - b) Socio-cultural & Ethical Environment
 - c) Economic Environment
 - d) Political Environment
 - e) Technological Environment
- 4) **International Business Strategies** (10)
 - a) Strategy: Role & Choices

- b) Strategy formulation: Approaches, Spectrum, Levels
- c) Planning, Organization & Control
- d) International Marketing Strategy
- e) International Investment & Financing Strategy
- f) International HRM Strategies

5) Global Trade & Investment

(12)

- a) World Trade Organization
 - i) Establishment of WTO
 - ii) Organization Structure of WTO
 - iii) Anti Dumping Measures
 - iv) Dispute settlement Mechanism
 - v) TRIMS & TRIPS
 - vi) WTO & India
- b) Foreign Direct Investment (FDI)
 - i) Concept, Reasons & Trends in FDI
 - ii) Costs, Benefits & Determinants in FDI
 - iii) Foreign Direct Investment In India

REFERENCE BOOKS:

- 1) International Business: K. Ashwathappa - Tata McGraw Hill
- 2) International Business: concept Env. & Strategies – Vyuptakesh Sharan – Pearson
- 3) International Business – Hill & Jain – Tata McGraw Hill
- 4) International Business: Text & Cases – P. Subba Rao – Himalaya
- 5) International Business: concept Env. & Strategies – Sumati Varma – Ane Books
- 6) International Business – Justine Paul – Prantice Hall
- 7) International Business – Shyam Shukla – Excel Books
- 8) International Business Environemt & Management: V.K. Bhalla – Anmol Publications
- 9) International Business- O.P.Agrawal - Himalaya



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II *Optional Subject C*
Paper 203-C Banking & Insurance

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

- 1) **Introduction to Banking** (12)
 - a) Banking System in India
 - b) Commercial banking Structure: Meaning, Role & Functions of the Banks
 - c) Liabilities & assets of the Banks
 - d) New Concepts in Banking: Retail Banking, Microfinance, Credit/ debit cards, ATM's, Online banking, Mobile Banking
 - e) Non-banking Financial Corporations: Role & Growth, Types of NBFC's, Regulations & RBI's control
 - f) Opportunities in banking
- 2) **Co-operative Banking** (06)
 - a) Meaning, Nature and Types
 - b) Governance & reforms in co-operative banking
 - c) State Co-op agriculture & Rural Development banks
- 3) **Bank Management** (08)
 - a) Objectives, Evolution, Scope & functional areas of bank Management
 - b) Functional areas: Deposit Mobilization, credit planning & Management, Asset Management, Liability Management, Liquidity Management, Investment Management, management legal department, office management,
- 4) **Insurance** (08)
 - a) Insurance: Meaning, Principles & Roles
 - b) Types of insurance – Life (normal & health), General, Agricultural & Bancassurance, Re-insurance, Group insurance & micro-insurance. ,
 - c) Types of Policies
 - d) Regulatory framework in India, Claims
- 5) **Mutual Funds** (06)
 - a) Mutual funds: Meaning, Evolution, Performance & its measures, Advantages, Growth in India
 - b) Types of mutual funds Schemes, Regulatory aspects ,Financial risk
 - c) Open v/s Closed, Debt v/s Equity
 - d) Tax implications & transparency in MFs
 - e) Introduction to Hedge funds & Participatory notes
- 6) **Capital markets** (08)
 - a) Capital markets: functions, Structure: Primary & Secondary Market
 - b) Types Of Securities Traded, Stock Market In India
 - c) Investment in stocks
 - d) Various intermediaries in capital markets
 - e) Essential formalities in investing in Capital markets
 - f) Role of FIIs in capital markets

REFERENCE BOOKS:

- 1) Introduction to Banking: Vijayaragavan Iyengar – Excel Books
- 2) Banking Theory & Practice (19th Ed.): K.C. & Lekshy Shekhar, Vikas Publication
- 3) Management of Banking & Financial System by Paul - Pearson
- 4) Risk management & Insurance- Harrington - TMH
- 5) Merchant Banking & Financial Service- Guruswami- TMH

- 6) Merchant Banking & Financial Services – Dr. K Ravichandran - Himalaya
- 7) Indian Financial System' Dr. G. Ramesh Babu, Himalaya Publishing House
- 8) E-Banking & Development Of Banks' Verma, Gupta, & Sharma, Deep &Deep
- 9) Indian Economy: Datta & Sunderam, (2009),S.Chand &Company
- 10) Indian Economy: Mishra &Puri (2009), Himalaya Publishing House
- 11) Banking and Economics Growth.- B. M L. Nigam
- 12) Law and Practice of Banking. - S.R. Davar



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II Specialization Paper:II
204 A) Advanced Accountancy

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

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|--|---------------------|
| 1. Accounts of Electricity Company: | [8 lectures] |
| Double Account System- Revenue Account, Net Revenue Account,- Capital Account- Balance Sheet
- Practical Problem & Theory | |
| 2. Branch Accounts: | [8 lectures] |
| Foreign Branch only - conversion of Trial Balance into Head Office currency- preparation of
Foreign Branch Trading & Profit & Loss Account & Balance Sheet – Practical Problems & Theory | |
| 3. Accounting of Price Level Changes: | [8 lectures] |
| Inflation Accounting - Need, Objectives, and Limitations- related theories- Practical Problems. | |
| 4. Departmental Accounts: | [8 lectures] |
| Preparation of Trading & Profit & Loss Account in columnar form and consolidated Balance
Sheet. Practical Problems & Theory | |
| 5. Accounting of Construction Contracts. | [8 lectures] |
| Introduction - Accounting Treatment- Percentage of completion method- completed contract
method- provisions for foreseeable losses- principles to be followed while taking credit for
profit of incomplete contracts- valuation & disclosure of work in progress- escalation clauses-
Preparation of Contract Account -- A.S. 7 Practical Problems & Theory | |
| 6. Accounting Standards: | [8 lectures] |
| A.S. 3 Cash Flow Statement
A.S. 7 Accounting for Construction Contracts
A.S.13 Accounting for Investment
A.S. 14 Accounting for Amalgamation | |

REFERENCE BOOKS:

1. Shukla & Grewal, Advance Accounts (S. Chand & Co. Ltd New Delhi)
2. Jain & Narang, Advance Accounts (Kalyani Publisher - Ludhiana)
3. Haneef, Mukhrjee, Modern Accountancy vol-I (Tata Mcgraw Hill Publication.)
4. Sr. K. Paul ,Accountancy Volume I & II (New Central Book Agency)
5. Dr. L.S. Porwall, Accounting Theory- (Tata Mcgraw Hill Publication.)
6. R.K. Lele ,Accounting Theory-(Himalaya Publishers)
7. Rup Ram Gupta ,Advanced Accountancy
8. H. Chakraborty ,Advanced Accountancy
9. R.L. Gupta ,Advanced Accountancy
10. Dr. Ashok Sehgal & Dr. Deepak Shegal ,Advance Accounting – (Taxmann, New Delhi)
11. Dr. S.N. Maheshwari ,Corporate Accounting- (Vikas Publication House Pvt. Ltd)
12. B.D. Agarwal, Advanced Financial Accountancy



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II Specialization Paper:II
204 B) Advanced Cost Accountancy

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

1. **On- Integrated Cost Accounting :** [9 lectures]

Books of Accounts in Cost Accounting- various subsidiary ledgers- books of original entry-purpose of control accounts-their nature and procedures of posting from subsidiary ledgers to control accounts-double entry accounting system as used in cost accounts. Accounting cycle- preparation of ledger adjustment account- WIP account and other control accounts from a given set of transactions. [including advanced practical problems]

2. **Integral / Integrated Accounts:** [9 lectures]

Meaning, nature, necessity – process to be used in preparation of integral accounts-practical problems on preparation of integral accounts from a given set of transactions.

3. **Reconciliation of Cost Accounts & Financial Accounts:** [9 lectures]

Necessity - procedures to be adopted in preparation of profit reconciliation statements-ascertainment of profits as per financial accounts & cost accounts & reconciliation thereof

4. **Cost reduction & cost control** [9 lectures]

Cost reduction- meaning , objectives, distinction between cost reduction & cost control-organization of cost reduction programme- requisite of a satisfactory cost reduction scheme - fields covered by cost reduction-tools and techniques of cost reduction.

5. **Cost Information Systems & reporting:** [9 lectures]

Cost information needs at different levels of management- requisite of an effective information system- forms of presentation - various reports- graphs, charts tables diagrams.

6. **Value Analysis:** [3 lectures]

Concept, Objectives, Procedures, advantages & limitations

Note : 40% marks for theory & 60% marks for practical problems.

REFERENCE BOOKS:

1. Cost Accounting by B K Bhar
2. Cost Accounting by N K Prasad
3. Cost Accountancy by Jawaharlal
4. Cost Accounting Principles & Practice by Nigam & Sharma
5. Cost Accounting Principles & Practice by M N Arora
6. Cost Accounting Principles & Practice by S P Iyenger
7. Cost Accounting Principles & Practice by P K Ghosh
8. Cost Accounting Principles & Practice by B S Khanna
9. Cost Accounting by Jain & Narang
10. Cost Accounting by S N Maheshwari
11. Practical Costing by Ahuja , Khanna & Pandey
12. Advanced COST accounting & Cost Systems by Ravi M Kishore



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II Specialization Paper: II
204 C) Human Resources Management

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

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|---|---------------------|
| 1. Human Resource Development - | 10 Lectures |
| a. Concept, Scope and features of HRD | |
| b. Needs, objectives and importance of HRD | |
| c. Functions of HR Manager | |
| d. Special features of Human Resources | |
| e. Difference between concepts -HRM & HRD | |
| 2. Compensation and Management | 14 Lectures |
| a. Meaning ,objective and components of compensation | |
| b. Needs and importance of sound salary administration | |
| c. Some wage issues in India | |
| d. Concept and objectives of Labor Welfare | |
| e. Function and Duties of Labour Welfare Officer | |
| f. Role and functions of Trade Unions | |
| g. Concept and Methods of workers Participation in Management | |
| 3. Human Relation and Motivation | 12- Lectures |
| a. Motivating Factors | |
| b. Theories of Motivation | |
| c. Human Relation Problems | |
| d. Measures to improve Human Relations | |
| e. Communication and Human Relations | |
| f. Employer and Employee Relations - Contribution of Hawthorne Experiment - Pistberg Experiment | |
| 4. Retirement / Retrenchment Strategy - | 12 Lectures |
| a. Retirement - Kinds of Retirement, Voluntary Retirement Scheme (VRS), Resignation, Discharge, Dismissal, Suspension, Lay off. | |
| b. New Concepts in Human Resource Management | |
| i) Human Resource Information System | |
| ii) H.R Audit | |
| iii. Downsizing | |
| iv) Concept of E-Recruitment and E-Training | |
| v.)Concept of Talent Management | |

REFERENCE BOOKS:

1. Human Resource Management - K Ashwathappa – TMH
2. Human Resource Management and Human Relations- Dr.Micheal, Himalaya Publishing House
3. Human Resource Management - C.B.Gupta, Sultan Chand & Co.
4. Personnel and Human Resource Management - P.Subba Rao, Himalya Publishing House.
5. Personnel Management - Edvin Flippo, McGraw Hill, International Edition.
6. Human Resource Management - Dr.P.C.Pardeshi, 3rd Revised Edition, Nirali Prakashan
7. Human Resource Management - R.S.Dwivedi, Vikas Publishing House Pvt. Ltd.
8. Human Resource Management - Anjali Ghanekar, Everest Publishing House
9. Manushyabal Vyavasthapan Va Audyogik Sambandha - Dr.Madhuri Mitra
10. Human Resource Management - Garry Desslei, Himalya Publishing House.
11. Strategic Human Resource Management - Anuradha Sharma, Anuradha khandekar, Sage Publication
12. Personnel Human Resource Management - S.P.Robins, Hall of India



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COMMERCE & MANAGEMENT FACULTY
New Syllabus: M.Com (w.e.f. June -2011)
SEMESTER: II Specialization Paper:II
204 D) Marketing Management

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures: 48

- | | |
|---|---------------------|
| 1. Introduction to Consumer Behavior | Lectures:08 |
| a. Consumer Behaviour and Marketing Strategy | |
| b. Understanding consumers and market segments | |
| c. Evolution of Consumer Behaviour | |
| d. Consumer analysis and business strategy | |
| 2. Psychological & Environmental Foundations of Consumer Behaviour | Lectures:10 |
| a. Consumer Motivation, Consumer Perception, Personality and Consumer Behaviour | |
| b. Learning and Behaviour Modification | |
| c. Information Processing, Memory Organization and Function | |
| d. Attitude Formation and Attitude Change | |
| e. Social and Cultural Environment | |
| f. Economic, Demographic, Cross Cultural and Socio Cultural Influences, Social Stratification | |
| g. Reference Groups and Family Influences, Personal influence | |
| 3. Communication and Consumer Behaviour | Lectures:06 |
| a. Components of communications process | |
| b. designing persuasive communication and Diffusion of Innovations | |
| 4. Consumer Decision Processes | Lectures:08 |
| a. High and Low Involvement | |
| b. Pre-purchase Processes, Purchase, Post Purchase processes | |
| c. Consumption and evaluation | |
| d. Brand Loyalty and Repeat Purchase Behaviour | |
| 5. Buyer Behavior Models & Consumerism | Lectures: 08 |
| a. Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model | |
| b. The roots of consumerism, consumer safety, consumer information | |
| c. Environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues | |
| 6. Consumer Protection | Lectures:08 |
| a. Consumer Protection Act 1986 | |
| b. Central consumer protection council | |
| c. state consumer protection councils | |
| d. consumer disputes redressal agencies | |
| e. consumer disputes redressal forum, National Consumer Disputes Redressal Commission | |

REFERENCE BOOKS:

1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2002
2. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi
3. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Bizttantra, New Delhi
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Thomson, New Delhi
7. K.K.Srivastava, Consumer Behaviour, Galgotia Publishing Co. New Delhi
8. Henry Assael, Consumer Behaviour, 6/e, Thomson, New Delhi
9. Michael R. Solomon, Consumer Behaviour, 5/e, PHI, New Delhi
10. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
11. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books.