

**Swami Ramanand Teerth Marathwada University,
Nanded**



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

Directorate of Distance Education

Master of Commerce (M. Com.) (External Mode)

Under the Faculty of Commerce

PROGRAM STRUCTURE

(with effect from June 2019)

Master of Commerce (M. Com) (External Mode)

Program Details

Name of the Programme:	Master of Commerce (M. COM)
Mode	External Mode
Total marks	1600
Total credits	64
Eligibility	Any Graduate and Post Graduate
Duration	Two Years
Medium of Instruction	English

- **Teaching Pedagogies:**

1. Formal contact sessions arranged at study centers
2. Discussion on the various aspects of course

- **Objectives of Programme**

1. To equip the students with a high level of conceptual, analytical and descriptive abilities.
2. Enable them to comprehend and understand complex environment and handle their job competitively and effectively.
3. Strengthen their decision-making skills.
4. To increase the business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industrially backward region like Marathwada.
5. To provide basic understanding in finance, business organization and the Government Organizations for occupying positions like consultants, analysts and researchers.

- **Examination Pattern (Each Course) : Annual Examination**

Pattern	Marks	Credit
University Examinations	100 Marks	4 Credits

- **Nature of Question Paper**

1. There are total five questions carrying 20 marks each.
2. Question No. 1 to 4 will be having internal choice within each questions
3. Question no. 5 will be short notes having 4 short notes (any two to be attempted)

- **Standard of Passing**

- The passing standard of course as per the University's External course pattern.
- The external assessment shall be based on the term end written examination to be held at the end the year for each paper/course.
- University examination passing standard will be 40%
- All other rules of A.T.K.T. grace etc. will be applicable as per university external course pattern.

- **Project report & Viva-Voce:**

Pattern	Marks	Credit
* Project report will carry	50 Marks	2 Credits
* Viva-voce on project	50 Marks	2 Credits
Total	100 Marks	4 Credit

Project reports evaluated by external experts for the will be evaluated by internal teacher for 50 marks of 2 credits and Via-voce will be conducted by a committee consisting of project guide, HOD of the study centre, and one Expert from home university department appointed by the Director, Directorate of Distance Education, SRTM University Nanded.

- **Important Instructions and Key Points**

- A.T.K.T. & grace marks will be given as per other P.G. Courses of university.
- University Examination for each course will be of 100 marks and 4 credits and the duration of University Examination shall be 3 hours.
- Assessment of examination papers as per the university external examination mode rules.

The final year students are allowed to opt for any one of the three specializations namely Banking and Insurance, Marketing Management and International Business different as per his/her choice.

Swami Ramanand Teerth Marathwada University, Nanded
Directorate of Distance Education
Master of Commerce (External Mode)
Course structure

	Total Marks	Credit
M. Com. I Year	800	32
M. Com. II Year	800	32
Total Marks	1600	64

M. Com. I Year (Core Subjects)

Course Code	Name of Course	Total Marks	Total Credits
MC01	Business Communication Skills	100	04
MC02	Business Economics	100	04
MC03	Marketing Management	100	04
MC04	Organizational behavior	100	04
MC05	Auditing	100	04
MC06	Business Environment	100	04
MC07	Research Methodology	100	04
MC08	Business Statistics	100	04
	Total	800	32

M. Com. II Year (Core Subjects)

Course Code	Name of Course	Total Marks	Total Credits
MC09	Financial Management	100	04
MC10	Business Ethics	100	04
MC11	Industrial Relation and Labor Law	100	04
MC12	Business Entrepreneurship	100	04
MC13	Business and Corporate Taxation	100	04
	Elective (Select any one)	300	12
	Total	800	32

Electives (Choose any one Group)

Elective I: - Marketing

Course Code	Name of Course	Total Marks	Total Credits
MC14	Advertising and Sales Management	100	04
MC15	Retail Management	100	04
MC16	Project and Viva Voce	100	04
	Total	300	12

Elective II: - Banking and Insurance

Course Code	Name of Course	Total Marks	Total Credits
MC17	Indian banking system	100	04
MC18	Principles and Practices of Insurance	100	04
MC19	Project and Viva Voce	100	04
	Total	300	12

Elective III: - International Business

Course Code	Name of Course	Total Marks	Total Credits
MC20	Export-Import Documentation and Procedure	100	04
MC21	Foreign Exchange Management	100	04
MC22	Project and Viva Voce	100	04
	Total	300	12

Year	Marks	Credits
I Year	800	32
II Year	800	32
Total	1600	64

Business Communication Skills

MC-01

Unit I: Introduction to Communication Skills: The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

Unit II: Oral and Written Communication: Meaning and significance of Oral and Written Communication –Presentation Skills - Principles of oral communication – Audience analyses – Preparing for oral communication – Practice of oral communication with pre-announced topics – Extempore. Tenets of written communication – Practice of written communication with displayed text and audio – Precise writing - Non verbal communication: Signs – Body language.

Unit III: Business and Corporate Correspondence: Meaning – Significance – Types of Business Letters - Principles of letter writing – Formats – Practice of letter writing in different situations. Corporate correspondence: Types of Meetings -Notice and Agenda – Practice of preparing notice and agenda for different meetings –advertisements – Circulars – Memos – Enquires – Replies – Director report and Chairman speech – Writing minutes and resolutions of different meetings. E-mails – Writing e-mails.

Unit IV: Resume Writing: Meaning – Significance – Types of Resume – Defining career objectives – Understanding skill description – Describing hobbies – Formats of Resume – Preparing self Resume – Practice of presenting Resume. Business Etiquettes – Career Planning: Meaning – Significance – Strategies.

Suggested Readings:

- Aruna Koneru, Professional Communication, Tata McGraw Hill, New Delhi, 2008
- Sehgal M K and Khetarpal Vandana, Business Communication, Excel Books, New Delhi, 2008.
- Sarma V V S, Muralidhar D and Saritha M, LOTUS: Interactive Communication, Camel Published, 2016.
- Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Ludhiyana, 1998.
- Biswajit Das and Ipseeta Satpathy, Business Communication and Personality Development: Lessons for Paradigm Change in Personality, Excel Books, New Delhi, 2008.
- Dalmar Fisher, Communication in Organisations, Jaico Publishing House, 1999.
- Kitty O Locker and Stephen Kyo Kaczmarek, Business Communication: Building Critical Skills, Tata McGraw Hill, New Delhi, 2007.
- Kelly M Quintanilla and Shawn T Wahl, Business and Professional Communication, Sage Publications, New Delhi, 2011.
- Varinder Kumar, Managerial Communication, Kalyani Publications, new Delhi, 2015.

Business Economics

MC-02

Unit-I: Introduction to Business Economics – Nature – Scope – Applications of Micro Economics and Macro Economics – Need and Significance – Theory of firm - Business objectives of Organization

Unit-II: Demand and Supply Analysis – Concepts – Determinants of Demand – Law of Demand- Elasticity of Demand – Price Elasticity of Demand- Income Elasticity of Demand- Cross Elasticity of Demand- Supply function – Law of Supply – Exceptions to the Law of Supply – Demand forecasting – Objectives and methods

Unit-III: Production and Cost functions – Cobb Douglas Production function – Isoquants – Isocosts – Production Equilibrium – Returns to Scale – Cost function – Behaviour of costs in Short run and Long run – Economies and Diseconomies of Scale

Unit-IV: Structure of Competition – Price and Output decisions in Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Barriers to Entry – Pricing – Dual Pricing – Discriminatory Price – Pricing methods and Strategies. Concept of Industry – Plant – Firm - Industry – Factors influencing size of firm – Optimum firm – Location and size decisions – Measurement of Efficiency – Productivity – Profit- Policy – Planning- Controlling and Forecasting

Suggested Readings

- Mote V.L., Paul Samuel, Gupta G.S., Managerial Economics – Concepts and Cases, Tata McGraw Hill Publishing Company Limited, 2013.
- Varshney R.L., Maheshwari K.L., Managerial Economics, Sultan Chand and Sons, 2014.
- Mehta P.L., Managerial Economics, Sultan Chand & Sons (P) Limited, 2007.
- Joel Dean, Managerial Economics, Prentice-Hall of India Pvt. Limited, 2010.
- Mithani, D.M., Managerial Economics, Himalaya Publishing House Pvt. Limited, 2010.
- Robinson E.A.G., Structure of Competitive Industry, NISBET & Co. Limited, 1958.
- Justin Paul, Leena Kaushal and Sebastian VJ., Managerial Economics, Cengage Learning India, 2012.
- Christopher R.Thomas and Charles Maurice.S., Managerial Economics, McGraw Hill Education (India) Private Limited, 2014.

Marketing Management

MC-03

Unit-I: Introduction:– Marketing Management – Definition – Core concepts – Nature, scope and importance of marketing – Evolution of marketing concepts – Role of marketing in economic development – Functions and tasks of marketing management – Marketing mix – Recent trends in marketing.

Unit-II: Market Analysis - Marketing environment – Macro and Micro components and their impact on marketing decisions- Competitive Marketing Strategies- Market Leader, Challenger, Follower and Nicher – STP marketing – Market segmentation – Concept – Bases and process – Target market selection – Positioning – Concept , bases and process - Consumer behavior- Concept - Factors influencing consumer behavior – Consumer buying decision process – Marketing research - Steps and process.

Unit-III: Product And Pricing Decisions – Concept of product – Classification – Levels – Product line decisions - New product development – Product life cycle and its implications – Branding and packaging decisions. Price – Concept –Objectives - Factors influencing pricing decisions – Methods of Pricing- Cost based, demand based and competition based pricing strategies – Initiating and responding to price changes.

Unit-IV: Place & Promotion Decisions – Channels of distribution – Concept – Levels – Functions and types of distribution channels – Channel management decisions – Channel conflict – Channel cooperation – Retailing and wholesaling. Physical distribution decisions **Promotion mix** –Concept , process – Nature and importance of advertising – Advertising copy – Media selection – Advertising budget – Measurement of advertisement effectiveness - Personal selling – Nature and importance – Process – Sales force management.

Suggested Readings

- Kotler.P, Keller K.L., Koshy.A., and Jha.M, Marketing Management : A South Asian Perspective, Pearson Education Limited, 2014.
- Stanton W.J., Michael J.Etzel and Bruce J.Walker, Fundamentals of marketing, McGraw-Hill publications, 1997.
- Ramaswamy V.S., and Namakumari S., Marketing Management: Planning, Implementation and Control, Macmillan India publishers, 1991.
- Rajan Saxena, Marketing Management, Tata McGraw Hill Education Private Limited, 2009.
- Gandhi, J.C., Marketing: A Managerial Introduction, Tata McGraw-Hill Publishing Company Limited, 1985.
- Kazmi S.H.H., Marketing Management: Text and Cases, Excel Books, 2007.
- Michael R.Czinkota and Masaaki Kotabe, International Marketing, Cengage Learning, 2013.
- Arun Kumari and Meenakshi N, Marketing Management, Vikas Publishing House, 2010.

Organizational Behavior

MC-04

Unit I: Introduction to Organisational Behavior: Organization – Definitions and Characteristics – Principles of Organization. Organisational Behavior: Meaning – Definition - Factors influencing organizational behavior - Significance - Emergence of Organisational Behavior - Contributing Disciplines - Emerging challenges to organizational behavior - Understanding Human Behavior: Similarities and dissimilarities.

Unit-II: Individual and Group Behavior in Organizations: Personality – Definitions – Characteristics – Determinants - Personality Traits Influencing Organisational Behavior - Models of Human Personality: Attitudes: Definitions and Formation of Attitudes - Learning: Definitions, Learning Process, Classical Conditioning, Operant Conditioning, Social Learning Theories. **Group Behavior in Organizations:** Groups Meaning – Formation - Group Development -Types of Groups - Group Dynamics: Definitions Group Behavior: Team Development: Meaning, Definitions, Groups vs. Teams,

Unit III: Behavioral Basis of Organization Theory: Motivation: Meaning – Motivators – Maslow and Herzberg Theories of Motivation – Approaches to Motivating Employees. Stress: Meaning –Individual - Organisational dimensions of Stress- Stress Management Techniques: Individual and Organisational. Organisational Change: Meaning – Need - Types – Resistance to Change and Overcoming Resistance.

Unit IV: Organisational Communication and Leadership –Communication- Meaning - Process – Barriers – Overcoming Barriers. Leadership: Meaning – Styles – Managerial Grid – Traits vs. Situational – Transformational Leadership – Leadership for Millennium Organizations.

Suggested Readings

- Greenberg Jerald and Baron A Robert, Behavior in Organizations, Prentice Hall of India Learning Private Limited, 2009.
- Sarma V S Veluri, Organisational Behavior - An Interactive Learning Approach -Text and Cases, Jaico Publishing House, 2009.
- Robbins P Stephen, Judge A Timothy and Sanghi Seema, Organizational Behavior, Pearson Education, 2009.
- McShane L Steven and Mary Von Glinow., Organizational Behavior, McGraw Hill Education India, 2010.
- Rae Andre., Organizational Behavior – An Introduction to Your Life in Organizations, Pearson Education, 2009.
- Slocum W John and Hellriegel Don, Fundamentals of Organizational Behavior, Cengage Learning India Private Limited, 2007.
- Suja R Nair, Organisational Behavior – Text & Cases, Himalaya Publishing House, 2010.

Auditing MC-05

Unit I: - Auditing: Nature and scope, audit process, objective of audit – Relationship between Accounting and Auditing principles - Types of Audit – periodical audit, interim audit, continuous audit - Extended meaning of audit, philosophy of audit - Auditing as a social science and social objects of audit.

Unit II: - Planning and Programming of Audit: Planning the flow of audit work, Audit checklist-Review of audit notes and working papers - Reliance on another auditor, on internal auditor and on an expert. **Evaluation of Internal Control System and Internal Audit :** Evaluation of internal control procedures - Techniques including questionnaire, flow-chart etc., - internal audit - scope, duty, rights - coordination between the two - Role of Audit Committee.

Unit III: - Statements / Standards and Guidance Notes: Concepts of generally accepted accounting principles - their significance with reference to audit - Concepts of generally accepted auditing Standards - Statements of Auditing and assurance standard issued by ICAI - Compliance with accounting standards including Standards issued under Income Tax Act.

Unit IV: - Audit of Limited Companies: Statutory requirements - Audit report - independence of auditor-concept of true and fair and materiality in the context of audit of companies - dividends and divisible profits. **Special Audit :** Concept of Management and Operational Audit - its nature & purpose & organization ; Cost Audit - Forecast Audit - Audit of interim financial statements - Limited review - as per listing agreement. **Professional Ethics and Code of Conduct:** Enhancing the quality of audit- emerging issues and measures.

References:

- Contemporary Auditing - Kamal Gupta, Tata McGraw Hill
- Auditing : Theory & Practice - P. Kumar, P. Sachdeva & J. Sing,
- Fundamentals of Auditing - Gupta & Aurora, Tata McGraw Hill
- Cost Audit & Management Audit - Sexena & Vashit, Sultan Chand & Sons.

Business Environment

MC-06

Unit-I: Introduction to Business Environment: Business Environment – significance – Types of Environment – Internal and External Environment – Micro and Macro Environment – Environmental Analysis Stages – Approaches – Techniques of Environmental Analysis – Steps – Types and Techniques of Environmental forecasting – Benefits and limitations.

Unit-II: Economic Environment – Economic System – Capitalism – Communism and Mixed Economy – Economic Reforms – Economic Policies – Industrial Policies – Trade policies – Fiscal and Monetary Policies – Economic Development and Role of Government – Technological Environment – features – Impact – Technology transfer.

Unit-III: Political and legal Environment: Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business- Regulatory Institutions- TRAI-SEBI-IRDA- Electricity Regulatory Agencies- Central Electricity Regulatory Commission-Telangana State Electricity Regulatory Commission (TSERC) .

Unit-IV: Socio-Cultural Environment – Business and Society – Objectives of Business – Social Responsibilities of Business – Business and culture – Cultural dimensions – Social audit – Nature – Evolution – benefits – Social Audit in India – Business Ethics – Nature Sources – Managing Ethics – Corporate Governance – Nature and Mechanism.

Suggested Readings

- Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, Text and Cases, Himalaya Publishing House, 2014.
- Aswathappa K, Essentials of Business Environment, Himalaya Publishing House, 2014.
- Faisal Ahmed and Absar Alam.M, Business Environment: Indian and Global Perspective, Prentice Hall of India, 2014.
- Veena Keshav Pailwar, Business Environment, Prentice Hall of India Private Limited, 2014.
- Justin Paul, Business Environment: Text and Cases, Tata McGraw-Hill Publishing Company Limited, 2008.
- Sukumar Nandi, International Business Environment, McGraw-Hill Education Company Limited, 2010.
- Fernando A.C, Business Environment, Dorling Kindersley India Pvt. Ltd, 2011.
- Ian Worthington and Chris Britton, The Business Environment, Pearson Education Limited, 2014.

Research Methodology

MC-07

Unit-I: Introduction- Business Research: Definition-Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research-The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites.

Unit-II: The Research Process & Design - Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition- Theoretical Framework- -Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis **The Research Design-** Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales Rating Scales- Ranking Scales- Reliability and Validity- Content Validity, Criterion Related Validity and Construct Validity.

Unit-III: Collection and Analysis of Data -Sources of Data-Primary Sources of Data-Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews- Observational Surveys- Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

Unit-IV: The Research Report- -Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research Report-Oral Presentation- Visual Aids-The Presenter-The Presentation and Handling Questions

Suggested Readings

- Uma Sekaran, **Research Methods for Business–A Skill Building Approach**, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
- William G. Zikmund, **Business Research Methods**, Thomson Business Information India Pvt. Limited, Bangalore, 2005.
- Donald R Cooper and Pamela S Schindler, **Business Research Methods**, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2007
- Wilkinson & Bhandarkar: **Methodology and Techniques of Social Science Research**, Himalaya Publishing House, 1996
- C.R. Kothari, **Research Methodology – Methods & Techniques**, Vishwa Prakashan, New Delhi, 2003

Business Statistics

MC-08

Unit I: Correlation and Regression Analysis – Partial correlation First order, second order Coefficient of correlation. Multiple correlation, coefficient of multiple correlation, Advantages and limitations of partial and multiple correlation. Regression Analysis – Regression equations of Bivariate frequency Table Standard error of estimate, Multiple Regression Analysis.

Unit II: Testing of Hypothesis: Chi-square Test of goodness of fit. Statistical Estimation and testing, Statistical testing – hypothesis and errors large and small sampling Tests, Z test T test F test

Unit III : Association of Attributes – Comparison of Observed and Expected Frequencies Method, Proportion method, Yule co efficient of Association, Co efficient of Colligation Co – efficient of contingency. Probability Distribution

Unit IV: Analysis of Time series: components of time series methods of Measuring seasonal variations least Square method to fit straight Line trend Moving average method.

Books Recommended :

- 1) S.P. Gupta : Statistical Analysis
- 2) C.B. Gupta : Statistical Analysis
- 3) S.C. Gupta : Advanced Statistics
- 4) Croxen & Crutwell : Applied General Statistics