



**MADRAS CHRISTIAN COLLEGE  
(AUTONOMOUS)  
TAMBARAM, CHENNAI – 600 059**

**DEPARTMENT OF COMMERCE**

**M.Com  
CHOICE BASED CREDIT SYSTEM**

**COURSE STRUCTURE  
2014 -15 ONWARDS**

**MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF COMMERCE**  
**M.COM. CHOICE BASED CREDIT SYSTEM**  
**2014-15 ONWARDS**

**SEMESTER-I**

<b>SUBJECT</b>	<b>CREDITS</b>
<b>Advanced Financial Accounting</b>	<b>5</b>
<b>Strategic Management</b>	<b>4</b>
<b>Managerial Economics</b>	<b>4</b>
<b>Taxation and Tax Planning</b>	<b>5</b>
<b>ELECTIVES</b>	
<b>Human Resource Management</b>	<b>5</b>

**SEMESTER-II**

<b>SUBJECT</b>	<b>CREDITS</b>
<b>Financial Management</b>	<b>5</b>
<b>Global Retailing</b>	<b>4</b>
<b>Services Marketing</b>	<b>4</b>
<b>Quantitative Techniques</b>	<b>4</b>
<b>ELECTIVES</b>	
<b>Training &amp; Development</b>	<b>5</b>

**SEMESTER-III**

<b>SUBJECT</b>	<b>CREDITS</b>
<b>Accounting for Managerial Decisions</b>	<b>5</b>
<b>Security Analysis &amp; Portfolio Management</b>	<b>5</b>
<b>Organizational Behavior</b>	<b>4</b>
<b>Research Methods</b>	<b>4</b>
<b>ELECTIVES</b>	
<b>Brand Management</b>	<b>5</b>

**SEMESTER-IV**

<b>SUBJECT</b>	<b>CREDITS</b>
<b>Financial Derivatives and Risk Management</b>	<b>5</b>
<b>International Marketing</b>	<b>4</b>
<b>Business Ethics and Corporate Governance</b>	<b>4</b>
<b>Project work</b>	<b>4</b>
<b>ELECTIVES</b>	
<b>Strategic Marketing</b>	<b>5</b>

**Soft skills-8 Credits. Internship - 2Credits**

**FIRST SEMESTER**  
**Paper-1**

**ADVANCED FINANCIAL ACCOUNTING**

**UNIT – I**

Company Accounts – Amalgamation, Absorption and Reconstruction – With Inter-company Investments – Reconstruction schemes – Holding company accounts – Valuation of shares and Goodwill – Divisible profits.

**UNIT – II**

Accounts of Banking companies and Insurance companies – Final accounts – Legal provisions – Specimen forms – Section 17 – Statutory reserve – L.I.C. – G.I.C. – Tariff Advisory Board – Ascertainment of Profit – Revenue Account – Valuation – Balance Sheet – Reserve for unexpired risk – Life fund.

**UNIT – III**

Accounts of Electricity Companies, Railways – Double accounts – Capital Base-Reasonable return – Disposal of assets – Replacement of Assets.

**UNIT – IV**

Investment Accounts – Voyage – Empties – Insolvency Accounts – Individual Firm – Insurance claims – Loss of Stock, Loss of Profits and Fixed Assets – Average clause – Farm Accounts.

**UNIT – V**

Taxation in Accounting – Excise Duty – Customs Duty – Sales Tax and Income tax – Octroi duty – Public Accounting – Commercial and Government and Social Accounting.

Accounting for Price Level Changes (inflation accounting) – Accounting Standards.

**BOOKS RECOMMENDED**

Advanced Accountancy	-	Shukla & Grewal
Advanced Accountancy	-	Jain & Narang
Advanced Accountancy Volume I & II	-	Basu & Das
Advanced Accountancy	-	R.L.Gupta & Radhaswamy

**FIRST SEMESTER****Paper-2****STRATEGIC MANAGEMENT****UNIT – I**

Conceptual framework for Strategic Management - Strategy and it's Levels – Benefits, Limitations and Approaches – Process of Strategic Management – Role of Top Management.

**UNIT – II**

Mission – Components – Vision and Mission – Role of Mission in Strategy Formulation – Objectives: It's Role – Change in Objectives.

**UNIT – III**

Concept of Environmental Analysis – Role of Environmental Analysis – Techniques – Industry Analysis – Competition Analysis, Process, Strategic Factors, Methods and Approaches.

**UNIT – IV**

Competitive Advantage: Concept - Types - Approaches – Strategy and its Types – Stability and Growth Strategies – Outsourcing Strategy – Strategic Choice Process – Choice of Strategy.

**UNIT – V**

Concept of Strategy Implementation – Interdependence of Strategy Formation and Implementation – Activating the Strategy – Procedural Implementation – Steps – Frame Work for Strategic Evaluation and Control – Techniques of Strategic Evaluation and Control.

**BOOKS RECOMMENDED**

- |  |   |                                 |
|--|---|---------------------------------|
| Strategic Management                             | - | John A. Peace-II and R.B.Robins |
| Exploring Corporate<br>Strategy - Text and cases | - | Gerry Johnson Kevan Scholes     |
| Business Policy and Strategic<br>Management      | - | William Glueck Lawrence R.Jauch |
| Strategic Management                             | - | G.Robinson, Techniques.         |
| Business Policy and<br>Strategic Management      | - | L.M.Prasad                      |
| Strategic Management                             | - | Lioyol, Byars.                  |

**FIRST SEMESTER**  
**Paper-3**

**MANAGERIAL ECONOMICS**

**UNIT – I**

Introduction – Nature & Scope of Managerial Economics – Significance of Managerial Economics - Managerial Economics in the Context of Globalization.

**UNIT – II**

Demand Analysis – Basic concepts and Tools for Analysis of Demand – Demand forecasting.

**UNIT – III**

Cost Concepts and Cost Analysis – Production Function – Cost Price – Output Relations.

**UNIT – IV**

Price and Output Decision Under Different Market Structures – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Pricing Policy – Pricing Methods and Approaches – Product Line Pricing – Price Forecasting.

**UNIT – V**

Nature of Profit – Management of Profit – Profit Policies – Profit Planning and Forecasting.

**BOOKS RECOMMENDED**

Spencer M.K. - Managerial Economics.

Mote & Paul - Managerial Economics.

Varshney & Maheswari - Managerial Economics

**FIRST SEMESTER**  
**Paper-4**

**TAXATION AND TAX PLANNING**

**UNIT – I**

Introduction – Constitutional background for Taxes – Need and Scope for Direct Taxes and Indirect Taxes in India.

**UNIT – II**

Computation of Income from Salaries – House Property – Capital Gains – Deductions and Exemptions for Tax Planning.

**UNIT – III**

Computation of Business Income – Income from Other Source – Deductions and Exemptions for Tax Planning.

**UNIT – IV**

Customs Duty – Kinds of Levies – Rules for Baggage and Clearance – Valuation Rules – Exemptions – Assessment Procedure – Officers and their Powers.

Excise Duty – Kinds of Levies – CENTVAT Rules – Valuation Rules – Exemptions – Assessment Procedure – Officers and their Powers.

**UNIT – V**

VAT – Valuation of VAT – VAT Rules – Assessment Procedure.

**BOOKS RECOMMENDED**

Bare Acts and Rules

Law and Practice of Income-Tax in India -	Bhagwati Prasad
Income Tax Laws	- A.N.Aiyar's
Income Tax Laws	- Kanga Palkhivala
Income Tax Laws	- Chathuredi & Pithisaria

**FIRST SEMESTER**  
**Paper-5**

**HUMAN RESOURCE MANAGEMENT**

**UNIT – I**

Evolution of Human Resource Management – The Objectives and Responsibilities – Impact of Globalization on Human Resource Management – Requisites of Effective Human Resource Management System.

**UNIT – II**

Job Analysis – Job Designing – Job Evaluation – Determining Human Resources Requirements – Methods of Forecasting Human Resource Requirements.

**UNIT – III**

Sources of Recruitment – Methods of Testing and Selection of Employees – Interviewing – Training Process, Methods and Programs.

**UNIT – IV**

Wage policy – Incentive System of Wages – Fringe benefits – Employee Welfare Schemes.

**UNIT – V**

Motivation and Morale – Promotion, Transfer, Layoff and Discharge – Grievance handling.

**BOOKS RECOMMENDED**

Human Resources Management	-	Keith Davis
Personnel Management	-	Edwin B.Flippo
Managing Human Resources	-	Wayne F.Cascio
Personnel Management	-	Memoria

**SECOND SEMESTER****Paper-1****QUANTITATIVE TECHNIQUES****UNIT – I**

Correlations analysis – Simple, Partial, Multiple Correlations; Coefficient of Determination; Rank Correlation – Concurrent Deviation Method.

Regression Analysis – Simple, Multiple Regressions.

Statistical Decision Theory – Ingredients of Decision Problem, Pay off Table, Optimum Loss Table, Expected Profit / Loss.

**UNIT – II**

Probability Theorem – Addition and Multiplication Theorem – Baye's Theorem-Theoretical Distribution – Binomial, Poisson, Normal Distribution.

**UNIT – III**

Test of Significance – Testing of Hypothesis, Standard Error and Sampling Distribution, Sampling of Attributes, Sampling of Variables (large and small sampling), Student's t-distribution, Z-test. Chi-square Test-Meaning, Degrees of Freedom, Uses. Analysis of Variance – Meaning – One-Way Classification – Two-Way Classification – Uses.

**UNIT – IV**

Interpolation and Extrapolation – Methods – Graphic, Binomial Expansion Method, Newton's Lagrange's Method, Parabolic Curve Method-Uses.

**UNIT – V**

Statistical Quality Control-Control Charts-X Chart, R Chart, Control Chart for C, and Control Chart for p-Advantages and Limitation. Introduction to Multivariate Analysis – Factor analysis, Cluster analysis, Discriminate Analysis – ANCOVA.

**Please note:** The proportion between theory oriented and problem-oriented questions in the End of Semester examination shall be 25:75.

**BOOKS RECOMMENDED**

Gupta. S.P	-	Statistical Methods
Richard I Levin	-	Statistics for Management
Conover and Iman	-	Modern Business Statistics
Grextton and Godwin	-	Practical Business Statistics



**SECOND SEMESTER**  
**Paper-2**

**GLOBAL RETAILING**

**UNIT – I**

Defining Global Retailing Activity Reason for Globalization of Retailing – Expansion Patterns: Markets – Determinants of the Direction of Growth – The Global Retail Structure.

**UNIT – II**

Assessing Regulatory Environments – Assessing Economic, Social and Cultural Environment – Measuring Retail Structure – Levels of Market Development.

**UNIT – III**

Market Evaluation: Market Scanning- Market Research – Market Selection Decision – Market Entry.

**UNIT – IV**

Customer Evaluation of Service Quality: Expectations – Perceived Services The Gap Model for Improving Retail Service Quality – Knowledge Gap – Standards Gap – Delivery Gap – Communication Gap.

**UNIT – V**

Contemporary Issues in Global Retailing - Negotiating within functional Customs – Partners and Regulators.

**BOOK RECOMMENDED**

Retailing-Emerging Global Trends	- K.Suresh ICFAI Publications.
Retailing Principles: A Global Outlook	- Lynda
Integrated Retail Management	- James & Denise Ogden
Global Retail	- Neil Wrigley

**SECOND SEMESTER**  
**Paper-3**

**FINANCIAL MANAGEMENT**

**UNIT – I**

Nature of Financial Management – Objectives Scope and Functions – Time Value of Money.

**UNIT – II**

Capital structure – Factors Influencing Capital Structure – Capital Structure Theories – Cost of Capital – Significance – Cost of capital of Various Sources of finance.

**UNIT – III**

Leverages – Financial and Operating Leverages – Financial Statement Analysis – Ratio Analysis – Utilities and Limitations.

**UNIT – IV**

Capital Budgeting Decision – Principles – Techniques – Capital Rationing – Risk Analysis and Capital Budgeting.

Working Capital Management – Concepts – Determinants – Sources of Working Capital Financing – Cash Management – Inventory Management – Receivable management.

**UNIT – V**

Dividend Policy and Retained Earnings – Factors Affecting Dividend Decisions – Dividend Payment Procedure – Stock Dividend and Stock Splits. Leasing – Types – Lease or Buy analysis.

**BOOKS RECOMMENDED**

Financial Management	-	I.M. Pandey – VIKAS
Financial Management	-	S.C.Kuchal
Fundamentals of Financial Management	-	James C. Van Horne – PHI
Financial Management	-	Y.M. Khan – TMI

**SECOND SEMESTER****Paper-4****SERVICES MARKETING****UNIT – I**

Services – An overview, service sector – Indian Scenario – Importance of Service Marketing – Services Marketing Environment – Political, Legal, Economic – Socio – Cultural, Competition – Reasons for Growth of Services – Service Industry – Global Issues.

**UNIT – II**

Scope of Goods and Services – 4 I's of Services – Characteristics of Service Marketing – Intangibility – Inseparability – Inconsistency – Inventory – Goods and Service categorization – Industrial services.

**UNIT – III**

Consumer and Organization Behavior in Services – Segmentation – Target Market selection – Positioning.

Management of Professional Sales – Organizing, Recruiting and Training – Relationship Marketing – Managing of Sales Force.

**UNIT – IV**

Marketing Mix, Product – Service Offer, Features, Benefits, Pricing – Price Challenge - Service Industry Pricing Methods – Pricing Strategies, Price Changes – Place – Distribution of Services, Location Intermediaries for service Delivery, Promotion – Communication and Promotion Policy – Advertising – Direct Marketing and Sales Promotion – Public Relations.

**UNIT – V**

Strategies for dealing with 4 I's of services – Out service competition – Tangibilizing the intangibles – Demand Management – Capacity Constraints – Customer Focus – Creating the right service Philosophy – Understanding customer service – Monitoring and Measuring customer satisfaction.

**BOOKS RECOMMENDED**

- |   |   |   |
|---|---|---|
| Services Marketing                          | - | Philip Kotler, John Bowen and James Maken |
| Services Marketing<br>Concepts, Application | - | M.K.Rampal, S.L.Gupta                     |
| Services Marketing                          | - | S.M.Jha                                   |

**SECOND SEMESTER****Paper-5****TRAINING & DEVELOPMENT****UNIT – I**

Introduction – Meaning – Concepts of training – Training VS development – Role – Importance – Benefits – Systematic approach to training – Training and Education as an Approach to learning – Environmental factors affecting learning process.

**UNIT – II**

Training Need Analysis – Scope – Ascertaining, Imparting and Determination of Training Needs – Approaches – Components – Impact on Organizational Need and Levels of Training Needs.

**UNIT – III**

Designing Training Programme – Perspectives for Designing Training – Building a Training Design – Types of Training and Evaluation – Training of Trainers programme – Delivering the programme.

**UNIT – IV**

Training Methodology of Conducting – Importance – Criteria for the Choice of Training Method – Effective Learning and Training Techniques – Skills of an Effective Trainer –Qualities – Role.

**UNIT – V**

Evaluation of Training: Purpose – Use – Importance – Process - criteria – Developing Result Based Approach – Responsibility for the Evaluation of Training – Validity and Reliability – Transfer of Training to the Organization.

**BOOKS RECOMMENDED**

Goldstein I.L. Kevin Ford	-	Training in organization
O' Connor	-	Training for organization
Training for development	-	R.K. Sahu – Excel books
Effective H.R. Training of	-	Dr.Rathan Reddy

Himalaya Publishing House.

**THIRD SEMESTER****Paper-1****ACCOUNTING FOR MANAGERIAL DECISIONS****UNIT – I**

Funds Flow and Cash Flow.

**UNIT – II**

Process Costing – Equivalent Production – Inter Process Profit.

**UNIT – III**

Marginal Costing – Short – Term Decision – Making – Make or Buy Decisions – Accepting / Quoting for an Order / Contract – Export Order – Labor Oriented Decisions – Man Power Forecasting – Closing down a Factory / Department / Segment – Continue or Abandon – Standard Costing – Variance Analysis – Working Back Standard cost with Given Variables.

**UNIT – IV**

Capital Budgeting techniques – Pay-back period – Accounting rate of return - Internal rate of Return – Net Present Value Method – Profitability Index – Mutually Exclusive Projects – Choice Between Alternatives – Buy or lease / Let out – Choice of Alternative location -Introduction of new machine/product/ Project.

**UNIT – V**

Risk analysis in Capital Budgeting – Decision Making under Risk and Uncertainty – Risk Analysis in Project Selection – Techniques for Decision Making under Risk and Uncertainty – Risk Adjusted Discount Rate – Simulation – Decision Trees – Sensitivity Analysis.

**BOOKS RECOMMENDED**

Advanced Costing	-	Saxena and Vashist
Advanced Costing	-	Jain and Narang
Management Accounting	-	Gupta

**THIRD SEMESTER****Paper-2****SECURITY ANALYSIS & PORTFOLIO MANAGEMENT****UNIT-I**

Securities-Types-Participants of the securities market-Fundamental Security analysis: Economic Analysis-Factors-Economic forecasting. Industry analysis: Kinds of industries- Industry life cycle- Factors- Analytical tools: SWOT Analysis- Porter's 5 force model. Company analysis: Quantitative & Qualitative factors.

**UNIT-II**

Technical analysis-Assumptions- Dow theory-Elliott wave Principle-Kondratev wave theory- Chaos theory- Neutral networks- Technical indicators-Efficient market theory: Forms of efficient market Hypothesis- Efficiency methods- Implications- Behavioral finance.

**UNIT-III**

Portfolio Management- Evolution of portfolio management- Return and risk in the context of portfolio- Diversification and portfolio risk- Portfolio theories: The Harry Markowitz model- Sharpe Index model- Single Index model; Capital market theories; Capital Assets pricing model- Arbitrage pricing theory- Approaches in portfolio construction- Selection of a portfolio.

**UNIT-IV**

Portfolio investment process: Principles, Aspects- Portfolio objectives and the personal characteristics of the investor- Investor needs- Portfolio dedication- Portfolio management policies- International portfolio investment- Benefits- Techniques- Risks in international diversification.

**UNIT-V**

Portfolio strategies: Active Bond Portfolio Strategies- Bond Indexing- Methodologies- Approaches- Logistical problems in implementing strategies. Portfolio evaluation- Complexities of investment timing- Measures of returns- Formula plans- Evaluation techniques- Portfolio revision-Techniques.

**BOOKS RECOMMENDED**

- Security Analysis and Portfolio Management - Bolten E. Steven,  
HRW Publications, Revised & Reprint Edition 2000
- An Introduction to Analysis and Investment Management- Amling Frederick, PHI  
Publications, Revised & Reprint Edition 2012
- Investment Analysis and Portfolio Management - Prasanna  
Chandra, TMI Publications, Revised & Reprint Edition 2010
- Investment Management - V.K Bhalla,  
S.Chand Publications,  
Revised & Reprint Edition 2010
- Security Analysis and Portfolio Management - Punithavadhi  
Pandiyam, Vikas Publications, Reprint Edition 2010

**THIRD SEMESTER****Paper-3****ORGANIZATIONAL BEHAVIOR****UNIT – I**

Understanding Organizational Behavior – Fundamental Concepts – Role of Manager in OB-Basic Approaches to OB.

**UNIT – II**

Foundation of Individual Behavior – Biographical characteristics, Ability and Learning – Values, Attitudes and Job Satisfaction - Personality and Emotions.

**UNIT – III**

Perception and Individual Decision Making – Factors Influencing Perception – Making Judgments About others.

Basic Motivation Concepts – Theories of Motivation – Employee Recognition Programs – Employee Involvement Program – Variable and Skill – based Pay Plans.

**UNIT – IV**

Foundations of Group Behavior – Defining and Classifying Groups – Group Decision Making – Techniques of Group Decision – Intergroup Conflicts and Negotiations – Negotiations process and strategies. Group Vs Team – Types of teams – Creating Effective Teams – Contemporary Issues in Managing Teams.

**UNIT – V**

Organization Culture – Organizational Change and Stress Management Managing a planned change – Resistance to change. Approaches to Managing Organizational change – Work Stress and its Management.

**BOOKS RECOMMENDED**

Organizational Behavior	-	Stephen P.Robbins
Organizational Behavior	-	Hugh J. Arnold David Fieldman
Human Behavior at work	-	Keith Davis

**THIRD SEMESTER**  
**Paper-4**

**RESEARCH METHODS**

**UNIT – I**

Research – Meaning and Purpose – Types. Research Design – Steps in Selection and Formulation of Research Problem – Steps in Research – Review of Literature.

**UNIT – II**

Formulation of Hypothesis – Types – Testing – Sampling Techniques – Survey – Measurement – Scaling techniques – Sampling Error and Sample size.

**UNIT – III**

Methods of Data Collection – Sources of Information and Data Observation – Interview - Questionnaire – Case study – Construction of Tools for Data Collection – Testing Validity and Reliability – Pilot Study and Pre-Testing.

**UNIT – IV**

Processing of Data – Data Analysis – Drafting of the Thesis – Referencing – Editing – Coding and Evaluation of the Final Draft.

**UNIT – V**

Report Writing – Types of Reports – Contents of Reports Styles – Steps in Drafting a Report – Compilation of Bibliography.

**BOOKS RECOMMENDED**

Research Method in the Behavioral Sciences	- Festinger, Leon and Katz
Sampling Technique	- William Cochran
A guide to Research	- C.T.Kurian
Research Methods in Social Science	- Sharma, Prasad & Satyanarayana



**THIRD SEMESTER**  
**Paper-5**

**BRAND MANAGEMENT**

**UNIT – I**

Brands and Brand Management.

Definition and Introduction to Brand-What can be Branded-Branding Challenges –The role of Branding in Marketing.

**UNIT – II**

Identifying, Establishing Brand Positioning, and Values

Customer – Brand knowledge – Building Brand – Four steps of Brand Building – Brand Building implications – Identifying and Establishing Brand Positioning – Positioning Guidelines.

**UNIT – III**

Planning and Implementing Brand Marketing Programs.

Criteria for Choosing Brand Elements – Options and Tactics for Brand Elements – New Perspective in Marketing – Product Strategy – Pricing strategy – Channel Strategy.

**UNIT – IV**

Overview of Marketing Communication Options – Developing Integrated Marketing Communication Programs –Co-branding-Licensing – Celebrity endorsement – Brand Extension.

**UNIT – V**

Global Brand Strategy – Building Global Customer – Contemporary Issues involved in Branding.

**BOOKS RECOMMENDED**

- |                            |   |                                |
|----------------------------|---|--------------------------------|
| Strategic Brand Management | - | Keller (Pearson, Pentice Hall) |
| Brand Management           | - | Harsh V. Verma (Excel Brooks)  |
| Brand Management           | - | Y.L.R. Murthy (Vikas)          |

**FOURTH SEMESTER**  
**Paper-1**

**FINANCIAL DERIVATIVES AND RISK MANAGEMENT**

**UNIT – I**

Introduction to Derivatives – Financial futures – Financial options – Types of Traders – Margin system – Risk – Types of Risk – Risk Evaluation – Risk Management Techniques.

**UNIT – II**

Interest Rate Futures – Basic Principles – Forward yield Curve – Risk Hedging – Straddles - Butterfly Spreads – Long – Terms and Short – Term Interest Rate Futures – Bond futures – Basis and Convergence – Determination of Bond Future prices.

**UNIT – III**

Currency Forwards and Futures – Currency Markets – Quotation – Pricing of Forwards and Futures – Hedging Currency Risk.

**UNIT – IV**

Options – Call Options – Put Options – Options as Hedging Instruments – Trading With Options – Arbitrage With Options.

**UNIT – V**

Pricing of Derivatives – Black – Scholes Models – Binomial Option Pricing Model – Swaps currency – Swaps pricing.

**BOOKS RECOMMENDED**

John Hull, Fundamentals of Futures & Options, Prentice Hall (Pearson Edn) 2002.

Redhead Keith, Financial Derivatives, Prentice Hall, 1997.

David Dobosky, Options & Financial Futures, McGraw Hills, 1992.

Chanc, Introduction to Derivatives & Risk Management, Thomas Learning, 2002.

**FOURTH SEMESTER****Paper-2****INTERNATIONAL MARKETING****UNIT – I**

India's Balance of Trade and Balance of payments - Need for International Marketing in India – Meaning and Scope of Privatization – Globalization – Meaning - Significance, and Limitation.

**UNIT – II**

Managerial Functions of International Marketing – Constraints International Marketing - Free Trade vs. Protection – Types of Protective Measures – Trade Promotion Measures and Trade policy of EXIM Trade in India – Foreign Exchange: Exchange Rate Determination – Functions of Foreign Exchange Market – Insuring against Foreign Exchange Risks – Convertibility and its forms – Methods of Exchange control.

**UNIT – III**

Economic Integration – Legal environment of International Marketing – Role of IMF and WTO in Promoting International Marketing – Foreign Capital and Collaboration in Indian Businesses.

**UNIT – IV**

Payment Methods in International Marketing – Role of Commercial banks and EXIM Bank in Supplying Short, Medium and Long-term Credit Facilities – Role of ECGC in protecting India's International Marketers.

**UNIT – V**

Basic Entry Decisions – Timing and Scale of Entry – Modes of Entry: EXIM Trade Terms - Procedures - Documents – Licensing-Franchising Franchising – Turkey project.

**BOOKS RECOMMENDED**

International Marketing	- Philip R.Cateora
Global Marketing Management	- Warren J.Keegan
International Business	- Charles W.L. Hill
International Business and Multinational Enterprises	- Stefan H.Robock and Kenneth Simmond
International Marketing	- Sak Onkvisit/John J.Shaw.
International Marketing Management	- Varshney / Bhattacharya

**FOURTH SEMESTER**

Paper-3

**BUSINESS ETHICS AND CORPORATE GOVERNANCE****UNIT – I**

CORPORATE GOVERNANCE – Defining corporate governance in International and Indian Practices – Expert Committee's Reports on corporate Governance – Sir Adrian Cadbury Committee Report – Kumara Mangalam Birla Committee Report – Shri Naresh Chandra Committee Report – Narayana Murthi's Committee Report – Practices across the world.

**UNIT – II**

Corporate Governance Code – Recent changes in Clause 49 – Sarbanes Oxley Act 2002 of USA – Establishment of Public Company. Accounting Oversight Board (PCAOB) – SEBI regulations.

**UNIT – III**

Banks and Society – Ethical Standards in Lending – Ethical Issues in Banks – Social Responsibility of Banks – Banks Regulatory Reforms - Bank structure – Banking Services and Instability – Deposit Insurance Reform in Banking Services.

**UNIT – IV**

Corporate Governance – Role of Audit Committee – Provisions as contained in Amendment Act 2000 – Accountability to Stakeholders – Bank Audit – Auditors role.

**UNIT – V**

Service Quality determinants–Definition of Service Quality from the Customer Point of View – The Self-enforcing service Quality – Assessment of Quality in service (SERVQUAL) – Measurement of Service Quality – Organizational Issues in Service Quality – Planning for service.

**BOOKS RECOMMENDED**

R.C.Sekhar, Ethical choices in Business, Response books, Delhi, 1997.

Y.R.K. Reddy et. al., Corporate Government in Banking & Finance, Delhi 2002.

AIMA Corporate Governance & Business Ethics, Sterling Publishers, Delhi, 1998.

**FOURTH SEMESTER**  
**Paper-4**

**PROJECT WORK - REGULATIONS**

Every student would be required to produce at the end of the IV Semester (not later than the Ist day of the end of the Semester Examinations for the IV Semester), a Project report (2 copies) of not less than 75 pages and not more than 100 pages, setting out the problem chosen, the hypothesis developed for testing, the methods employed for the collection of data, a summary of the analysis for the data and documentation of findings, limitations of the study and conclusions.

The Project Report shall also contain a bibliography on the topic of the problem.

The member of the faculty designated by the Department for supervising the work shall provide continuous guidance to the student regarding selection of the topic reference to literature, investigative procedures and the preparation of the project report.

In order to be eligible to present the project report at the end of the IV Semester, students will have to secure a Certificate from the guide stating that the carried out the project to the satisfaction of the guide.

The Project report will be evaluated as follows:

The project report will be examined independently by an external examiner and by the guide. The maximum marks for the Project Report will be 80.

There will be a VIVA-VOCE Examination conducted by a panel consisting of one external examiner and two internal examiners (including the guide). The maximum marks for the Viva-Voce Examination will be 20.

**FOURTH SEMESTER**  
**Paper-5**

**STRATEGIC MARKETING**

**UNIT – I**

Basic Marketing Concepts – Marketing Functions – Marketing Process – Marketing Segmentation – Market Targeting – Market Positioning – Strategic Marketing Planning – Marketing Mix.

**UNIT – II**

Product Strategy – New Product Development – Strategy Product Life Cycle Strategies.

**UNIT – III**

Pricing Strategy – New Product Pricing Strategies – Product – Mix Pricing Strategies – Price Adjustment Strategies – Price changes.

**UNIT – IV**

Place Strategy – Store and Non-store Retailing – Retailer Marketing Decisions – Wholesaler Marketing decisions.

**UNIT – V**

Customer Retaining Strategy – Defining and Delivering Customer – Value – Retaining customers - Competitive Marketing Strategies – Competitor Analysis – Competitive Strategies – Balancing customer competitive orientations.

**BOOKS RECOMMENDED**

- |                                  |   |
|----------------------------------|---|
| Philip kotler and Gary Armstrong | – Principles of Marketing – PHI.              |
| R.S.N. Pillai and Bagavathi      | – Modern Marketing.                           |
| William Stanton                  | – Fundamental of Marketing.                   |
| J.C. Gandhi                      | – Marketing a Managerial Introduction.        |
| Philip Kotler                    | – Marketing of Non-Profit Organization – PHI. |
| Philip Kotler                    | – Marketing Management – PHI.                 |