

DHANRAJ BAID JAIN COLLEGE

(Autonomous)

Thoraipakkam, Chennai – 600097

Affiliated to the University of Madras

DEPARTMENT OF COMMERCE

M.Com. (Commerce)



SYLLABUS

(Choice Based Credit System)

Total No. of Semesters: 4

Total No. of Credits: **72**

**SCHEME OF EXAMINATIONS
FIRST YEAR**

SEMESTER – I

PAPER NO	SUBJECTS	INSTRUCTIONAL HOURS PER WEEK	EXAM DURATION HOURS	TOTAL MARKS	CREDITS
1	ADVANCED FINANCIAL MANAGEMENT	6	3	100	4
2	ADVANCED CORPORATE ACCOUNTING	6	3	100	4
3	ADVANCED MARKETING MANAGEMENT	6	3	100	3
4	SECURITIES & PORTFOLIO MANAGEMENT	6	3	100	3
5	<u>ALLIED</u> : MANAGERIAL ECONOMICS	6	3	100	2

SEMESTER – II

PAPER NO	SUBJECTS	INSTRUCTIONAL HOURS PER WEEK	EXAM DURATION HOURS	TOTAL MARKS	CREDITS
6	CORPORATE LAWS	6	3	100	4
7	ADVANCED COST & MANAGEMENT ACCOUNTING	6	3	100	4
8	SERVICES MARKETING MANAGEMENT	6	3	100	4
9	BUSINESS POLICY AND STRATEGY	6	3	100	3
10	<u>ALLIED</u> : OPERATION RESEARCH	6	3	100	3

SECOND YEAR**SEMESTER – III**

PAPER NO	SUBJECTS	INSTRUCTIONAL HOURS PER WEEK	EXAM DURATION HOURS	TOTAL MARKS	CREDITS
11	ENTREPRENEURIAL DEVELOPMENT	6	3	100	4
12	FUNDAMENTALS OF INFORMATION TECHNOLOGY	6	3	100	4
13	DIRECT TAXES	6	3	100	4
14	HUMAN RESOURCES MANAGEMENT	6	3	100	3
15	BUSINESS RESEARCH METHODS	6	3	100	3

SEMESTER – IV

PAPER NO	SUBJECTS	INSTRUCTIONAL HOURS PER WEEK	EXAM DURATION HOURS	TOTAL MARKS	CREDITS
16	ORGANISATIONAL BEHAVIOUR	6	3	100	4
17	INDIRECT TAXES	6	3	100	4
18	FINANCIAL MARKETS AND SERVICES	6	3	100	4
19	MARKETING RESEARCH AND CONSUMER BEHAVIOUR	6	3	100	3
20	PROJECT REPORT & VIVA-VOCE MAXIMUM MARKS FOR PROJECT: REPORT : 80MARKS VIVA-VOCE : 20 MARKS	6	3	200	5

Course Code	COURSE TITLE	L	T	P	C
16P811A	ADVANCED FINANCIAL MANAGEMENT	6	-		4

UNIT	SYLLABUS
UNIT 1	Nature of Financial Management – Objectives – Scope and Functions - Time value of money.
UNIT 2	Capital Structure – Factors influencing capital structure – Theories – Cost of Capital – Significance – various sources of finance – Weighted Average Cost of Capital. (Theory & Problems)
UNIT 3	Leverages – Financial and Operating leverages – Utilities and limitations – Financial Ratios and implications. (Theory & Problems)
UNIT 4	Capital budgeting decisions – techniques – Capital Rationing – Risk analysis and Capital Budgeting. (Theory & Problems) Working Capital Management – Concepts – determinants – sources of working capital – Management of cash, inventory and receivables. (Theory & Problems)
UNIT 5	Dividend Policy and retained earnings – Factors affecting dividend decisions – Theories, dividend payment – procedure – Stock dividend and stock splits. (Theory & Problems)

REFERENCE BOOKS:

1. Financial Management – I M Pandey
2. Financial Management – S C Kuchal
3. Fundamentals of Financial Management – James C Vanhorne

Course Code	COURSE TITLE	L	T	P	C
14P811B	ADVANCED CORPORATE ACCOUNTING	6	-		4

UNIT	SYLLABUS
UNIT 1	Issue of Shares, Debentures, Underwriting, Valuation of goodwill and shares – Final Statement of Companies – Profit Prior to Incorporation and calculation of Managerial Remuneration.
UNIT 2	Acquisition, Amalgamation, Absorption and Internal & External Reconstruction – Liquidation of companies (Excluding Statement of Affairs).
UNIT 3	Consolidated financial Statement of Holding and Subsidiary companies – Intercompany holdings and Owings – Treatment of Dividend (Excluding Consolidated Profit and Loss account).
UNIT 4	Final Statement of Banking and Insurance companies – Accounting for Price level changes – Social Responsibility Accounting – Human Resource Accounting.
UNIT 5	Basic Principles of accounting theory and practice – Mandatory Accounting Standards issued by ICAI.

REFERENCE BOOKS:

1. M C Shukla and T S Grewal – Advanced Accounts
2. R L Gupta and M Radhaswamy – Advanced Accounts
3. S P Jain and K L Narang – Advanced Accounts
4. T S Reddy and murthy – Corporate Accounting

Course Code	COURSE TITLE	L	T	P	C
16P811C	ADVANCED MARKETING MANAGEMENT	6	-		3

UNIT	SYLLABUS
UNIT 1	Marketing – Advanced Definition – Concept -- Marketing as a Managerial function – Relationship Marketing - Marketing mix – Marketing environment.
UNIT 2	Market segmentation and targeting and positioning – Targeting strategies – Product management – PLC conditions and strategies in phases – Emerging issues in product policy -Internet and new product development.
UNIT 3	Pricing – Meaning – Price decision frame work – Pricing tactics – Internet and pricing – E-auctions - Distribution function – Impact of internet on distribution – Major distribution alternatives, logistics management.
UNIT 4	Advertising Management – Advertising Decision – Evaluating advertising effectiveness – On line advertising - Sales promotion & Brand image – Personality and motivation profit of an effective sales person.
UNIT 5	Direct marketing – Global marketing – Impact of ICT in Global Marketing – Green marketing mix and strategy – Strategies for Customer Loyalty Development.

REFERENCE BOOKS:

1. Philip Kotler: Principles of Marketing , Pearson Education
2. Marketing management – Rajansaxena Mc Graw Hill Education (India) Private Ltd., New Delhi.
3. Marketing Management – M. Vidhya – MJP Publishers
4. Marketing – J. Jayasankar – Margham Publications
5. Marketing Management – C.B. Gupta – Sultan Chand & Sons
6. Marketing – Dr. N. Rajan Nair – Sultan Chand & Sons

Course Code	COURSE TITLE	L	T	P	C
14P811D	SECURITIES & PORTFOLIO MANAGEMENT	6	-		3

UNIT	SYLLABUS
UNIT 1	Introduction to securities – Market for securities – Securities returns and risks – Economic forecasting and stock investment decisions.
UNIT 2	Bonds - The Strategic role of bonds – Major factors of bond rating –Options & Futures. Stock rights – Warrants – Convertible securities.
UNIT 3	Technical analysis – Market indicators – Forecasting and individual stock performance – Efficient market hypothesis.
UNIT 4	Portfolio Analysis – Why portfolios? – Effects of combining securities – Portfolio selection – Risk and investors preferences – Selecting best portfolio.
UNIT 5	Capital market theory – Capital – Asset Pricing model – Test the Capital – Asset Pricing Model classification of managed portfolios – Management performance evaluation.

REFERENCE BOOKS:

1. Security Analysis & portfolio Management – Donald E. Fischer & Ronal J. Jordon – Prentice – Hall of India Private Ltd., New Delhi.
2. Security Analysis and portfolio management – Punithavathy Pandian.
3. Portfolio Management – Kevin S
4. Investment Management security Analysis – Natarajan L

Course Code	COURSE TITLE	L	T	P	C
14P811E	<u>ALLIED:</u> MANAGERIAL ECONOMICS	6	-		2

UNIT	SYLLABUS
UNIT 1	Nature and Significance of Managerial Economics – Risk – Uncertainty and probability analysis – Approach of Managerial decision making and theory of firm.
UNIT 2	Supply and Demand Analysis – Basic concepts – Tools of analysis for demand forecasting for consumer durable and capital goods.
UNIT 3	Cost analysis; Break even analysis, Short run and Long run Cost function, Production function – cost, Price –Output relations, Capital Investment analysis.
UNIT 4	Market structure, Pricing, and Output, General equilibrium, Product policy rates, Promotion and Market strategy – Advertisement rates model – Advertisement Budget.
UNIT 5	Pricing Methods – Pricing new product – Price regulation – Profit & Profit management – Profit planning and forecasting.

REFERENCE BOOKS:

1. D.N. Dwivedi – Managerial Economics, New Delhi – Vikas Publication
2. Peterson – Managerial Economics, 4th Edition Persons Education, New Delhi, 2002.
3. Mote and Paul – Managerial Economics, TMH, New Delhi.

Course Code	COURSE TITLE	L	T	P	C
16P812G	CORPORATE LAWS	6	-		4

UNIT	SYLLABUS
UNIT 1	SEBI Regulations – Corporate Governance – Clause 49 A – Transparency – Disclosures relating to accounting treatment, Risk Management – Application of Funds.
UNIT 2	Competition Act, 2002 – Important provisions – Foreign Exchange Management Act (FEMA) 1999 – Legal definitions and Important Provisions.
UNIT 3	Intellectual Property Rights – Patents Act 1970 – Copy Rights – Information Technology Act 2000 – Legal definitions and Important Provisions.
UNIT 4	The Environment Protection Act, 1986 – Important terms – Legal definitions and Important Provisions relating to the Prevention and control of Environmental Pollution.
UNIT 5	Consumer protection act, 1986 – Legal definitions and Important Provisions - MRTP Act - Legal definitions and Important Provisions relating to Restrictive Trade Practices and unfair Trade Practices.

REFERENCE BOOKS:

1. Corporate Laws – J. Jayasankar – Margham Publications
2. Gulshan, S.S.A Hand Book of Corporate Laws, S. Chand & Co, New Delhi.
3. Kuchhal, M.C. Mercantile Law, Vikas Publishing House, New Delhi.
4. M.C. Shukla – A Manual of Mercantile Law, S. Chand & Co., New Delhi.

Course Code	COURSE TITLE	L	T	P	C
14P812H	ADVANCED COST AND MANAGEMENT ACCOUNTING	6	-		4

UNIT	SYLLABUS
UNIT 1	Installation of costing system and Records required to be maintained trader the companies act – Management Control and information system – Cost Reduction and Cost Control Techniques – Control over wastage, Scrap, Spoilage and Defective.
UNIT 2	Costing method – Process costing – Treatment of Equivalent production / units – Contract costing – Operating costing JIT costing – Treatment of joint product and by products.
UNIT 3	Standard costing and variance analysis – Material, Labour, Overhead, Variance – Budgeting and Budgets.
UNIT 4	Cost Volume profit analysis – Decision making under marginal costing techniques.
UNIT 5	Financial statement analysis – Funds flow and cash flow statement.

REFERENCE BOOKS:

1. S.N. Maheswari : Cost and Management Accounting – Sultan Chand & Sons
2. S.P. Jain and Narang : Cost and Management Accounting – Kalyani Publishers
3. T.S. Reddy and Y. Hariprasad Reddy : Cost and Management Accounting - Margham
4. Choudary Anu Prasad Roy & Aristava Bhattachang : Cost & Management Accounting.

Course Code	COURSE TITLE	L	T	P	C
16P812J	SERVICES MARKETING MANAGEMENT	6	-		4

UNIT	SYLLABUS
UNIT 1	Introduction – Definition – Nature of Services – Characteristics of services – Need for services marketing.
UNIT 2	Service marketing mix (7Ps) – Service Product – Development – Service Pricing – Objectives – Pricing Decision – Special issues of pricing in services sector – Service Distribution – Direct distribution indirect distribution - Franchising.
UNIT 3	Service Promotion – Advertising media for services – Sales Promotion – Major decision – Personal selling – Personal selling process.
UNIT 4	People Mix – Developing Customer -Conscious Employees – Service Process – Designing Service Process – Physical Evidence – Service Quality – Dimension Of Service Quality – Service Quality Management.
UNIT 5	Marketing of services with special reference to: Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services

REFERENCE BOOKS:

1. Harsh Varma : Services Marketing, Pearson Education.
2. Valerie Zeithaml& Mary Jo Bitner: SERVICES MARKETING, McGraw Hill.
3. Christopher H. Lovelock: SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, PearsonEducation Asia.
3. Zcithaml, Parasuraman& Berry: DELIVERING QUALITY SERVICE; The Free Press, Macmillan.
4. Audrey Gilmore: Services marketing and Management. Response Books, Sage Publications.
5. Ron Zemke& Dick Schaaf: THE SERVICE EDGE.
6. Raghu &VasanthiVenugopal: SERVICES MARKETING
7. L. Natarajan - SERVICES MARKETING, Margham Publications.

Course Code	COURSE TITLE	L	T	P	C
16M431A	BUSINESS POLICY AND STRATEGY	6	-		4

UNIT	SYLLABUS
UNIT 1	Business and its Environment – Environmental Forecasting – Scanning – Environmental threat and opportunity profile
UNIT 2	Social Responsibility – Corporate Governance – Social audit – Ecological and Environmental issues – Man Concept – Gandhiji, Fried man Views.
UNIT 3	Economic Reforms – LPG – Privatization in India – Advantages of Liberalization and Globalization – Reforms made to adopt Liberalization and Globalization and the impact of LPG in different sectors – MNCs.
UNIT 4	GATT & WTO – Functions of WTO, TRIPS – TRIMS – Their implications to India.
UNIT 5	Business Ethics – Consumer protection Legislations – MRTP, UFTP – Consumer Protection Act – Objectives – Rights of the Consumer – Dispute redressal agencies.

REFERENCE BOOKS:

1. William Gluck and L.R Jaugh – Business policy and Strategic management MC Graw Hill 2001.
2. Kashmiazhar - Business Policy – Tata MC Graw hill, New Delhi 2002.
3. Gupta Liberalization its impact on Indian economy – MC Millian 2002.
4. Barbara parker – Introduction to Globalization & Business, Response Books, Sage Publication, New Delhi.
5. Shaikh Saleem – Business Environment, Pearson Education, Delhi

Course Code	COURSE TITLE	L	T	P	C
16P812L	<u>ALLIED:</u> OPERATION RESEARCH	6	-		3

UNIT	SYLLABUS
UNIT 1	Introduction – Operations research Techniques – Merits and Demerits – Linear Programming Problem – Graphical method – Simplex method (Simple problem only).
UNIT 2	Transportation problem – Introduction – The Transportation Algorithm – Methods of finding initial solution – North West Corner Rule – Least Cost method – Vogel’s Approximation method – Test for Optimality – MODI method (Simple problem only).
UNIT 3	Assignment problem – Introduction – Solution methods of Assignment problem- Network Analysis – CPM – PERT – Free Float – Independent Float.
UNIT 4	Game Theory – Introduction – Two Person Zero-sum Games – Pure Strategies Games with Saddle point – Mixed strategies Games without Saddle point – The rules of Dominance – Graphical method.
UNIT 5	Sequencing Problem – Introduction – Processing ‘n’ Jobs through two machines – Processing ‘n’ Jobs through three machines – Processing ‘n’ Jobs through ‘M’ machines.

REFERENCE BOOKS:

1. Introduction to Operations Research - Hera Gupta - S. Chand
2. Operations Research - KanditSwaroop& Gupta – S. Chand
3. Introduction to Operations Research - Varma
4. Operations Research - Dr. V. Balu
5. Operations Research - P.R.Vittal

Course Code	COURSE TITLE	L	T	P	C
14P813M	ENTREPRENEURIALDEVELOPMENT	6	-		4

UNIT	SYLLABUS
UNIT 1	Meaning, Importance, Types – Innovation – Sources – Contributions of Joseph, A. Schumpeter, Peter F Ducker, Francis A. Walker – Psychological, Social, Cultural, Political, Legal and economic factors affecting Entrepreneurial growth – Entrepreneurial Motivation – Entrepreneurial Traits.
UNIT 2	Sources and selection – Project – Meaning – Identification and Classification Constraints – Project and Feasibility reports – Project objectives – Design and appraisal – Network analysis.
UNIT 3	Institutional environment in India with reference to Entrepreneurial development – State Financial Corporations’ (SFCs) THIC, SIPCOT, ITCOT, SIDCO and DIC, SISI, IFCI, IDBI< ICICI, SIDBI, NISIET, Commercial Banks.
UNIT 4	Marketing Channel – Meaning – Channel members – Selection of a channel for consumer and industrial products – Quality Standards – ISO 9000 series.
UNIT 5	Entrepreneurial Development programmes (EDPS)-step to start a small scale industrial unit –form of organisation-registration of SSI units-Subsidies and incentives offered by state / central governments- women Entrepreneurial-export incentives.

REFERENCE BOOKS:

1. Management of Small Industries – Vasant Desai – Himalaya Publishing House, Mumbai.
2. Entrepreneurial Development – C.B. Gupta and N.P. Srinivasan – Sultan chand & Sons.

Course Code	COURSE TITLE	L	T	P	C
14P813N	FUNDAMENTALS OF INFORMATION TECHNOLOGY	6	-		4

UNIT	SYLLABUS
UNIT 1	MS Word – Creating a word document – Editing text – Adding and Format Numbers – Getting into Print – MS Excel – Creating worksheets – Creating Graphics – MS Access – Creating tables – Creating queries – Creating forms – Creating reports – MS Powerpoint – Presentations – Credit card presentation – New introduced cosmetic item, etc.
UNIT 2	Introduction to Internet – Resources of Internet –H/W and S/W Requirements of Internet – Internet Service Providers – Creating an E-Mail account – Sending Receiving messages with attachments to our Friends account.\
UNIT 3	Internet protocols – Intranet and Extranet – Electronic Data Interchange (EDI) – EDI on the Internet – Online Payment Basics – Payment cards
UNIT 4	Security threats to E-Commerce – Internet security issues overview – Intellectual property threats – Threats to security of communication channels.
UNIT 5	Introduction to application S/W – Accounting Packages – Tally – Statistic packages – SPSS – Preparation of financial statement and statistical analysis.

REFERENCE BOOKS:

1. Computer Application in Business – SrinivasaVallabhan – Sultan chand Publications
 2. Computer Application in Business & Management – AnandhaSheshasayee, Sheshasayee – Margham Publications.
- Electronic Commerce – Gary P. Schneider, 4th Edition

Course Code	COURSE TITLE	L	T	P	C
14P813P	DIRECT TAXES	6	-		4

UNIT	SYLLABUS
UNIT 1	Basic concepts – Definitions – Assesses – Assessment year – Previous year – Income – Residential status – Scope of Total income – Exempted income – Agricultural income – Capital income and Expenditure – Revenue Income and Expenditure.
UNIT 2	Heads of Income - Income from salaries – Income from House Property – Income from Business or Profession – Depreciation.
UNIT 3	Income under the head Capital gains – Income from other sources – Set off and carry forward of losses – Deductions from Gross Total Income.
UNIT 4	Computation of Total income – Individual – Firm – Companies – MAT – Tax Deducted at Source – Advance tax – Interest payable – PAN – Rates of Tax.
UNIT 5	Assessment procedure - Income Tax authorities – Penalties – Assessment of Fringe Benefit Tax – an outline of Wealth Tax – Computation of Net Wealth.

REFERENCE BOOKS:

1. Jayakumar A & C Dhanapal – Income Tax Theory, Law & Practice – Learnetech Press, Trichy.
2. Gaur V.P & Narang K.L – Income Tax Law & Practice – Kalyani publishers, New Delhi.
3. Dr.vinodSighania – Direct Taxes – Tax man Publication, New Delhi.
Dinkarepagare – Income Tax Law and Practice – Sultan Chand & Sons, New Delhi

Course Code	COURSE TITLE	L	T	P	C
14P813Q	HUMAN RESOURCE MANAGEMENT	6	-		3

UNIT	SYLLABUS
UNIT 1	HRM – Objectives – Functions – Qualities of Good HR Manager – Changing roles of HR Manager and challenges.
UNIT 2	HR planning – objectives – steps in HR planning – Job analysis- Job description- Job Specification
UNIT 3	HR recruitment & Selection process – Maintenance of Personnel and QNL – Rewards and Compensation.
UNIT 4	Training & Development – Principles of Training – Assessment need – Methods of training – Evaluation of training programme.
UNIT 5	Performance appraisal – process – methods of Performance appraisal – appraisal counselling – motivation process – management of grievances and discipline.

REFERENCE BOOKS:

1. L.M. Prasad Human Resource Management. New Delhi: Sultan Chand & Sons.
2. S.S. Khanka, Human Resource Management New Delhi : S. Chand & Co Ltd
3. P.C. Tripathi Human Resource Management New Delhi : S. Chand & Co Ltd

Course Code	COURSE TITLE	L	T	P	C
14P813R	BUSINESS RESEARCH METHODS	6	-		3

UNIT	SYLLABUS
UNIT 1	Research Methodology – Definition – Characteristics - Classification of research – Research process – Stages of Research process – Research problem – Steps in selecting research problem.
UNIT 2	Research design – Definition – Features of research design - Factors for appropriate research design – Steps of Research design – Types of samples design.
UNIT 3	Methods of data collection – primary data – observation method – Interview method – Survey through questionnaire – computer directed interview.
UNIT 4	Reliability – validity – practicality –scaling technology editing – coding – classification – tabulation – Analysis of data – Hypothesis – Testing – Anova – chi – Square test – ‘t’ test – ‘f’ test SPSS.
UNIT 5	Research Report – drafting – methods of report writing – Reference to foot notes – Bibliography – Index – Tables & charts.

REFERENCE BOOKS:

1. Vijay upagade& Arvind Shende, Research methodology S. Chand & Co New Delhi.
2. C.T. Kurian – A Guide to Research
3. Sharma, Prasad and Satyanarayana – Research Methods in Social Science.
4. P. Ravilochanan – Research Methodology

Course Code	COURSE TITLE	L	T	P	C
14P814S	ORGANISATIONALBEHAVIOUR	6	-		4

UNIT	SYLLABUS
UNIT 1	Introduction OB – Foundation of OB – Personality Perception – attitude and value – Emotional Intelligence – Group dynamics.
UNIT 2	Organisational culture – Organisational effectiveness – Organisational development.
UNIT 3	Organizational communication – Principles of effective communication – Stress management.
UNIT 4	Team management – Power – Policies – leadership conflict management.
UNIT 5	Organisational change – Factor in organization change – Process of planned change – Change agents – Role of change agents.

REFERENCE BOOKS:

1. L.M. Prasad – Organisational Behaviour
2. Stephen P. Robbins – Organisational Behaviour
3. Keith Davis – Human behaviour at work
4. Arnold and Field man – Organisational Behaviour
5. Dr. SS Khanka, S Chand & Sons, New Delhi – Organisation Behaviour
6. Yogendra Singh and Ma Pandey, AITBS Publishers, New Delhi – Principles of Organisational Behaviour.
7. ArchanaTyagi, Excel Books, New Delhi – Organisational Behaviour.

Course Code	COURSE TITLE	L	T	P	C
14P814T	INDIRECT TAXES	6	-		4

UNIT	SYLLABUS
UNIT 1	Indian Federal system – An overview – Important features of federal finance – Canons of Taxation Direct and Indirect Taxation – Merits and Demerits.
UNIT 2	Central Excise – Definitions: Goods, Excisable goods, Manufacture, Deemed manufacture – Basis of charge – Valuation of Excisable goods – Clearance of goods – Physical control – Compounded Levy Schemes – Self Removal Procedure – CENVAT.
UNIT 3	Customs Duties – Definitions – Goods – Imported goods – Exported goods – Levy of customs duty – Exemptions from customs duty – Baggage Rules.
UNIT 4	Authorities of customs and excise – Powers – Imposition of fines and penalties.
UNIT 5	VAT – Significance – Cascading effect of Taxes – VAT in Tamil Nadu – Rates of Tax – Exemptions from VAT – White paper on VAT.

REFERENCE BOOKS:

1. DinkerPagare, Business Taxation – Sultan Chand & Sons, New Delhi.
2. Balachandran V, Indirect Taxation - Sultan Chand & Sons, New Delhi.
3. Govindan M.S., Indirect Taxes Made Easy – Sitaraman& Co, Chennai.
4. Datey V.S., Indirect Taxes – Taxman Publications, New Delhi.
Jayakumar A, Indirect Taxes – Learntech Press, Trichy

Course Code	COURSE TITLE	L	T	P	C
14P814U	FINNACIAL MARKETS AND SERVICES	6	-		4

UNIT	SYLLABUS
UNIT 1	An Overview of Financial Markets – Legal And Regulatory Framework – SEBI, SCRA – Segments of Financial Markets – Money Market - Characteristics – Instruments
UNIT 2	Capital Market – Structure – Features – Primary and Secondary Markets – Intermediated Underwriters, Stock Brokers.
UNIT 3	Stock Market – System- Market Operations NSC, OTC – Online Trading System – SEBI Guidelines – Insider Trading – Investor Protection.
UNIT 4	Financial Services – Merchant Banking – Factoring – Leasing – Venture Capital – Mutual Funds.
UNIT 5	Derivative Markets – Trading System – Pricing Derivatives – Risk Hedging – Derivative Market in India – Its Regulation.

REFERENCE BOOKS:

1. M. Y. Khan – Financial services
2. Bhole – Financial institutions and markets
H R Machine Raju – Indian Financial System

Course Code	COURSE TITLE	L	T	P	C
14P814V	MARKETING RESEARCH & CONSUMERBEHAVIOUR	6	-		3

UNIT	SYLLABUS
UNIT 1	Marketing Research and Information System – Source and Importance of Marketing Information – Name and Scope of Marketing Research – Market Research Survey, Factors Governing Market Research Techniques and Designs.
UNIT 2	Area of Research – Measurement techniques – Qualitative research – Planning and formulating research problems – Methods of collection of data – Questionnaire Analysis – Sampling size – Validity tests.
UNIT 3	Market report – Marketing information system as an effective tool in sales promotion – Ethical issues in Marketing.
UNIT 4	Consumer Behaviour – Consumer needs, motives, personality, life styles – consumer psychographics.
UNIT 5	Consumer attitudes formation and change, group dynamics and consumer behaviour – Role of the family, social class culture, opinion leader – Consumer decision making – various theoretical models.

REFERENCE BOOKS:

1. Naresh K. Malhotra – Marketing Research an application Orientation – Pearson Publications
2. London – Consumer Behaviour – THM
3. P.C. Jain & Monika Bhatt – Consumer Behaviour in Indian context – Printice Hall India.