



DEVI AHILYA VISHWAVIDYALAYA, INDORE

School of Commerce

1.1.1

Syllabus of all programs



SCHOOL OF COMMERCE
Devi Ahilya Vishwa vidyalaya, Indore

Subject Scheme and Syllabus 2016
B.Com(Accounting & Tax Management)

Semester-1 (July to December)

Code no.	Subject	Credit
BCM-1110	English(Enhance Ability)	4
BCM-1210	Financial Accounting (Core)	4
BCM-1310	Business Mathematics (Core)	4
BCM-1410	Business Economics (Core)	4
BCM-1510	Principles And Practices Of Management (Core)	4
BCM-1610	Introduction To Computers(Core)	4
	Lab Viva	
	CV Viva	
	Total	

ENGLISH
COURSE CODE: BCM-1110

Objective:

Familiarize students with functional use of grammar, understanding of the use of language.

Contents:

Unit:1 PROSE WORK

- (i) Tryst With Destiny – Jawaharlal Nehru
- (ii) Delhi In 1857- Mirza Ghalib
- (iii) The Heritage of Indian Art – Kapila Vatsyayan
- (iv) The portrait Of A Lady – Khushawantsingh
- (v) Raja's Diamond – R.l Stevenson

Unit:2

Comprehension

Unit:3

Composition

Unit: 4

Vocabulary

Unit: 5

Grammar & Usage: Modals, Tenses, direct/Indirect speech,
Active/ Passive Voice.

FINANCIAL ACCOUNTING

Sub Code: BCM-1210

- Objectives:** 1. To make the acquire the conceptual knowledge of accounting.
2. To equip the students with the knowledge of accounting process and Preparation of final accounts.

UNIT 1 :- Introduction to Accounting

Need for Accounting-definition, features, objectives, functions, and scope of accounting; Branches of accounting, Advantages and limitations of Accounting, Accounting Principles: Accounting concepts and conventions. Accounting process, An Introduction to AS.

UNIT II :- Journal, Ledger, Trial Balance, Rectification Of Error And Final Accounts

Journal:- Rules for recording (Journal) the transactions- One Book Journal for small business, Subsidiary books journal for large business, Types of Journal Entries.

Ledger:- Opening of Accounts, Posting from one Journal book & subsidiary books to Accounts.

Trial Balance:- Meaning, objectives, methods of preparation of trial balance.

Errors & their rectification:- Types of errors, two sided & one sided errors, Suspense Account, Rectification before & after final accounts, effect on profit.

Final Account with Adjustment: meaning, feature, uses and preparation of Manufacturing, Trading Account, Profit & Loss Account and Balance sheet.

UNIT III :- Branch A/c, Departmental Accounts

Branch Accounts: - Meaning, objectives, Methods of Dependent Branches :- Debtors Method, Stock and Debtors Method, Final Account Method, Whole Sale Branch Method. Independant Branch Method: - Inland Branches and Foreign Branches.

Departmental Accounts: - Meaning, objectives, Basis of Allocation of Expenses, Final Accounts of Departments.

UNIT IV:- Depreciation- Provision and Reserves:

Meaning of Depreciation –Causes-objects of providing for depreciation – Factors affecting depreciation –Accounting treatment- methods of providing depreciation- straight line method – Diminishing balance method, provisions and reserves – Reserve fund- Different types of provisions and Reserves. AS-6.

UNIT V:-Partnership Accounts I :

Final Accounts of Partnership Firm, Past Adjustment and Guarantee, Admission of Partner, Retirement and Death of Partner.

UNIT VI:-Partnership Accounts II :

Dissolution of a firm with Insolvency, Piecemeal Distribution, Amalgamation of Firms, Conversion of Partnership Firm into Joint Stock Company.

References: 1. Principles and practice of accounting, R.L. Gupta & V.K. Gupta sultan chand & Sons.

2. Accountancy- I.S.P. Jain & K.L Narang kalyani publishers.
3. Financial Accounting – Dr.R.C.Gupta & Dr. P.K.Sanse.

BUSINESS MATHEMATICS
COUSE CODE:BCM-1310

Unit-1: Matrices and Determinants:

Definition Of Matrix, Types Of Matrix, Algebra Of Matrices. Calculation of values of determinants upto third order, Adjoint of a Matrix, Elementary row operations, finding inverse of a matrix through adjoint and elementary row operations. Application of matrices.

Unit-2: Logarithms & Anti-Logarithms:

Properties of log, law of log, log system characteristics and mantissa of log, Determination of log of a number, Antilogarithms.

Unit-3: Mathematical Finance:

Cost price, Selling price, market price, profit, loss, Discount, Sequential Discount. Commission and Brokerage. Simple Interest, Compound Interest.

Unit-4: Differentiation:

Differentiation Coefficient, Derivatives of some standard functions, Rules of Differentiation. Differentiation of product of two functions and Quotient of two functions. Chain rule. Implicit functions. Parametric Equation and Parameter. Logarithmic Differentiation. Differentiation of infinite series. Differentiation of 1st function w.r.t. another function. Successive Differentiation, Maxima and minima.

Unit-5: Integration:

Integration standard formulæ, Methods of Integration, substitution method, four fundamental Integral, types of Integration, Integration by types, special functions, Definite and Indefinite Integral.

References:

1. Business Mathematics: S.Chand; Himalaya Publication Ltd.
2. Business Mathematics : S.Chand & Company Ltd- By P.N. A rora and Amit Arora

BUSINESS ECONOMICS
COURSE CODE: BCM 1410

Objectives:

To make students how to understand business organizations work by applying economics principles in their business management.

Contents:

Unit-1: Introduction-

Business Economics: Meaning, Characteristics, Scope, Uses, Role & Responsibilities.
Tools For Analysis: Functional Relationships, Schedules, Graphs And Equations.

Unit-2: Theory Of Demand And Analysis-

Law Of Demand Its Determinants And Exceptions. Meaning Of Consumer Demand, Market Demand, Elasticity Of Demand.
Consumer Behavior: Marginal Utility Approach And Indifferent Curve Analysis.
Demand Estimation and Forecasting: Meaning, Objective & Methods.

Unit-3: Law Of Supply-

Meaning, Determinants Of Supply And Its Influence On Cost Of Production.
Production Function: Equilibrium, Return To Factor & Return To Scale, Economics Of Scale, BEP. Theories of population.

Unit-4: Market Structure And Factors Of Production:

Forms Of Market: Perfect Competition, Monopoly, Oligopoly And Monopolistic Competition, Characteristics , Meaning And Profit Maximizing ,Kinked Demand Curve.

Unit-5:National Income Trade Cycles And International Trade:

Definition, Measurement, GDP, Fiscal Policy, Monetary Policy, Economic Systems, Liberalization, Privatization, Globalization. Classical & Keynes Theories Of Interest And Employment, IS-LM Curve. WTO: GATT, Objectives, Agreements, Functions, Structure.

Trade Cycles: Meaning, Phases, Consequences, Remedies, International Trade.BOP.

References:

1. Economics: Samuelson, Tata Mcgraw Hill.
2. Micro Economics – Sundaram & vaish
3. Principles of Economics- D. M. Mithani
4. Managerial Economics - Dr .D.N. Dwivedi
5. Business Economics by D. M. Mithani,

PRINCIPLES AND PRACTICES OF MANAGEMENT
COURSE CODE:1510

Objectives: To Familiarize The Students With Concepts And Principles Of Management In Various Fields.

Unit-1: Introduction-

Management: Meaning, Concept, Features And Functional Areas Of Management, Management & Administration, Principles Of Management, Social Responsibility And Ethics Of Management.

Unit-2: Planning And Controlling-

Planning: Nature, Importance And Objectives Of Planning, Planning Process, Types Of Planning, Barriers To Effective Planning, Operational Plan. Strategic Planning.

Unit-3: Organizing And Staffing-

Organization: Definition, Line, Staff, Functional And Matrix Type Organization, Span Of Control, Centralization VS Decentralization.

Staffing & Motivation: Concept, Manpower Planning, Job Design, Recruitment & Selection, Training And Development, Performance Appraisal, Motivation, Motivators And Satisfaction, Motivating Towards Organizing Objectives, Morale Building.

Unit-4: Leadership & Communication-

Defining Leadership And Its Role, Should Managers Lead, Leadership Style, Leadership Development, Leadership Behavior.

Communication: Process, Bridging Gap Using Tools Of Communication, Electronic Media In Communication.

Unit-5: Production & Marketing Management:

Types Of Production, Quality Control Tools Used,

Marketing Management: Definition And Concept Of Marketing, Functions Of Marketing. Market Research, Types Of Markets, Sales.

References:

Principles of management: W.L. Hill and Steven L Mcshane. Tata Mcgraw Hill.

Principles and practices of management: Dr. R.D. Agrawal

INTRODUCTION TO COMPUTERS

COURSE CODE: BCM-1610

Objective: To Impart Basic Knowledge About Computer With Application of Various Packages.

Contents:

Unit-1: Devi Ahilya Vishwa vidyalaya, Indore Introduction: Introduction, Block Diagram, Characteristics, Types of Computers, Generations of computers, Types of Hardware & Software, Input Output Devices and their Description.

Unit-2 Memory : Types of memory, Ram ,Rom , Prom , EProm, Hard Disk, Primary And Secondary Memory, Cache , Physical And Virtual Memory.

Unit-3: Operating System and Windows- Meaning, Definition, Functions, Types of Operating System, Booting process.

Disk Operating System: Definition, Internal and External Commands.

Windows Operating System: Start Menu, Control Pane, Windows Accessories.

Unit-4: Application Packages:

Ms- Word: Meaning and Features of Word Processing, Advantages and Application of Word Processing, Lab Practices.

Ms- Excel: Features, Work Sheet/ Workbook, Applications of Excel, Lab Practices.

Ms-PowerPoint: Features, Applications, Menus, Lab Practices.

Unit-5: Computer Networking & Internet: Introduction, Essential of Networks, Types of Networks, Network topologies, Types of communication, Types of transmission media, Types of connectivity devices, Internet technologies, access devices, WWW, Multimedia.

References:

1. Information Technology: Dennis P. Curtin; Mcgraw Hill International
2. Fundamentals of Computers: P.Mohan, Himalaya Publishing House.
3. Fundamentals Of Computers: Atul Kahate; Tata Mcgraw Hill.
1. Information Technology by Dr. Sushila Madan

SCHOOL OF COMMERCE

Subject Scheme and Syllabus 2016

B.Com(Accounting & Tax Management)

Semester-2 (jan-june)

Code no.	Subject	Credit
BCM-2110	French (Core)	4
BCM-2210	Business Environment in india Enhance Ability	4
BCM-2310	Principal Of Marketing(Core)	4
BCM-2410	Business Statics (Core)	4
BCM-2510	Cost Accounting (Core)	4
BCM-2610	Database Management System (Core)	4
	CV Viva	
	Total	

FRENCH
Course code:2110

UNIT 1

1. Phonetics Sounds
2. Numbers
3. Days of the week
4. Months of the year
5. Introduction to groups of verbs.

UNIT 2

1. 1st, 2nd groups and irregular verbs
2. Basic Grammar –I
3. Nationality
4. Professions
5. Sentence form translation

UNIT 3

1. Basic Grammar-II
2. Festivals of France
3. Introduction of oneself in French
4. 3rd and 4th group verbs
5. Small Para translation

UNIT 4.

1. Basic Grammar –III
2. Civilisation of France
3. Small Passage Writing
4. Translations (Eng-French)
5. Translation(French-English)
6. Unseen Passage

BUSINESS ENVIRONMENT IN INDIA
COURSE CODE: BCM-2210

Course Objective

The course shall provide an understanding of the different aspects of Business Environment at the determining element in management of business in a society, with special reference to business in India.

Course Contents:

1. Nature of the Environment of Business: .Concept significance and nature of business environment, Elements of environment- internal and external.

2. Economic Environment : Significance of economic environment, Economic Structure, Economic Policies- Industrial, Monetary & Fiscal polices.

3. Socio-Cultural Environment : Business as a social institution operating for economic goals, Culture and Organizational Behavior, Demographic features, poverty, Labour and employment, Education,

4 .Legal and Political Environment : Mergers & Acquisitions / MRTP Act, 1969 & Competition Act, Impact of Political Environment on Business.

5.Technological Environment: Concept and Significance of Technological Environment ,Sources of Technological dynamics, Impact of Technology on Globalisation.

6.Global Issues : Foreign Direct Investment, Introduction liberalization, privatization & Globalization, WTO and its impact,

Text Readings:

1. Justin Paul, “**Business Environment Test & Cases**”, Tata McGraw Hill
2. Companies, New Delhi, 2006.
3. Bhagwati J., “**India in Transition**”, New Delhi, Oxford University Press, 1994.
4. Rugman & Hodgetts, “**International Business**”, McGraw Hill Publication, 1995.
5. Steiner & Steiner, “**Business, Government and Society**”, Western Publishing, 2000.
6. Aswathappa K, “**Essentials of Business Environment**”, Himalaya Publishing, New Delhi, 2000.
7. Adhikari M., “**Managerial Economics**”, N.D. Khalsa Pub, 1999, New Delhi.
8. David J.R. & Chang “**Managerial Economics**”, Prentice Hall , 1999, New Delhi.

PRINCIPLES OF MARKETING

COURSE CODE:BCM-2310

OBJECTIVES:

To help students to understand the concept of marketing and its applications. Also to expose the students to the latest trends in marketing.

UNIT –1: Introduction to Marketing

Introduction to Marketing: Definition, nature, scope and importance & Philosophies of marketing, Approaches to the study of marketing and economic development, traditional and modern concept of marketing. Functions of marketing, Introduction to services.

UNIT –2: Marketing Environment (Micro &Macro)

Analyzing needs & trends in the Macro environment – Demographic, Economic Natural, Technological, Political– Legal, Socio cultural environment .Marketing Mix – The elements of marketing mix. Market Segmentation: Bases for Market segmentation, Requisites of sound marketing segmentation – Market Targeting strategies –Positioning – Undifferentiated marketing – Concentrated marketing.

UNIT –3: Product

Classification of Products, Product mix decision- Product line, product addition & deletion, Product life cycle, Product planning, New product development process, branding, packaging, labeling.

UNIT –4: Pricing

Pricing objectives, price determination, factors influencing pricing policy, method of pricing policies and strategies.

UNIT –5: Channels of distribution and Logistics

Definition – Need – channel design decision – channel management decision – factors affecting channels, Types of marketing channels

UNIT –6: Promotion

Nature and importance of promotion, elements of Mix, AIDA Model Promotional.

UNIT –7: Recent Trends in Marketing

E-business, Tele-marketing, M-Business, Relationship Marketing, Retailing, Concept Marketing and Virtual Marketing.

BOOKS FOR REFERENCE:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell– Marketing.
4. Stanton W.J. etzal Michael& Walker, Fundamentals of Management

BUSINESS STATISTICS
COURSE CODE: BCM-2410

Objective: It enables the students to gain undergoing of Statistical techniques as are applicable to business.

UNIT I: INTRODUCTION TO STATISTICS:

Introduction: Meaning, Scope and Uses, Collection of data i) Primary and ii) secondary data – Classification and tabulation, Planning & organisation of statistical survey.

UNIT II: PROBABILITY:

Theories of Probability – Probability as a concept, Approaches to defining probability, Addition & Multiplication laws of probability, Conditional probability.

Probabilities Distributions –As a concept, Binomial, Poisson & Normal distributions- their properties, Bayes Theorem and Inverse Probability.

UNIT III: INTRODUCTION TO MEASUREMENT OF CENTRAL TENDENCY AND DISPERSION:

Types of central tendency and its application. Introduction to Measures of dispersions, Types and its application.

1. **Central Tendency** :- Introduction, Definition, Objective of Measuring Central Tendency and its Application; Arithmetic Average, Arithmetic Average in continuous Series, Median, Mode, Geometric Mean, Harmonic Mean, Limitations of Average.
2. **Dispersion** :- Introduction, Definition, Objective of Measuring Dispersion and its Application. Range: Inter quartile Range. Semi Inter Quartile Range, Merits and Demerits, Standard Deviation.

UNIT IV: CORRELATION AND REGRESSION:

Correlation: Meaning and definition of correlation, Types of correlation, Methods of studying correlation i) Graphic method ii) Karl Pearson's method iii) Rank correlation method

Regression: Meaning and definition of Regression, Methods of studying regression i) Graphic method ii) Regression equations and iii) Regression Coefficient

UNIT V: INDEX NUMBERS AND ANALYSIS OF TIME SERIES :

Concepts, uses & types, methods of constructing Index number.

- i) Simple aggregative method
- ii) Weighted aggregative method – Price index number – Quantity index numbers.

Time Series :- Introduction, Definition, Utility, Components, Preliminary Adjustments, Analysis of Time Series, Measurement of Trends, Moving Average Method, Least square Method.

BOOKS RECOMMENDED:

1. Statistics (Theory, Methods and applications) – Dr.D.C.Sancheti and V.K.Kapoor Sultan Chand & Sons., New Delhi.
2. Business Statistics – S.P.Gupta, Sultan Chand & Sons., New Delhi.
3. Fundamentals of Statistics – D.H. Elhance
4. Statistics (Theory and Practice) – R.S.N.Pillai and Bagavathi, S. Chand Company Ltd.

COST ACCOUNTING
COURSE CODE: BCM-2510

OBJECTIVES: To familiarize students with the various concepts and element of cost.
To create cost consciousness among the students.

UNIT – 1: COST ACCOUNTING

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Elements of cost and their classification

UNIT – 2: ELEMENTS OF COST

MATERIAL COSTING: Concept and Types of Material, Methods of pricing materials issues – LIFO– FIFO – Weighted Average Method – Simple Average Method , Concept and importance of Inventory Management, Techniques of inventory control,EOQ & Inventory Ratio.

LABOUR COSTING: Meaning and classification, Accounting for Labour , Methods of Wage payment, Incentive Schemes, Labour cost control procedure.

OVERHEAD COSTING : Definition – Classification of overheads – Procedure for accounting and control of overheads –Allocation of overheads – Apportionment of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method –absorption of OH's

UNIT-3: i) UNIT COSTING: Meaning, Cost Sheet, Production Statement, Production Account,

Preparation of Tender price.

ii) CONTRACT COSTING: Features of Contracts, Procedure of Contract Costing, Profit on

Incomplete Contracts, Estimated Contract.

UNIT-4: i) PROCESS COSTING: Nature of Process Costing, Preparation of Process Cost

Accounts(Including interposes profit)

ii) OPERATING COSTING: Meaning, Objectives, and Types.

UNIT –5: RECONCILIATION OF COST AND FINANCIAL ACCOUNTS :

Need for reconciliation – Reasons for difference in profits – Problems on preparation of Reconciliation statements including Memorandum Reconciliation account.

MARGINAL COSTING: BEP, P/V Ratio, Margin of Safety.

BOOKS RECOMMENDED:

1. M.I. Singhai, Cost Accounts – Universal Publication,Agra
2. prof. sanjay Mehta & Prof. Mukesh Brahmhatt- Devi Ahilya Prakhan.
3. M.C. Shukla, T.S.Grewal and M.P.Gupta, Cost Accounting – Text and problems, S.Chand & Co., New Delhi.
4. Ravi M. Kishore, Cost Accounting and Financial Management,, Taxman Allied Services (P) Ltd., New Delhi.
5. Cost Accounting – Singhal, Sanse, Pandey & Waghela.

Database management system

Course code-BCM 2610

Objective: This course provide students the basic knowledge, concept and Applications of DBMS & RDBMS in organization.

Unit 1:

Introduction: DBMS Concepts and architecture, Database approach v/s Traditional file accessing approach, Advantages of database systems, Schemas and instances, Three Levels Architecture, Data Independence, Data Dictionary, Database Users, Data Administrators.

Unit 2:

Entity-Relationship Model: Entities and attributes, Entity types, Value, Sets, Keys attributes, Relationships, Defining the E-R diagram of database , data definition and manipulation languages.
RDBMS –Concept, Components, Data Integrity, Keys, Relational data Manipulations and Relational Algebra, Tuple Calculus.

Unit 3:

Normalization: Definition, Decomposition, Basic Concepts like FD, Objectives of Normalization. Normal Forms- First, Second, Third Normal Form, BCNF, Concept of Multi Valued Dependencies & Higher Normal Forms.
Data models: relational model, hierarchical model, network model.

Unit 4:

Structured Query Language: Introduction to SQL, DDL, DML, and DCL statements, Creating Tables, Adding Constraints, Altering Tables, Update, Insert, Delete & various Form of SELECT- Simple, Using Special Operators for Data Access. Nested Queries & Exposure to Joins, Aggregate Functions.

Reference Books :

1. Ullman J.D. : Data base management systems
2. Date C.J. : Data base management systems vol.
3. Alexis Leon & Mathews Leon : Data base management systems

SCHOOL OF COMMERCE
Devi Ahilya Vishwa vidyalaya, Indore
Subject Scheme and Syllabus 2016
B.Com(Accounting & Tax Management)
Semester-3 (july-December)

Code no.	Subject	Credit
BCM-3110	Business Communication & Report Writing (Skill Dev.)	4
BCM-3210	Direct Taxation	4
BCM-3310	Management Accounting (Core)	4
BCM-3410	Business Legislation (Core)	4
BCM-3510	Human Resources Management (Core)	4
BCM-3610	Accounting Information Sys. & Packages (Core)	4
	CV Viva	
	Total	

BUSINESS COMMUNICATION & REPORT WRITING
COURSE CODE – BCM-3110

OBJECTIVE:

The object of this subject is to cultivate effective communication skills oral as well as Written in the students.

UNIT – I Introduction: Introduction to Communication, Process of communication, Principles of effective communication, Types of communication- informal and formal, Forms of communication – Verbal & Non Verbal.

UNIT-II Factors Affecting Communication: Barriers to Communication, Effective listening – Types, Essentials and Barriers to listening.

UNIT-III Interpersonal Communication: Johari Window, Transactional Analysis, Prevocational Analysis, Personality types, time Management – Stephen COVEY, 80:20 Rule.

UNIT-IV Business Writing :Preparing Business letter- Letter to Customers, Letter to Bank, Letter of Enquiry, Tenders, Quotations, Complaints, Writing Notices, Preparing Reports.

UNIT- V Resume Writing: Job Application Letter, Presentation Skills, Group Discussion, Types of Interview & Interview Skill.

BOOKS FOR REFERENCE:

1. R.C. Sharma & Krishna Mohan: Business Communication & Report Writing, TMH,New Delhi.
2. Raman. S & Swami. R: Business Communication – A Practical Approach, Professional Publications, Madras.
3. Ramesh & Pattanashetti: Effective Business English & Correspondence.
4. Majumdar: Commercial Correspondenc

DIRECT TAXATION
COURSE CODE: BCM-3210

COURSE CONTENTS:

UNIT 1. ACCESSIBILITY CRITERIA :

Definitions, Basic concept, person, Assessment year; previous year, assesses, Residential status & Incidence of tax of all assesses income's exempt from tax, Agriculture Income.

UNIT 2. COMPUTATION OF INCOME UNDER VARIOUS HEADS:

A. Income under head salary: Meaning of salary, Basis of charge of salary income, different forms of salary, different forms of allowances, perquisites, permissible deductions from salary income, tax treatment of provident fund & approved Superannuation fund, special tax treatment of salary income of nonresident technicians. Questions (Practical Problems) for computation of Salary Income.

B. Income from house property:

(i) Basis of charge, property income not charge to tax, basis of computing income from

Let out house property, computing income from self occupied property.

(ii) Special Provisions when unrealized rent is realized subsequently, Mode of taxation of arrears of

rent in the year of receipt, when such arrears are not charged to Income – Tax for any previous year.

C. Income under the head “Profits and gains of business or profession”: Part - A

Part - A

(i) Meaning of Business.

(ii) Meaning of Profession/ vocation.

(iii) Business income not taxable under the Head “profits and gains of business or profession.”

(iv) Tax incidence arises in respect of all business or professions.

(v) Chargeable Income.

(vi) Scheme of Business deduction / allowances.

(vii) Compulsory Maintenance of book of Accounts.

(viii) How and when undisclosed income/ investment are tarad (sec.68, 69, 69A, 69B, 69C, 69D).

(ix) Special Provisions for computing income on ESTIMATED BASIS (Sec.44AD & 44AE).

Part – B

“Taxation of Companies”

THEORETICAL PROVISIONS ONLY

“Classification of Companies for Taxation, Corporate Tax Rates, Provision of (Sec.115JB, MAT) Minimum Alternate Tax, Dividend Distribution Tax, i.e. Tax on Distribution of Profits.

D. Capital gains:

(i) Basis of charge.

(ii) Definition of “CAPITAL ASSETS”.

(iii) Classification CAPITAL ASSETS as short term /Long term Capital Assets.

(iv) Definition of “TRANSFER” Including list of transactions not included in transfer.

(v) Valuation of capital asset; chargeability; computation of capital gain; short term and long term;

computation of tax on capital gains. Exemption from capital gains.

E. Income from other sources: basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.

UNIT 3. “SET-OFF AND CARRY FORWARD OF LOSSES AND PERMISSIBLE DEDUCTIONS FROM GROSS TOTAL INCOME”.

- (1) Mode of set off and carry forward
 - (a) Inter Source adjustment under the same head of Income.
 - (b) Inter –Head adjustment in same Assessment year.
 - (c) Carry forward of loss.
- (2) Basic rules governing deduction under section 80C to 80U & Rebate U/s 87A
Specially: - 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80EE, 80G, 80GG, 80TTA, 80U & Sec. 87A.

UNIT 4. COMPUTATION OF TAXABLE INCOME OF PART 1 :

- (i) **INDIVIDUAL** :- Including the provisions of clubbing of Income.
- (ii) **HUF:-** (Including practical problems according to level).

UNIT 5. RETURN OF INCOME :-

- (i) Income Tax Return U/s 139(1).
- (ii) Return of loss U/s 139(3).
- (iii) Belated Return U/s 139(4).
- (iii) Revised Return U/s 139(5).
- (iv) PAN Permanent A/c No. U/s 139A.
- (v) Self Assessment U/s 140A.
- (vi) Interest on late filling of Tax return etc..
- (vii) Advance tax.

Books Recommended:-

1. Direct Taxes – Law and Practice – Vinod Singhnia
2. Direct Taxes – Ravi Kishore
3. Direct Taxes – J. P. Jakhotiya
4. Direct Taxes- Ahuja
5. Bare Acts and rules of the relevant taxes

MANAGEMENT ACCOUNTING
COURSE CODE – BCM-3310

Objective

To enable the students to understand the importance of the subject through analysis and interpretation of financial statements & Application of Various Calculative Tools.

Course Inputs

UNIT 1: Introduction:

Meaning Objective Functions, nature and scope of Management Accounting role of management accounting- relationship between financial accounting, cost accounting and management accounting.

UNIT-II Ratio Analysis:

Meaning importance utility of ratios classification of ratios, Ratios from financial statement & financial statement from ratios.

UNIT-III Fund Flow & Cash Flow Analysis:

Fund Flow Analysis- Preparation of statement of change in working capital, Preparation of Fund flow analysis.

Cash Flow Analysis- Cash flow from operating activities, Investment activities & financing activities, Preparation of Cash flow statement AS-3(Revised).

UNIT-IV- Capital Budgeting & Marginal costing for Decision:

Capital Budgeting:-Meaning, objectives, methods of Capital budgeting.

Marginal costing for Decision:- Decision regarding sales-Mix, Make or buy Decisions, Discontinuation of a product line, capturing Foreign market, selection of Marketing Channel etc.

UNIT- V Standard costing & Variance Analysis:

Standard costing : Meaning, Importance & types of standards,

Variance Analysis: Competition of material & labour variance.

Books Recommended:-

1. MANAGEMENT ACCOUNTING : Agarwal,Agarwal ,Jain; Ramesh book Depot.
2. MANAGEMENT ACCOUNTING: M.Y. Khan , P.K. Jain; The McGraw-Hill .
3. MANAGEMENT ACCOUNTING: Madhu Vij ;MacMillan.

BUSINESS LEGISLATION
COURSE CODE – BCM-3410

Course Objective

The objective of this course is to give basic knowledge of important business and economic laws applicable to Indian business houses so that decisions are taken in the legal framework.

Course contents:

Unit-I The Indian Contract Act,1872 :

- (a) Contract – meaning, characteristics and kinds
- (b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of object, void agreements
- (c) Contract of Agency
- (d) Discharge of contract – modes of discharge including breach and its remedies.

Unit –II The Sale of Goods Act,1930 :

- (a) Contract of sale, meaning and difference between sale and agreement to sell.
- (b) Conditions and warranties
- (c) Transfer of ownership in goods
- (d) Performance of contract of sale
- (e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit-III The Negotiable Instruments Act,1881 :

- (a) Meaning, nature, types and characteristics of Negotiable Instruments,
- (b) Holders and Holder-in-due course, Privileges of Holders-in-due course.
- (c) Negotiation and endorsement, crossing of cheques, types of crossing,
- (d) Bouncing of cheques.

Unit-IV The Indian Partnership Act,1932 :

- (a) Introduction, meaning, characteristics, formation and registration, partnership deed.
- (b) Types of partnerships and partners, rights and duties of partners.
- (c) Reconstitution of firm, dissolution of firm.

Unit-V The Monopolistic And Restrictive Trade Practices Act

Remove the material and substitute:-

A) Introduction, meaning of Monopolistic trade practices, Intellectual Property rights, India

Legal Regime

- a) Definition and Nature of IPR

b) Copy right Act 1957 to 2012-13 (Bollywood amendment) ; Trade marks 1999 (Distinction between TM/ PM; Geographical. India Cation Act 1999; Industrial Designs Act 1911/2000; Patents Act,1970/2005; Lay out Designs of Semi- Integrated Act, 2000
c) Protection of Plant Verities and farmers rights Act, 2001; Bio- Diversity Act 2002
d) Transactions of IPR Modes:-

- i) Starter
- ii) Joint Venture
- iii) Licensing
- iv) Assignment

B) Completion Law 2002 as amen dent:-

- a) Meaning of Monopolistic Practices gts – type
- b) Restrictive Trade Practices, gts type

c) Unfair Trade Practices

Unit- VI The Foreign Exchange Management Act,1999

- (a) Introduction, meaning, definition and relevant provisions.
- (b) Distinction between FEMA and FERA.

Books (Text)

1. Elements of Business and Economic Laws – N.D. Kapoor
2. Commercial & Industrial Law – Sen & Mitra
3. Element of Company Law – N.D. Kapoor
4. Mercantile Law – M.C. Shukla
5. Texman-Competition Law
6. M.K.Bandari-Law of Intellectual Property Right
- 7.S.P. Tripathi- Intellectual Property Right Central Book Publication

HUMAN RESOURCES MANAGEMENT
COURSE CODE – BCM-3510

Course Contents:

1 The Field of HRM: An Overview, Concept and Functions, Personnel to HRM, ASTD HRM Model.

2 Acquisition of Human Resources: Objectives, Policies and Process of Human Resource Planning, Human Resource Planning in Evolving Small and Entrepreneurial Organization, Job Analysis, Job Description, Job Specification, Job Design (Nature of Job Design, Job Characteristics, Reengineering Jobs, Using Teams in Jobs ,Advantages and Disadvantages of Team Jobs, Consequences of Job Design), Recruitment,, Promotion and Transfer.

3 Structure of Human Resource Management The Human Resource Organization, Structure of Human Resource Management, Role and Responsibilities of the Human Resource Selection, induction, Placement Department (Administrative, Operational and Strategic Role of HR).

4 Human Resource Policies: formulation and Essentials of Sound HR Policies.

5 Development of Human Resources: Learning, Training and Development, Evaluation of Training and Performance Appraisal (Appraising individual and Team Performance), introduction to Career and Succession Planning.

6 Maintenance of Human Resources: Job Evaluation, Designing and Administering the Wage and Salary Structure, Compensation, Grievance Handling Procedure .

7 Separation Processes: Turnover, Retirement, Layoff, Retrenchment and Discharge, VRS (Mechanism of VRS, VRS in Public Sector and Private Sector), Rehabilitation of Surplus Employees.

8 Emerging Trends and Challenges in HRM: Economic & Technological Change, Work force Availability and Quality, Enhancing Organizational Performance, Expanding Human Capital, Ethics and HRM, HR Management Competencies and Careers – Knowledge of Business Organizations and Organization Culture, influence and Change Management, Specific HR Knowledge and Expertise.

Text Readings

1. Michael Armstrong, “**A Handbook of Human Resource Practice**”, London, Kogan Page, 8th Edn., 2001.
2. David S. Decenzo and VSP Rao, Ashwattapa “**Personnel/Human Resource Management**”, New Delhi, Prentice Hall, 3rd Edn., 1988.
3. Robert L. Mathis and John H. Jackson, “**Human Resource Management**”, 9th Edn., South Western College Publishing, 1995.

Suggested Readings

1. William B. Werther Jr. and Keith Davis, “**Human Resources and Personnel Management**”, Singapore, McGraw Hill, 4th Edn. 1993.
2. Arun Monappa and Mirza S. Saiyadain, “**Personnel Management**”, New Delhi, Tata McGraw Hill, 1995.
3. P Subba Rao, “**Essentials of Human Resource Management and industrial Relations: Text, Cases and Games**”, Mumbai, Himalaya, 2000.
4. Biswajeet Patanayak, “**Human Resource Management**” New Delhi, Prentice Hall India, 2001.
5. Holloway J. Ed., “**Performance Measurement and Evaluations**”, New Delhi, Sage Publications, 1996
6. Guy V. & Mattock J., “**The New international Manager**”, London, Kogan Press, 1993.

ACCOUNTING INFORMATION SYSTEM & PACKAGES

COURSE CODE – BCM-3610

Objective

To enable the students to understand the importance of the subject through analysis and interpretation of accounting information system and packages.

Course Inputs

UNIT 1-Introduction:-

Introduction to AIS :Advantages and Disadvantages of AIS. Steps in Designing AIS.Features of good AIS. History and background of accounting softwares and commercial language.Limitation of traditional accounting information architecture, manual accounting information system v/s computerized accounting.

UNIT 2- Introduction TO SQL:-Query databases to provide insights about business operations and performance creation of master files, Designing of Transaction file structure for cash vouusing SQL. Designing of Transaction for Journal Voucher. Sales voucher & purchase entry. Designing of Transaction file for Sales & Purchase. Extracting information from the files.

UNIT 3-VOUCHERS :-

Various types of vouchers used in account entries. Effect of vouchers on trial balance, P&L and Balance sheet.

UNIT 4- Introduction TO TALLY:-

Concept of accounting, master files and transaction files. Cash vouchers entry in Accounting packages like tally. Bank vouchers entry in accounting packages like tally, desingning of transaction files for bank voucher using VFP. Journal vouchers entry in accounting packages like tally etc.

UNIT 5 SYSTEM ANALYSIS AND DESIGN:-

System Analysis and design of a business event driven system, EDP controls

BOOKS FOR REFERENCE:

1. J.L.Boockholdt : Accounting Information System
2. Alex Leon & Methews Leon: Database Management system.

SCHOOL OF COMMERCE
Devi Ahilya Vishwavidyalaya, Indore
Subject Scheme and Syllabus 2016
B.Com(Accounting & Tax Management)

Semester-4 (jan-june)

Code no.	Subject	Credit
BCM-4110	Organizational Behavior	4
BCM-4210	Company Law	4
BCM-4310	Indirect Taxation	4
BCM-4410	Operations Research	4
BCM-4510	Fundamentals of Banking & Insurance	4
BCM-4610	E-Commerce	4
	CV Viva	
	Total	

ORGANIZATIONAL BEHAVIOUR
COURSE CODE:BCM-4110

OBJECTIVE:

The objective is to develop an understanding of an individual personality motivational as well their impact on organization. It also aims to develop skills in team building, leadership, managerial effectiveness and conflict resolutions.

Course Contents:

UNIT-I Organisation behaviour:

Introduction, Concept and Significance ; Relationship Between Management and Organisational Behaviour; Emergence and Ethical Perspective; Attitudes; Perception; Learning; Personality; Transactional Analysis.

UNIT-II Motivation & Leadership:

Motivation: Process of Motivation, Theories of Motivation- Need Hierarchy Theory, X And Y Theory, Two Factor Theory
Leadership: Concept, Definition, Leadership Styles.

UNIT-III Group dynamics and team development:

Group Dynamics- Definition And Importance, Types of Groups, Group Formation, Group Development, Group Performance Factors, Principle – Centered Approach to Team Development.

UNIT-IV Organisational conflict:

Dynamic And Management, Sources, Patterns, Levels, And Types of Conflict, Traditional and Modern Approaches to Conflict Functional And Dysfunctional Organisational Conflicts, Resolution of Conflict.

UNIT-V Organisational development:

Concept, Need for Change, Resistance to Change, Theories of Planned Change, Change Agent & its role in management changes.

References:

1. Luthans, Fred: Organisational Behaviour, Mc-Graw Hill, Newyork.
2. Robbins, Stephen P: Organisational Behaviour, Prentice Hall, New Delhi.
3. Shukla, Madhukar: Understanding Organisations: Organisation Theory And Practice In India, Prentice Hall, New Delhi.
4. Rao: Organisational Behaviour, Himalaya publications.

COMPANY LAW
COURSE CODE:BCM-4210

OBJECTIVE:

The objective is to impart Knowledge of the Indian Companies Act to the Students so that it is easy for them to understand the functioning of the Corporate World.

COURSE CONTENTS

UNIT – I CORPORATE PERSONALITY

- Evolution of Company Law in India
- Nature, advantages and disadvantages of incorporation of company
- Kinds of companies
- Difference between; company and corporation, company and partnership firm

UNIT – II INCORPORATION OF COMPANY

- Procedure of incorporation of company
- Memorandum of Association, its alteration and doctrine of Ultra virus
- Article of Association, rule of constructive notice and principle of Indoor management
- Relation between Memorandum of Association and Article of Association

UNIT – III SHARE CAPITAL, DIVIDENDS & PROSPECTUS

- Share and its kinds
- Allotment of Share
- Transfer & Transmission of Share
- Prospectus, its kinds & liability for misstatement in prospectus
- Conditions for payment of dividends

UNIT – IV BORROWING, DEBENTURE & CHARGES

- Consequences of unauthorized borrowing
- Charges & its kinds
- Registration and crystallization of charge
- Debenture & its kinds
- Difference between share and debenture

UNIT – V DIRECTORS & MEETINGS

- Position of Director
- Powers of Director and his duties
- Kinds of Meetings
- Procedures and requisites of valid meeting

UNIT – VI WINDING UP OF COMPANY

- Kinds of winding up
- Grounds of Winding up by Court
- Voluntary winding up & its procedure
- Insolvency Law
-
- **SUGGESTED READINGS**
- (1) Avtar Singh Indian Company Law
- (2) M C Bhandari Guide to Company Law
- (3) Sen Gupta B K Company Law
- (4) Ramaiahya Guide to Company Law
- (5) Insolvency Law-Taxman

INDIRECT TAXATION
COURSE CODE: BCM-4310

COURSE CONTENTS

UNIT I : “CENTRAL EXCISE DUTY”:

- (a) Laws Relating to Central Excise (Including rules & Constitutional Background)
- (b) Taxable/Dutiable Event, definition of Manufacture/ Deemed manufacture & Manufacturer
Under different cases.
- (c) Definitions. : (i). Excisable goods. (ii) Job workers. (iii) Captive Consumption, etc
- (d) **CENTRAL EXCISE TARIFF ACT (CETA)**
 - Classification of Goods Rules.
 - Determination of Tariff Headings.
- (e) Valuation of Goods:
 - MRP Bored goods valuation.
 - Transaction value is value,
 - Valuation Rules.
 - Valuation on capacity Based Production/ compound levy scheme etc,
- (f) Concessions for SSI UNITS
- (g) Types of Excise duties:
 - Rate of duty.
 - Composition of Excise Duty.

UNIT II: “Service Tax”

- (i) Back ground of service Tax.
- (ii) Concept of negative list instead of positive list of services.
- (iii) Various Definitions:
- (iv) Exemption, Abatements and compositions in Service Tax.
- (v) Classification and valuation of service.
- (vi) Person liable to pay service Tax provision of reverse charge.
- (vii) Payment of Tax, Registration and service Tax returns.

UNIT 3. “CUSTOMS DUTY”:

- (i) Basics and charge of duty (In Detail).
- (ii) Various Definitions.
- (iii) Various types of Customs Duties.
- (iv) Valuation Rules of Import/ Export goods,.
- (v) Exemptions, Abatement, Remission of duty.
- (vi) Import & Export Procedures.

UNIT 4.”CENVAT CREDIT FOR EXCISE DUTY AND SERVICE TAX RULE 2004”:

- (i) Eligibility of CENVAT Credit.
 - various definitions, (input goods, capital goods, etc.) (output service, input service etc.)
- (ii) Utilization of CENVAT Credits.

UNIT 5. VAT (Value Added Tax):

- (i) Various Definition.
- (ii) Incidence of tax and different rates of Tax.
- (iii) Registration procedure etc.
- (iv) Return and self assessment.
- (v) Determination of value, payment of VAT.
- (vi) Relief; Exemptions & Repayments.

Books Recommended:-

1. Indirect Taxes- Law & Practices- V.S. Datey
2. Indirect Taxes- Jakotiya
3. Indirect Taxes- Ravi M.Kishore
4. Indirect Taxes- Dr. Sanjeev Kumar
5. Indirect Taxes- Yogendra Bangar & Vandana Bangar
6. Indirect Taxes- Snowwhite Publications.
7. VAT Ready Reacnor- Saxena
8. Income Tax – Dr. Vinod Singhani

Operations Research
Course code:4410

Unit – 1 Introduction:

Introduction to Operations Research Meaning, Scope of Quantitative Techniques and Operations Research, Advantages and Limitations of Quantitative Techniques, Computers in OR and OR Models

Unit – 2 Linear Programming :

Graphical and Simplex Method Meaning of Linear .Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Two-phase Method, Big M Method. Duality and Post Optimality Analysis Advantage and Limitations of LPP. Dynamic Programming

Unit – 3 Transportation Model

Introduction and Assumptions, Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method and Stepping Stone Method.

Unit-4 Assignment Problems :

Assignment Problems and Game Theory Introduction, Comparison with transportation and optimal solution of Assignment Problem, Maximisation, crew and unbalanced Assignment Problems. Graphical method, 2 X n Games and Exploiting an Opponents Mistakes.

Unit – 5 Inventory management:

Introduction to inventory management, types of inventory models. Introduction and terms related to PERT/CPM, Investment analysis and Annuity.

Text Readings

1. Hamdy A.Taha, **Operations Research: An Introduction**, Pearson 2008
- 2 H.M. Wagner, **Principles of Operations Research with Application to Managerial Decisions**, PHI Learning. 2nd Ed., 2009.
- 3 Chawla, **Operation Research**, Kalyani Publication Ludhiyana,2009
- 4 Sharma Anand, **Operation Research**, 2008, Himalaya Publishing House
- 5 Kalawati, **Operations Research**, Vikas Publication Pvt.ltd.2008

Fundamentals of Banking & Insurance

Course code:BCM-4510

COURSE CONTENTS

UNIT1 Introduction to Bank

Definition and classification of banks – Functions of commercial banks. Functions of a Central Bank (RBI), Control over Banks by RBI.

UNIT 2 Banker and Customer:

Definition and functions of a Banker, Relationship between banker and customer – banker's rights and obligations – Garnishee order – Clayton's case – special types of bank customers – minors, co-depositors (joint accounts), partnership and joint stock companies, KYC Norms and Opening of Banks Deposit Accounts.

UNIT 3 Practice and Laws relating to negotiable instruments:

Definition and essential features of cheques, Bills of exchange, promissory notes and hundies. Holder and holder in due course. Payment in due course – endorsement – crossing of cheques – Discounting of cheques and bills

UNIT 4. Recent Developments in Banking Sector : Plastic Money-Credit Card, Debit Card, Smart Card, Internet & Mobile Banking, Remittances of Funds RTGS, NEFT, Cyber Security in Banking.

UNIT 5. Introduction to Insurance: Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development.

UNIT 6. Fundamentals/Principles of Life Insurance/General Insurance: Various types of Contracts, Insurance Contract. Insurable interest: Asymmetry of Information in insurance business; Moral Hazards. Organizational set-up of the Insurance Companies: Promotion Strategy

Suggested Readings:

1. Tannan, M.L., Banking Law and Practice in India (India Law House).
2. Skekhar and Shekhar, Banking Theory and Practice (Vikas).
3. Basu, A.K. Fundamentals of Banking Theory and Practice.
4. Mishra, M.N. : Insurance Principles and Practice: S. Chand and Co. New Delhi
5. Gupta, O.S. : Life Insurance; Frank Brothers, New Delhi
6. Vunayakam. N: Radhaswamy and Vasudevan SV: Insurance- Principles and Practice, S. Chand and Co. New Delhi.
7. Principles & Practices of Banking :- IIBF

E-COMMERCE

COURSE CODE: 4610

Objective: To have knowledge about computers in the field of E-Commerce.

Contents:

Unit-1: Introduction: Meaning, Types of E-Commerce, Functions of E-Commerce, Technologies for E-Commerce.

Unit-2: concepts of E-payments: Understanding E-Payments, Establishing E-Payment System, Credit card transaction, SET standards.

Unit-3:Internet Concepts: WWW, Internet and E-Commerce, Linking to the Internet, IP Addressing.

Electronic Data Interchange- Evolution, uses, Benefits, Working of EDI, EDI Standards(includes variable length EDI standards

Unit-4: Networking: Basic elements in networking ,Network topology , Common network services file services, print services, message services, application services, database services, Different types of network- LAN,WAN,MAN,VAN,SAN. Networks connecting devices. Open System Interconnection model(OSI)- different OSI layers.

Unit-5:Legal Framework

Legal Framework for E-Commerce – Net Threats – Cyber Laws – Aims and Salient Features of Cyber Laws in India – Cyber Crimes.

References:

1. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): Jaiswal, Galgotia Publications
2. Electronic Commerce: Greenstein, Merylin, Tata Mc.Graw Hill
3. E-Commerce: Schneider, Thomson Publication

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus 2016

B.Com(Accounting & Tax Management)

Semester-5 (july-December)

Code no.	Subject	Credit
BCM-5110	Corporate Accounting	4
BCM-5210	Corporate Tax Management	4
BCM-5310	Introduction to Foreign Trade	4
BCM-5410	Financial Institutions & Market	4
BCM-5510	Entrepreneurship	4
BCM-5610	Research Methodology	4
	CV Viva	
	Total	

Corporate Accounting

BCM-5110

Objective:The objective of this course is to expose students to maintain company accounts as per company law and accounting standards and handling accounting adjustments related to companies.

Course Inputs:-

UNIT-I Accounting of Shares:-

Concept, types of Shares, Issue, forfeiture, Reissue, Redemption & Buy-back of shares.

Unit 2: Accounting of Debentures:-

Meaning, features, types of debentures, Issue of debentures, redemption of debentures, methods of redemption of debentures.

UNIT 3 Company Final Accounts:-

Introduction, purpose, statutory requirement, Disposal of profit- Dividend, Bonus share & Reserves. Preparation of Financial statement of Company as per schedule III of Company Act.2013 (excluding managerial remuneration).

UNIT4 Amalgamation & Internal Reconstruction of Companies:-

Amalgamation: Accounting for amalgamation of companies with reference to AS-14 issued by the ICAI (excluding inter-company transactions and holding)

Internal Reconstruction: Meaning, internal reconstruction scheme.

Accounting for Holding and subsidiary Companies:

Defination, need of consolidated financial statement, preparation of consolidated financial statement (excluding inter company holding), minority interest.

UNIT 5 Valuation of Goodwill & Shares:-

Goodwill: Meaning Definition & Elements of goodwill, Types of Goodwill & methods of valuation of goodwill.

Shares:-Meaning & need for valuation of shares, factors affecting valuation & methods of valuation of shares.

Accounting relating to liquidation of Companies:-

Introduction, order of payment, preferential payments (creditors),overriding preferential payments, preparation of statement of affairs & Liquidation final statement of account.

References:-

Accounting for Managers : J. Dearden and S.K. Bhattacharya
Advanced Accountancy Vol II : S.N. Maheshwari
Advanced Accounting : M.C. Shukla and T.S. Grewal
Advanced Financial Accounting : R.L. Gupta
Corporate Accounts : Dr. Ramesh Mangal
Corporate Accounting- Sanse & Tripathi

CORPORATE TAX MANAGEMENT
COURSE CODE: BCM-5210

Objective: To gain knowledge of all aspects relating to tax in Corporate .

Course Inputs:-

Introduction Meaning of Tax Planning, Tax avoidance and tax evasion.

UNIT-I “Computation of Taxable Income of Part II”

- (i) Partnership Firm - With Practical sum.
- (ii) AOP/BOI – Required, Knowledge of Related Law Provisions.
- (iii) CHARITABLE TRUST –Required, Knowledge of Related Provisions.

UNIT-II “Taxation of Companies”:

Objective – Practical Application of related provisions of Law regarding taxation of corporate entities like companies.

- (i) Residential status of companies and tax incidence.
- (ii) Corporate Tax RATES.
- (iii) (MAT) - Minimum Alternate Tax
- (iv) OTHERS :- (a) Tax on profit / income distribution (b) Tax on income received
from venture capital companies and venture capital funds.

UNIT-III : “INCOME TAX PAYMENT AND ASSESSMENT” –

- (a) Tax deduction at source(TDS).
- (b) Tax collection at source (TCS).
- (c) When maintenance of books of Accounts become compulsory.
- (d) When audit of accounts is compulsory.
- (e) Assessment U/s 143(1)
- (f) Best judgment assessment sec.144 .

UNIT-IV. “SPECIAL PROVISIONS RELATING TO NON-RESIDENTS”

- (i) Double Taxation Avoidance Relief.
- (ii) Provisions regulating transfer pricing.

UNIT-V Tax planning :

Part (A) :- Tax planning with reference to setting up of a new business

- (a) Location aspect, nature of business, form of organization.
- (b) Tax planning with reference to financial management Decision – Capital structure,
dividend Including deemed dividend and bonus shares.
- (c) Tax planning with reference to employees' remuneration.
- (d) Tax planning with reference to distribution of assets at the time of liquidation.
- (e) Tax planning with reference to conversion of capital assets into stock in trade.
- (f) Tax planning to transfer of firms assets to partnership Firm and Vice Versa.
- (g) Tax planning conversion of debenture etc into share sec. 49(2A)

Part (B) :- “Tax planning with reference to business restructuring”

Amalgamation, De-Merger, Slump sale, Conversion of sole proprietary concern partnership firm into company, Transfer of assets between Holding and Subsidiary companies.

References:

1. Acharya, Shuklendra and M.G. Gurha. *Tax Planning under Direct Taxes*. Allahabad: Modern Law Publication, n.d.
2. Ahuja, Girish and Ravi Gupta. *Corporate Tax Planning and Management*. New Delhi: Bharat Law House, n.d.
3. Goyal, S.P. *Direct Tax Planning*. Agra: Sahitya Bhawan, n.d.
4. Mittal, D.P. *Law of Transfer Pricing*. New Delhi: Taxmann, n.d.
5. Pagare, Dinkar. *Direct Tax Planning and Management*. New Delhi: Sultan Chand and Sons, n.d.
6. Singhania, Vinod K., Kapil Singhania and Monica Singhania. *Direct Taxes Planning and Management*. New Delhi: Taxmann, n.d.

INTRODUCTION TO FOREIGN TRADE

COURSE CODE: MBA (FT) -5310

Unit :1 Introduction to Foreign Trade :

Meaning of trade and Components Of Trade, Concept and component of Foreign Trade, Need and necessity of foreign Trade, Advantages & disadvantages of foreign Trade, BOT(Balance of Trade) & BOP(Balance of Payment) capital A/C. Terminology of Foreign trade.

Unit:2 Free trade V/s Protectionism:

Concept of free Trade, concept of Protectionism, Arguments for and against protectionism, Methods of Protectionism, Arguments for free trade .

Unit:3 Process of Export & Import:

Process of Export from India, Process of Imports to India, The role of RBI, key documentation for Foreign Trade, Import & Export documentation, Modes of deliveries for Imports & Exports, Modes of payments for Import & Export, Insurance & Indemnity in FT.

Unit:4 Intimation of Organization on Trade Issues:

GATT & WTO, MF, World Bank (IBRD),Bank for international settlements(BIS).

Unit:5 India's Foreign Trade Policy:

Features, Objective & Strategy of FTP of India ,Main Provision, General Provision regarding Import & Export, Highlights of India's current Foreign Trade policy.

Financial Institutions and Markets

BCM-5410

Objective This course aims at providing students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Inputs:

- 1. Introduction:** Nature and role of the financial system and financial markets: Financial system and economic development; Indian financial system – an overview.
- 2. Financial Markets :** Money and capitals markets: Money market- meaning, constituents, functions of money market; Money market instruments- call money, treasury bills, certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market; Capital market- primary and secondary markets; Depository system; Government securities market; Role of SEBI- an overview; Recent developments.
- 3. Reserve Bank of India:** Organization, management and functions; Credit creation and credit control; monetary policy.
- 4. Commercial Banks:** Meaning, functions, management and investment policies of commercial banks: Present structure-banking and e-trading; Recent developments in commercial banking.
- 5. Development Banks:** Concept, objective and functions of development banks; Operational and promotional activities of development banks, state financial corporations.
- 6. Insurance Sector:** Objectives, role, investment practices of LIC and GIC; Insurance Regulatory and Development Authority- role and functions.
- 7. Unit Trust of India:** Objective, functions and various schemes of UTI; Role of UTI in industrial finance.
- 8. Non – Banking Financial Institutions:** Concept and role of non banking financial institutions; Sources of finance; Functions of non – banking financial institutions; Investment policies of non banking financial institutions in India.
- 9. Mutual Funds :** Concept, performance appraisal and regulation of mutual funds (with special reference to SEBI guidelines) ; Designing and marketing of mutual funds schemes; Latest mutual fund scheme in India an overview.
- 10. Merchant Banking:** Concept, functions and growth; Government policy on merchant Banking services; SEBI guidelines; Future of merchant banking in India.

References:-

Adjani: investment and securities Markets in India, Himalaya Publications, Delhi.
Bhole, L.M. Financial Markets and Institutions, Tata McGraw hill, Delhi.
Ghosh, D: Banking Policy in India, Allied Publications, Delhi.
Giddy, I.H.: Global Financial Markets, A.I.T.B.S., Delhi
Khan, M.Y.: Indian Financial System, Tata McGraw Hill, Delhi.
Reserve Bank of India, Various Reports, RBI Publication Mumbai.
Varshney, P.N.: Indian Financial system, Sultan Chand & Sons, New Delhi.
Shrivastava R.M.: Management of Indian Financial Institution; Himalaya Publishing House, Mumbai.
Verma J.C. Guide to Mutual Funds and Investment Portfolio, Bharat Publishing House, New Delhi.
Bharti Parhak ; Indian Financial System.

ENTREPRENEURSHIP

Course code-5510

Objective

It provides exposure to the student, to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

UNIT-I Concept of Entrepreneurship:

Meaning, definition and characteristics of entrepreneurship: Emergence of entrepreneurial class Theories of entrepreneurship: Role of Socio-economic environment, Characteristics/Qualities of Entrepreneur, Leadership, Risk taking, Decision making, and business planning.

UNIT-II Promotion of a Venture:

Opportunity analysis, external environment analysis- economic, social & technological, competitive & risk factors, legal & tax consideration requirement for establishment of new unit, and raising of funds, venture capital sources and documentation required.

UNIT-III Entrepreneurial Behaviour:

Innovation and Entrepreneur,entrepreneurial behaviour and motivation psycho-theories, social responsibility.

UNIT-IV Entrepreneurial Development Program (EDP):

EDP, their role and achievements, role of government in organising EDPs.Implementation of the project - Financial assistance through SFC's, SIDBI,Commercial Banks, Non financial assistance from MSME, SIDO,

UNIT-V ROLE OF ENTREPRENEUR:

Role of an entrepreneur in economic growth as an innovator,generation of employment opportunities, complementing and supplimentary economic growth, bringing about, social stability and balanced regional development of industries.

References:

1. Tandon B.C: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabuks; John Wiley and Sons, New York.
3. Shrivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand And Sons, New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal, Implementation, Tata Mcgraw Hill. New Delhi
5. Pandey IM; Venture Capital- The Indian Experience, Prentice Hall of India

RESEARCH METHODOLOGY

COURSE CODE:5610

OBJECTIVES:

The objective is to teach the students basic techniques of the Research which is useful for developing analytical ability.

COURSE CONTENTS:

UNIT-I Introduction:

Introduction, Definition, Importance, Scope and Limitations of Research, Objectives, Types of Research , Planning and Designing Research.

UNIT-II Collection & Analysis of Data:

Introduction, objectives, scope, methods of collection of data. Primary & Secondary Data Preparation, Classification and tabulation of data. Data analysis and Interpretation, Hypothesis testing, Univariate, Bivariate and Multivariate analysis.

UNIT-III Sampling and Questionnaire Design:

Introduction to Sampling, Sampling Process, Sampling Designs, Sample Size, Steps involved in Questionnaire Designs. Attitude- Measurement and scaling techniques.

UNIT-IV Application of Research:

An Over view of Market Research, Product Research, Advertising and Sales Promotion Research, Sales Control Research, Research in Financial Matters and Matters Related to Human Resource Management

UNIT-V Report Writing and presentation:

Steps in report writing, substance of reports formats of reports presentation of a report

BOOKS:

- (1) Agrawal - Marketing Research
- (2) Boyd West Fall - Marketing Research-Text and Cases
- (3) D A Aaker and G S Dey - Marketing Research
- (4) Weiers - Marketing Research
- (5) Malhotra - Marketing Research
- (6) Luke and Rubin - Marketing Research

SCHOOL OF COMMERCE
Devi Ahilya Vishwavidyalaya, Indore
Subject Scheme and Syllabus 2016
BCom(Accounting & Tax Management)
Semester-6 (jan-June)

Code no.	Subject	Credit
BCM-6110	Advanced Auditing	4
BCM-6210	Public Finance	4
BCM-6310	Financial Management	4
BCM-6410	Strategic Tax Management	4
BCM-6510	Management Information Sys.	4
BCM-6610	MRP (Elect. Gen.)	
	CV Viva	
	Total	

Objective: To provide knowledge about audit & audit procedures to the students.

Course Inputs:-

Unit-1-Introduction:-

Concept audit, meaning of audit, scope of audit(s) and advantages of audit to the organisation under audit & different sectors of society. Brief introduction of Auditing Standards issued by the Institute of Chartered Accounts of India.

Unit-2-Basics of auditing:-

(a)Preparation before Auditing: Knowledge about auditee, Applicable laws on the organisation under audit, preparation of an Audit Programme,
(b) Evaluation of Internal check and internal control.

Unit-3-Audit Procedure :-

Verification and valuation of Assets, Vouching of Expenses, Revenue Recognition, verification of liabilities, checking of depreciation, reserves and provisions.

Unit-4- Auditor: Appointment, Remuneration, Rights and Duties of an Auditor, Qualities & Qualification of auditor.

Unit-5-Audit of various entities:-

Audit of Company, Audit of Partnership, Audi of Co-operative society, Audit of Public sector undertaking, Audit of School, Audit of Hospital, Audit of hotel, etc

References:-

1. Hister Auditing : Dr. T.R. Sharma
2. Advanced Auditing: R.G. Suloman.
3. Audit trends in India: Dr. G.L.Balu.
4. Company Audit: Prof. K.G. Raman.

PUBLIC FINANCE
COURSE CODE- BCM:6210

OBJECTIVES:

To introduce students to the subject matter of public finance by applying basic principles of economics to the evaluation of government economic policies.

Course Inputs:-

UNIT 1. Introduction :

Meaning, Scope, importance & nature of Public Finance: Public Finance Vs. Private Finance Govt. Role in an economy- The Indian Perspective.

UNIT 2. Indian Union Budgets :

Public Revenue: Its classification & sources, Introduction & kinds of Public Budget Surplus, deficit and balanced budget, different concepts of deficit, Purpose, Effects & Limitation of deficit Budgeting, Objectives of budgetary Policy, Arguments for & against balanced Budgets.

UNIT 3. Indian Public Expenditure :

Classification of Public Expenditure, Objectives of Public Expenditure, Developmental and Non– developmental, Plan and Non-Plan expenditure, Importance of Public Expenditure in India. Reason for growth of Public expenditure in India.

UNIT 4. Indian Tax System :

Structure of Indian taxation; Principle and Forms of Taxation, Direct and Indirect taxes of the Union and State Government, Income Tax, Corporation Tax, Union Excise, Customs, Land Revenue & Sales Tax, Characteristics of Indian tax system, Indian tax Reforms since 1991.

UNIT 5. Indian Public Debts :

Meaning of Public Debt., Public Vs Private Debt, need, Sources & Form of Public Debt, Sources of Internal and External debt–Burden of Public debt, Causes of rise in the public dept. Economic effects of Public debt, repayments of public debt.

UNIT 6. Union State Financial Relation :

The Role of Finance Commission, Union, State and Inter State devolution of financial resources – its criteria. The role of Existing of Finance Commission.

Reference:

- (i) B. P. Tyagi, Public Finance, Jayprakash, Meerut Andley and Sundaram,
- (ii) Public Economics and Public Finance, Ratan Prakashan, Delhi.
- (iii) M. C. Vaish and H. S. Agarwal, Public Finance, Wiley Estern Ltd, New Delhi. (iv) Misra and Puri, Economics of Development and Planning, Himalaya, 1996
- (iv) Public Finance by H.L.Bhatia (Vikas Publication)
- (v) Public Finance by D.M.Mithani (Himalaya Publication)

FINANCIAL MANAGEMENT
COURSE CODE : BCM-6310

Course Objective: This course is designed to enhance the understanding of the fundamental concepts of financial management, as related to a corporate organization.

Course Contents:

Unit 1: Financial Management: An Introduction - Concept and Nature of financial Management, Goals of Financial management, Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other Disciplines, Role and Functions of finance manager.

Unit 2: Working Capital Management: Introduction, nature & concepts. Planning for Working Capital management, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems, Working Capital Finance, Various modes/ methods of WC Financing.

Receivables Management: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems.

Inventory Management: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems.

Unit 3: Sources Of Long Term Funds: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase & Project financing. Venture Capital finance.

Unit 4: Time Value Of Money : Concept Of Time Value of Money, Present Value And Future Value, Concept and calculation.

Unit 5: a) Cost of capital : Concept, Types, Measurement, Weighted Average Cost of capital.

b) **Leverage Analysis:** Meaning, Types and Importance.

c) **Capital structure:** Concept, Pattern & capitals structure theories.

Unit 6: Capital Budgeting: Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Numerical Problems.

Books Recommended:

Text Book: Financial Management by Khan and Jain

Reference Book:

Financial Management by I.M.Pandey (Vikas Publication)

Financial Management by Prashana Chandara (Tata Mcgraw Hill Publication)

STRETEGIC TAX MANAGEMENT
COURSE CODE:BCM-6410

OBJECTIVES: To gain comprehensive understanding of all aspects relating to external financial reporting practices.

COURSE CONTENTS:

(PART - A) DIRECT TAX :

UNIT 1: “Assessment of Charitable and other Trusts :

UNIT 2: ASSESSMENT PROCEDURE :

- (i) Summary Assessment without calling the assesses (Sec.143(1))
- (ii) Assessment in response to notice under Sec.(143(2) & 143(3))
- (iii) Reassessment (Sec. 147 to 151)

(PART - B) INDIRECT TAX :

UNIT 3: BASIC PROCEDURES IN CENTRAL EXCISE:

- (i) Registration of Factory etc.
- (ii) Exemption from registration.
- (iii) INVOICE :- For removal of goods.
- (iv) Relevant Date for determination of duty and tariff valuation.
- (v) Clearance of goods from factory.
- (vi) Duty Free Export and Export Procedure for Excise.
- (vii) WAREHOUSING.

UNIT 4: “SERVICE TAX OTHER PROVISIONS”:

- (i) Place of Provision of Service.
- (ii) Export of Service.
 - Rebate, Exemption of S.T. etc.
- (iii) IMPORT OF SERVICE
 - Liability of S.T. under reverse charge.
 - Services Provided to And by SEZ.
- (iv) Study of Interest and Penalty under Service Tax Law.

UNIT 5: “OTHER PROVISIONS OF CENVAT CREDIT RULES” :

- (i) Credit Rules for Exempted Goods/ Exempted output Services.
- (ii) Removal of Inputs/Capital Goods.
- (iii) Removal of Capital Goods After use.
- (iv) Removal for:
 - Job work
 - Repairs
 - Testing
- (v) Special CENVAT Provision in respect of SSI Units.

Recommended Books:

1. **Taxman** : Direct Taxes: Laws & Practice - V.K. Singhania
2. Direct Tax planning and Management - V.K. Singhania
3. **Vision Publications** : Corporate Tax Planning - R.N. Lakhotia
4. **Snow White** : Central Excise - Gurusekharan

MANAGEMENT INFORMATION SYSTEM
COURSE CODE: BCM-6510

Unit -I : Concept of system- Characteristics of a system, Types of a system, concept of Data and Information, Characteristics of Information ,Types of Information System .

Concept of MIS - Definition of MIS, Characteristics of MIS, Components of MIS, Steps involved in MIS, Benefits of MIS, Limitations of MIS, Role of computers in MIS.

Unit -II : MIS Planning: Approach to MIS Development, MIS detailed Planning- Planning Techniques in MIS, MIS project Planning, MIS Implementation, MIS Controlling and Maintenance.

Unit-III :Data Processing Basics - Need for data processing, cycle, functions, and Components, Manual Data Processing System, Electronic data processing System(EDP), Flow charts- Advantages, Limitations, Types of software's, Telecommunication Softwares.

Unit- IV: Decision support system- Introduction, types of DSS, Components of DSS, Architecture of DSS, its Characteristics of DSS, Tools of DSS, System Development Life Cycle.

Unit V : System Design: Design Objectives, Processing Techniques, Input Design, Output Design, Forms, File Organization, Database.

References:

1. Management Information And control System: Dr. Sushila Madan, Taxmann's publication
2. Management Information Systems: O'Brien James , Tata-McGraw Hill
3. Management Information Systems: Sadagopal, S ,Prentice Hall.
4. Introduction to computer Information System for Business: Simkin, M.G , S.Chand & Co.

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Subject Scheme and Syllabus

M. Com. (Accounting and Financial Control) Post Graduate Programme
Session – July to December

Semister-1 (July to December)

M-AFC- 1011	Accounting for Managers
M-AFC-1021	Business Environment
M-AFC-1031	Inventory Accounting-MGMT. & control
M-AFC-1041	Managerial Economics
M-AFC-1051	Quantitative Methods For Business
M-AFC-1061	Computer Application in Business

ACCOUNTING FOR MANAGERS
MAFC - 1011

Course Objective:

The objective of the subject is to acquaint students with concepts of Management Accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **INTRODUCTION TO MANAGEMENT ACCOUNTING:** Introduction to Management Accounting, Balance Sheet & related concepts, Profit/Loss account & related concepts, Needs, Importance and Limitations of Management Accounting.
2. **MARGINAL COSTING & RATIO ANALYSIS:**
Marginal Costing: Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis.
Ratio Analysis: Meaning importance utility of ratios classification of ratios, Ratios from financial statement & financial statement from ratios.
3. **BUDGET:** Budget, it's meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget.
4. **CAPITAL BUDGET:-** Pay Back Method, Rate of Return Method, Discounted cash flow method, IRR.
5. **STANDARD COSTING AND VARIANCE ANALYSIS:** Material & Labour variance.

TEXT BOOKS:

Financial A/c for Management by Ambrish Gupta(Pearson Education)
Accounting for Managers by M.E.Tukaram Rao (New Age)
Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

REFERENCES BY:

1. I.M.PANDEY
2. S.K. BHATTACHARYA
3. KHAN & JAIN

Business Environment

MAFC - 1021

Objective :This course develops ability to understand and scan business environment in order to analyze opportunities and take decisions under uncertainty.

Course Inputs

- 1. Theoretical Framework of Business Environment:-** Concept significance and nature of business environment ; Elements of environment – internal and external ; changing dimensions of business environment.
- 2. Economic Environment of business:-** Significance and elements of economic environment; Economic systems and business environment; Government policies-industrial policy, fiscal policy, monetary policy, Exim policy; Economic reforms: Liberalization, Privatization and Globalization.
- 3. Political and legal Environment of Business:-** Critical elements of political environment; Government and business; Changing dimensions of legal environment of India: Competition Act, FEMA and licensing policy.
- 4. Socio-Cultural Environment:** - Critical elements of socio cultural environment; Social institution and system; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India.
- 5. International and Technological Environment:-** Multinational corporations: Foreign collaborations and Indian business; International economic institutions- WTO, World Bank, IMF and their importance to India; Policy on research and development; Technology transfer.

INVENTORY ACCOUNTING –MANAGEMENT & CONTROL
MAFC-1031

Course Objective:

To familiarize students with the significance of inventories as a component of working capital and to make them aware of important tools of inventory control.

Course Inputs

1. **Introduction:** Concept, meaning, Kinds and components of inventory; Functions of inventory; Importance of inventory management; Factors influencing inventory, Lead Time, Relevant costs- cost of ordering, cost of carrying inventory, over stocking cost; treatment of obsolete and scraps.
2. **Evaluation of Inventory Management:** Organization; Manpower planning; Methods of evaluation; Inventory turnover; Setting norms and reporting; Inventory problems.
3. **Working Capital and Inventory Management:** Inter – relationship; Profitability and inventory; Operating cycles; Liquidity requirements; Inventory and working capital ratio; Financing inventory.
4. **Inventory system Design and implementation:** Continuous v/s intermittent production system-inventoriable v/s non inventoriable system.
5. **Introduction to Inventory control:** Need, records and control approaches- tabulation approach, graphic, formula approach, limitations Cost associated with control; Formal and informal control methods.
6. **Inventory Control problems:** Economic order quantity- makes and buy; Order period, Size of order –Q system-P system; Determination of re-order point and safety stock.
7. **Statistical Techniques in Inventory Control:** Mean, mode, median, standard deviation, normal distribution, forecasting techniques- time series analysis, correlation and regressive analysis.

References:

- I.M.Pandey
- M.Y.Khan & P.K.Jain
- S.P.Gupta - S.Chand—Statistical Method

MANAGERIAL ECONOMICS

MAFC-1041

Course Objective:

The objective of this course is to familiarize the student with the laws of economics in relation to practical life of economy.

Course Inputs

1. **Introduction**: Meaning, definitions, importance, significance, scope of managerial economics. Role of Economics in Management.
2. **Demand Analysis**: Demand concept, Laws of demand and supply, Elasticity of demand, Types of elasticity of Demand, elasticity of supply.
3. **Laws of Production**: Production Analysis, Law of variable proportion, Laws of Returns to scale, Economies of scales.
4. **Market Structure**: Different markets structures, Perfect Competition-Price & Output Determination, Individual firms Equilibrium, Monopolistic Competition-Meaning and Price Determination, Monopoly –Meaning ,Price & Output Determination, features of Oligopoly Market.
5. **National Income**: Basic concepts and estimation of GDP, GNP and NI; Methods of measures of national income, National income determination in open and closed Economy. Consumption Saving and Investment Function,
6. **Macro Economic Policies**: Components of Money supply, Monetary and fiscal policy – objectives and instruments, inflation, Recession and Trade Cycles.

Books (Text)

1. Managerial Economics - Dr .D.N. Dwivedi
2. Managerial Economics - Mithani
3. Modern micro Economics – Koutsoyiannis
4. Managerial Economics:- Peterson & Levis
5. Micro Economics – Sundaram & vaish
6. G. Mankiw :- Macro Economics

Fundamentals of Statistic
MAFC-1051

Objective:

The objective of this course is to provide application and uses of statistical methods and quantitative analysis in business and decision making.

Course Inputs

UNIT 1 :Introduction

Definition and scope of statistics, Application of Statistics, Limitation and distrust of statistics, primary and secondary data, primary data collection Methods, Sources of secondary data, sampling and methods of sampling.

UNIT 2 : PRESENTATION OF DATA

Meaning of Diagrammatic presentation, Importance of diagrams, Limitation of diagram, Method of diagram Diagrammatic presentation of data : One dimensional(Simple bar diagram, Double bar diagram, Multiple bar diagram, Subdivided bar diagram), Two dimensional(Rectangle, Subdivided rectangle ,Square and Circle diagram) and Three dimensional diagram , Uses of diagram in different sectors of business.

UNIT 3 : Measure of central tendency and dispersion

Meaning of average, object of averages, Problems of different averages : Mean, Geometric mean, Harmonic mean , Mode and Median of in different series, merit and demerit of mean, median and mode. Partition values, relation between partition values. Uses of different averages. Dispersion – Meaning, Properties of dispersion, measures of dispersion, Range, Inter quartile range, Quartile deviation, Mean deviation.

UNIT 4 : Probability theory

Concepts, Additive, Multiplicative, conditional Probability rules, Bay's Theorem, Binomial, Poisson and Normal distribution, their characteristics and application.

UNIT 5 : Correlation and regression Analysis:

Definition and significance of correlation and regression, Karl Pearson's coefficient of correlation, simple regressions multiple and partial correlation, Regression lines and finding equations regression lines, Multiple regression s, Spearman's rank correlation.

References

1. D.N.Elhance, Veena Elhance and B.M.Agarwal "Fundamentals of Statistics".
2. S.P.Gupta "Statistical Methods" New Delhi, Sultan Chand & Sons.
3. S.Saha "Business Mathematics and Techniques" Calcutta, Central Book Agency.
4. Richard I.Lavin and D.S.Rubin "Statistics for Management" New Delhi, Practice Hall of India:2000.

MAFC 1061

Computer Applications in Business

Objective:

The Objective of this course is to provide an understanding of computers, computer operating system, and application of relevant software's in managerial decision making.

- 1. Introduction to Computer:** Definition, Characteristics, functions and applications of a Computer, Components of a Computer: Hardware and Software, Block diagram of a computer: Input devices, Output devices, CPU, Memory. Classification of a computer.
- 2. Data representation and computer software:** Number system-Binary, Decimal, Octal, Hexadecimal and its conversion. Computer software: system software and application software.
- 3. Computer Networking:** Introduction, Essential of Networks, Types of Networks, Network topologies, Types of communication, Types of transmission media, Types of connectivity devices, Internet technologies, access devices, WWW, Multimedia.
- 4. Introduction to Operating System:** Definition and functions of an Operating System, Type and classification of Operating Systems. MSDOS: DOS features, External and Internal Commands.
- 5. Word processing:** Introduction and working with MS-Word in MS-Office, Word basic commands, Formatting text and documents, sorting the table and searching the contents, Working with graphics, Introduction to mail-merge.
- 6. Spread Sheet:** Introduction and working with MS-Excel in MS-Office, formatting, functions, chart features, working with graphics in Excel; using worksheets as database in accounting, marketing, finance and personal arers.
- 7. Presentation with Power Point:** Power-point basics, creating presentation in easy way, working with graphics in Power-point, Sound effect and animation effects.

Text Books:

1. Introduction to Computer, Alexis Leon
2. Introduction to Information Technology, Alexis Leon
3. Intoduction to Computer, Peter Norton's Galgotia Publications.

Reference Books:

Information Technology by Dr. Sushila Madan

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Subject Scheme and Syllabus

M. Com. (Accounting and Financial Control)
Session – January to June

Semester-2 (January to June)

M-AFC-2011	Management Accounting and Financial Analysis
M-AFC-2021	Management Concept and Organizational Behaviour
M-AFC-2031	Corporate Financial Accounting
M-AFC-2041	Corporate Legal Framework
M-AFC-2051	Corporate Tax Planning and Management
M-AFC-2061	Database Management System
M-AFC- 2091	Personality Development

Management Accounting and Financial Analysis
MAFC-2011

Course Objective:

To enable the students to understand the importance of the subject through analysis and interpretation of financial statements & Application of Various Calculative Tools.

Course Inputs

1.Introduction:- Meaning Objective nature and scope of management accounting role of management accounting- relationship between financial accounting, cost accounting and management accounting accounting. Meaning and concept of financial analysis types & methods of financial analysis.

2.Ratio Analysis:- Meaning importance utility of ratios classification of ratios calculation of interpretation of ratios preparation of income statement and balance sheet with ratios.

3.Funds Flows and cash flow analysis:- Meaning concept of fund and funds flow statement uses and significance of funds flow statement procedure for preparing FFS schedule of changes in working capital statement of sources and application of funds Cash Flow analysis meaning and concept comparison between Funds Flow statements uses and significance of CFS-preparation of Cash Flow statement as per Accounting Standards(3 Revised).

4.Marginal Costing for Decision Making:

5.Standard costing & variance Analysis: Advance problem relating to Material, Labour & Overhead Variances.

Books Recommended:-

1. MANAGEMENT ACCOUNTING : Agarwal,Agarwal ,Jain; Ramesh book Depot.
2. MANAGEMENT ACCOUNTING: M.Y. Khan , P.K. Jain; The McGraw-Hill .
3. MANAGEMENT ACCOUNTING: Madhu Vij ;MacMillan.

Managerial Concept & Organisational Behaviour
MAFC-2021

Objective: -

The objective of this subject is to equiptant with the knowledge of Organisational Behaviour.

Course Contents:

1. Historical background of development of Management as discipline, Meaning of Managerial Concept, Nature, Need & Importance. Process of Management
2. Introduction to Organizational Behavior, Understanding of Individual Behavior. Determents of Individual Behavior.
3. Motivation, Learning, Values, Attitudes and Job Satisfaction.
4. Career Management, Leadership, Stress Management.
5. International Organisational Behavior and knowledge Management

Corporate Financial Accounting
MAFC- 2031

Course Objective:

The objective of this course is to expose students to maintain company accounts as per company law and accounting standards and handling accounting adjustments related to companies.

Course Inputs:-

Unit I : Issue and Redemption of shares and debentures:-

Types of the issues of share, Capital and its need, types of debenture, problems related to different types of share, Buy-back of shares and debenture, Redemption of preference share and debenture.

Unit II: Final Account of companies:-

Final account of companies according to company act 2013.
Financial statement as per Schedule III of Company Act 2013.

Unit III: Valuation of Goodwill and Share:

Meaning of Goodwill, concept of goodwill, characteristics, arising, nature, factors of goodwill, Meaning of share, necessity of valuation, method of valuation of Goodwill and share.

Unit IV: Amalgamation & Internal Reconstruction of Companies:-

Meaning, types of Amalgamation and method of accounting for amalgamation as per AS-14. Meaning of internal Reconstruction, Internal reconstruction scheme.

Unit V:- Accounting for Holding and subsidiary Companies :-

Definition of Holding and Subsidiary company, accounting entry of Holding and subsidiary company, consolidated P/L A/c and consolidated B/S.

References:-

Accounting for Managers : J. Dearden and S.K. Bhattacharya
Advanced Accountancy Vol II : S.N. Maheshwari
Advanced Accounting : M.C. Shukla and T.S. Grewal
Advanced Financial Accounting : R.L. Gupta
Corporate Accounts : Dr. Ramesh Mangal
Corporate Accounting – Sanse & Tripathi

Corporate Legal Framework
MFC-2041

Objective :

The Objective of this course is to familiarize students with the relevant provisions of various laws influencing business.

Course Contents

1. **Indian Contract Act, 1872:** Definitions, essentials of a valid contract, offer, acceptance, free consent, consideration, legality of object, capacity to contract, discharge of contract, consequences of breach of contract.
2. **Sale of Goods Act:** Definition, conditions and warranties; Transfer of property, right of unpaid seller.
3. **The Negotiable Instruments Act, 1881:** Definitions, types of negotiable instruments; Negotiation; Holder in due course; Payment in due course; Endorsement and crossing of cheque; Presentation of Negotiable instruments.
4. **The Companies Act, 1956:** Definitions and types of companies; Memorandum of association; Prospectus; Share Capital and membership; meetings and resolutions; Company managements; Winding up and dissolution of companies.
5. **Act :** MRTP Act 1969, Consumer Protection, 1986 Act and Competition Act 2002 (Indian) Amendment in 2007.
 - a) Restrictive Trade Practice; Unfair Trade Practices, Monopolistic Trade Practices.
 - b) The Consumer Protection Act, 1986. Salient features, definitions, consumer rights of consumer, grievance redressal machinery.
 - c) Competition Act, 2002 (Amended as on/2007) Define, competition commission, Tribunal and Dominant Position. Elimination.
6. **Restrictive and Unfair Trade Practices, Consumer Protection Act:** MRTP Act 1969- monopolistic trade practices; Restrictive trade practices; Unfair trade practices; The Consumer Protection Act 1986-salient features; Definition of consumer, rights of consumer; Grievance redressal machinery.
7. **SEBI Act, 1992.**
8. **WTO:** Regulatory framework of WTO; Basic principles and charter of WTO; Provisions relating to preferential treatment to developing countries; Regional groupings; Technical standards; Anti-dumping duties and other NTBs; Custom valuation; Dispute settlement TRIPs and TRIMs.

References:

1. SEBI Guidelines and listing of Companies: Avadhanani V. A. Himalaya Publishing House, Delhi.
2. Indian Contract Act, 1872
3. SEBI Act 1992, Nabhi Publication, Delhi.

Corporate Tax Planning and Management

MFC-2051

Course Objective: - The objective of this course is to enhance students with concept of Tax Planning and corporate tax.

Course Inputs:

Part A: Direct Taxes:

Unit 1: Computation of Income under the head “Income from Business or profession” (All provisions in detail) including provisions regarding the taxation of companies,

Unit 2: Tax Planning:

Cannons of taxation, meaning of Tax planning, tax evasion & tax avoidance.

Tax planning with reference to setting up of new business, (which includes:-Location Aspect, nature of business, form of organisation, capital structure, dividend, bonus share, employee remuneration, slump sale, conversion of proprietary concern or partnership firm into company, amalgamation, demerger, etc.)

Part B: Indirect Taxes:

Unit 3: Central Excise:

All corresponding Laws relating to Central Excise Duty, Various Definitions, Valuation Rules, Warehousing, Export from warehouse, Procedure and relevant dates & Rate for payment of duty and removal of goods, Relevant CENVAT Credit Rules,

Unit 4: Service Tax:

Constitutional Validity and background of Service Tax, Various Definitions, Negative List of Services, Valuation of Services, Reverse Charge method. And Relevant CENVAT Credit Rules

Unit 5: Customs:

All corresponding Laws relating to Customs Duty, Various Definitions, Valuation Rules, Export & Import Procedure, Relevant dates & Rates for payment of duty, Types of Duties,

References: -

1. Ahuja G.K.& Ravi Gupta : Systematic Approach to Income Tax & Central sales tax,
2. Lakhotia,R.N. : Corporate Tax Planning
3. Singhania, V.K. : Direct Tax Planning and Management.
4. Indirect Tax.: V S Date
5. Indirect Tax.: Bangar & Bangar.

Database management system
MAFC-2061

Objective: This course provide students the basic knowledge, concept and Applications of DBMS & RDBMS in organization.

Unit 1:

Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems.
E-R Model: Basic Concepts, Design Issues, Mapping Constraints, Keys, E-R Diagram, Weak Entity set, Extended E-R features, Design Of an E-R Database Schema.

Unit 2:

Normalization: Definition, Decomposition, Basic Concepts like FD, Objectives of Normalization. Normal Forms- First, Second, Third Normal Form, BCNF, Concept of Multi Valued Dependencies.
RDBMS –Concept, Components, Data Integrity, Keys, Relational data Manipulations and Relational Algebra, Tuple Calculus.

Unit 3:

Transaction- Transaction Concepts, State, Implementations of Atomicity and durability, Concurrent Executions, Serializability, Recoverability, Database recovery: Introduction, Transactions, Transaction recovery, System recovery, Two-phase commit.

Unit 4:

Concurrency control: Introduction, Concurrency Problem, Locking, Deadlock, Serializability, Intent Locking.

Unit 5:

Structured Query Language: Introduction to SQL, DDL, DML, and DCL statements, Creating Tables, Adding Constraints, Altering Tables, Update, Insert, Delete & various Form of SELECT- Simple, Using Special Operators for Data Access. Nested Queries & Exposure to Joins, Aggregate Functions
PL/SQL: Introduction to PL/SQL, PL/SQL block constructs using loops.

Reference Books :

1. Ullman J.D. : Data base management systems
2. Date C.J. : Data base management systems.
3. Alexis Leon & Mathews Leon: Data base management systems.
4. Ivan Bayross : SQL,PL

PERSONALITY DEVELOPMENT
COURSE CODE : MAFC– 2091

Course Objective:

To prepare the students for the next level corporate zones and get selected in campus drives and desired jobs. The whole syllabus would help the student get groomed about the current corporate needs in a candidate in terms of the required skill set.

Course Content:

1. **Communication and Soft Skills**
2. **Group Discussions:**

Part A: Knowledge of the Topic, Communication Skills, Leadership Quality, Creativity Initiative, Self Confidence, Decision Making and Facilitating Skills Enthusiasm, Criteria & Rules for GD

Part B: Factual Topics, Controversial Topics, Abstract Topics, Practice GDs

3. **Extempore**
4. **Corporate Resume Building**
5. **Personal Interviews: Technical and HR**

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Subject Scheme and Syllabus

M. Com. (Accounting and Financial Control) Post Graduate Programme
Session – July to December

Semester-3 (July to December)

M-AFC- 3011	Financial Institutions and Markets
M-AFC-3021	Project Planning & Control
M-AFC-3031	Security Analyses and Portfolio Management
M-AFC-3041	Strategic Management & Corp. Restructuring
M-AFC-3051	Financial Management & Control
M-AFC-3061	E- Business and AIS

FINANCIAL INSTITUTIONS AND MARKETS

MAFC - 3011

Objective: This course aims at providing students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Inputs

1. **Introduction:** Nature and role of the financial system and financial markets: Financial system and economic development; Indian financial system – an overview.
2. **Financial Markets :** Money and capitals markets: Money market- meaning, constituents, functions of money market; Money market instruments- call money, treasury bills, certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market; Capital market-primary and secondary markets; Depository system; Government securities market; Role of SEBI-an overview; Recent developments.
3. **Reserve Bank of India:** Organization, management and functions; Credit creation and credit control; monetary policy.
4. **Commercial Banks:** Meaning, functions, management and investment policies of commercial banks: Present structure-banking and e-trading; Recent developments in commercial banking.
5. **Development Banks:** Concept, objective and functions of development banks; Operational and promotional activities of development banks, state financial corporations.
6. **Insurance Sector:** Objectives, role, investment practices of LIC and GIC; Insurance Regulatory and Development Authority- role and functions.
7. **Unit Trust of India:** Objective, functions and various schemes of UTI; Role of UTI in industrial finance.
8. **Non – Banking Financial Institutions:** Concept and role of non banking financial institutions; Sources of finance; Functions of non – banking financial institutions; Investment policies of non banking financial institutions in India.
9. **Mutual Funds :** Concept, performance appraisal and regulation of mutual funds (with special reference to SEBI guidelines) ; Designing and marketing of mutual funds schemes; Latest mutual fund scheme in India an overview.
10. **Merchant Banking :** Concept, functions and growth; Government policy on merchant Banking services; SEBI guidelines; Future of merchant banking in India.

References:-

Adjani: investment and securities Markets in India, Himalaya Publications, Delhi.
Bhole, L.M. Financial Markets and Institutions, Tata McGrahill, Delhi.
Ghosh, D: Banking Policy in India, Allied Publications, Delhi.
Giddy, I.H.: Global Financial Markets, A.I.T.B.S., Delhi
Khan, M.Y.: Indian Financial System, Tata McGraHill, Delhi.
Reserve Bank of India, Various Reports, RBI Publication Mumbai.
Varshney, P.N.: Indian Financial system, Sultan Chand & Sons, New Delhi.
Shrivastav R.M.: Management of Indian Financial Institution; Himalaya Publishing House, Mumbai.
Verma J.C. Guide to Mutual Funds and Investment Portfolio, Bharat Publishing House, New Delhi.
Bharti Parhak ; Indian Financial System.

Project Planning and Control
MAFC - 3021

Objective: The objective of the course is to enable and acquaint students with project management methods and to develop skills on project planning, analysis implementation and control.

Course Contents:

1. **Identification of Investment opportunities:** Project ideas, Screening of ideas, Environmental scanning and opportunity analysis.
2. **Market and Demand analysis:** Information required for market and demand analysis, Sources of information- primary and secondary, Demand forecasting.
3. **Technical Analysis:** Material and inputs, Inventory Control, Plant Location and layout, Selection of plant and machinery
4. **Cost of Projects and means of financing:** Major cost components, means of financing, Various financing schemes of financial institutions
5. **Profitability and Financial Projections:** Cost of Production, Break Even Analysis, Projected Balance sheet and Income statements
6. **Project Management and Control:** Project planning and control, human resource aspects of project management, Project control charts
7. **Network Techniques for Project Management:** Basic concept of networks, time estimation and determination of critical path, event slacks & activity floats and activity crashing.

References:

Prasanna Chandra: Projects Preparation, Appraisal and Implementation

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
MAFC – 3031

Objective:- The objective of this course is to help students understand various issues in security analysis & portfolio management.

Course Inputs

1. **Securities & Investments:** Investment, Speculation, Financial Market, Nature and scope of investment analysis, elements of investment, measurement of return and risk. Types of securities and their characteristics, sources of financial information.
2. **Introduction to Portfolio Management :** Concept of Portfolio, Concept of Risk & Return & Portfolio, Security Returns & Risk Analysis, Various Models.
3. **Portfolio Selection Process:** Optional Portfolio, Concept & determination, Utility Theory, Indifference curve, CAPM & Arbitrage Pricing Theory, Efficient Market Hypothesis) EMH.
4. **Fundamental Analysis:** Economic analysis, Industry analysis and company analysis.
5. **Technical Analysis:** Trends, indices and moving averages applied in technical analysis.
6. **Portfolio Performance Evaluation & Analysis:** Meaning of portfolio performance evaluation, Framework for evaluating performance. Market timings, evaluation criteria and procedures, Measurement of Portfolio Performance.

References:-

1. Bhalla: Investment Analysis; S. Chand & Co.
2. Gupta L.C. : Stock Exchange Trading in India.
3. Machi Raju HR. Merchant Banking.
4. Machi Raju HR. Working of stock Exchange in India
5. Investment Management & Security Analysis by Dhanesh Kumar Khatri.
6. V.A. Avadhani Securities and Analysis and Portfolio Management
7. Securities Analysis & Portfolio Management By Kevin – PHI.

STRATEGIC MANAGEMENT & CORPORATE RESTRUCTURING
MAFC - 3041

Objective

The objective of this course is to enhance decision making abilities of students in situations of uncertainty in a dynamic business environment.

Course inputs

1. **Concept of Strategy:** Definition strategy, levels at which strategy operates: Approaches to strategic decision making: mission and purpose, objectives and goals: Strategic business unit (SBU); Functional level strategies.
2. **Environmental Analysis and Diagnosis:** Concept of environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.
3. **Strategy Formulation and Choice of Alternatives:** Strategies-modernization, diversification, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; SWOT analysis; Factors affecting strategic choice; Generic competitive strategies- cost leadership, differentiation focus, value chain analysis, bench marking.
4. **Functional Strategies:** marketing, production/operations and R&D plans and policies.
5. **Functional Strategies:** personal and financial plans and policies.
6. **Strategy and Structure:** Structural considerations, structures for strategic control; Techniques of strategic evaluation and control.

References

Bhattacharya, S.K. and N. Venkataramin: Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, Delhi.
Budhiraja, S.B. and M.B. Athreya; Cases in Strategic Management, Tata McGraw hill, New Delhi.

Financial Management & Control

MAFC-3051

Course Objective:

The objective of this course is to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.

Course Contents:

1. **Financial Management: An Introduction** - Concept and Nature of financial management, Goals of Financial management, Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines, Role and Functions of finance manager.
2. **Working Capital Management**: Introduction, nature & concepts. Planning for Working Capital management, Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems, Working Capital Finance, Various modes/ methods of WC Financing.
Receivables Management: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems.
Inventory Management: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems.
Cash Management: Introduction, motives & objectives for holding cash, factors determining Cash, Cash Budgeting as management tool, its elements & methods. Strategies & Techniques of cash management, Numerical problems.
3. **Sources Of Long Term Funds**: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase & Project financing. Venture Capital finance.
4. **Concept & Measurement Of Cost Of Capital**: Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Numerical Problems.
5. **Leverage Analysis**: Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, EBIT-EPS analysis Numerical problems.
6. **Time Value Of Money**: concept and Utility, Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity. Compounding and Discounting Techniques, Numerical Problems.
7. **Capital Budgeting**: Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Numerical Problems.
8. **An Introduction to Capital Structure Theories and Dividend Policy Decisions**

Books Recommended: Text Book:

Financial Management by Khan and Jain

Financial Management by I.M. Pandey

Financial Management by Prashana Chandra

Fundamental of Financial Management by Horne & Wachowizz

E-BUSINESS AND AIS
MAFC-3061

COURSE CONTENTS ;

1. **E-Business** : Fundamental , E-Business framework, E-Business application, E-Business and E-commerce, Network infrastructure for E-Business, E-Business Models and its types.
2. **The Internet** : Internet and its evolution, Internet key technological concept and protocols, Internet and world wide web, its features.
3. **Inter-organization Business** :
EDI application in business, EDI: legal, security, standardization and EDI, EDI software, VANs (Value added net works), internet based EDI.
4. **Business to Business Intermediations** :
Virtual supply chain and supply chain management.
5. **Handling money on the net** :
Type of E-payment, digital taken-based e- payment, smart card, credit card payment systems, risk on e-payment, credit card frauds.
6. **Electronic market place of buyers and sellers** :
Consumer and business markets : ordering on-line, Advertisement and marketing on Internet, Offering customer product on the net, electronics customers support. Web-catalogues.
7. **Online Financial Services** :
Online Banking, Online Insurance Service etc.
8. **AIS** : AIS introduction, use of AIS, Functions of AIS, AIS software, AIS technologies, phases of AIS development.

Text Readings.:

1. H. Albert Napier, ollie Rivers, Stuart Wanger, "CREATING A WINNING E-BUSINESS", Thomson publication, 2007
2. Ravi Kalakotta & Whinston B., "**Frontiers of E-Commerce**", Addison-wesley, New Delhi, 2000
3. Kenneth C.Laudon, CG, Traver, "E-commerce business, Technology, Society", Person Education, 2003

SCHOOL OF COMMERCE
Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

M. Com. (Accounting and Financial Control)
Session – January to June

Semester-4 (January to June)

M-AFC-4011	International Finance
M-AFC-4021	Management Information and Control System
M-AFC-4031	International Business Environment
M-AFC-4041	Derivatives and Risk Management
M-AFC-4051	Advanced Auditing
M-AFC-4061	Project Report and Viva-Voce

INTERNATIONAL FINANCE

MAFC-4011

Course Objectives:

This course helps students understand the conceptual framework of International finance and use thereof in making financial decisions.

Course Inputs:

2. **International Monetary and Financial System:** Importance of international finance; Breton woods conference and afterwards, IMF and the World Bank; European monetary system – meaning and scope.
3. **Balance of Payment and International Linkages:** Balance of payments and its components; International flow of goods, services and capital; coping with current account deficit.
4. **International Financial Markets and Instruments:** International capital and money market; salient features of different international markets; Arbitrage opportunities; Integration of markets; Role of financial intermediaries, Internal & F.M.Instruments, GDRS,ADRs, IDRs, EURO bonds, Euro loans, Repos, CPs, floating rate instruments, loan syndication and Euro deposits.
5. **Foreign Exchange Markets:** Determining exchange rates; Fixed and flexible exchange rate system; Exchange rate theories; Participants in the foreign exchange markets; Foreign exchange market – cash and spot markets; Exchange rate quotes; LERMS; Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India; Exchange dealing and currency possession; information and communication; Foreign exchange trades.
6. **Foreign exchange Risk:** Transaction exposure, translation exposure and economic exposure; Management of exposures- internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques.
7. **Management of Risk in Foreign Exchange Markets:** Forex derivatives- swaps, future and option and forward contracts.
8. **Multilateral Financial Institutions:** Role of IMF, IBRD and other development banks; International investors and foreign investment institutions.
9. **Current Developments:** International indebtedness; Capital account convertibility- pros and cons; Innovations in international financial instruments.

References :-

1. Apte, P.G. International Financial Management, Tata McGraw Hill, New Delhi,
2. Buckley, Adrian: Multinational Financial, Prentice Hall, New Delhi.
3. Eitman, D.K. and A.I. Stenehill: Multinational Business cash Finance, Addison Wesley, New York.

MANAGEMENT INFORMATION & CONTROL SYSTEM

MAFC-4021

Objectives

The objective of the course is to develop an understanding of structure and role of management information systems in business.

Course Inputs:

- 1. Introduction :** Concept, evolution and meaning of MIS; Goals of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organisation.
- 2. Information and Managerial Effectiveness :** Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation information; Quality of information; Information systems for finance, marketing, manufacturing, research and development and human resource areas.
- 3. Information systems :** Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.
- 4. System Development Life Cycle:** Sequential Process of software development; Computer Aided Software Engineering (CASE); Tools and the nodular approach to software development ; Information system audit.
- 5. Development and Management of Data Bases:** Relational databases; Data Base Management System (DBMS) and their components; concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalisation process.
- 6. Data Communication and Networking :** Uses of computer network, types of networks, network topologies; Network media and hardware; Data Communication over telephone; Intranets and collaborative processing.
- 7. Implementation, Evaluation and Maintenance of System:** Methods and steps in implementation of system; Approaches and process of evaluating MIS.
- 8. Security Issues Relating to Information Systems :** Threats to information systems; Vulnerability, risk and control measures.

Reference:

1. Awad, E.M. System Analysis and Design; Galgotia Publications, New Delhi.
2. Charles S. Parker; Understanding Networking and the Internet, Dryden Press.
3. Judith R. Gordon and Steven R. Gordon, Information System: A Management Approach, Dryden Press, Illinois.
4. Kumar, Munesh; Business Information System, Vikas Publication House, New Delhi.

INTERNATIONAL BUSINESS ENVIRONMENT

MAFC-4031

Course Objective

The objective of this course is to familiarize the student with the environmental factors which have profound impact on export import business and to explain how to adjust with changing macro-micro environmental situation.

Course Contents-

1 International Business Environment: An Overview : Nature, importance and scope; Environmental analysis – economic, geographic, socio-cultural, commercial, legal and political environments.

2 Theoretical Foundation of International Business: Theories of international trade; gains from international trade; Balance of Payments analysis.

3 Instruments of Commercial Policy: Tariff and non-tariff measures; arguments for and against protectionism.

4 Current Trends and issues in international Trade: Patterns and structure of World Trade; Trade in services

5 Foreign Investment: Types, motives and effects; present structure of Foreign Direct Investments.

6 Multi-National Corporation: Nature, role, types and operation; policy towards MNCs; transfer of technology.

7 Regional Economic Integration: Forms of integration, regional economic groupings in practice – EU, NAFTA, SAPTA, ASEAN, and SAARC.

8 International Economic co-operation, Institutions and Agreements: WTO, World Bank; IMF; UNCTAD; GSP; Commodity Agreements

Books (Text)

1. Essentials of Business Environment – K. Aswathappa
2. Business Environment – Francis Cherunilam
3. Business Environment – Chopra, R.K.
4. Legal Environment of Business – K. Aswathappa
5. Government Grading in India & France – IIFT
6. Marketing Segmentation – S.A. Sherlekar

Derivatives and Risk Management

MAFC-4041

Objective:-

This course teaches students the application of various tools and techniques of financial risk management.

Course Impetus-

1. **Introduction:** Meaning and purpose of derivatives; Forward contracts, future contracts options, swaps and other derivatives; type of traders; Trading future contracts Specification of the future contracts; Operation of margins; Settlement and regulations.
2. **Sources of Financial Risk:** Credit vs. market, default risk, foreign exchange risk, interest rate risk, purchasing power risk, etc.; Systematic and non systematic risk.
3. **Options:** Types of options; Option trading; Valuation of put options; Binomial Option pricing Model; Black-Scholes model for Call Options put options; Index options; Option markets-exchange traded options, over-the-counter options.
4. **Futures:** Future contracts; Future markets – margins, trading, future positions and taxation; Future prices and spot prices: Future vs. options.
5. **Swaps:** Mechanics of interest rate swaps, valuation of interest rate swaps; Currency swaps and its valuation; Credit risk and swaps.
6. **Managing Market Risk:** Hedging schemes- delta hedging, theta, gamma; Relationship in delta, theta and gamma; Portfolio insurance.
7. **Derivatives Market in India:** Present position in India- regulation, working and trading activity.

Advanced Auditing
MAFC-4051

1. Meaning of Auditing and Advantages to different sectors of society scope of Auditing.
2. P.B.A. and Audit Programme, Internal check and control.
3. Verification and valuation of Assets, Depreciation and Reserves.
4. Appointment, Remuneration, Rights and Duties of an Auditor, Professional ethics and code of conduct.
5. Company Audit, Co-operative Audit and Audit of Public enterprises. Audit Standards, Audit of Public enterprises. Audit standards, Chartered Accounts Act. 1949.

References:-

1. Hister Auditing : Dr. T.R. Sharma
2. Advanced Auditing: R.G. Suloman.
3. Audit trends in India: Dr. G.L.Balu.
4. Company Audit: Prof. K.G. Raman.

SCHOOL OF COMMERCE
Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

M.COM. (BANK MANAGEMENT)

Semester-1 (July to December)

MBM-1011	ACCOUNTING FOR MANAGERS
MBM-1021	BANKING LAW & PRACTICE
MBM-1031	FUNDAMENTALS OF BANKING SYSTEM
MBM-1041	MANAGERIAL ECONOMICS
MBM-1051	QUANTITATIVE METHODS FOR BUSINESS
MBM-1061	COMPUTER APPLICATION IN BUSINESS

ACCOUNTING FOR MANAGERS

MBM - 1011

Course Objective:

The objective of the subject is to acquaint students with concepts of Management Accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **INTRODUCTION TO MANAGEMENT ACCOUNTING:** Introduction to Management Accounting, Balance Sheet & related concepts, Profit/Loss account & related concepts, Needs, Importance and Limitations of Management Accounting.
2. **MARGINAL COSTING & RATIO ANALYSIS:**
Marginal Costing: Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis.
Ratio Analysis: Meaning importance utility of ratios classification of ratios, Ratios from financial statement & financial statement from ratios.
3. **BUDGET:** Budget, it's meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget.
4. **CAPITAL BUDGET:-** Pay Back Method, Rate of Return Method, Discounted cash flow method, IRR.
5. **STANDARD COSTING AND VARIANCE ANALYSIS:** Material & Labour variance.

TEXT BOOKS:

Financial A/c for Management by Ambrish Gupta(Pearson Education)
Accounting for Managers by M.E.Tukaram Rao (New Age)
Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

REFERENCES BY:

1. I.M.PANDEY
2. S.K. BHATTACHARYA
3. KHAN & JAIN

BANKING LAW & PRACTICE
MBM - 1021

Objective: To make the students to know the law relating to banking transactions.

Unit I :Evolution of Banking legislation in India – Major provisions of Reserve Bank of India Act, 1934, Banking Regulations Act, 1949. and Banking Companies (Acquisition and transfer of undertaking) Act, 1970 & 1980.

Unit II :Negotiable Instruments – Promissory notes, Bills of exchange and Cheque, Special features of these instruments, Material alterations, Endorsement – Rights and Liabilities of parties to Negotiable Instruments.

Unit III : Paying banker – duties & responsibilities of paying banker. Statutory protection to paying banker, effect of forgery of customer's signature, payment in due course .

Unit IV: Collecting banker - Duties & responsibilities of collecting banker. Statutory protection to collecting banker. Holder in due course, Crossing of Cheques. Law relating with Bouncing of Cheques due to insufficient funds in account.

Unit V: Laws related with charging of securities to bank – Hypothecation, Pledge, Mortgage, Lien, Assignment. Registration of Charges, Law of Limitations.

Unit VI : Recovery Laws – SARFAESI Act, Debt Recovery Tribunals (DRT), Lok Adalat.

Unit VII: Redressal of Grievances – Banking Ombudsman.

Books for Reference:

1. M.L. Tandon – Banking Law and Practice in India
2. S.S. Gulson & Kapoor – Banking Law and Practice
3. H.P. Sheldon – Practice and Law of banking.
4. T.N. Chobra and Tanega – Law and Practice of banking.
5. IIBF – Legal & Regulatory Aspects of Banking.

FUNDAMENTALS OF BANKING

MBM -1031

Objective: To provide an understanding of the nature and functioning of banks.

Course Inputs-

Unit I : Nature of Banking Business: Bank, Definition of Banking, Types of Banks working in India. Banks and other financial institutions in India; Objectives & Functions of Banks, Social & economic obligations of bank in India; An overview of Monetary system in India.

Unit II : Banker and customer : Concepts & Definitions, Banker -Customer relationship, Types of customers, special types of customers , opening of new accounts, KYC norms and precautions to be taken before opening new accounts.

Unit III : Deposits: Types of Deposit accounts – Current a/c, Savings a/c, Term Deposit a/c, Special Term deposit, Annuity deposit (Recurring Deposit) MOD (Multiple Option Deposit) A/c. Other Services provided by Bank such as Remittances, Collection, Safe Deposit Lockers, Safe Custody. Modern Banking Products – Single Window, ATM, Coin Dispensers etc.

Unit IV : Employment of Funds: Loan, Cash credits and over Drafts – Advances Against documents of title of goods. Pledge, Hypothecation and Mortgage. Advances against securities - FDR, shares, Debentures, Life Assurance policies, Movable and other immovable properties. Non Fund Based credit facilities – Letter of Credit & Bank Guarantee.

Unit V : Recent Developments and Current Issues of Bank: Wholesale Banking, Retail Banking, Housing Finance, Vehicle Loan, Education Loan, Personal Loans. Core Banking Solutions, Automation of Banks, Financial Inclusion, Micro Credit.

Book for Reference-

- 1. Banking Law & Practices in India,-M.C. Tandon**
- 2. Banking Law & Practices – S.S. Gulsan & Kapoor**
- 3. Practice & Law of Banking – H.P. Sheldon.**
- 4. Principles & Practices of Banking : IIBF**

MANAGERIAL ECONOMICS

MBM – 1041

Course Objective:

The objective of this course is to familiarize the student with the laws of economics in relation to practical life of economy.

Course Inputs

1. **Introduction:** Meaning, definitions, importance, significance, scope of managerial economics. Role of Economics in Management.
2. **Demand Analysis:** Demand concept, Laws of demand and supply, Elasticity of demand, Types of elasticity of Demand, elasticity of supply.
3. **Laws of Production:** Production Analysis, Law of variable proportion, Laws of Returns to scale, Economies of scales.
4. **Market Structure:** Different markets structures, Perfect Competition- Price & Output Determination, Individual firms Equilibrium, Monopolistic Competition-Meaning and Price Determination, Monopoly –Meaning ,Price & Output Determination, features of Oligopoly Market.
5. **National Income:** Basic concepts and estimation of GDP, GNP and NI; Methods of measures of national income, National income determination in open and closed Economy. Consumption Saving and Investment Function,
6. **Macro Economic Policies:** Components of Money supply, Monetary and fiscal policy – objectives and instruments, inflation, Recession and Trade Cycles.

Books (Text)

1. Managerial Economics - Dr .D.N. Dwivedi
2. Managerial Economics - Mithani
3. Modern micro Economics – Koutsoyiannis
4. Managerial Economics:- Peterson & Levis
5. Micro Economics – Sundaram & vaish
6. G. Mankiw :- Macro Economics

Quantitative Methods for Business
MBM 1051

Objective:

The objective of this course is to provide application and uses of statistical methods and quantitative analysis in business and decision making.

Course Inputs

UNIT 1 :Introduction

Definition and scope of statistics, Application of Statistics, Limitation and distrust of statistics, primary and secondary data, primary data collection Methods, Sources of secondary data, sampling and methods of sampling.

UNIT 2 : PRESENTATION OF DATA

Meaning of Diagrammatic presentation, Importance of diagrams, Limitation of diagram, Method of diagram Diagrammatic presentation of data : One dimensional(Simple bar diagram, Double bar diagram, Multiple bar diagram, Subdivided bar diagram), Two dimensional(Rectangle, Subdivided rectangle ,Square and Circle diagram) and Three dimensional diagram , Uses of diagram in different sectors of business.

UNIT 3 : Measure of central tendency and dispersion

Meaning of average, object of averages, Problems of different averages : Mean, Geometric mean, Harmonic mean , Mode and Median of in different series, merit and demerit of mean, median and mode. Partition values, relation between partition values. Uses of different averages. Dispersion – Meaning, Properties of dispersion, measures of dispersion, Range, Inter quartile range, Quartile deviation, Mean deviation.

UNIT 4 : Probability theory

Definition of probability, Importance of concept of Probability, additive and multiplicative theorem, Law of probability, Bay's theorem.

UNIT 5 : Correlation and regression Analysis:

Definition and significance of correlation and regression, Karl Pearson's coefficient of correlation, simple regressions multiple and partial correlation, Regression lines and finding equations regression lines, Multiple regression s, Spearman's rank correlation.

Computer Applications in Business.

MBM 1061

Objective

The Objective of this course is to provide an understanding of computers, computer operating system, and application of relevant software's in managerial decision making.

Course Inputs

Computer Hardware: Computer system as information processing system; Computer system differences-types of computer system, hardware options CPU. Input devices, output devices, storage devices, communication devices, configuration of hardware devices and their applications.

Personal Computers: PC and its main components, hardware configuration, CPU and clock speed, RAM and secondary storage devices, other peripherals used with pc; Factors influencing PC as a virtual office.

Modern Information Technology : Basic idea of Local Area Network (LAN) and Wide Area Network (WAN); E-mail Internet technologies, access devices, concept of a world Wide Web and Internet browsing; Multimedia.

Introduction to Operating system: Software needs, operating systems, application soft wares, programming languages; DOS windows-window explorer, print manager, control panel, paint brush, calculator, desktop ,my computer, settings, find run; UNIX.

Word processing: Introduction and working with MS-Word in MS Office; Word basic commands; Formatting text and documents; sorting and tables; working with graphics; Introduction to mail-merge.

Spread Sheets: Working with EXCEL- formatting, functions, chart features; Working with graphics in Excel; using worksheets as database in accounting, marketing, finance and personal areas.

Presentation with Power-Point: Power-point basics, creating presentations the easy way; Working with graphics in Power-point; Show time, sound effects and animation effects

SCHOOL OF COMMERCE
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Subject Scheme and Syllabus

M.COM. (BANK MANAGEMENT)

Semester-2 (Jan to June)

MBM-2011	SPECIAL ACCOUNTING FOR BANKING FIRM
MBM-2021	COMMUNICATION SKILLS FOR BANKERS
MBM-2031	MACRO ECONOMIC ENVIRONMENT AND BANKING
MBM-2041	FOREIGN TRADE & BANK FINANCE
MBM-2051	HRM IN BANKS
MBM-2061	E-COMMERCE

SPECIAL ACCOUNTING FOR BANKERS

MBM-2011

Course Objective: - The objective of this subject is to equipt with the knowledge of Accounting procedure and system for Banking Companies.

Course Inputs

Unit 1. Bills Facilities - With special reference to Bill of Exchange (Definition, types of Bills, Bills Transactions; Accommodation bills; Dishonor of Bills and Noting & Protesting of bills.

Unit II. Advancing Functions of Banks:

Contingent Liabilities: - Bank guarantees; letter of credit; partly paid Investments; Acceptance, Endorsements and other obligations; Claims against bank not acknowledged as debts.

Bill for Collection; Advances under collection, Loan written off and parked.

Advances:- Debtors and Creditors relationship; Classification & provisioning Norms (IRAC) on assets as per RBI norms. Prudential norms for

advances. Maximum permissible finance to individual and groups.

Unit III. Special Accounts: Bank Reconciliation Statement. Consortium finance, Hire Purchase and Installment Credit system; Present value of funds.

Unit IV. Financial Accounting for Bankers:

Final Accounts of Banking Companies: Profit & Loss Account; Income of Banking Companies, Charges & other expenses, Profit and Loss Appropriation Account.

Balance Sheet:- Liabilities -Capital; Reserves and Surplus; Specific Reserve; Statutory Reserve; General Reserve and other reserves. Deposits, Borrowings, other liabilities and Provisions. Assets:- Cash and Bank Balance; Money at call and short notices; Investments; Advances, Fixed assets, other assets.

Unit V. Treasury management: SLR and CRR maintenance including investment Portfolio.

Books for Reference:

1. Dr.S.M.Shukla

COMMUNICATION SKILLS FOR BANKERS

MBM-2021

Objective: The object of this subject is to familiarize and develop an understanding of tools & techniques for effective business communication skills in banking sector.

Essentials of Grammar and Introduction to communication : Parts of Speech, Punctuation, Vocabulary Building, Phonetics. Introduction to Official Documentation and Business Communication Basics, Concepts of Business Communication,

Presentation Skills: Importance of Presentation Skills in Banking Service, Capturing Data, Voice & Picture Integration, Guidelines to make Presentation Interesting, Body Language, Voice Modulation, Audience Awareness, Presentation Plan, Visual Aids, Forms of Layout, Styles of Presentation.

Group Discussion & Presentation: Basic Concepts of Group Discussion, Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics in Group Discussion, What is observed in Group Discussion. Critical Success Factors in Group Discussion, Overcoming Mistakes in Group Discussion.

Resume Writing and Interview Preparation: Writing a Resume and Covering Letter; Do's & Don'ts, Helpful Hints, Types of Interview, Preparing for the Interviews, Attending the Interview, Over-coming Common Mistakes in Interview, Confidence Building. Interview Process, Employers Expectations, General Etiquette, Dressing Sense, Postures & Gestures

Communication Needs in Bank Management: Types of Correspondence, Receipt and Dispatch of Mail, Filing Systems, Classification of Mail. , Role & Function of Correspondence in functioning of Banks, Managing Computer for Communication needs. Procedure of Filing and File movements, E-filing.

Letter & Application Writing: Types of Letters-Formal / Informal, Importance and Function, Drafting the Applications, Elements of Structure, Writing an Application; Do's & Don'ts, Helpful Hints, Official Letters, Memos, Notice, Circular, Letter Relating to Personnel Department, Correspondence with Banks, E-Mails, Fax, etc.

Suggested Readings

1. Business Communication Today- Bovee, Thill, Schwatzman, Pearson Education.
2. Business Communication Concepts, Cases and Applications- P.D. Chaturvedi, Mukesh Chaturvedi.
3. Communication for Business- Shirley Taylor, 3rd Edition, Pearson Education.
4. Letitia Baldrige's New Complete Guide to Executive Manners.
5. Business and Management Chronicle- Jan, 2006.
6. KAUL – Business Communication (PHI)

Suggestion: No Changes

MACRO ECONOMIC ENVIRONMENT AND BANKING
MBM-2031

Unit 1

Macro-economic Environment: Macro Economics analysis, Goals of Macro Economic Policies, Basic Macro Economic Concepts for open Economy Balance of Payments, current and Capital account, Official reserve account, Balance in BOP. Economic Roles of Government.

Unit 2

Financial Environment: Financial Institution, RBI, Stock Exchange, Non Banking Financial Companies (NBFC), Capital Market Reform and Development, Role of SEBI.

Unit 3

Money and Interest Rates Money and its role, measures of demand and supply of money, money multiplier, interest rate and IS-LM framework

Unit 4

Monetary and Fiscal Policies Objectives and Instruments of Monetary and Fiscal Policies, Analysis of the policies in Indian Economy, Role of RBI in Monetary Policy.

Books Recommended:

1. Francis, Cherunillam : Business Environment and Government (HPH.)
2. Adhikary, M : Economic Environment of Business (Sultan Chand)
5. Michael V.P. : Business Policy and Environment (S.Chand)

MBM-2041
FOREIGN TRADE AND BANK FINANCE

Objective

The objective of this course is to acquaint students with the theoretical framework of international trade policy and trade promotion measures, especially with reference to India.

Course Inputs:-

UNIT 1. :- International Trade : Theories of foreign trade-terms of trade; Theory of international trade in services; Balance of payments mechanism.

UNIT II :- Commercial Policy Instruments:- Tariffs, quotas, anti dumping/ countervailing duties; Technical standards; Exchange controls and other non – tariff measures.

UNIT III :-Trends in World Trade :- Direction and composition of world trade.

UNIT IV :- India's Foreign Trade and Policy:- Direction and composition of India's foreign trade; Export-Import policy; Export promotion and institutional set-up; Deemed exports; Rupee convertibility; Indian joint ventures abroad; Project and consultancy exports.

UNIT V :- Instruments of Export Promotion : Export assistance and promotion measures; EPCG scheme; Import facilities Duty drawback; Tax concessions; Marketing assistance; Role of export houses, trading house and state trading organizations; EPZs and SEZs.

UNIT VI :- Foreign Investment Policy: Policy and framework for FDI in India; Policy on foreign collaborations and counter trade arrangements; India joint ventures abroad; Project and consultancy exports.

References

1. Committee on Export strategy : Ministry of Commerce
2. Economic survey: Ministry of Finance, Gov. of India.
3. Gupta R.K. Anti – dumping and and countervailing Measures.
4. Import and export Policy: Ministry of Commerce.
5. Nabhi's Exporter's Manual and Documentation.
6. Report of working group on Export House: Ministry of Commerce.
7. Sodersten, B.O. : International Economics.
8. Varshney, R.L. and B.Bhattacharya: International Marketing Management.
9. Verma. M.L.: International Trade.
10. World Development Report: World Bank.

HRM IN BANKS

MBM-2051

Unit I

Introduction: Meaning, scope, objectives and importance of Human Resource Management, HRM and HRD, Need of HRM in Banking Organizations. Organizing the Human Resource Management department in the organization; its functions, policies & roles. Role of HR Manager in Banks.

Unit 2

Human Resource Planning in Banks: Concept and Definition of HRP, Need, Methods, Techniques, objectives, process and importance, job analysis, description, specification, Recruitment, selection, placement and induction process. Performance management and appraisal systems; performance review and counseling;

Unit 3

Personnel Training and Development Programs in Banks: Employee training in Banks, Training Need Assessment & Evaluation Motivational impact, Skill up gradation, Competence building, role and impact of training; executive development and career path planning & development of Bank Employees.

Unit 4

Job Compensation to Bank Employees: Job evaluation, wage & salary administration, incentive plans & fringe benefits, variable compensation individual & group. Promotions, demotions, transfers, separation, absenteeism & turnover. employee feedback survey; Social security, health and safety and employee welfare for Bank employees.

Unit 5:

Key HR Issues in Banks: HRM and Information Technology; Information and database management; HR research; Knowledge Management, Self-development; personnel research and survey; HRM issues in banks.

Books Recommended:

- 1.Pattanayak – Human Resource Management. (PHI)
- 2.Kandula – Human Resource Management in Practice with 300 models, Techniques & Tools (PHI)
- 3.Personnel Management and Industrial Relations – R.S. Davar: Vikash Publishing House Pvt. Ltd.
- 4.Human Resource Management – Subba Rao: HPH

E-COMMERCE

MBM-2061

UNIT I

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – The anatomy of E-Commerce Applications – Components of the I Way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components National Research and Educational Network.

UNIT II

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce– WWW Architecture – Hypertext Publishing – Consumer Oriented Applications –Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS –Credit Cards and EPS.

UNIT III

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues –Software Implementations – Value Added Networks – Internal Information System –Work-flow Automation and Coordination – Customization – Supply Chain Management .

UNIT IV

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogs or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

UNIT V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing Frame Work – Wireless Delivery Technology – Cellular Data Communication Protocols – Mobile Computing Applications.

Books for Reference:

1. Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston
2. E-Commerce- A Managerial perspective - P.T.Joseph
3. Designing Systems for Internet Commerce- G.Winfield Treese & Lawrence C.Stewart
4. E-Commerce The Cutting Edge Of Business - Kamelesh K Bajaj, Debjani Nag
5. E Business Road Map for Success - Dr.Ravi Kalakota, Marcia Robinson
- 6.E – Commerce –Srinivasa Vallabhan .S.V.

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Subject Scheme and Syllabus

M.COM. (BANK MANAGEMENT)

Semester-3 (July to December)

MBM-3011	FINANCIAL MANAGEMENT
MBM-3021	COMMERCIAL BANK MANAGEMENT
MBM-3031	RISK MANAGEMENT IN BANKING
MBM-3041	DEVELOPMENT & MERCHANT BANKING
MBM-3051	STATISTICAL ANALYSIS AND METHODOLOGY
MBM-3061	E-BANKING (Including mobile Banking)

FINANCIAL MANAGEMENT
MBM-3011

Objective:

To enable the students to understand the importance of the subject through analysis and interpretation of financial statements & Application of Various Calculative Tools.

Course Inputs

UNIT I :- Introduction: - Meaning Objective nature and scope of management accounting role of management accounting- relationship between financial accounting, cost accounting and management accounting accounting. Meaning and concept of financial analysis types & methods of financial analysis.

UNIT II :- Ratio Analysis:- Meaning & Importance, and utility of ratios; classification of ratios ; calculation of interpretation of ratios, preparation of income statement and balance sheet with ratios.

UNIT III :- Funds Flows and cash flow analysis:- Meaning & Concept of fund and funds flow statement, Uses and significance of funds flow statement, procedure for preparing FFS, schedule of changes in working capital statement of sources and application of funds; Cash Flow analysis meaning and concept & comparison with Funds Flow statements, uses and significance of CFS-preparation of Cash Flow statement as per Accounting Standards.

UNIT IV :- Budgetary Control:- Meaning & Concept of Budgetary Control, Importance & Limitations, Types of Budget, preparation of various types of Budgets, viz: Cash Budget, Production Budget, Purchase Budget, Sales Budget, Fixed Vs. Flexible Budgeting, Zero Base Budgeting.

UNIT V :- CVP Analysis & profit Planning:- Concept of CVP analysis, Break Even analysis, Meaning & Concept, Graphical presentation of BEP, Assumptions & Limitations of BEP analysis, Numerical Problems.

UNIT VI :- Leverage analysis: - Meaning & concept of leverage, operating, financial & combined leverages, calculation of various types of leverages, leverage analysis of corporate organization.

Standard costing & variance Analysis: Conceptual Framework.

COMMERCIAL BANK MANAGEMENT
MBM-3021

Objective:-

The course aims at developing understanding about the various functions operations and activities of banking institutions. The course also covers application of basis finance concept to management of Indian banking institutes.

Course Inputs:-

UNIT I :- Bank's role as financial intermediaries, Basic principles of Banking.

UNIT II :- Evaluation of Bank performance : Introduction and analysis of financial statements of banks operation in India. Non-interest incomes and non-interest expenses in Indian banks, Key performance indicators for banks CAMELS Ratings, alternative models of bank performance.

UNIT III :- Sources of Bank Fund I- Deposits and Non Deposits : Basic concepts, types of deposits, deposit insurance, deposit pricing, non-deposit sources. Nomination facility of deposit accounts.

UNIT IV :- Source of Bank Fund-II Capital: Function of bank capital, Bank capital standards, Basel committee.

UNIT V :- Use of Bank Fund-I Lending : Purpose, security and modes of credit delivery. Broad steps to credit analysis, risk classification criteria, Fixed vs floating rate, Legal Aspect of Lending, Prudential norms, Loan sales.

UNIT VI :- Use of Bank Fund-II Investment: Basic concepts, VaR, Banks investment portfolio in India. Reserve requirement and computation of NDTL for banking system in India, Non deposits sources for banking system in India.

Book for Reference :

1. "Management of Banking"-S.Scot Mc Donald & Timothy W. Koch, Thomson.
2. "Management of banking & Financial Services" Justine Paul and Padmalatha Suresh, Person education.
3. "Financial Institutions & Markets" L.M. Bhole, Tata Mc Graw Hill Publishing company, New Delhi.
4. "Bank Financial Management " SN Swastikar, Taxmann Publication PVT.Ltd.

RISK MANAGEMENT IN BANKING

MBM-3031

Objectives:

The basic objective to be met is to make the students understand the various risks associated with banks and to create a fundamental awareness about identification, measurement and management of various banking risks.

Course Contents:

1. **Risk Management in Banks; An Introduction** – Organizational Structure of Banks, Concept and types of Banking Risk, Importance of Risk Management, Risk Management Process, Various operations of Banks in relation to risk, Banking Regulations on Risks.
2. **Interest Rate Risk Management in Banks-** Types of Interest rate risks; Identification of Interest Rate Risk, Management of Interest Rate Risk; Gap Methodology; Duration Analysis.
3. **Credit Risk Management in Banks-** Identification of Credit Risk: Drivers of Credit Risk; Capital Adequacy Requirements; BIS Risk-Based Capital Requirements Frame Work; Traditional Measurement Approaches; Different Models of Credit Risk Management.
4. **Liquidity Risk Management in Banks-** Liquidity Risk identification and the Need for Managing it in the Long/short Run; Fundamental Approach to Long Run Liquidity Risk Management; Technical Approach to short Run Liquidity Risk Management;
5. **Operational Risk Management in Banks-** Operational Risk and Its Evolution; Major Sources of Operational Risk; Measurement of Operational Risk; Management of Operational Risk.
6. **Market Risk Management in Banks- Operational Risk and Sources of Risk-**Measuring operational Risk and Value-at-Risk (VaR); Approach to VaR; Basel Committee Recommendations; Management of Market Risk
7. **Managing Foreign Exchange Risk-** Nature and Magnitude of Exchange risk; Tools and Techniques for Managing Forex Risk; Managing the currency risk;
8. **Risk Management Frame work in Banks-** Elements of Risk Management Frame work; Systematic Risk Management in Banks; Involvement of the management in the Risk Management Frame work. Tools and Techniques for Managing different risks in banks
9. Risk Management Strategies

Text Book: Financial Risk Management by Vivek and Asthana, Himalaya Publishing

Reference Books:

Risk Management in Banks ICFAI
Financial Risk Management Edinburgh Business School
Risk Management S B Verma, Deep & Deep Publications
Managing Bank Risk Morton Glantz – Published by Academic Press
Risk Management (publication of IIBF and Macmillan)

Suggestion : No Changes

MBM-3041
DEVELOPMENT & MERCHANT BANKING

Course Objective – The Objective is to develop the Awareness of Recent Developments in Banking Industries & Marketing of their Products.

UNIT-I :- MARKETING OF BANKING PRODUCTS – Assessment of Needs of a Customer, Selection of Product for Different Customers to fulfil their needs.

UNIT-II :- Marketing of Various Products –

- a. Liability Products – Marketing of Various Deposit Products with Value Added Services
- b. Assets Products – Marketing of Various Assets Products like Housing Finance, Vehicle Loan, Personal Loan, Loan against Ornaments
- c. Technology Products– Marketing of Various Cards-(Credit, Debit, Smart), Internet Banking, Mobile Banking etc.

UNIT-III :- Cross Selling of Products –

- a. Insurance Products – Life Insurance & General Insurance
- b. Mutual Funds-
- c. Portfolio Management for HNIs
- d. Demat Accounts
- e. Safe custody of Valuables

UNIT-IV :- Various Merchant Banking Activities – Raising of funds from Market

UNIT-V :- Role of direct Marketing & Direct Selling Agents – Duties and Responsibilities of DSA & DMA .

UNIT-VI:- Debt Recovery in Banks – Role of Debt Recovery Agents

TEXT BOOK

Machiraju H.R, Merchant Banking, Principles and Practice

REFERENCE BOOK

Verma J.C, Bharat's man

STATISTICAL ANALYSIS AND METHODOLOGY

MBM-3051

Course Objective

The objective of this course is to give conceptual and practical training to the student in conducting desk and field research for export and import market of goods by collecting, tabulating, analyzing and interpreting relevant data.

Course Contents

PART – I STATISTICAL ANALYSIS

1. **Probability Theory and Probability Distributions:** Concepts, Additive, Multiplicative, Conditional Probability rules, Bay's Theorem, Binomial, Poisson and Normal Distribution- their characteristics and Application, Statistical Theory: Decision making process, Decisions under Uncertainty and Risk.
2. **Time Series:** Time Series and its Components, Analysis, Models of Time Series, Methods of studying components of Time Series: Measurement of trend (moving average, Exponential smoothing an least squares method) Measurement of seasonal variation (Simple Average, Trend and Moving Average method) Measurement of Cyclic Variations (residual method).
3. **Index Numbers:** Concepts, Uses & Problems in construction of Index Numbers, Methods of constructing Index Numbers, unweighted and weighted index number.

PART – II RESEARCH METHODOLOGY

1. **Introduction to Research Methods:** Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.
2. **Testing of Hypothesis:** Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test and chi square test.
3. **Research Design:** Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs .
4. **Sampling Theory and Design of Sample Survey:** Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
5. **Data Collection and Analysis:** Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data, Factor Analysis, Perceptual Mapping, Multidimensional Scaling.
6. **Measurement of Scaling Concepts:** Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.
7. **Interpretations and Report Writing:** Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.

Text reading:

- 1 Richard I. Levin and D.S.Rubin “Statistics for Management” Prentice Hall of India.
- 2 Anderson Sweeney William “ Statistics for Business and Economics” Thomson South Western
- 3 William G. Zikmund, “**Business Research Methods**”, Orlando: Dryden Press.
- 4 S.P. Gupta “Statistical Methods” New Delhi Sultan Chand and Sons.
- 5 Fred N Kerlinger, “**Foundations of Behavioural Research**”, New Delhi: Surjeet Publications.
- 6 C. R. Kothari, “**Research Methodology: Methods and techniques**”, New Delhi: Vishwa Prakashan.

Suggested readings:

- 1 D.C. Sancheti and V.K. Kapoor “Statistic: Theory, Methods and Application” New Delhi Sultan Chand and Sons 2001.
- 2 D.N. Ethance, Veena Ethance and B.M. Aggrawal, “Fundamentals of Statistics” Allhabad Kitab Mahal 1996.

E-BANKING (Including mobile Banking)
MBM-3061

Objectives: To make the students to understand the e-banking transactions.

Unit I

Networking of computers – Types – LAN – WAN – Internet and Intra net – E-mail – rise of on-line – banking technology in banking services.

Unit II

Electronic payment system : Automatic teller machine merits and demerits – installation and security aspects a of ATM, MICR equipment – precautions in handling MICR instrument – benefits and limitations.

Unit III

e-cash : features – benefits of e-cash – limitations of electronic data interchange – electronic fund transfer credit card – debit card – payment through bank network –payment by smart card – electronic pass book – home banking.

Unit IV

Electronic clearing services – SWIFT – types of message in SWIFT (society for world wide inter bank financial telecommunication) – message format in SWIFT – bank information code – message flow in SWIFT system – advantages and structure of SWIFT.

Unit V

E-Banking challenges and opportunities – services offered through e-banking – strengths of e-banking – weakness of e-banking – opportunities – theories of e-banking.

Books for Reference:

1. Knowledge based system in banking sector – R.V. Kulkarni
2. Computer Application in Business and, Commerce and Banking – R.S. Viramani.
3. Computer Application in Business – R.Parameswaran.

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Subject Scheme and Syllabus

M.COM. (BANK MANAGEMENT)

Semester-4 (January to Jun)

MBM-4011	FOREIGN EXCHANGE MANAGEMENT
MBM-4021	CO-OPERATIVE CREDIT AND BANKING
MBM-4031	MARKETING OF BANKING SERVICES/PRODUCTS
RMBM-4041	INDIVIDUAL INVESTEMENT & PORTFOLIO MANAGEMENT
MBM-4051	BANK AUDIT
MBM-4061	PROJECT- REPORT MRP*

FOREIGN EXCHANGE MANAGEMENT
MBM-4011

Objectives :

To acquaint the participants with the mechanism of the foreign exchange market, measurement of the foreign exchange exposure, and hedging against exposure risk.

Course Contents :

Unit- I : Concept and Significance of Foreign Exchange, Functions of Foreign Exchange Department, Foreign Exchange Markets, Role of RBI.

Unit- II : Exchange Control – Objectives and Methods of Exchange Control Exchange Control in India, FERA, FEMA.

Unit – III : Introduction to Foreign Exchange Rate Mechanism : Exchange Quotations – Spot Rate, Forward Rate, Cross Rates, Exchange Arithmetic.

Unit – IV : Foreign Exchange Rate Fluctuations – reasons, Methods of Mitigation of currency exchange rate fluctuation – Forward, Futures, Options.

Unit – V : Bill Buying and Selling rates ; Execution of Forward Contracts; Cancellation of Forward Contracts.

Unit – VI : Introduction to Import & Export, Methods of Import Finance & Export Finance.

Books & References :

1. C. Jeevanandan – Foreign Exchange
2. Bhagwati, J and Srinivasan, T.N.(Eds.) – Foreign exchange regimes and Economics Development
3. Dockor –Foreign Exchange
4. Verghesa, S.K. – Foreign Exchange and Financing of foreign trade.
5. RBI- Exchange Control Manual.
6. NABHI Publication – Foreign Exchange Manual.

CORPORATE CREDIT AND BANKING

MBM-4021

Course Objective – The Objective is to develop the Awareness about Corporate Banking.

UNIT 1: CORPORATE CREDIT

Meaning on Corporate Credit, Difference Business Credit and Corporate Credit, Difference between Personal Credit and Corporate Credits. Types of corporate credits.

UNIT 2: Types of Accounts for Corporates-

Deposit Accounts: General Precautions for opening an A/c., Current Deposit A/c. of Various Types of Customers- Companies, Trusts, Institutions etc.

UNIT 3: Loans & Advances for Corporate and Others :

- (a) Principles of sound lending , Secured advances, Lien, Pledge, Mortgage, Hypothecation, advances against security of goods, Advances against document of title to goods, advances against stock exchange security, miscellaneous securities,
- (b) Unsecured advances - guarantees, indemnity, difference between guarantee and indemnity, rights and duties of different parties involved in an unsecured advance.

UNIT 4: Types Of Credit – Working Capital, Term Loans & Project Finance

UNIT5: Agency Services: (a) Payment & Collection , Purchase & Sales of Securities, Executors, Administrator, and trustee,

(b) Miscellaneous Services: Safe custody of valuables, Letter of credit, Travelers' Cheque, Remittance of funds, Electronic Remittances, Merchant Banking, Dealing in Foreign Exchange Business, Leasing & Hire Purchase finance

UNIT6: Consortium Advances, Multiple Banking Finance & Syndication of loans

Books for Reference:

1: Banking products and services by Indian institute of banking and finance (Taxman)

2: Banking Theory, Law And Practice - By Himalaya publishing house.

MARKETING OF BANKING SERVICES/PRODUCTS

MBM-4031

Objectives :

To make the students to know the various bank marketing techniques.

Unit – I : Introduction to Marketing Management. Introduction to service marketing: Gaps model of services quality; consumer behavior in services; customer expectations and perception; Segmentation targeting and positioning and positioning of services in competitive markets.

Unit – II : Introduction to financial and banking services; Communication mix for services; Pricing and revenue management ; distribution of banking services, Retail banking services; Convergence of financial services in banking sector.

Unit - III : Designing and managing of banking services; Demand management; Planning of services environment; Managing people for service advantage; impact of information technology on banking services.

Unit – IV : Managing relationship and building loyalty; customer relationship management; Service quality, productivity and customer perception; organizing for service leadership. Financial and economic impact of services.

Books for Reference :

1. R.K. Madukar – Dynamics of Bank Marketing
2. Kenneth Andrew – Bank Marketing concepts and Application.
3. KK. Sexena – Bank Marketing Concepts and Applications
4. Richard Handscombe – Bank Management Handbook.
5. Principle of Marketing by Philip Kotler and Gary Armstrong, PHI, Sixth Edition. Delhi, India.
6. Service Marketing by Christopher Lovelock and John Wirtz. Pearson Education. Fifth Edition, Delhi.
7. Services Marketing by Valarie A Zeithaml etal. The Mcgraw Hill. Forth Edition. New Delhi.
8. Financial Services by Shashi K. Gupta and Nisha Agarwal, Kalyani Publishers.

Suggestion: No Changes

INDIVIDUAL INVESTEMENT & PORTFOLIO MANAGEMENT

MBM-4041

Objective : The objectives of this course is to help students understand various issue in analysis of investment & portfolio management.

Course Inputs –

Unit – I : Investment : Meaning and characteristics of investment, objectives of investment, investment v/s speculation and gambling, Financial and economics aspects of investment, types of investments, investment process, selecting investment in a global market. Basic concept of mutual fund investment.

Unit – II : Concept of return and risk : Systematic and unsystematic risk, multi factor model of risk and return, efficient capital markets, concept of beta, capital asset pricing model (CAPM), security and capital market line (Sml)/cml).

Unit – III : Security valuation : Meaning and significance of security valuation, global asset allocation decision.

Unit – IV : Valuation of bond and equity : Bond fundamentals, valuation models, yield, valuation of equity, P/E ratio and earning multiplier models, valuation of preference shares and warranties.

Unit – V : Securities analysis : Security analysis, stock market analysis, fundamentals analysis, technical analysis, DOW theory, efficient market theory and testing.

Unit – VI : Portfolio concept : Portfolio concept, Markowitz models, sharpe index model, arbitrage pricing theory, basic principal for portfolio investment process, its objective and types.

Unit – VII : Portfolio evaluation : Measures of returns, formulas Sharpe a tren your measures, portfolio management strategies.

Reference :-

1. Bhalla : Investment Analysis; S.Chand & Co.
2. Gupta L.C.; Stock Exchange Trading in India.
3. Machi Raju HR. Merchant Banking.
4. Machi Raju HR. Working of stock Exchange in India.
5. Investment Management & security analysis by Dhanesh Kumar Khatri.

BANK AUDIT
MBM-4051

Objective : To make the students to know about the various forms of bank audit.

Course Contents:

Unit – I: Audit Objectives

Objective of various Audits, definition of Audit, scope of auditing, advantages of audit. Auditing and investigation, Detection of error and fraud.

Unit – II: Types of Bank Audits and Auditor s in case of :

A: Internal Audits: Various audits by Central/Internal bank Audit committee *like* Risk Audit, Documents Audit, Security Valuation audit, etc.

B: External Audits: Concurrent Audit, Revenue Leakage Audit.

Unit – III: Statutory Audit of banking companies and branches:

Provision of the Banking Regulation Act, 1949, relating to capital, reserves, P&L a/c and Balance sheet. Contains of Audit Report, Long form Audit report, Tax Audit Report.

Unit – IV: Audit of bank assets (Advances):

Audit of Advances, checking of security associated with Advances, Stock audits, Types of assets- performing assets & non- performing assets, standard, Sub standard & Loss Assets, Making provisions of loss, Revenue recognition on such assets.

Unit – V: Appointment, Qualification & Qualities of an auditor.

Appointment of various external auditor (Statutory and other than statutory auditor), Qualification of auditor, Qualities of an auditor.

Book for Reference :

1. M.L. Tandon Auditing
2. Jeqdesb Prakash Auditing
3. Spiceer and Pegler Auditing

SCHOOL OF COMMERCE

MBA (Foreign Trade) – 2 Years

Semester-1 (July to December)

MFT-2101	Management Concepts and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I (FRENCH)

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT
MFT-2208	Personality Development

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resource Management and OB
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics & Supply Chain Management
MFT-2406	Foreign Language – II (GERMAN)
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme
Session – July to December

Semester-1 (July to December)

MFT-2101	Management Concept and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organization
MFT-2107	Foreign Language-I (FRENCH)

Course Co-ordinator

Dr. Rajeshri Desai

SCHOOL OF COMMERCE

MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOR

COURSE CODE : MFT – 2101

Objective: -

The objective of this subject is to equiptant with the knowledge of Organizational Behavior.

Course Contents:

1. **Introduction to Management**- Meaning, Concept, Nature, Need & Importance, Role of Manager, Contribution of Taylor & Fayol. Schools of Management thought & Evolution of Management.
2. **Management Functions:**
Planning – Foundations of plans, types, MBO.
Organizing – Span of Control, Departmentalization, Centralization, Line & Staff functions.
Staffing – Meaning & Process
Control – Meaning, types & Implications.
3. **Direction:**
Motivation - Maslow’s- Hierachy of needs, Herzberg’s two factor theory, ERG-theory, Vroom’s Expectancy theory.
Leadership – Trait theories, Behavioral theories – Ohio state studies, Michigan studies, Managerial grid, Path goal theory, Charismatic leadership, Fiedler’s Model.
4. **Introduction of Individual Behavior** – O.B.Models, Challenges and Opportunities to O.B.
Foundation of Individual Behavior – Biographic Characteristics, theories of learning, values, attitude & job satisfaction.
5. **Stress-Management & Organizational Change** – Potential Spruces, Consequences and coping strategies for stress. Forces of change, Resistance to change and Levin’s Three-step Model.
6. **Career Management** & Conflict Management – Career stages, Process suggestions for effective organizations and individual career development, Sources leaves of conflict approaches to confect management.

--- Case-Study.

Books:

1. Organizational Behavior – Stephen R.Robbins & Seema Sanghi (Pearson Education)
2. Organizational Behavior - Fred Luthans – (Mc Graw Hill)
3. Fundamentals of Management- Stephen Robins David D’cenzo
4. Organization & Management – R.D.Agarwal.

SCHOOL OF COMMERCE

GLOBAL BUSINESS ENVIRONMENT

COURSE CODE: MFT – 2102

Course Objective

The objective of this course is to familiarize the student with the environmental factors which have profound impact on export import business and to explain how to adjust with changing Macro-Micro Environmental situation.

Course Contents

1 International Business Environment: An Overview: Nature, importance and scope; Environmental analysis – economic, geographic, socio-cultural, commercial, legal and political environments.

2 Theoretical Foundation of International Business: Theories of international trade; gains from international trade; Balance of Payments analysis.

3 Instruments of Commercial Policy: Tariff and non-tariff measures; arguments for and against protectionism.

4 Current Trends and issues in international Trade: Patterns and structure of World Trade; Trade in services

5 Foreign Investment: Types, motives and effects; present structure of Foreign Direct Investments.

1. Multi-National Corporation: Nature, role, types and operation; policy towards MNCs; transfer of technology.

2. Regional Economic Integration: Forms of integration, regional economic groupings in practice – EU, NAFTA, SAPTA, ASEAN, and SAARC.

3. International Economic co-operation, Institutions and Agreements: WTO, World Bank; IMF; UNCTAD; GSP; Commodity Agreements

Books (Text)

1. Essentials of Business Environment – K. Aswathappa
2. Business Environment – Francis Cherunilam
3. Business Environment – Chopra, R.K.
4. Legal Environment of Business – K. Aswathappa
5. Government Grading in India & France – IIFT
6. Marketing Segmentation – S.A. Sherlekar

SCHOOL OF COMMERCE

MANAGERIAL ECONOMICS

COURSE CODE: MFT – 2103

Course Objective:

The objective of this course is to familiarize the student with the laws of Economics in relation to practical life of economy.

Course Inputs

1. **Introduction:** Meaning, definitions, importance, significance, scope of managerial economics. Role of Economics in Management.
2. **Demand Analysis:** Demand concept, Laws of demand and supply, Elasticity of demand, Types of elasticity of Demand, elasticity of supply.
3. **Laws of Production:** Production Analysis, Law of variable proportion, Laws of Returns to scale, Economies of scales.
4. **Market Structure:** Different markets structures, Perfect Competition- Price & Output Determination, Individual firms Equilibrium, Monopolistic Competition-Meaning and Price Determination, Monopoly –Meaning ,Price & Output Determination, features of Oligopoly Market.
5. **National Income:** Basic concepts and estimation of GDP, GNP and NI; Methods of measures of national income, National income determination in open and closed Economy.
6. **Macro Economic Policies:** Components of Money supply, Monetary and fiscal policy – objectives and instruments, inflation, Recession and Trade Cycles.

Books (Text)

1. Managerial Economics - Dr .D.N. Dwivedi
2. Managerial Economics - Mithani
3. Modern micro Economics – Koutsoyiannis
4. Managerial Economics:- Peterson & Levis
5. Micro Economics – Sundaram & vaish
6. G. Mankiw :- Macro Economics

SCHOOL OF COMMERCE

ACCOUNTING FOR MANAGERS **COURSE CODE: MFT – 2104**

Objective: The objective of the subject is to acquaint students with concepts of Financial and Cost Accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **FUNDAMENTALS OF FINANCIAL ACCOUNTING:** Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles-Concepts and Conventions, An introduction to Accounting Standards and US GAAPs. Concept and definition of Double Entry System, Process of Accounting, various stages of DES accounting: Journal, Ledger, Trial Balance, Preparation of Final Accounts with adjustments.
2. **FUNDAMENTALS OF COST ACCOUNTING:** Concept of Cost, Classification of Cost, Elements of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost reduction, Cost Control and Cost Management, Preparation of Cost Sheet, Numerical Problems.
3. **INTRODUCTION TO MANAGEMENT ACCOUNTING:** Introduction to Management Accounting, Balance Sheet & related concepts, Profit/Loss account & related concepts, Needs, Importance and Limitations of Management Accounting, Difference between Management, Cost & Financial Accounting.
4. **ANALYSIS OF FINANCIAL STATEMENTS:** An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Numerical Problems.
5. **MARGINAL ANALYSIS AND DECISION MAKING:** Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis. Budget, its meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget, Standard Costing and Variance Analysis.

TEXT BOOKS:

Financial A/c for Management by Ambrish Gupta(Pearson Education)
Accounting for Managers by M.E.Tukaram Rao (New Age)
Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

- REFERENCES BY:**
1. **I.M.PANDEY**
 2. **S.K. BHATTACHARYA**
 3. **KHAN & JAIN**
 4. **AGRAWAL, AGRAWAL, JAIN – Ramesh Book depot.**

SCHOOL OF COMMERCE

EXPORT – IMPORT POLICY , PROCEDURE AND DOCUMENTATION **COURSE CODE: MFT - 2105**

Course Objective

The objective of this course is to familiarize the student with the export – import policy of the government of India and to inform him about various authorities of the government, export organization, commodity, Boards and services institutions operating in the field of foreign trade.

Course Contents

1. **Export –Import Policy** – Historical review and current Export – Import policy of the Govt. of India and its implications. Export –Import Licensing –_Policy & Procedure, Incoterms.
2. **Government Authorities** – Department of Commerce, CCI&E, Cabinet committee, Board of Trade, Zonal Advisory Committee, State Govt.
Commodity Organiastion – Export Promotion councils, Commodity Boards, ECGC, Trade fair Authority, FIEO, Exim Bank, DGCI&S, STC, and MMTC etc.
Other Committees & Agencies – RBI, Customs & Central Excise Department, Central Warehousing Corporation.
3. **Customs & Central Excise**: Customs & Central excise Procedures related to exports and Imports, Export Inspection council.
4. **Significance of Export Documents**-Type of documents, Trade documents, Regulatory documents.
5. **Export procedure**-Steps of Export procedure, Banking procedure of Export Documents-
Bill of lading, Bill of Exchange, Certificate of Origin, Marine Insurance Policy, Letter of Credit, GR-1 Form, Schemes under Foreign Trade Policy.

Books

1. International Marketing Management – Varshney & Bhattacharya
2. Export Marketing – B.S.Rathore & J.S. Rathore
3. Foreign Trade Management – Verma & Agrawal
4. Foreign Trade Management in India – M.L. Verma
5. Export Management – R. Sharma
6. Export Import Procedures & Documentation-Khushpat S. Jain

SCHOOL OF COMMERCE

WORLD TRADE ORGANISATION **COURSE CODE – MFT – 2106**

Course Objective

The objective of this course is to make the students aware of the significance of WTO, its place in Global Trade environment and its effect on Indian Business.

Course Contents

- 1. History of WTO** - Origin and Development, Tokyo Round, Uruguay Round, Overview of GATT, Difference between GATT & WTO.
- 2. Organisation Structure** :Organization structure of WTO, Scope & functions, Decision making, Entry norms, Gains to world Trade from WTO.
- 3. WTO** - General Principles - Most favored Nation (MFN) Treatment, National treatment, Tariffs, Technical barriers to trade sanitary & phyto Sanitary measures, TRIPS & TRIMS.
- 4. Trade in Goods & Services** - Effect of WTO on specific sectors like Agriculture, Textiles and Clothing. General Agreement on Trade in Services in International perspective.
- 5. India in WTO** - Effect of WTO on India on different sectors.(cases involving)

Books (Text)

1. The World Trade organisation - A guide to the frame work for International Trade – Bhagirath Lal Das.
2. GATT/WTO TRIPS, TRIMS and Trade in Services - N. Gopalswamy.
3. WTO in New Millenium - Arun Goyal
4. World Trade Organisation - K.R. Gupta
5. The WTO as an International Organisation - Anne O Krueger.

SCHOOL OF COMMERCE

FOREIGN LANGUAGE - I (FRENCH)

COURSE CODE: MFT –2107

Course Objective :

This course has been included in the curriculum with the clear objective that a student should have exposure to one or two foreign languages as this will help him interact easily and effectively in a foreign country and communication barriers may be lifted.

Course Contents

1. **Vocabulary** – Meaning of foreign terms and words. Equivalent English terminology.
2. **Translation** – Translation of English Communication in foreign language & vice – versa.
3. **Written communication in foreign language** – Student should be able to write communication in foreign language.
4. **Verbal Communication** – The student should develop ability to communicate verbally in foreign language.
5. **Passages & Essays** - Unseen Passages, Small Essays.

Note : (1) Any one foreign language will be taught for which facility is available in the Institute.
(2) For Course Code MFTI – 906, MFT student will choose second foreign language than they have already studied in course code MFTI – 206.

Books

Books will be prescribed by the teacher of foreign language /s taught in the Institute

1. Le Nouveau Sans Frontiers - Goyal Publishers.

SCHOOL OF COMMERCE

MBA (Foreign Trade) – 2 Years

Semester-1 (July to December)

MFT-2101	Management Concepts and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resource Management and OB
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics and Supply Chain Management
MFT-2406	Foreign Language - II
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus **Session - Jan to June**

MBA (Foreign Trade) Post Graduate Programme

Semester-II (January to June)

MFT-2201	QUANTITATIVE TECHNIQUES FOR FOREIGN TRADE
MFT-2202	EXPORT IMPORT MANAGEMENT
MFT-2203	INDIA'S FT TRENDS PROSPECTS & STRATEGIES
MFT-2204	INTERNATIONAL ECONOMICS AND TRADE THEORIES
MFT-2205	FINANCIAL MANAGEMENT
MFT-2206	GLOBAL BUSINESS COMMUNICATION & PUBLIC RELATION
MFT-2207	COMPUTER APPLICATION IN FOREIGN TRADE

Course Co-ordinator

Dr.Rajeshri Desai

SCHOOL OF COMMERCE

QUANTITATIVE TECHNIQUES FOR FOREIGN TRADE

COURSE CODE : MFT-2201

Course Objective :

The objective of this course is to give training to the students in using quantitative and statistical methods in analyzing data, inferring and decision making in foreign trade.

Course Contents

UNIT 1: Introduction- Introduction, Meaning, Scope, Advantages, Techniques and limitation of Quantitative Techniques.

UNIT 2: Linear Programming: Meaning of LPP, Graphical and Simplex Method of LLP, Big M Method, Advantage and limitations.

UNIT 3: Transportation Model: Introduction, Assumptions, Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation, Optimization using Modi and Stepping stone Method.

UNIT 4: Assignment Problems: Assignment Problem: Introduction, Optimal Solution, Maximisation, Crew, Unbalanced Assignment Problems.

UNIT 5 :Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), probability calculations and application of M/M/C (Infinite population).

UNIT 6: Inventory Management : Introduction to Inventory Management, Types of Inventory Models.

UNIT 7: Replacement Models: Introductions, Scope in Management, Single Equipment Replacement Model and Group Replacement.

UNIT 8: Game Theory & Simulation:-Introduction to Games, Maximum and Minimum Principles, Pure and Mixed Strategies, Solutions of Games using –Algebraic and Graphical Methods. Introduction to simulation, Monte Carlo Technique and its applications.

Text Reading

1. N. D. Vohra. "**Quantitative Techniques**", New Delhi: Tata McGraw Hill Publications, 15th Ed.
2. Hamdy A. Taha, "**Operations Research: An Introduction**", New Delhi: Prentice Hall of India Pvt. Ltd.
3. Haruly M. Wagner, "**Principles of Operations Research with application to managerial decisions**", New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
4. P.K. Gupta and D. S. Hira, "**Operations Research**", New Delhi: Sultan Chand Publications, 2000.

SCHOOL OF COMMERCE

EXPORT IMPORT MANAGEMENT **COURSE CODE : MFT-2202**

Course Objective:

The course aims at providing thorough grounding to the students about the intricacies and complexities of the import procedural formalities and incidental documentary requirement for conducting import trade.

Course contents:

1. **Export Planning:** Introduction, Nature and steps of planning, product planning, planning for exports. Marketing Research and export market planning need & challenges of export market plans. Informational base for planning selecting export markets.
2. **Import Planning:** Types of importers, Import Process, Determining import requirement, sources of supply, Information for imports, Import License compilation & analysis for imports.
3. **Procedure & Documentation:** Import regulation & Policy, License, Restricted items, Import procedure and duty payment, Exim policy of 2009-2014 major highlights and incentives.
4. **Market Entry Strategies, distribution and transportation, International pricing:** Direct & Indirect exports, types of export distribution channels & factors affecting choice of channels, transportation system and types of transportation, choice of transport criteria, Pricing for exports, price strategies/methods essential matters of export pricing.
5. **Export promotion, packing for exports:** Advertising, trade fairs and exhibitions, personnel selling & export personnel management, promotion of products/services abroad. Packing and packaging for exports, objectives of good export packing factors influencing export packing.

Books (Text)

1. International Marketing Management – Varshney etc.
2. How to Import – Nabhi Publication
3. Export marketing – B.S.Rathore & J.S.Rathore
4. Export Import management – Asseem Kumar

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SCHOOL OF COMMERCE

INDIA'S FT TRENDS PROSPECTS & STRATEGIES

COURSE CODE : MFT-2203

Course Objective: To understand the business relations of India with different countries & markets is to find out the future prospects of India's Foreign Trade.

Course contents:

UNIT I : Introduction of prospects of FT - History and introduction to FT, promotional measures in FT by Indian government, establish linkages between market and products and design business strategies with global perspective.

Agro products: Tea, Rice, Oil seeds, Wheat, Pulses, SEZ.

Engineering Products: Metal Manufacturers, Machinery and Instruments, Transport equipments, etc.

UNIT II: Market Study - To study the business environments of each market (Economic, Social, Technological, Political and legal framework) 1. U.S.A. 2. European Union 3. Japan, 4. ASEAN, 5. China 6. South Africa 7. Middle East Also study the geographic, climatic and other conditions which favors Indian exports to these countries.

UNIT III: Products Study: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions

- i) Software - Differentiate between product v/s Services, Outsourcing, etc.
- ii) Pharmaceuticals - Product v/s Process Patent, New Drug. Discovery or Generic Product strategy etc.
- iii) Textiles and Readymade Garments: Cotton or Man made: Yarn, Fabric, RMG.

UNIT IV: Product & Market Strategy: Develop a working knowledge of each product category & conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions.

- i) Gems and Jewellery
- ii) Leather and leather Products
- iii) Marine product

UNIT V: Products Category: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category. Also study the geographic, climatic and other conditions

- i) Services Sector: Insurance, Banking, consultancies
- ii) Chemicals: Dyes & Intermediaries.
- iii) Mining industry

Recommended Books

Thrust sectors in India's export - Edited by Dr. Saga Shanker saxena, Dr. M.L. Varma, B.Bhattacharya, M.S. Sachdeva

SCHOOL OF COMMERCE

INTERNATIONAL ECONOMICS AND TRADE THEORIES

COURSE CODE: 2204

Course Objective: This course is designed to enhance the understanding of the International Economics & Trade theories.

Course Contents:

UNIT I: Theories of International Trade

The Nature Of International Trade, Concept and Importance of International Economics, Scope of International Economics, Characteristic Features of International Trade, The Classical Theory of International Trade, Haberlers Opportunity Cost Theory of, International Trade, Heckscher - Ohlin's Theory of International Trade, Recent Development in Theories of International Trade: An Overview

UNIT II: International Finance

International Capital Movements, Balance of Trade and Balance of Payments, Measures to Correct Balance of Payments Disequilibrium, Gold Standard, Purchasing Power Parity Theory, Foreign Exchange Rates Policy, Policy of Exchange Control.

UNIT III: Trade and Development

Commercial Policy and Economic Development of Less Developed Countries, Foreign Capital and Developing Countries, International Trade and Economic Development, Euro-Dollar Market, Regional Economic Integration Among Developing Countries,

UNIT IV: The World Economy

International Cooperation, International Bank for Reconstruction and Development, International Monetary Fund (IMF), International Development Association (IDA), International Finance Corporation (IFC) and The Asian Development Bank (ADB), Regional Economic Cooperation, General Agreement on Tariffs and Trade (GATT) and WTO, The United Nations Conference on Trade and Development (UNCTAD), The World Trade Organization, The European Economic Community

UNIT V: International Investment and International Liquidity

Globalization of Financial Markets: International Finance Hub, Multinational Corporations, International Investment; Foreign Direct Investment (FDI), International Liquidity.

TEXT BOOK:

International Economics by Dr. Nirmala Bhalerao and S.S.M. Desai

References: International Economics by Dr. D.M. Mithani

The Essence of International Economics by Dr. D.M. Mithani

Introduction to International Economics by Dr. D.M. Mithani

SCHOOL OF COMMERCE

FINANCIAL MANAGEMENT **COURSE CODE : MFT-2205**

Course Objective: This course is designed to enhance the understanding of the fundamental concepts of financial management, as related to a corporate organization.

Course Contents:

1. **Financial Management: An Introduction** - Concept and Nature of financial management, Goals of Financial management, Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines, Role and Functions of finance manager.
2. **Working Capital Management:** Introduction, nature & concepts. Planning for Working Capital management, Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems, Working Capital Finance, Various modes/ methods of WC Financing.
Receivables Management: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems.
Inventory Management: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems.
Cash Management: Introduction, motives & objectives for holding cash, factors determining Cash, Cash Budgeting as management tool, its elements & methods. Strategies & Techniques of cash management, Numerical problems.
3. **Sources Of Long Term Funds:** Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase & Project financing. Venture Capital finance.
4. **Concept & Measurement Of Cost Of Capital:** Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Numerical Problems.
5. **Leverage Analysis:** Concept of Leverage, Operating Leverage, Financial Leverage, and Combine Leverage. Importance of Leverages, Relationship of Leverages with Capital Structure, EBIT-EPS analysis Numerical problems.
6. **Time Value Of Money:** concept and Utility, Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity. Compounding and Discounting Techniques, Numerical Problems.
7. **Capital Budgeting:** Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Numerical Problems.
8. **An Introduction to Capital Structure Theories and Dividend Policy Decisions:**
Books Recommended: Text Book:
Financial Management by Khan and Jain
Financial Management by I.M. Pandey
Financial Management by Prashana Chandra

SCHOOL OF COMMERCE

GLOBAL BUSINESS COMMUNICATION & PUBLIC RELATION

COURSE CODE : MFT- 2206

Course Objective

The purpose of this course is to familiarize the students with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

Course contents

1. **Introduction-** Defining Communication, Communication Process, Channels of Communication – Formal & Informal, Forms of Communication – Verbal & Non – verbal , Role of culture in Global Communication across cultures & countries.
2. **Objective of export correspondence& Terminology-** Essentials of successful letters, advantage of export correspondence – Building confidence and establishing strong trade relation. Meaning of special terms used in export import business; Inco-terms and terms of payment.
3. **Market Reports & Correspondence** – Reading, Comprehending and writing of market reports relating to export & import of different goods. Practice in writing of business letters relating to all aspects of export & Import of visible and non-visible items ; Filing and Indexing.
4. **Public Relations** – Concept, PR, Press. a gentry, Publicity, Propaganda, Tools & PR Writing Press Release, Laws & Ethics in PR.
5. **Digital PR, PR in age of New Media:** Challenges & Opportunities, Crisis Communication with recent egs. Building online corporate community.

Books

1. Export Marketing – B.S. Rathore & J.S. Rathore
2. Communication & Research for Management – V.P. Michael
3. Effective Business Communication – Murphy
4. Communication for Business & Management – Sigband , Norman
5. Business Communication – V.S. Rai & S.M. Rai

SCHOOL OF COMMERCE

COMPUTER APPLICATION TO FOREIGN TRADE

Course code:2207

Course objective: The objective is to produce advanced skills in computer area in Export- Import office.

Unit-1:

E-commerce in foreign trade: Meaning, Types of E-Commerce, Functions of E-Commerce , Technologies for E-Commerce.

Unit-2:

Concepts of E-Payments: Understanding E-Payments, Establishing E-Payment system, Credit card transaction, SET standards.

Office Automation equipments: Fax, E-mail, Video Conferencing, and Voice Mail.

Unit-3:

Web Terminology: Domain name & its registration, HTML web designing.

Internet Internals: IP Addressing, Internet Connectivity options.

Unit-4:

E-Services: In Banking, In Retailing, Supply Chain Management (SCM) and E-Commerce.

M-Commerce: Introduction, M-Commerce application, M-payments.

Unit-5:

Case Studies: Role of Information technology in Foreign Trade.

REFERENCES:

- 1) COMPUTERS TODAY : S.K. Basandra ,Galgotia Publication.
- 2) COMPUTERS FUNDAMENTALS: P.K. Sinha,BPB publications.
- 3) UNDERSTANDING ELECTRONICS COMMERCE- Microsoft.

SCHOOL OF COMMERCE

PERSONALITY DEVELOPMENT COURSE CODE : MFT- 2206

Course Objective: To prepare the students for the next level corporate zones and get selected in campus drives and desired jobs. The whole syllabus would help the student get groomed about the current corporate needs in a candidate in terms of the required skill set.

Course Content:

- 1. Communication and Soft Skills**
- 2. Group Discussions:**

Part A: Knowledge of the Topic, Communication Skills, Leadership Quality, Creativity Initiative, Self Confidence, Decision Making and Facilitating Skills Enthusiasm, Criteria & Rules for GD

Part B: Factual Topics, Controversial Topics, Abstract Topics, Practice GDs

- 3. Extempore**
- 4. Corporate Resume Building**
- 5. Personal Interviews: Technical and HR**

SCHOOL OF COMMERCE

MBA (Foreign Trade) – 2 Years

Semester-1 (July to December)

MFT-2101	Management Concepts and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resource Management and OB
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics and Supply Chain Management
MFT-2406	Foreign Language - II
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme
Session – July to December

Semester-III (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in Foreign Trade
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resources Management & Organizational Behavior
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis & Research Methodology

Course Co-ordinator

Dr. Rajeshri Desai

MBA (FOREIGN TRADE) POST GRADUATE PROGRAMME

SCHOOL OF COMMERCE

FOREIGN EXCHANGE AND EXCHANGE CONTROL

COURSE CODE: MFT -2301

Course Objective:

The objective of this course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulation in relation to foreign trade.

Course Contents:

1. **Theory of foreign exchange** - Fluctuations in foreign exchange rates and terminology- Foreign exchange transactions and rate mechanism - Exchange rate policy and exchange control - Convertibility of the rupee in India - Foreign Exchange markets in India.
2. **Exchange control features and foreign trade** – FEMA Guideline for Residents & NRI, FEMA Guidelines for Exporters and Importers - Financial Institutions and Export Trade - Financial Assistance provided by banks, Exim Bank
3. **Foreign Exchange Arithmetic** - Decimals - Abbreviated methods - Some simple calculations - Exchange rate numerical problems - Forward Exchange numerical problems - SWAPs Exchange Rates Forward Contracts.
4. **Exchange risk management** - Risk identification - Types of risk - Risk vs. exposure - Measurement of risk - Mark to market - Management of risk - Risk limits and value at risk - Corporate hedging strategies - Selective hedging - Splitting legs - cross currency covers - short term covers for long term exposures - Third currency covers - Forward contracts vs. options - Managing risk on long term loans.
5. **Currency forwards and futures** - Currency futures - Hedging currency risk - A comparison of futures and forwards - Options - Call Options, Put Options, Writing Options - Swaps - Hedging Interest rate risk - Use of swaps to reduce interest cost - Currency swaps.
6. **Devaluation**– Meaning and effects of devaluation; Devaluation Vs. Quantitative restriction; Devaluation of rupee in recent times and its impact on foreign trade.

Books:

1. International Financial Management – P.G. Apte
2. Foreign Exchange – C. Jeevanandam
3. Foreign Trade Management – Dr. Varma & Agarwal
4. Foreign Trade – T.K. Velayudhan

SCHOOL OF COMMERCE

INSURANCE AND RISK MANAGEMENT IN F.T **COURSE CODE: MFT -2302**

Course Objective

The objective of this course is to make student aware of the contracts and regulations of Insurance, various types of risks, legal risks, Cargo risk, Credit risk and Exchange fluctuation risk.

Course Contents

1. **THEORY OF INSURANCE**: Costs and Benefits of Insurance, Elements & Principles, Insurance Contracts, Types of Insurance, Rating of Insurance Products, IRDA – a Insurance Regulator
2. **INSURANCE CONTRACTS & REGULATIONS**: Analysis of Insurance Contracts, Legal and Economic Environment of Insurance Business, Underwriting Process and Methods, History & Reasons for Insurance Regulations.
3. **INTRODUCTION TO RISK MANAGEMENT**: Concepts & functions, Process & Methods of Risk Management in insurance sector.
4. **TYPES OF RISKS** – Commercial risks, Political risks, Legal risks, Cargo risks, Credit risks, Exchange fluctuation risk.
5. **MANAGING OF RISKS** – Marine insurance policy, Role of Export Credit and guarantee Corporation in covering various schemes. Financial Guarantees, Overseas Investment Insurance.

Books

1. Risk Management & Insurance – Mark S. Dorfman
2. Principles of Risk Management & Insurance – George E.Rejda
3. Risk Management & Insurance – Harrington Niehaus
4. Fundamentals of Insurance – P.K.Gupta
5. Principles and Practice of Insurance – Dr.P.Periasamy

SCHOOL OF COMMERCE

MULTINATIONAL FINANCIAL MANAGEMENT **COURSE CODE: MFT -2303**

Course Objective:

The objective of this course is to make student aware of the conceptual framework within which the key financial decisions of multinational firm are analyzed.

Course Contents:

Unit 1. MULTINATIONAL FINANCIAL MANAGEMENT: Multinational Financial System, Growth and importance of international finance: Types of risk in international finance; Rewards in international finance, L.T & S.T. Financing of foreign trade.

Unit 2. MULTINATIONAL WORKING CAPITAL MANAGEMENT: Short-term overseas financing sources; International management of cash, accounts receivable and inventory management.

Unit 3. MULTINATIONAL INVESTMENT DECISIONS: Capital Budgeting for multinational corporations.

Unit 4. INTERNATIONAL FINANCING: Equity financing, bond financing, bank financing, direct loans, Government and development bank lending, Capital structure & cost of capital.

Unit 5. PORTFOLIO INVESTMENT: Benefits of International portfolio investment, spreading risk, international capital asset pricing, international diversification.

Unit 6. ISSUES CONCERNING MULTINATIONAL ACCOUNTING & FINANCE: Transactions; Multinational transfer pricing and performance measurement; International accounting standards.

Books

1. International Financial Management - P.G.Apte. Tata McGraw Hill
2. Multinational Finance – Buckley, Adrian.
3. Multinational Financial Management – E.E.Carter, R.M.
4. International Financial Management - Jeff Madura, Thomson South West Publication
5. Multinational Financial – Madhu vij Excel Books.

SCHOOL OF COMMERCE

INTERNATIONAL MARKETING MANAGEMENT & CONSUMER BEHAVIOUR

COURSE CODE: MFT -2304

Course Objective

The objective of this course is to expose students to the conceptual framework of international marketing management.

Course Contents:

Unit-1: INTRODUCTION TO INTERNATIONAL MARKETING: Nature and significance; Scope, Importance of International marketing, Complexities in international marketing, International Market orientation – EPRG framework; International market entry strategies. International business environment: internal environment; external environment – geographical, demographic, economic, socio-cultural, political and legal environment; impact of environment on international marketing decision.

Unit-2: INTERNATIONAL MARKETING STRATEGIES & ELEMENTS OF INTERNATIONAL MARKETING MIX: International Market-Segmentation, Targeting & Positioning, 4P's of International Marketing.

- a) Product-International Product Life Cycle, New Product Development, Diffusion of Innovation, Standardization vs Adaptation of products.
- b) International Pricing Strategies & issues.
- c) Managing International Distributional Channels Choice of Distributional Channels in different Markets.

Advertising & Sales Promotion-Advertising and other types of Promotion, International Advertising: Developing International Advertising Strategy, Media choices for international Advertising, Cultural issues, Personal Selling.

Unit-3: INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR:

Diversity of C consumer Behavior – Concept and need for Consumer Behavior – Development of Consumer Behavior - Consumer Behavior models. Introduction to Consumer decision making model.

Unit-4: DETERMINANTS OF CONSUMER BEHAVIOR: Motivation-Perception-Learning –Personality-Attitudes and Behavior.

Unit-5: FACTORS INFLUENCING CONSUMER DECISION MAKING: Influence of Social class, reference groups and family influence, Impact of psychological & other external factors on consumer decision making.

Unit-6:- CASE STUDY OF :

1. International Marketing Firms II. Consumer Behavior.

Suggested Readings:

1. International Marketing by J. M.Hess and P.R Catecora.
2. Consumer Behavior by Leon G.Schiffman & Leslie Lazar Kanuk.

SCHOOL OF COMMERCE

INTERNATIONAL HUMAN RESOURCE MANAGEMENT & ORGANIZATIONAL BEHAVIOR

COURSE CODE: MFT -2305

Course Objective

The objective of this course is to expose students to the conceptual framework of international Human Resource management.

Course Contents:

UNIT I - INTRODUCTION OF INTERNATIONAL HUMAN RESOURCE

MANAGEMENT: Meaning, Definition of IHRM, Approaches of IHRM, Managing Human Resources in a foreign subsidiary, HRM Models, difference between IHRM & Domestic HRM.

UNIT II - COMPENSATION SYSTEMS: Multinational compensation systems, factors affecting compensation systems.

UNIT III - UNDERSTANDING THE CULTURE: Cross culture business communication and behavior. Cross cultural studies of Hofstede, Kluckhohn Stoodbeck; Ethical relativity versus ethical absolutism. International Recruitment & Selection.

UNIT IV - INTERNATIONAL RECRUTMENT & SELECTION: Appraisal systems, acceptance & resistance.

EXPATRIATES:

(a) Determination of needs, selection process, attributes contributing to success & failure, special issue of female expatriates, expatriate re-entry. Training & development of Expatriates.

(b) International Labour Marketing: Sources (PCNs,HCNs,TCNs), Advantages & Disadvantages.

Suggested Readings:

1. Industrial Human Resources Management: Anne Will Harzing
2. Human Resource management: Pieper R.
3. Organizational Behavior – Stephen R.Robbins & Seema Sanghi (Pearson Education)
4. Recruitment & Selection by Multinationals International orgn. Ethics.

SCHOOL OF COMMERCE

INTERNATIONAL BUSINESS LAWS **COURSE CODE: MFT -2306**

Course Objective: The objective of this course is for students to develop a core understanding of how the international conventions and legal principles regulating international trade and enable them to formulate strategies as compatible with laws and treaties governing international business operations.

Course Contents:

UNIT-I : BASICS AND LEGAL FRAMEWORK OF INTERNATIONAL SALE CONTRACT: Meaning and nature of International Contract of Sale of Goods and basic difficulties in performance of contract and remedies in case of breach. Fundamentals of the Indian Contract Act, 1872 and the Sale of Goods Act, 1930. The United Nations Convention on Contracts for the International Sale of Goods, 1980. Principles of international commercial contracts (UNIDROIT, 1994).

UNIT-II : INTERNATIONAL BUSINESS AND TRADE TERMS : Role of ICC in development of INCOTERMS, meaning, nature, objectives and legal characteristics of INCOTERMS, INCOTERMS Rules 2010. Obligations of parties under FOB contract; obligations of parties under CIF contract; Differences between FOB and CIF contract.

UNIT-III : INTERNATIONAL CARRIAGE OF GOODS: Contract of Carriage of goods. Major modes of international carriage of goods by: Sea, Air, Rail, Road and Multimodal Transport. International Conventions for the Carriage of Goods by Sea-Brussels Convention 1924 (Hague Rules), Brussels Rules (Visby Rules), UN Convention 1978 (Hamburg Rules).
Legal nature of 'Bill of Lading'.
United Nations Convention on International Multimodal Transport of Goods, 1980 and the Multimodal Transportation of Goods Act 1993.

UNIT-IV: WTO REGIME: History from GATT to establishment of WTO, Major areas covered under GATT/ WTO: Agriculture, Textile, TRIPS, TRIMS and GATS. Principles and policies of WTO, and their impact on international trade: Free trade, tariff and non-tariff barriers, Anti-dumping measures and disputes settlement mechanism. Global Regime of IPRS, WTO and UNCTAD, WTO and TRIPS relationship

UNIT-V: INDIAN LAWS AND REGULATIONS GOVERNING INTERNATIONAL TRANSECTIONS: The objectives of the legislations dealing with export-import and authorities their under, their powers and functions under- The Foreign Trade (Development and Regulation) Act, 1992; The Customs Act, 1962 and the FEMA, 1999. Industrial Development and regulation Act 1952

RECOMMENDED READINGS –

1. Schmitt off C.M., Essays on international Trade Law

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2. Comments on International Trade Law by Professor Rafiqul Islam
3. International Trade Law by Lord Templeman
4. Law of International Trade by Pamela Sell man
5. International Trade Law by Janette Charley
6. International Trade Law by S. C. Chhua
7. Law of Carriage by Avtar Singh
8. Mercantile Law by M.C. Kuchhal
9. Carriage by Sea by Carver
10. Carriage of Goods by Sea by Payne & Ivamy
11. Charter parties and Bills of Lading by Thomas Edward Scrutton
12. The WTO After Seattle by Jeffrey J. Schott (Editor)
13. An Introduction to the WTO Agreements by Bhagirat Lal Das
14. International Trade Law by Indira Carr,
15. Shipping Law By S Baughen
16. Understanding International Trade Law by Simone Schnitzer,
17. Cases and Materials on International Trade Law by Paul Todd,

Official Websites of the national and international institutions can also be referred for updated legal awareness such as-

- www.wto.org
- www.iccwbo.org
- <http://commerce.nic.in>
- <http://dgft.gov.in>
- www.cbec.gov.in
- www.uncitral.org
- <http://untreaty.un.org/cod/avl/index.html>

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STATISTICAL ANALYSIS AND RESEARCH METHODOLOGY

COURSE CODE: MBA (FT) – 2307

Course Objective:

The objective of this course is to give conceptual and practical training to the student in conducting desk and field research for export and import market of goods by collecting, tabulating, analyzing and interpreting relevant data.

Course Contents:

PART – I STATISTICAL ANALYSIS

UNIT 1: Introduction – Definition, Scope, Application, Limitation of Statistics, Types of Data, Sampling Methods, Presentation of Data.

UNIT 2: Probability and its Distributions: Concepts, Additive, Multiplicative, Conditional Probability rules, Bay's Theorem, Binomial, Poisson and Normal Distribution- their characteristics and Application, Statistical Theory: Decision making process, Decisions under Uncertainty and Risk.

UNIT 3: Coorelation & Regression:- Introduction, types of Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.

UNIT 4: Index Numbers and Time Series:

Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of studying components of Time Series: Measurement of trend (moving average, Exponential smoothing an least squares method) Measurement of seasonal variation (Simple Average, Trend and Moving Average method) Measurement of Cyclic Variations (residual method).

Index Numbers: Concepts, Uses & Problems in construction of Index Numbers, Methods of constructing Index Numbers, unweighted and weighted index number.

UNIT 5: Introduction to Research and Research Design: Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.

Research Design: Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs.

UNIT 6 : Data Collection and Hypothesis Testing : Collection, Organization, Presentation, Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution.

UNIT 7: Report Writing: Steps in report writing, Layout and Presentation in Writing Report.

Text Reading:

- 1 Richard I. Levin and D.S. Rubin "Statistics for Management" Prentice Hall of India.
- 2 Anderson Sweeney William " Statistics for Business and Economics" Thomson South Western
- 3 William G. Zikmund, "**Business Research Methods**", Orlando: Dryden Press.
- 4 S.P. Gupta "Statistical Methods" New Delhi Sultan Chand and Sons.
- 5 Fred N Kerlinger, "**Foundations of Behavioural Research**", New Delhi: Surjeet Publications.
- 6 C. R. Kothari, "**Research Methodology: Methods and techniques**", New Delhi: Vishwa Prakashan.

Suggested Readings:

- 1 D.C. Sancheti and V.K. Kapoor "Statistic: Theory, Methods and Application" New Delhi Sultan Chand and Sons 2001.
- 2 D.N. Ethance, Veena Ethance and B.M. Aggrawal, "Fundamentals of Statistics" Allhabad Kitab Mahal 1996.

SCHOOL OF COMMERCE

MBA (Foreign Trade) – 2 Years

Semester-1 (July to December)

MFT-2101	Management Concepts and Organizational Behavior
MFT-2102	Global Business Environment
MFT-2103	Managerial Economics
MFT-2104	Accounting for Managers
MFT-2105	Export Import Policy, Procedure and Documentation
MFT-2106	World Trade Organizations
MFT-2107	Foreign Language-I

Semester-2 (January to June)

MFT-2201	Quantitative Techniques for Foreign Trade
MFT-2202	Export-Import Management
MFT-2203	India's Foreign Trade: Trends, Prospects and Strategies
MFT-2204	International Economics & Trade Theories
MFT-2205	Financial Management
MFT-2206	Global Business Communication and Public Relations
MFT-2207	Computer Application in FT

Semester-3 (July to December)

MFT-2301	Foreign Exchange and Exchange Control
MFT-2302	Insurance and Risk Management in FT
MFT-2303	Multinational Financial Management
MFT-2304	International Marketing Management and Consumer Behavior
MFT-2305	International Human Resource Management and OB
MFT-2306	International Business Laws
MFT-2307	Statistical Analysis and Research Methodology

Semester-4 (January to June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics and Supply Chain Management
MFT-2406	Foreign Language - II
MFT-2407	Research Project *

SCHOOL OF COMMERCE

SCHOOL OF COMMERCE **Devi Ahilya Vishwavidyalaya, Indore**

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme
Session – Jan to June

Semester-IV (January - June)

MFT-2401	EXIM Financing
MFT-2402	Taxation in Foreign Trade
MFT-2403	Export Incentives and Institutional Support
MFT-2404	Export Pricing and Product Planning
MFT-2405	International Logistics and Supply Chain Management
MFT-2406	Foreign Language - II
MFT-2407	Research Project *

Course Co-ordinator

Dr. Rajeshri Desai

SCHOOL OF COMMERCE

EXPORT- IMPORT FINANCE

COURSE CODE - MFT - 401

Course Objective:

This course focuses on the acquisition of information about the need and sources of finance for exporters.

Course contents

1. **Terms of Payment** - Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis, Import Trust Receipt; Deferred Payment Imports.
2. **Sources of Finance** - Short-term sources and Medium and long term sources of Finance (Factoring, Forfeiting, External Commercial Borrowing).
3. **Pre-shipment Finance (Packing Credit)** – Pre-shipment finance in Indian rupee, Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.
4. **Post-shipment Finance in Indian Rupees - By**
 - a) Purchase of Export Bills
 - b) Goods sent on consignment
 - c) Indrawn balance
 - d) Retention Money
 - e) Claims of duty drawback,
 - f) Negotiation of Export Documents drawn under L/C.
 - g) Post shipment credit in Foreign Currency.
5. **Import Finance-**
 - a) Sellers credit
 - b) Trust receipt finance by commercial bank
 - c) Bankers acceptance
 - d) Discounting of trade drafts
 - e) Buyers credit-short term loans from foreign banks
6. **EXIM Bank** -

Books (Text)

- 1) Finance of International Trade – Whitting D.P
- 2) The Finance of International Business – Kettel Brain
- 3) Foreign Exchange – C.Jeevananandan
- 4) How to export – Nabhi Publication
- 6) Export Import Procedures & Documentation – Khushpat S.Jain

SCHOOL OF COMMERCE

TAXATION IN FOREIGN TRADE COURSE CODE: MBA (FT) – 2402

Course Objective : This course focuses on the acquisition of information about the need and sources of tax for exporters and importers.

Course contents

Elements of indirect Tax:

Unit I: INDIAN CUSTOMS ACT, 1962 (Basics & Valuation)

1. Basics concepts, custom tariff & types of custom duties, valuation and Valuation Rules of Import/Export.
2. Exemption, Remission & Demand of Duty.

Unit II: OTHER PROVISION OF CUSTOM ACT, 1962 For:

1. Importation & Exportation.
2. Duty Drawback Rules.
3. EOU & SEZ.
4. Warehousing
5. Baggage, Courier & Post.
6. Export, Incentives.

Unit III: Basics of Central Excise Act, 1944 & Provision of Service Tax related to Foreign Trade.

EXCISE

1. Basics of Central Excise Act, 1944.
2. Provision Related to Refund of Excise Duty on Export.
3. Exemption from duty for SEX/EOU.
4. Export under claim of Rebate.

SERVICE TAX & VAT

1. Concept of Service Tax, Valuation of output services.
2. Provision related to Export & Import of Services.
3. Reverse charge method.

UNIT IV: ELEMENT OF DIRECT TAXES

1. Basics of Income Tax Act, 1961.
2. Incidence of Tax, Corporate Tax Rate, Taxation of companies.

UNIT V: OTHER PROVISION OF INCOME TAX

1. Double Tax Avoidance Agreement.
2. Advance Ruling.
3. Transfer Pricing.

Book References:

1. Direct Taxes – Law & Practice – Vinod Singhania.
2. Indirect Taxes – Bangar & Bangar
3. Indirect Taxes – VS Datey

SCHOOL OF COMMERCE

EXPORT INCENTIVES & INSTITUTIONAL SUPPORT **COURSE CODE : MFT- 2403**

Course Objective :

The objective of this course is to familiarize the students with the various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India.

Course Contents :

1. Export Incentives_- need for incentives , forms of incentives.

2. New system of Export Assistance –

(i) Market – based Exchange Rate

(ii) Fiscal concession – Tax concessions, Methods of Calculation of export profits.

(iii) Facilities under EXIM Policy – 5 year duration of policy , direction of imports into three categories , EPCG Scheme , Duty exemption scheme , Advanced licenses , special Imprest license , Pass Book Scheme.

3.Incentives to Trading Houses_ - Export Houses , Trading Houses , Star Trading Houses , Superstar Trading Houses.

4.Other Facilities – Free Trade Zones , 100 Percent Export- oriented units , assistance for reducing the price disadvantage , assistance in the area of marketing , Export Finance , Insurance of Risk ,National Award.

5.Institutional Support – Department of commerce , Commodity organizations , service institution , Indian council of Arbitration , Export Corporations. Trade Representatives abroad , RBI , Warehousing.

Books:

1. Export Marketing – Rathor & Rathor
2. Foreign Trade Management – Dr. Varma & Agrawal
3. International Marketing Management – Varshney & Bhattacharya
4. How to Export - Nabhi Publication

SCHOOL OF COMMERCE

EXPORT PRICING & PRODUCT PLANNING **COURSE CODE : MFTF- 2404**

Course Objective :

The objective of the course is to develop conceptual clarity about pricing of exports and product planning so that proper pricing and product decisions could be made.

Course Contents :

- a. **Actors in pricing decisions** - Pricing and non-price factors in international marketing.
- b. **Methods of Pricing** – Cost oriented pricing, Market oriented pricing, Impact of contract conditions on pricing , Differential Export pricing , International Dumping , Management philosophy.
- c. **Price Strategies** – Market penetration strategy, Probe pricing strategy, follow the Leader strategy , skim the cream pricing , differential Trade margin strategy , standard export pricing strategy , cheaper price for equipment and higher price for spares strategy.
- d. **Product Planning** – Product adaptation , factors affecting design changes , Product Life cycle , Standardization.
- e. **Marketing & Packaging** – Rules as to marking , labeling , requirements of interested parties , Factors to be considered in packaging.

Books (Text)

1. Foreign Trade Management – Dr. Varma & Agarwal
2. Price competitiveness in World Trade – Kravis & Lipsey
3. Sources of commodity & Product price information – International Trade Centre.
4. International Marketing Management – Varshney & Bhattacharya
5. Export Marketing – Rathor & Rathor

SCHOOL OF COMMERCE

INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE CODE: MBA (FT) – 2405

Course Objective :

The objective of this course is to explain to the student the basic concepts of logistics and practice of transportation of goods for export and import.

Course Contents :

1. **Introduction:** Concepts and importance of Supply Chain, Evolution of SCM, Key issues of SCM, Dynamics and interventions of Supply Chain, Push-based, Pull-based and Pull-Push based Supply Chain. Demand Forecasting in SC.
2. **Managing Inventory:** Managing inventory in SC environment, Basic and Advanced inventory models, Warehouse Management, Materials Handling Systems, Storage system, Information Technology in SCM, SC performance model; SCOR model.
3. **International issues in Supply Chain Management:** Global market forces, technological forces, global costs, risk and advantages, issues regional differences, cultural differences, human resources. Bullwhip effect. Cases in SCM.
4. **Concept of Logistics system:** meaning, scope and objectives of logistics management. Logistics outsourcing; drivers and benefits of outsourcing, third party and fourth party logistics, selection of service provider, value added services, service contracts. Technology for logistics; role of technology, bar coding, radio frequency identification. Communication technology; EDI, E tracking, VSAT and GPS systems.
5. **International Transport System and Logistics Practices:** Air, Rail and Road Transport. Dry ports and inland water ways; choice of mode. Govt. policies and regulations related to logistics; environment protection act, consumer protection act, packaging rules related to safety and quality. Reverse logistics; Challenges and scope of reverse logistics, Logistics practices.

Text Books:-

1. Export Marketing – Rathor and Rathor
 2. Foreign Trade Management – Dr. Varma & Agrwal
 3. International Marketing – Philip R Catepra
 4. Introduction to Materials Management – J.R.Tony,Arnold Stephen N Chapman, R V Ramakrishan
 5. International Business Environment – Francis Cherunilam
 6. Supply Chain Management - Strategy, Cases & Best Practices – D K Agrwal.
 7. Essential of Supply Chain Management – Dr R p Mohanty & DrS G Deshmukha
 8. Logistics and Supply Chain Management –
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SCHOOL OF COMMERCE

FOREIGN LANGUAGE-II **GERMAN** **COURSE CODE : MFT – 2406**

Course Objective: This course has been included in the curriculum with the clear objective that a student should have exposure to one or two foreign languages as this will help him interact easily and effectively in a foreign country and communication barriers may be lifted.

Course contents

The country and its culture.

Introduction to Germany, German, culture, people, a brief about its history and geography.

- 1) Greetings, basic pleasantries, dialogues based on situations like personal reservation. Vocabulary building for informal conversation (Personal introduction / family).
- 2) Verbs-regular, irregular, helping, trennbar, modal verb conjugation.
- 3) Nouns with gender, articles and their usage in different cases. Personal and possessive pronouns. Singular and plural forms. Structure of sentence.
- 4) Preposition-temporal and local (Talking about time and place.)
- 5) Reading comprehension and informal letter writing.

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RESEARCH PROJECT **COURSE CODE: MBA (FT) – 2407**

Course Objective:

The objective of the Research Projects is to develop the ability of the student to select a topic or problem of study, give it a framework and analyses it in a manner to end up with meaningful conclusions / recommendations.

Course Contents:

1. Selection of a topic of study in consultation with the faculty of the institute.
2. Collect primary data or information relevant to the topic.
3. Analyse the data collected by using modern statistical and other tools.
4. Come out with appropriate conclusions and suggestions / recommendations.

The Research Project should not be based only on published or unpublished data collected or compiled by other researcher / student and it should not be a voluminous report. Normally the Research Project should consist of 50 to 75 pages total. Before submission it should be approved by the guide under whose supervision it is prepared.

Clarity of problem formulation, quality of analysis, original contribution of the student, and overall written as well as oral presentation constitute the basic characteristics of the research work.

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – July-December

Semester-I(July to December)

MBA(FT)-5101	English
MBA(FT)-5102	Financial Accounting
MBA(FT)-5103	Fundamentals of Foreign Trade
MBA(FT)-5104	Principles of Micro Economics
MBA(FT)-5105	Principles to Business Administration
MBA(FT)-5106	Introduction to Computers

ENGLISH
COURSE CODE- MFT -5101

Semester-I

COURSE OBJECTIVE:

- (i) Give practice to learners , reading, listening and writing skills
- (ii) Systematically strengthen the understanding and use of the language
- (iii) Familiarize students with functional use of grammar

COURSE CONTENTS:

Unit I Grammar: Tenses, Gerunds, Determiners, Modals, Phonetics,

Unit II. Composition: Letter writing, Essay writing

Unit III. Composition: Unseen Passage

Unit IV.

Active & Passive voice, Direct & Indirect speech, Word Formation, Word Meanings, Usage in Sentences

Unit V. Prose:

Tryst With Destiny - Jawaharlal Nehru
Last Leaf- O Henry

Steve Jobs - Walter Isaacson

Portrait Of a Lady- Khushwant Singh

Unit VI.

Ode to A nightingale- John Keats

Where the Mind is Without Fear- Ravindra Nath Tagore

Text Book:

1. **English Language & Indian Culture**
Publisher: Madhya Pradesh

FINANCIAL ACCOUNTING

MFT -5102

COURSE SUMMARY & OBJECTIVES: Objective of the subject is to acquaint students with concepts of accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents

UNIT I:- FUNDAMENTALS OF FINANCIAL ACCOUNTING: Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions.

UNIT II :- Journal, Ledger, Trial Balance and Bank reconciliation statement

a. Journal:- Rules for recording (Journal) the transactions- One Book Journal for small business, Subsidiary books journal for large business, Types of Journal Entries.

b. Ledger:- Opening of Accounts, Posting from one Journal book & subsidiary books to Accounts.

c. Trial Balance: Preparation of Trial Balance, Errors affecting & affecting total of T/B.

d. Bank reconciliation statement:- need of BRS, reasons of difference between Cash Book & Pass Book Balances. Ascertainment of correct cash book balance.

UNIT III:- Preparation of Final Accounts, Adjustments in Final A/cs., Preparation of Final a/cs. With adjustments, Numerical Problems.

UNIT IV:- DEPRECIATION: Concept of depreciation, WDV and SLM methods.

UNIT V:-RECENT DEVELOPMENTS: Need for GAAP, understanding basic difference between US GAAP and Indian Accounting Standards & IFRS.

References:

1. Principles and practice of accounting, R.L. Gupta & V.K. Gupta sultan chand & Sons.
2. Accountancy- I.S.P. Jain & K.L Narang kalyani publishers.
3. Financial Accounting – Dr.R.C.Gupta & Dr. P.K.Sense

FUDAMENTAL OF FORIEGN TRADE
COURSE CODE: MBA (FT) -5103

Semester-I

Unit :1 Introduction to Foreign Trade : Meaning of trade and components Of Trade, Concept and component of Foreign Trade, Need and necessity of foreign Trade, Advantages & disadvantages of foreign Trade, Importance of FT Means of FT : BOT(Balance of Trade) & BOP(Balance of Payment) ,INCO terms, FOREX, SPLIT.

Unit:2 Export- Meaning & Types, Import-Meaning & Types , Mode Of Payment

Unit:3 Free trade V/s Protectionism: Concept of free Trade, concept of

Protectionism, Arguments for and against protectionism, Methods

of Protectionism, Arguments for free trade.

Unit:4 Introduction To National And International Trade Organization:- DGFT, UNCTAD, IMO, IMF, World Bank (IBRD), Bank for international settlements(BIS).

Unit:5 Introduction of India's Foreign Trade Policy- Features, Objectives & Strategies of FTP, Highlights of India's Current Foreign Trade Policy.

Principles of Micro Economics

COURSE CODE : MFTI -5104

Semester-I

Course Objectives:

To impart basic knowledge of Micro Economics which is required for a management Student.

Course Contents:

Introduction: Meaning of micro & macro economics, Need & Necessity of Micro Economics, Nature, Features, Scope and Limitations of Micro Economics.

Demand Analysis: Determinants of Demand, Market Demand & Individual demand Function, various types of Demand, Factors behind generation of Demand; Price, Income & Substitution Effect, Various Elasticity's of Demand Function- its Meaning, Estimation & Importance, Supply Function, Equilibrium of Demand & Supply.

Laws of production: Production function, concepts of factor productivity & cost, Short Run Production Function; Law of Diminishing Returns, Long Run Production Function; Law of Returns to Scale, stages of production, economics of scale, cost & revenue functions.

Market Structure I: Price & Output under Perfect competition and Monopoly: Concept of market, Classification of markets, Perfect Competition Market; Features and Assumptions, Price & output determination under perfect competition, Concept, Features and Types of Monopoly Market, Pricing and Output Decisions in Monopoly Market, Price discrimination under monopoly.

Market Structure II: Price & Output under imperfect competition: Concept and Features of Monopolistic Competition Market, Difference between Monopoly and Monopolistic Market, Price & output determination under Monopolistic Market Structure, Concept and Features of Oligopoly Market, Pricing and Output decisions under Oligopoly.

Text Books:

References:

Business Economics by D. M. Mithani, Himalaya Publishing House

Managerial Economics by P.L. Mehta, Sultan Chand Publication

PRINCIPLES OF BUSINESS ADMINISTRATION

COURSE CODE : MFTI -5105

Semester-I

Course Objective

The objective of this course is to give an overview of major issues confronting Managers in the export-import business in the structuring of their organization and making optimal use of the resource to achieve the objective of the organization.

Course Contents

1. **Introduction to Management:** Meaning, Nature, Scope and significance of Management, Managerial Functions. Principles of Management, Various Thoughts/schools and theories of management.
2. **Planning ,Decision Making and Organization:** Need, Nature & importance of planning, process and principles of Planning, strategies and tools of planning, concept, importance, types of decision making, process of decision making, factor affecting decision making, Principles and Theories of decision making. Concept, types of organization structure, Span of management, Delegation of authority, its nature, objectives, Process & obstacles to effective delegation, Line & staff relationship.
3. **Staffing, Directing, Motivation and Leadership:** Concept, nature and importance, Recruitment, Selection, Types & Methods. Concept of Directing, Concept, Need and importance of motivation, process of motivation, Theories of Motivation, Meaning of Leadership, Functions of a Leader, Theories/styles of Leadership.
4. **Theories of learning Personality & Attitude:-** Concept of learning, Definition of Personality, Attitude.
5. **Communication, Coordination and Control:** Concept and process of Communication, Importance of communication in Management, Concept, Nature and importance of Coordination, Concept, Nature and Importance of control, Process of Control, Techniques of Managerial Control.
6. **Resent Trends** in Management, Corporate governance CSR, Stress Management.

Books (Text)

1. Essentials of Management - Koontz and O'Donnel
2. Practice of Management - Peter Drucker
3. Principles of Management - G.R. Terry
4. Management - Principles and Practice - Mac Farland.
5. Management and Organisation - Allen, Louis. A
6. Management - Its Nature & Significance - Brech. E.F

INTRODUCTION TO COMPUTERS

COURSE CODE : MFTI -5106

Objective: To Impart Basic Knowledge About Computer With Application of Various Packages.

Contents:

Unit-1: Introduction: Introduction, Characteristics, Types of Computers, Types of Hardware & Software, Input Output Devices and their Description.

Unit-2 Memory : Ram ,Rom , Prom , EProm, Hard Disk, Primary And Secondary Memory, Cache , Physical And Virtual Memory.

Unit-3: Operating System and Windows- Meaning, Definition, Functions, Types of Operating System, Booting process.

Disk Operating System: Definition, Internal and External Commands.

Windows Operating System: Start Menu, Control Pane, Windows Accessories.

Unit-4: Application Packages:

Ms- Word: Meaning and Features of Word Processing, Advantages and Application of Word Processing, Lab Practices.

Ms- Excel: Features, Work Sheet/ Workbook, Applications of Excel, Lab Practices.

Ms-PowerPoint: Features, Applications, Menus, Lab Practices.

Unit-5: Computer Networking & Internet: Introduction, Essential of Networks, Types of Networks, Network topologies, Types of communication, Types of transmission media, Types of connectivity devices, Internet technologies, access devices, WWW, Multimedia.

References:

1. Information Technology: Dennis P. Curtin; Mcgraw Hill International
2. Fundamentals of Computers: P.Mohan, Himalaya Publishing House.
3. Fundamentals Of Computers: Atul Kahate; Tata Mcgraw Hill.
4. Information Technology by Dr. Sushila Madan

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 yrs. Integrated Programme

Session – Jan-June

Semester-II– (Jan-June)

MBA(FT)-5201	Marketing Management
MBA(FT)-5202	Business Environment
MBA(FT)-5203	Principles of Macro Economics
MBA(FT)-5204	Business Laws
MBA(FT)-5205	Cost Accounting
MBA(FT)-5206	Foreign Language-1

MARKETING MANAGEMENT

COURSE CODE:5201

COURSE SUMMARY & OBJECTIVES: The course contains fundamental aspects of Marketing Management. The basic objective of this course is to provide an opportunity for students to understand marketing management process.

Course Contents:

UNIT 1:

INTRODUCTION: Concept and Philosophies of Marketing Management, Marketing Environment, Introduction to nature of services.

UNIT2:

MARKETING RESEARCH: Objectives, process, basic methods of collecting data, analysis and evaluation.

UNIT 3:

TOOLS OF MARKETING: Marketing Segmentation, Targeting and Positioning.

UNIT 4:

PRODUCT: Product concept, product mix, product line, product life cycle, new product development process, Packaging, Labeling & Branding.

UNIT 5:

PRICE: Concept, Price adaptation, Initiating and responding to price changes.

UNIT 6:

PLACE: Distribution channels and Logistics management, Retailing and Wholesaling

UNIT 7:

PROMOTION: Communication process, Promotion mix, AIDA Model.

UNIT 8:

EMERGING TRENDS IN MARKETING: An introduction to Internet marketing, Multilevel marketing, CRM and Event marketing, Virtual Marketing, M- Business.

Books Recommended:

1. **Marketing Management by Philip Kotler (Text Book).**

2. Marketing Management by Bradley.
3. Principles of Marketing by Adrian Palmer.

BUSINESS ENVIRONMENT

Course code :5202

Objective:- The objective of this course is to help students to understand the concept of Business Environment

Course Contents

Unit I Business Environment

Business Environment – concept – Significance – Environmental Influence on Business - Social and cultural Environment – Demographic Trend – Indian Social Structure – Caste and Communal Systems – Interplay of various Systems, Impact on Business.

Unit II Political Environment

Political Environment – Directive Principles of State Policy – Centre – State Relations – Impact of Political Environment on Business.

Unit III Economic Environment

Economic Environment – Sectors of Economy & Their Significance – Agriculture Industry, Service – Multinational Corporations – Meaning, Importance, Advantages and Weaknesses, impact of foreign direct investment on economy of India.

Unit IV Social environment

Social environment – Cultural heritage – social attitudes – impact of Foreign culture – castes and communities – joint family systems – linguistic and Religious groups – Types of social organization – social responsibilities of Business.

Unit V Financial Environment

Financial Environment – Financial system – Commercial banks – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs, Function & Role of RBI.

References

1. Francis Cherunilam – Business Environment, Himalaya Publishing House, Mumbai.
2. Amarchand – Government and Business, Emeralds Publishers, Chennai.
3. V.P. Michael – Business Policy and Environment (Himalaya Pub. House).

Principles of Macro Economics
COURSE CODE: MBA (FT) -5203

COURSE OBJECTIVE:

To Impart Basic Knowledge Of Macro Economics.

COURSE CONTENT:

1 Introduction: Macro Economic analysis, Micro and Macro Economics, goals of macro economic policies, stock and flow variables, exogenous and endogenous variables, EX- ANTE and EX-POST concepts.

2 Measurements of Macro Economic Aggregates: National Income and its

variants, Real & Nominal GDP, Measures of national products and

methods used, National income and Economic welfare, National income in India, its composition and trends. National income determination and Calculation of multiplier, Limitations of multiplier.

3 Consumption & Savings function: Keynes' psychological law of consumption,

Trends of consumption and savings in Indian economy.

4 Investment Function: Investment, its types, factors affecting investments, MEC and

Factors affecting MEC, Investment trends in Indian economy,

measures to stimulate public and private sector investment in India.

5 Theories of Employment: Classical theory, Say's law of market, Keynesian theory,

overall equilibrium in factor, goods and assets market.

6 Money and Interest Rates: Money and its role, measures of demand and supply of

money, money multiplier, interest rate and IS- LM framework.

7 Inflation and Deflation: Types of inflation, Inflationary gap, causes and consequences

of inflation, Reflation, Deflation; trends and measurements of inflation

in Indian Economy.

8 Monetary and Fiscal Policies: Objectives and Instruments of Monetary and Fiscal

Policies, Analysis of the policies in Indian Economy.

9 Business Cycles: Concept and phases of Business cycles, Theories of business cycles.

Text Book: MACRO ECONOMICS BY D.N. DWIVED **References:** SUNIL BHADURI – MACRO ECONOM

BUSINESS LAWS

COURSE CODE – MFTI – 5204

Course Objective

The objective of this course is to give basic knowledge of important business and economic laws applicable to Indian business houses so that decisions are taken in the legal framework.

Course contents

- (a) The Indian Contract Act.**-Definitions, capacity to contract, Essentials of a valid contract, Indemnity & guarantee. Bailment and pledge.
(b)The Sale of Goods Act.-Definitions, Sale and Agreement to sale, Condition & warranties, Caveat Emptor, Unpaid seller, Rights and duties, Auction sale.
(c) Law of Agency.- Agent and principal-classification of Agents. Modes of creation of agency- Estoppel, Holding out, Operation of law, Necessity Rights and Duties, Termination of Agency, Irrevocable Agency.
- The Negotiable Instrument Act** – Definition, Characteristics of a Negotiable Instrument, Bills of exchange, its essentials, Inland & Foreign Instrument, for the Negotiable Instrument Act;
- The Companies Act** – Meaning, Definitions, for Companies Act, Features, Formation, Share Capital., Provisions Relating to Directors.
- The Foreign Exchange Regulation Act**- Important Provisions, for (FERA1973/1974) and FEMA (1999/2000); salient Provisions
- The Partnership Act.**-Definition, Capacity, Essentials of Partnership, Modes of Partnership Registration, Duties & Liabilities of Partners, Termination, Partnership deed. Partnership Act:
- One/ Single member company** - Definition, Nature as per company Act 2012-13

Books (Text)

- Elements of Business and Economic Laws – N.D. Kapoor
- Commercial & Industrial Law – Sen & Mitra
- Element of Company Law – N.D. Kapoor
- Mercantile Law – M.C. Shukla
- Business Law – M.C. Kuchhal

COST ACCOUNTING

COURSE CODE:5205

COURSE SUMMARY & OBJECTIVES: The course is based on the fundamental aspect of Cost Accounting, which is obligatory for certain manufacturing companies. The aim of the course is to give the students basic knowledge of Cost Accounting system & various Costing Methods.

Course Contents

1. **FUNDAMENTALS OF COST ACCOUNTING:** Cost Accounting- Meaning, Objective, Advantages & Importance. Concept & Classification of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Cost Accounting, as compared with Financial & Management Accounting, Concept of Cost Audit.
2. **ELEMENTS OF COST-MATERIAL:** Concept and Types of Material, Accounting for Issue of Materials from stores; LIFO, FIFO and other methods, Concept and Importance of Inventory Management, Techniques of Material Control; Fixing Material Levels, EOQ, ABC and other Methods

ELEMENTS OF COST- LABOUR: Labour- Meaning & Classification.

Accounting for Labour : Methods of Wage Payment, Incentive Schemes, Labour

Cost Control Procedure, Misc. Concepts

3. **ELEMENTS OF COST- OVERHEADS:** Overheads- Meaning & Classification, Accounting for Overheads: Allocation, Apportionment & Absorption, Determination of Rates, Under & Over absorption of Overheads & their treatment under various methods.

4. UNIT OR OUTPUT COSTING, PROCESS COSTING:

- a. Unit or Output Costing: Preparation of cost sheet & statement of cost Preparation of Tender.
- b. Process Costing: Including Joint & By product, Inter process profit.

5. CONTRACT & JOB COSTING, OPERATING COSTING:

a.**Contract & Job Costing:** Complete contracts, incomplete contracts &

Estimated contracts.

b.**Operating costing:**Meaning,scope,characteristics, computing various

Special services of operating costing.

TEXT BOOK:

Cost Accounting- Principles & Practice by M.N. Arora (Vikas Publishing

House, New Delhi)

References:

Practical Costing by P.C.Tulsian

Practical Costing by Khanna, Pandey, Ahuja & Batra

Foreign language-1

Course code : 5206

UNIT 1 :

1. Phonetics Sounds
2. Numbers
3. Days of the week
4. Months of the year
5. Introduction to groups of verbs.

UNIT 2 :

1. 1st, 2nd groups and irregular verbs
2. Basic Grammar –I
3. Nationality
4. Professions
5. Sentence form translation

Unit 3 :

1. Basic Grammar-II
2. Festivals of France
3. Introduction of oneself in French
4. 3rd and 4th group verbs
5. Small Para translation

Unit 4 :

1. Basic Grammar –III
2. Civilization of France
3. Small Passage Writing
4. Translations (Eng-French)
5. Translation (French-English)
6. Unseen Passage

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 Yrs. Integrated Programme

Session – July-December

Semester-III(July to December)

MBA(FT) -5301	W T O &Major Institutions in FT
MBA(FT) -5302	Human Resource Management
MBA(FT) -5303	EXIM Procedure and Documentation
MBA(FT) -5304	Business Mathematics and Statistics
MBA(FT) -5305	Management Accounting
MBA(FT)-5306	Foreign Trade Information System

WTO & MAJOR INSTITUTIONS IN FT

Course code: 5301

Course Objective

The objective of this course is to make the students aware of the significance of WTO and other major institutions in world trade, its place in Global Trade environment and its effect on Indian economy.

Course Contents

1. **WTO** - Origin and Development, Features, Objectives and Functions, Tokyo Round, Uruguay Round, Seattle Round, Doha Round, Cancun Round, Dimensions of WTO- GATT, GATS and TRIPS, Overview of GATT, Difference between GATT & WTO, Organisation structure of WTO, Scope & functions, Role of WTO in World Trade. General Principles.
2. **Agreements of WTO**- AOA, ATC, TRIPS, TRIMS, QUOTAS.
3. **UNCTAD** - Origin, Organization, Objectives and Functions and Principles, Membership and Voting Rights, **World Bank**- Origin and Development, Objectives and Functions, Membership and Management, Importance, India and World Bank. IFC and ADB - Origin, Objectives and Functions.
IMF- Origin History and Development, Organization and Management, Objectives, Functions and Importance, Membership and Quotas for Members, Determination of par values of different currencies, Advantages and Disadvantages, India and IMF.
4. **Regional Trading Blocks/ Economic Groups**: European Economic Community (EEC), ASEAN, SAARC, SAPTA. NAFTA, OPEC, G8, G10, G15, G20, G77, APEC, IORARC, D8, OECD, BRIC Alliance, ESCAP.
5. **Case studies** : Major cases of discussion in WTO including India

Books (Text)

1. The World Trade Organisation - A guide to the frame work for International Trade - Bhagirath Lal Das.

GATT/WTO TRIPS, TRIMS and Trade in Services - N. Gopalswamy.

2. WTO in New Millennium - Arun Goyal
3. World Trade Organisation - K.R. Gupta
4. The WTO as an International Organisation - Anne O Krueger.

HUMAN RESOURCE MANAGEMENT

COURSE CODE: MFT - 5302

Course Objectives

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc.

Course Contents:

1. **The Field of HRM:** An Overview, Concept and Functions, Personnel to HRM, ASTD HRM Model.
2. **Acquisition of Human Resources:** Objectives, Policies and Process of Human Resource Planning, Human Resource Planning in Evolving Small and Entrepreneurial Organization, Job Analysis, Job Description, Job Specification, Job Design (Nature of Job Design, Job Characteristics, Reengineering Jobs, Using Teams in Jobs ,Advantages and Disadvantages of Team Jobs, Consequences of Job Design), Recruitment,, Promotion and Transfer.
3. **Structure of Human Resource Management** The Human Resource Organization, Structure of Human Resource Management, Role and Responsibilities of the Human Resource Selection, induction, Placement Department (Administrative, Operational and Strategic Role of HR).
4. **Human Resource Policies:** formulation and Essentials of Sound HR Policies.
5. **Development of Human Resources:** Learning, Training and Development, Evaluation of Training and Performance Appraisal (Appraising individual and Team Performance), introduction to Career and Succession Planning.
6. **Maintenance of Human Resources:** Job Evaluation, Designing and Administering the Wage and Salary Structure, Compensation, Grievance Handling Procedure .
7. **Separation Processes:** Turnover, Retirement, Layoff, Retrenchment and Discharge, VRS (Mechanism of VRS, VRS in Public Sector and Private Sector), Rehabilitation of Surplus Employees.
8. **Emerging Trends and Challenges in HRM:** Economic & Technological Change, Work force Availability and Quality, Enhancing Organizational Performance, Expanding Human Capital, Ethics and HRM, HR Management Competencies and Careers – Knowledge of Business Organizations and Organization Culture, influence and Change Management, Specific HR Knowledge and Expertise.

Text Readings

1. Michael Armstrong, “**A Handbook of Human Resource Practice**”, London, Kogan Page, 8th Edn., 2001.
2. David S. Decenzo and VSP Rao, Ashwattapa “**Personnel/Human Resource Management**”, New Delhi, Prentice Hall, 3rd Edn., 1988.
3. Robert L. Mathis and John H. Jackson, “**Human Resource Management**”, 9th Edn., South Western College Publishing, 1995.

Suggested Readings

1. William B. Werther Jr. and Keith Davis, “**Human Resources and Personnel Management**”, Singapore, McGraw Hill, 4th Edn. 1993.
2. Arun Monappa and Mirza S. Saiyadain, “**Personnel Management**”, New Delhi, Tata McGraw Hill, 1995.
3. P Subba Rao, “**Essentials of Human Resource Management and industrial Relations: Text, Cases and Games**”, Mumbai, Himalaya, 2000.
4. Biswajeet Patanayak, “**Human Resource Management**” New Delhi, Prentice Hall India, 2001.
5. Holloway J. Ed., “**Performance Measurement and Evaluations**”, New Delhi, Sage Publications, 1996
Guy V. & Mattock J., “**The New international Manager**”, London, Kogan Press, 1993

EXPORT – IMPORT PROCEDURE AND DOCUMENTATION

COURSE CODE: MFT - 5303

Course Objective

The objective of this course is to familiarize the student with the export – import policy of the government of India and to inform him about various authorities of the government, export organization, commodity, Boards and services institutions operating in the field of foreign trade.

Course Contents

Unit 1 :- Institution For Export Import Procedure all Government Authority

Unit 2 :- Export Procedure and Documentation – Major Steps, Documentation For Products, Documentation For Services, Clauses

Unit 3 :- Import Procedure and Documentation– Major Steps, Documentation For Products, Documentation For Services, Clauses

Unit 4 :- Roles of Customs and Central Exercise in EXIM Process

Unit 5 :- Containerization – Meaning of Containe, Evolution, Benefits, Drawbacks, Different Container Cycle, Container Freight.

Books

1. International Marketing Management – Varshney & Bhattacharya
2. Export Marketing – B.S.Rathore & J.S. Rathore
3. Foreign Trade Management – Verma & Agrawal
4. Foreign Trade Management in India – M.L. Verma
5. Export Management – R. Sharma
6. Export Import Procedures & Documentation-Khushpat S. Jain

BUSINESS MATHEMATICS AND STATISTICS

COURSE CODE: MFT - 5304

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Course Contents

PART I – BUSINESS MATHEMATICS

1. **Theory of Equations**: Introduction, Degree of an equation, Solution of an equation, Linear equation in two variables and its application, Solution of quadratic equation and its application, Linear & Quadratic simultaneous equation.
2. **Differentiation concepts**: Derivatives of a function, derivatives of sum, difference, product and quotient, applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima.
3. **Integration Concepts**: Elementary integration, Integration by parts, Integration by partial fractions, definite integrals, economic application, consumer surplus and producer surplus.
4. **Sequences and Series**: Introduction to Arithmetic, Geometric and Harmonic Progressions, introduction to Discounting, Compounding, and Annuity.
5. **Determinants and Matrices with Business application**: Types of matrices, operations on matrices, adjoint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

1. **Introduction to Statistics**: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions.
2. **Introduction to Measurement of Central Tendency and Dispersion** : Types of central tendency and its application. Introduction to Measures of dispersions, Types and its application.
3. **Probability Theory and Probability Distributions**: Concepts, additive, multiplicative, conditional

probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications.

4. **Correlation & Regression**: Introduction, types of Coorelation,Correlation:-Karl Pearson's and Spearman's Coefficient, Methods of computing simple correlation and regression.
5. **Time Series**: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).

Text Reading

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. R. K. Ghosh and S. Saha, "**Business mathematics and statistics**", Calcutta, New Central Book Agency 9th Ed., 1999.
3. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency, 2000

4. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice

Hall of India, 2000

5. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons,

2001

Suggested Readings

1. J. N. Kapur and H. C. Saxena. "**Mathematical Statistics**", New Delhi,

Sultan Chand and Company Ltd., 20th ed., 2001

2. R. Jayprakash Reddy and Y. Mallikarynna Reddy, "**A Text book of Business**

Mathematics", New Delhi, Ashish Publishing House, 2002

3. K. B. Dutta, "**Matrix and Linear Algebra**", New Delhi, Printice Hall of India 1999

4. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**",

New Delhi: Sultan Chand and Sons., 2001

5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**" 2

MANAGEMENT ACCOUNTING

COURSE CODE: MFT - 5305

Course Contents

1. Introduction & Basic Concepts:

Introduction to Management Accounting, the Balance Sheet & related concept. The Profit and Loss account & related concepts. Difference between Management, Cost & Financial Accounting.

2. Analysis Of Financial Statements:

An overview of Financial Statement Analysis, Funds Flow Analysis. Cash Flow Analysis, Ratio Analysis Trend Analysis, Comparative Statement Analysis.

3. Control Tools & Variance Analysis:

Standard Costing and Variance Analysis, Marginal Costing, Break Even Analysis & CVP Analysis.

4. Budgetary Control:

Budget: meaning & its types, Fixed & Flexible Budgets, preparation of various types of Budgets viz Cash Budget, Production Budget, Sales & Revenue Budget and Flexible Budget.

5. Miscellaneous:

MIS & Reporting, Foreign Currency Accounting, Responsibility Accounting, Management Audit.

Text Book:

Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

References :

1. I.M.Pandey
2. S.K.Bhattacharya
3. Khan & Jain
4. Latest Annual Reports of Listed companies.

Journals: 1. "THE MANAGEMENT ACCOUNTANT" (CIMA, LONDON)

2. "THE CHARTERED ACCOUNTANT" (ICAI, NEW DELHI)

FOREIGN TRADE INFORMATION SYSTEM

COURSE CODE: 5306

Unit -I : Concept of system- Characteristics of a system, Types of a system, concept of Data and Information, Characteristics of Information ,Types of Information System .

Concept of MIS - Definition of MIS, Characteristics of MIS, Components of MIS, Steps involved in MIS, Benefits of MIS, Limitations of MIS, Role of computers in MIS.

Unit -II : MIS Planning: Approach to MIS Development, MIS detailed Planning- Planning Techniques in MIS, MIS project Planning, MIS Implementation, MIS Controlling and Maintenance.

Unit-III :Data Processing Basics - Need for data processing, cycle, functions, and Components, Manual Data Processing System, Electronic data processing System(EDP), Flow charts- Advantages, Limitations, Types of software's, Telecommunication Softwares.

Unit- IV: Decision support system- Introduction, types of DSS, Components of DSS, Architecture of DSS, its Characteristics of DSS, Tools of DSS, System Development Life Cycle.

Unit V : System Design: Design Objectives, Processing Techniques, Input Design, Output Design, Forms, File Organization, Database.

References:

1. Management Information And control System: Dr. Sushila Madan, Taxmann's publication
2. Management Information Systems: O'Brien James , Tata-McGraw Hill
3. Management Information Systems: Sadagopal, S ,Prentice Hall.
4. Introduction to computer Information System for Business: Simkin, M.G , S.Chand & Co.

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Post Graduate Programme

Session – January to June

Semister-4 (January to June)

MFT-5401	Quality Control in FT
MFT-5402	Management of MNCs
MFT-5403	India's Prospects in Foreign Trade
MFT-5404	Packaging and Distributaries Channels
MFT-5405	Transportation and Material Handling in Foreign Trade
MFT-5406	EXIM Policy of India

QUALITY CONTROL IN FOREIGN TRADE

COURSE CODE: MBA (FT)-5 Yrs – 5401

Course Objective:

The objective of the course is to highlight the significance of quality of the product exported as quality gives edge to the exporter in a competitive international market.

Course Contents:

Unit 1

Introduction: Quality Control; Concept, Need and importance of quality control in exports.

Unit 2

Procedure of Quality Control: Commodities covered under the quality Control and Pre-shipment Inspection, Export Inspection Agencies, Export Inspection Council, Quality standards for exports, System of inspection, Pilot Test House, Voluntary Inspection, Fee for Inspection, Export- worthy certificate, Procedure for handling complaints.

Unit 3

Legal Provisions regarding Quality Control – Export (Quality Control and Inspection) Act, 1963, Quality Control as per New EXIM Policy.

Unit 4

TQM: Total Quality Management, Concept, Importance, Advantages and Process

Unit 5

Quality Certifications: ISO – 9000, ISO – 9001 and other recent quality certifications **CASE STUDIES**

Books (Text)

1. Quality Assurance – J.M.Juran
2. ISO- 9000 Quality Management System – UNCTAD / WTO
3. Statistical Quality Control – M. Mahajan
4. Statistical Quality Control –E.L. Grant
5. Continuous Quality Improvement (Part I & II) – D.L. Shah
6. Total Quality Management: JE Ross
7. Total Quality Management: DH Besterfield, CB Michna: Prentice Hall

MANAGEMENT OF MULTI NATIONAL COMPANIES

COURSE CODE: MBA (FT)-5 Yrs – 5402

Course Objective:

The objective of this course is to provide detailed information about the formation and functioning of Multinational companies in the light of ongoing changes in the world economy.

Course Contents

Unit 1

Conceptual Background: Concept and Definition of MNCs, Characteristics and Types of MNCs, their Merits and Demerits, Evolution of MNCs; A Theoretical Perspective, The Three Phase Internationalization Model, MNCs in India, Reasons for growth of MNCs in India, Problems faced by MNCs in India, Current Scenario.

Unit 2

Modes of Entry for MNCs: Exporting- Advantages and Disadvantages, Turn-key Projects- Advantages and Disadvantages, Licensing- Advantages and Disadvantages, Franchising- Advantages and Disadvantages, Joint Ventures- Advantages and Disadvantages, Wholly Owned Subsidiaries- Advantages and Disadvantages, Strategic Alliances- Advantages and Disadvantages, Selecting Mode of Entry.

Unit 3

Organizational Structure for MNCs: Concept of Organizational Structure, Vertical Differentiation- Centralization and Decentralization, Arguments for and Against each of them, Horizontal Differentiation- International Division, Worldwide Area Structure, Strategic Business Units, Product Division Structure, Matrix Structure, Network Structure.

Unit 4

Coordination and Control in MNCs: Concept of Control and Implications, Establishing Control System- Balance between HQ and Subsidiary, Degree of Decentralization and Autonomy, Types of Control Systems- Personal Control, Bureaucratic Control, Output Control, Cultural Control.

Unit 5

Emerging Issues in Indian MNCs: Challenges of Globalization, Strategic Issues in Indian MNCs, Overcoming Liabilities of Indianness and Developing New Competencies, Future of Indian MNCs- Role of Government.

Esources: <http://www.icmrindia.org/courseware/books.asp>

INDIA'S PROSPECTS IN FOREIGN TRADE

COURSE CODE: MBA (FT)-5 Yrs – 5403

Course Objective: To understand the business relations of India with different countries & markets is to find out the future prospects of India's Foreign Trade.

Course contents:

UNIT I : Introduction of prospects of FT - History and introduction to FT, promotional measures in FT by Indian government, establish linkages between market and products and design business strategies with global perspective.

UNIT II : Product Category for Export– Generalized, Restricted, Blacklisted of Free Products and Services Etc.

Product Category for Imports – Generalized, Restricted, Blacklisted of Free Products and Services Etc.

UNIT III :- Thrust Products of India – Top Five Products of Export, Their Product Study, Marketing Study, SWOT Analysis, Government Policies And Support

Top Five Products of Import, Their Product Study, Marketing Study, SWOT Analysis, Government Policies and Support

UNIT IV: Thrust Market Study – Major trading partners of India 1. U.S.A. 2. European Union 3. Japan, 4. ASEAN, 5. China 6. South Africa 7. Middle East, study their geographic, demographic features, rules and regulation, Major Export and Import and |Trade Profile with India

UNIT V: Service Exports – Profile, Portfolio, rules, Major Partners, SWOT Analysis

Recommended Books

Thrust sectors in India's export - Edited by Dr. Saga Shanker saxena, Dr. M.L. Varma, B.Bhattacharya, M.S. Sachdeva

PACKAGING AND DISTRIBUTION CHANNELS

COURSE CODE: MBA (FT)-5 Yrs – 5404

Course Objective:

The Objective of this course is to help student learn the essentials of packaging the goods for export and export marketing channels.

Course Contents:

Unit 1 Introduction: Concept of Packing and Packaging – Distinction between packing and packaging, History of Packaging, Principles of Packaging, Types of Packaging, Cost of Packaging, Importance and Objectives of Sound export packaging, Functions of Packaging, Key Factors in export packaging, Criteria for Export Packaging, Role of Indian Institute of Packaging, Problems in Export Packaging and their Solutions.

Unit 2 *Packaging Materials:* Materials required in Packaging and their types, Common Materials in Packaging and emerging alternatives in Packaging, Selection of containers, Package Design, Marking and Labeling -, Packing list, Case marking and labeling, Export Marking on Outer Packing- Purpose of Export Making, Market Based Packaging, Packaging as a part of Product Planning in Exports,

Unit 3 Channels of Distribution in Exports: Physical Distribution Analysis and Export Distribution channels, Types of Foreign Intermediaries, Modes of Indirect Exporting – selling to an export house, selling to Resident buyers, selling through overseas import houses, Direct Exporting – Built in Export Department, self – contained Export Department, Separate Export Company, combination Export Manager, Joint marketing groups, Organization of Distribution in Foreign Trade.

Unit4

Selection of

Overseas Distribution Channel: Factors affecting channel decision – Product Characteristics, consumer factor, Middleman consideration, Company factors, Environmental factors. Selection of Channels – Approaches to channel strategy – gravity, push & pull approaches,

Unit 5

Case Studies In Distribution (10 Cases Ex. Retail

Wal-Mart, E-Commerce, Amazon, Beneton) Specific Reference To India (Maruti, Baleno, Reverse Logistics, Nissan)

Books

1. International Marketing Management – Varshney etc.
2. Foreign Trade Management – Dr. Varma & Agrawal
3. Export Marketing – B.S.Rathor & J.S. Rathor
4. International Business – Francis Cherunilam
5. Export Management – R. Sharma

TRANSPORTATION AND MATERIAL HANDLING IN FOREIGN TRADE

COURSE CODE: MBA (FT)-5 Yrs – 5405

Course Objective:

The objective of this course is to give an exposure to the student about the system of transportation of goods and material handling adopted in export and import of goods so that the objectives of economy of cost of transportation and safety of goods could be achieved.

Course Contents:

Unit 1 Introduction to Transportation: Transportation – Importance of transportation, Functions of transportation, Principles of transportation, Participants in transportation decision making, Element of transportation infrastructure , Introduction to Modes of Transportation, Advantages and Disadvantages of different modes, Criteria of choice of modes, Transportation pricing parameters.

Unit 2 Transportation & Logistics Practices: Practices in Road, Rail, Air & Water Transport, Freight Rate Structure of different modes. Multimodal Transport Network System in Foreign Trade- Its Advantages. Container and its Types, Advantages and Disadvantages, Concept of Dry Ports (Inland Container Depot), Port System & Subsystem.

Unit 3 Warehousing & Material Handling: Need, Classes of warehouse, Warehousing Strategy, location of warehouse, types , Designing of a warehouse, size of a warehouse, Functions & operations of a warehouse.–Definition, Scope Importance, Basic elements of Materials Handling, Basic components of Materials handling Importance of materials handling in LSCM, Types of handling equipments used- Their benefits and limitations,

Unit 4 Legal Aspects & Documentation : Legal Aspects of carriage of goods by Road, Rail, Water ,Air & Multimodal Transport , Documentation for transportation

Unit -5 containerization & maritime issues: - maritime frauds and un ethical trade practices, containerization :- functions of container, advantages and disadvantages, types and handling containerization in india, role of CONCOR in India.

Books

1. International Marketing – Onkvisit and shaw
2. Global Marketing Management – Keegan
3. Export Marketing – B.S. Rathore & J.S. Rathore
4. Logistics Management- S.K. Bhattachary

EXIM Policy of India

COURSE CODE: MBA (FT)-5 Yrs – 5406

Objective: The objective of this course is to acquaint students with the theoretical framework of international trade policy and trade promotion measures, especially with to India.

Course content:

Unit-1

India's Foreign Trade Policy: Meaning, types , need & importance, regulation of international trade, risk in foreign trade ,direction of India's foreign trade, Composition and Direction of India's Foreign Trade.

Unit-2

Foreign Trade Policy & control in India: Policy Making Bodies and Institutions, Their Roles and Responsibilities, Policy Measures on Exchange control in India.

Unit-3

Import substitution & export promotion policies: Export incentives – Duty Draw back and Duty Exemption Schemes, Refund of central excise, Export promotional capital goods scheme, DEPB, served from India scheme ,focus market scheme, focus product scheme, tax exemption.

Unit-4

Infrastructure Support for Export Promotion: Export Promotion Councils, Commodity/Products Boards, Federation of Indian Export Organisation, Indian Institute of Foreign Trade, Indian Institute of Packaging, Indian council of Arbitration, Indian Trade promotional organization, Special Economic zone (SEZ); export oriented units (100% EOUs), EHTP, STP,BTP, Export credit & guarantee corporation of India.

Unit-5

Foreign investment Policy: Meaning. Types, theories(Firm specific advantage & location), kind of companies preferred FDI's ,Advantage & disadvantage of FDI, FDI & economic development, FDI in India GDR(Global Depository Receipt) .

Unit-6

(New foreign trade policy) NFTP, Impact Of Budget & Fiscal Policies On Exim Sector.

References:

1. Export – Import policy; 2009-2014, Ministry of Commerce, Govt. of India.

SCHOOL OF COMMERCE

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Subject Scheme and Syllabus

MBA (Foreign Trade) 5 Yrs. Integrated Programme

Session – July-December

Semester-V(July to December)

MBA(FT) -5501	Consumer Behaviour
MBA(FT) -5502	State Trading in India
MBA(FT) -5503	Global Business Environment
MBA(FT) -5504	India's ForeignTrade-Trends And Strategies
MBA(FT) -5505	Direct Taxes
MBA(FT) -5506	Entrepreneurship

Consumer Behaviour

COURSE CODE : MFTI – 5501

Course Objective

The objective of this course is to expose students to the conceptual framework of Consumer Behavior

Course Contents:

Unit-1: INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR: Diversity of Consumer Behavior – Concept and need for Consumer Behavior – Development of Consumer Behavior - Consumer Behavior models. Introduction to Consumer decision making model.

Unit-2: DETERMINANTS OF CONSUMER BEHAVIOR: Motivation- Personality -Perception – Learning – Attitudes and Behavior

Unit-3 EXTERNAL FACTORS INFLUENCING CONSUMER DECISION MAKING: Influence of Social class, reference groups and family influence. Impact of psychological & other external factors on consumer decision making.

Unit -4 CONSUMER DECISION MAKING PROCESS- Opinion leadership, Diffusion of Innovation, Analysis w.r.t. Consumer decision making model.

Unit :5- CROSS CULTURAL CONSUMER BEHAVIOR- Cross cultural consumer research, Cross cultural consumer analysis ,Issues in cross cultural consumer research, Impact of culture & subculture on consumer behavior, Dealing with culture in international markets, National identity, Enculturation vs Acculturation, Country of origin effects, , Alternative global marketing strategies, Cross cultural psychographic segmentation.

Unit-6: Case Study: Consumer Behavior, Analysis of different TV commercials in accordance with consumer behavior concepts

Suggested Readings:

- Consumer Behavior by Leon G.Schiffman & Leslie Lazar Kanuk
- Consumer Behavior implications for marketing strategy
- Consumer Behavior by Engel Blackwill & Miniard.

Supplements-

- Economic times- Brand equity
- Corporate Dossier
- Bussiness Times- The Strategist
- Business Line- The Catalyst

STATE TRADING IN INDIA

COURSE CODE : MFTI – 5502

Course Objective

The objective of this paper is to explain to the students the role played by State Trading Organisations in India's foreign trade.

Course Contents

1. **Ratio of State Trading** – Proper functioning of central Planning mechanism, as a source of revenue to supplement private sector, promote new export items, price stabilization.
2. **Canalisation of Imports** – Benefits – advantage of bulk buying, mopping of excess profits, equitable distribution; Items canalized; Role of state trading Corporation.
3. **Canalisation of Export** – To boost exports, to improve unit value realization, eliminate under – invoicing , improve bargaining power ; Items canalized ; Role of state trading organization.
4. **State Trading organizations** – STC , PEC , MMTC , MITCO , TTCL , Spices Trading Corporation Ltd. – Performance in exports and imports.
5. **Problem and future** – of state trading in India – Weaknesses of state trading in foreign trade , excessive government interference , Recent policy stance in state trading , Future of state trading in India.

Books

1. Foreign trade management – Dr. Varma & Agarwal
2. Export Marketing – Rathor & Rathor
3. International Marketing Management – Varshney & Bhattacharya

Global Business Environment

COURSE CODE – MFTI – 5503

Course Objective

The objective of this course is to familiarize the student with the environmental factors which have profound impact on export import business and to explain how to adjust with changing macro-micro environmental situation.

Course Contents

1. **International Business Environment:** An Overview : Nature, importance and scope; Environmental analysis – economic, geographic, socio-cultural, commercial, legal and political environments.
2. **Theoretical Foundation of International Business:** Theories of international trade; gains from international trade; Balance of Payments analysis.
3. **Instruments of Commercial Policy:** Tariff and non-tariff measures; arguments for and against protectionism.
4. **Current Trends and issues in international Trade:** Patterns and structure of World Trade; Trade in services, Introduction & function of WTO.
5. **Foreign Investment:** Types, motives and effects; present structure of Foreign Direct Investments and its impact on various sectors of economy.

Books (Text)

1. Essentials of Business Environment – K. Aswathappa
2. Business Environment – Francis Cherunilam
3. Business Environment – Chopra, R.K.
4. Legal Environment of Business – K. Aswathappa
5. Government Grading in India & France – IIFT
6. Marketing Segmentation – S.A. Sherlekar

India's Foreign Trade-Trends And Strategies

COURSE CODE : MFTI – 5504

Course Contents :

Unit-1. Introduction To Strategic Management :

- a) Meaning of strategy and strategic management
- b) The strategic management process

Unit - 2. External and internal analysis :

- a) **External analysis** : identification of industry opportunities and threats , porter's five forces model , industry life cycle Analysis
- b) **Internal analysis**: distinctive competencies, competitive advantage and profitability

Unit- 3. Strategies:

- a) Building competitive advantage through business level strategies
- b) Competitive industry and the industry environment

Unit-4 . Strategies In FT:

- a) Global strategies
- b) Corporate strategies

Unit-5 . Implementing Strategies:

- a) Implementation in single industries
- b) Implementation in different industries and countries
- c) Case studies of implementation.

Recommended Books

1. global marketing strategies :jeannet , jean Pierre and hennese .h
strategic management : charle w . L hill gareth r jones

Direct Tax

COURSE CODE : MFTI- 5505

COURSE CONTENTS:

UNIT 1. ACCESSIBILITY CRITERIA :

Definitions, Basic concept, person, Assessment year; previous year, assesses, Residential status; Incidence of tax of all assesses income is exempt from tax, Agriculture Income.

UNIT 2. COMPUTATION OF INCOME UNDER VARIOUS HEADS:

a. Income under head salary: Meaning of salary, Basis of charge of salary income, different forms of salary, different forms of allowances, perquisites, permissible deductions from salary income, tax treatment of provident fund & approved Question Practical Problems for computation of salary Income. Superannuation fund, special tax treatment of salary income of nonresident technicians. Questions (Practical Problems) for computation of Salary Income.

b. Income from house property:

- (i) Special Provisions when unrealized rent is realized subsequently.
- (ii) Mode of taxation of arrears of rent in the year of receipt, when such arrears are not charged to Income – Tax for any previous year.

c. Income under the head “Profits and gains of business or profession”:

- (i) Meaning of Business.
- (ii) Meaning of Profession/ vocation.
- (iii) Business income not taxable under the Head “profits and gains of business or profession.”
- (iv) Tax incidence arises in respect of all business or professions.
- (v) Scheme of Business deduction/ allowances.
- (vi) How and when undisclosed income/ investment are tarad (sec.68, 69, 69A, 69B, 69C, 69D).
- (vii) Special Provisions for computing income on ESTIMATED BASIS (Sec.44AD & 44AE)

d. Capital gains:

- (i) Basis of charge.
- (ii) Definition of “CAPITAL ASSETS”.
- (iii) Classification CAPITAL ASSETS as short term /Long term C.A..
- (iv) Definition of “TRANSFER” sec. Including list of transactions not included in transfer.
- (v) Valuation of capital asset; chargeability; computation of capital gain; short term and long term; computation of tax on capital gains. Exemption from capital gains.

e. Income from other sources: basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.

UNIT 3. “SET-OFF AND CARRY FORWARD OF LOSSES AND PERMISSIBLE DEDUCTIONS FROM GROSS TOTAL INCOME”.

- (1) Mode of set off and carry forward
 - (a) Inter Source adjustment under.
 - (b) Inter –Head adjustment in same asst. year.
 - (c) Carry forward of loss.
- (2) Basic rules governing deduction under section 80C to 80U & Rebate U/s 87A
Specially: - 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80EE, 80G, 80GG, 80TTA, 80U + Sec. 87A.

UNIT 4. COMPUTATION OF TAXABLE INCOME OF PART 1 :

- (i) **INDIVIDUAL** :- Including the provisions of clubbing of Income.
- (ii) **HUF**:- Including practical problems according to level .

UNIT 5. RETURN OF INCOME :-

- (i) Income Tax Return U/s 139(1).
- (ii) Return of loss U/s 139(3).
- (iii) Belated Return U/s 139(4).
- (iii) Revised Return U/s 139(5).
- (iv) PAN Permanent A/c No. U/s 139A.
- (v) Self Assessment U/s 140A.
- (vi) Interest on late filing of Tax return etc..
- (vii) Advance tax.

Books Recommended:-

1. Direct Taxes – Law and Practice – Vinod Singhnia
2. Direct Taxes – Ravi Kishore
3. Direct Taxes – J. P. Jakhotiya
4. Direct Taxes- Ahuja
5. Bare Acts and rules of the relevant taxes

Entrepreneurship
COURSE CODE - MFT-5506

Course contents

UNIT-I Concept of Entrepreneurship:

Meaning, definition and characteristics of entrepreneurship: Emergence of entrepreneurial class Theories of entrepreneurship: Role of Socio-economic environment, Characteristics/Qualities of Entrepreneur, Factors influencing Entrepreneurship, Function of Entrepreneurship, Definition between Entrepreneurship & Businessman.

UNIT-II Entrepreneurial Behaviour:

Innovation and Entrepreneur, entrepreneurial behaviour and motivation psycho-theories, social responsibility.

UNIT- III Forms of Entrepreneurship Organization:

Features, Advantage & Disadvantage, Sources of Finance for Entrepreneurship – Long Term & Short Term Advantage & Disadvantage.

UNIT-IV Promotion of a Venture:

Opportunity analysis, external environment analysis- economic, social & technological, competitive & risk factors, legal & tax consideration requirement for establishment of new unit, and raising of funds, venture capital sources and documentation required.

UNIT-V Entrepreneurship Project Management:

Stages in Project development, Idea Generation, Feasibility Study – Technical, Marketing, Finance, Economic & Social Appraisal, steps of Preparation & Project Report.

UNIT- VI Entrepreneurial Development Program (EDP):

EDP, their role and achievements, role of government in organising EDPs. Implementation of the project - Financial assistance through SFC's, SIDBI, Commercial Banks, Non financial assistance from MSME, SIDO,

UNIT-VII Role Of Entrepreneur:

Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementary economic growth, bringing about, social stability and balanced regional development of industries.

Books (Text)

1. Tandon B.C: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
3. Shrivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand And Sons, New Delhi.
4. Prasanna Chandra: Project Preparation, Appraisal, Implementation, Tata Mcgraw Hill. New Delhi
5. Pandey IM; Venture Capital- The Indian Experience, Prentice Hall of India

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – January to June

Semester-6 (January to June)

MFT-5601	Export Incentive and Institutional Support
MFT-5602	Foreign Trade Promotion in India
MFT-5603	Financial Management
MFT-5604	Indirect Taxes
MFT-5605	Quantitative Techniques in Foreign Trade
MFT-5606	E-commerce

EXPORT INCENTIVES & INSTITUTIONAL SUPPORT

COURSE CODE : MFT- 5601

Course Objective :

The objective of this course is to familiarize the students with the various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India,

Course Contents :

1. Export Incentives - need for incentives , forms of incentives
2. New system of Export Assistance – direction of imports into three categories , EPCG Scheme , Duty exemption scheme , Advanced licenses , special Imprest license , Pass Book Scheme.
3. Incentives to Trading
4. Houses - Export Houses , Trading Houses , Star Trading Houses , Superstar Trading Houses.
5. Other Facilities – Free Trade Zones , 100 Percent Export- oriented units , assistance for reducing the price disadvantage , assistance in the area of marketing , Export Finance , Insurance of Risk
6. Institutional Support – Department of commerce , Commodity organizations , service institution , Indian council of Arbitration , Export Corporations. Trade Representatives abroad , RBI , Warehousing.

Books

1. Export Marketing – Rathor & Rathor
2. Foreign Trade Management – Dr. Varma & Agrawal
3. International Marketing Management – Varshney & Bhattacharya
4. How to Export - Nabhi Publication

Foreign Trade Promotion in India

COURSE CODE : MFT– 5602

Course Objective

This course has been designed to train the student in the art of global advertising, media selection, sales promotion and developing sales force with the objective of enlarging export import business.

Course contents

1. Global advertising – global market segmentation and advertising strategy advertising media, branding, selecting of advertising agency.
2. Media planning and analysis – tactical considerations ,specific media information ,media limitation legal and tax consideration ,language limitation ,cultural diversity production and cost limitation international control of advertising .
3. Sales promotion – sales management for exporters ,export sales organizationsexport salesman – characteristics ,recruitment and training ,routing of salesman , foreign language skills ,sales promotion restrictions
4. Export promotion – export promotion organization, ECGC, ITPO,DGFT,DGS&D ,DGCI&S, CGPD TM,SEZ,APEDA,FIEO, IIFT, ITP, MPEDA, Boards- rubber , coir, coffee, tea, spices ,tobacco etc. and councils.
5. Case Studies Of Promotion In Exim Sector. (5 cases compulsory)

Books

1. Global Marketing Management – Warren J Keegan
2. Export Marketing – Rather and Rather
3. International Marketing –Ncateora, P.R.
4. International Marketing – Onkvisit& Shaw
5. International Marketing G Management- Varshney& B Bhattacharya

Financial Management

COURSE CODE: MFT – 5603

Course Objective: This course is designed to enhance the understanding of the fundamental concepts of financial management, as related to a corporate organization.

Course Contents:

Unit 1: Financial Management: An Introduction - Concept and Nature of financial Management, Goals of Financial management, Finance function, Scope of Finance. Organization of Finance Function, Relationship of Finance Function with other disciplines, Role and Functions of finance manager.

Unit 2: Working Capital Management: Introduction, nature & concepts. Planning for Working Capital management, Determination of financing mix, Determinants of working capital, Estimation and Calculation of Working Capital, Numerical problems, Working Capital Finance, Various modes/ methods of WC Financing.

Receivables Management: Objectives, costs, benefits, Credit policies. Collection policies. Numerical Problems.

Inventory Management: Objectives, cost & benefits of holding Inventory. Techniques: ABC system, EOQ model, Numerical problems.

Unit3: Sources Of Long Term Funds: Concept, Debt and Equity, Equity and Preference Shares, Debentures, Term Loans, etc. Lease, Hire purchase & Project financing. Venture Capital finance.

Unit 4: Time Value of Money :- Concept of Present Value And Future Value, Numerical problems.

Unit 5 : Cost of Capital, Leverage Analysis, Capital Structure – Concept and Numerical problem.

Unit 6: Capital Budgeting: Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements, Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Numerical Problems.

Unit 7: Dividend Policy - Concept, types and significance, determinants of dividend policy.

Books Recommended: Text Book:

Financial Management by Khan and Jain

Financial Management by I.M. Pandey

Financial Management by Prashana Chandra

Fundamental of Financial Management by Horne & Wachowizz

Indirect Taxes
COURSE CODE: MFT-5604

COURSE CONTENTS

UNIT I : “CENTRAL EXCISE DUTY”:

- (a) Laws Relating to Central Excise (Including rules & Constitutional Background)
- (b) Taxable/Dutiable Event, definition of Manufacture/ Deemed manufacture& Manufacturer Under different cases.
- (c) Definitions. : (i). Excisable goods. (ii) Job workers.(iii) Captive Consumption
- (d) **CENTRAL EXCISE TARIFF ACT (CETA)**
 - Classification of Goods Rules.
 - Determination of Tariff Headings.
- (e) Valuation of Goods:
 - MRP Bored goods valuation.
 - Transaction value is value,
 - Valuation rules.
 - Valuation on capacity/ compound levy etc,
- (f) Concessions for SSI UNITS
- (g) Types of Excise duties:
 - Rate of duty.
 - Composition of Duty.

UNIT II: “Service Tax”

- (i) Back ground of service tax.
- (ii) Concept of negative list instead of positive list of services.
- (iii) Definitions:
- (iv) Exemption, Abatements and compositions in Service Tax.
- (v) Classification and valuation of service.
- (vi) Person liable to pay service tax provision of reverse charge.
- (vii) Payment of Tax, Registration and service tax returns.

UNIT 3. “CUSTOMS DUTY”:

- (i) Basics and charge of duty (In Detail).
- (ii) Definitions (Venous).
- (iii) Various types of Duties.
- (iv) Valuation rules of Import/ Export goods,.
- (v) Exemptions, Abatement, Remission of duty.
- (vi) Import & Export Procedures.

UNIT 4. “CENVAT CREDIT FOR EXCISE DUTY AND SERVICE TAX RULE 2004”:

- (i) Eligibility of CenVAT Credit.
 - various definitions, (input goods, capital goods, etc.) (output service, input service etc.)
- (ii) Utilization of CenVAT Credits.

Contd..2..

UNIT 5. VAT (Value Added Tax):

- (i) Various Definition.
- (ii) Incidence of tax and different rates of Tax.
- (iii) Registration procedure etc.
- (iv) Return and self assessment.
- (v) Determination of value, payment of VAT.
- (vi) Relief; Exemptions & Repayments.

Books Recommended:-

1. Indirect Taxes- Law & Practices- V.S. Datey
2. Indirect Taxes- Jakotiya
3. Indirect Taxes- Ravi M.Kishore
4. Indirect Taxes- Dr. Sanjeev Kumar
5. Indirect Taxes- Yogendra Bangar & Vandana Bangar
6. Indirect Taxes-Snowwhite Publications.
7. VAT Ready Reacnor- Saxena
8. Income Tax – Dr. Vinod Singhani

QUANTITATIVE TECHNIQUES FOR FOREIGN TRADE

COURSE CODE : MFT-5605

Course Objective :

The objective of this course is to give training to the students in using quantitative and statistical methods in analyzing data, inferring and decision making in foreign trade.

Course Contents

UNIT 1: Introduction- Introduction, Meaning, Scope, Advantages, Techniques and limitation of Quantitative Techniques.

UNIT 2: Linear Programming: Meaning of LPP, Graphical and Simplex Method of LLP, Big M Method, Advantage and limitations.

UNIT 3: Transportation Model: Introduction, Assumptions, Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation, Optimization using Modi and Stepping stone Method.

UNIT 4: Assignment Problems: Assignment Problem: Introduction, Optimal Solution, Maximisation, Crew, Unbalanced Assignment Problems.

UNIT 5 :Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), probability calculations and application of M/M/C (Infinite population).

UNIT 6: Inventory Management : Introduction to Inventory Management, Types of Inventory Models.

UNIT 7: Game Theory & Simulation: Introduction to Games, Maximum and Minimum Principles, Pure and Mixed Strategies, Solutions of Games using –Algebraic and Graphical Methods. Introduction to simulation, Monte Carlo Technique and its applications.

Text Reading

1. N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications, 15th Ed.
2. Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd.
3. Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
4. P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications, 2000.

E-commerce

COURSE CODE : MFT – 5606

Objective: To have knowledge about computers in the field of E-Commerce.

Contents:

Unit-1: Introduction: Meaning, Types of E- Commerce, Functions of E- Commerce, Phases of e-commerce, E-commerce business models, Technologies for E- Commerce.

Unit-2: E-payments:- Introduction, Establishing E-payment, EDI, Benefits of EDI, EDI implementation, Electronic payment models, Card based payment model, Electronic payment instruments.

Unit-3: Security & legal issues, E-commerce security factors, E-commerce security threats, E-commerce security protocols, N/w & server level security, Firewall, Proxy servers

Unit-4: Web Terminology: - Domain Name, IP address, HTML, HTTP and Internet Media.

M- Commerce: Introduction, Application, M- Payment Cycle.

Unit-5: Networking: Basic elements in networking, Network topology, Common network services file services, print services, message services, application services, database services, Different types of network- LAN, WAN, MAN, VAN, SAN, Networks connecting devices.

References:

1. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): Jaiswal, Galgotia Publications
2. Electronic Commerce: Greenstein, Merylin, Tata Mc.Graw Hill
3. E-Commerce: Schneider, Thomson Publication

SCHOOL OF COMMERCE

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Subject Scheme and Syllabus

MBA (Foreign Trade) 5 Yrs. Integrated Programme
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Session – July-December

Semester-7 (July to December)

MFT-5701	International Marketing Management and CB
MFT-5702	Multinational Financial Management
MFT-5703	Managerial Economics
MFT-5704	Accounting for Managers
MFT-5705	Insurance and Risk Management in Foreign Trade
MFT-5706	Foreign Language II
MFT-5707	Statistical Analysis and Research Methodology

MBA(FT)5Yrs.Semester-VII

INTERNATIONAL MARKETING MANAGEMENT & CONSUMER BEHAVIOUR Course Code: MFT-5701

Course Objective

The objective of this course is to expose students to the conceptual framework of international marketing management & Consumer Behavior

Course Contents:

Unit-1:INTRODUCTION TO INTERNATIONAL MARKETING: Definition, Nature and significance; Scope & Importance of international marketing, International Marketing Environment, SLEPT analysis, Challenges in international marketing, International market orientation - EPRG framework; Stages in Domestic to Global Evolution,

Unit-2:DECISION MAKING IN INTERNATIONAL MARKETING: International Marketing Decision, Market Selection Decision, Entry or operating Decisions, Marketing Mix Decisions. International Market Entry Evaluation Process. A frame work for International market analysis.

INTERNATIONAL MARKETING STRATEGIES & ELEMENTS OF INTERNATIONAL MARKETING MIX. (Product, Price, Place, Promotion)

International Market-Segmentation, Targeting,& Positioning ,

UNIT-3: PRODUCT – International Product Life Cycle, New product Development, Diffusion of innovation ,Standardization vs Adaptation of products, Packaging & Labeling International

UNIT-4 : INTERNATIONAL PRICING STRATEGIES & ISSUES- Types of cost in export marketing, Pricing Objective, Factors affecting pricing, International pricing methods/Approaches.(Transfer pricing, Dumping, Barter Exchange, Export Pricing & structure)

UNIT-5: MANAGING INTERNATIONAL DISTRIBUTIONAL CHANNELS- Choice of Distributional Channels in different Markets , Intermediaries in International Distribution, Merchants & Agents, Channel Design Decision, International Channel System, Direct & Indirect channel ,Types of Middleman & cooperative agent-Advantages & Importance. Channel Levels.

UNIT-6: ADVERTISING & SALES PROMOTION - Communication Mix -Advertising and other types of Promotion, International Advertising , Media choices for International Advertising , Cultural issues & international marketing communication ,Promotion, Personal Selling, Promotional objectives, Major decisions in International Marketing communication, Advertising Standardization, Role of Export promotion Organisation, Personal Selling Process, Constrains in global communication strategies.

Unit:7- INTERNATIONAL MARKETING & CULTURE -Cultural Issues in International Marketing, Characteristics of culture, The invisible hand of culture, Terpestra & Sarathy Cultural Framework, Hofstede's dimensions, Other cultural Dimensions.

Suggested Readings:

1. International Marketing by Francis Cherunilam.
2. Consumer Behavior by Leon G.Schiffman & Leslie Lazar Kanuk

MULTINATIONAL FINANCIAL MANAGEMENT

COURSE CODE: MFT -5702

Course Objective: The objective of this course is to make student aware of the conceptual framework within which the key financial decisions of multinational firm are analyzed.

Course Contents:

- 1. MULTINATIONAL FINANCIAL MANAGEMENT:** Multinational Financial System, Growth and importance of international finance: Types of risk in international finance; Rewards in international finance, L.T & S.T. Financing of foreign trade.
- 2. MULTINATIONAL WORKING CAPITAL MANAGEMENT:** Short-term overseas financing sources; International management of cash, accounts receivable and inventory management.
- 3. MULTINATIONAL INVESTMENT DECISIONS:** Capital Budgeting for multinational corporations.
- 4. INTERNATIONAL FINANCING:** Equity financing, bond financing, bank financing, direct loans, Government and development bank lending, Capital structure & cost of capital.
- 5. PORTFOLIO INVESTMENT:** Benefits of International portfolio investment, spreading risk, international capital asset pricing, international diversification.
- 6. ISSUES CONCERNING MULTINATIONAL ACCOUNTING & FINANCE:** Transactions; Multinational transfer pricing and performance measurement; International accounting standards.

Books:

1. International Financial Management - P.G.Apte. Tata Mcgraw Hill
2. Multinational Finance – Buckley, Adrian.
3. Multinational Financial Management – E.E.Carter, R.M.
4. International Financial Management - Jeff Madura, Thamsan South West Publication
5. Multinational Financial – Madhu vij, Excel books

MBA (FT) 5Yrs. Semester-VII

Managerial Economics

Course Code: MFT-5703

Objective

To make the students understand the application of economic tools and logic to business decision making; demand forecasting and pricing method

COURSE CONTENT:

1. Introduction: Definition, Meaning, Scope of Managerial Economics , Managerial Economics - Role and Responsibilities of Managerial Economics.

2 Demand Fore-Casting : Meaning - Purpose & methods – Criteria for good fore - Casting.

3 Managerial Decision Making : Risk and Uncertainty - Elements of Decision

Theory - Classification of Managerial Problem - Decision taking under certainty and uncertainty - Cost control & Cost Reduction.

4 Pricing Methods - Full cost Pricing, target pricing, Going rate pricing -customary pricing, differential pricing - Specific pricing methods - pricing anew product - pricing over the life cycle of a product - product line pricing -mark up and mark down pricing by retailers - Resale price maintenance - Duel pricing - Brand Value.

5 Theory of firm: - Managerial theory of firm: Profit and Sales Maximization, Managerial Discretion.

6 Profit Planning:- Theories of Profit, Break even analysis

References:

1. Managerial Economics Peterson & Levis
2. Managerial Economics - P.L. Mehta
3. Managerial Economics – D.M. Mithani
4. Business Economics by D. M. Mithani, Himalaya Publishing House
5. Managerial Economics by P.L. Mehta, Sultan Chand Publication

ACCOUNTING FOR MANAGERS

COURSE CODE: MFT – 5704

Objective: The objective of the subject is to acquaint students with concepts of Financial and Cost Accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **FUNDAMENTALS OF FINANCIAL ACCOUNTING:** Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles-Concepts and Conventions, An introduction to Accounting Standards and US GAAPs. Concept and definition of Double Entry System, Process of Accounting, various stages of DES accounting: Journal, Ledger, Trial Balance, Preparation of Final Accounts with adjustments.
2. **FUNDAMENTALS OF COST ACCOUNTING:** Concept of Cost, Classification of Cost, Elements of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost reduction, Cost Control and Cost Management, Preparation of Cost Sheet, Numerical Problems.
3. **INTRODUCTION TO MANAGEMENT ACCOUNTING:** Introduction to Management Accounting, Balance Sheet & related concepts, Profit/Loss account & related concepts, Needs, Importance and Limitations of Management Accounting, Difference between Management, Cost & Financial Accounting.
4. **ANALYSIS OF FINANCIAL STATEMENTS:** An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Numerical Problems.
5. **MARGINAL ANALYSIS AND DECISION MAKING:** Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis. Budget, it's meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget, Standard Costing and Variance Analysis.

TEXT BOOKS:

Financial A/c for Management by Ambrish Gupta(Pearson Education)

Accounting for Managers by M.E.Tukaram Rao (New Age)

Management Accounting by S.P.Gupta (Sahitya Bhawan, New Delhi)

REFERENCES BY:

1. I.M.PANDEY
2. S.K. BHATTACHARYA
3. KHAN & JAIN
4. AGRAWAL, AGRAWAL, JAIN – Ramesh Book depot.

INSURANCE AND RISK MANAGEMENT IN F.T

COURSE CODE: MFT -5705

Course Objective

The objective of this course is to make student aware of the contracts and regulations of Insurance, various types of risks, legal risks, Cargo risk, Credit risk and Exchange fluctuation risk.

Course Contents

1. **THEORY OF INSURANCE**: Costs and Benefits of Insurance, Elements & Principles, Insurance Contracts, Types of Insurance, Rating of Insurance Products, IRDA – a Insurance Regulator
2. **INSURANCE CONTRACTS & REGULATIONS**: Analysis of Insurance Contracts, Legal and Economic Environment of Insurance Business, Underwriting Process and Methods, History & Reasons for Insurance Regulations.
3. **INTRODUCTION TO RISK MANAGEMENT**: Concepts & functions, Process & Methods of Risk Management in insurance sector.
4. **TYPES OF RISKS** – Commercial risks, Political risks, Legal risks, Cargo risks, Credit risks, Exchange fluctuation risk.
5. **MANAGING OF RISKS** – Marine insurance policy, Role of Export Credit and guarantee Corporation in covering various schemes. Financial Guarantees, Overseas Investment Insurance.

Books

1. Risk Management & Insurance – Mark S. Dorfman
2. Principles of Risk Management & Insurance – George E.Rejda
3. Risk Management & Insurance – Harrington Niehaus
4. Fundamentals of Insurance – P.K.Gupta
5. Principles and Practice of Insurance – Dr.P.Periasamy

STATISTICAL ANALYSIS AND METHODOLOGY

COURSE CODE:MFT-5707

Course Objective:

The objective of this course is to give conceptual and practical training to the student in conducting desk and field research for export and import market of goods by collecting, tabulating, analyzing and interpreting relevant data.

Course Contents:

PART – I STATISTICAL ANALYSIS

UNIT 1: Introduction – Definition, Scope, Application, Limitation of Statistics, Types of Data, Sampling Methods, Presentation of Data.

UNIT 2:Probability and its Distributions: Concepts, Additive, Multiplicative, Conditional Probability rules, Bay's Theorem, Binomial, Poisson and Normal Distribution- their characteristics and Application, Statistical Theory: Decision making process, Decisions under Uncertainty and Risk.

UNIT 3: Co-relation & Regression:- Introduction, types of Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.

UNIT 4: Index Numbers and Time Series:

Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of studying components of Time Series: Measurement of trend (moving average, Exponential smoothing an least squares method) Measurement of seasonal variation (Simple Average, Trend and Moving Average method) Measurement of Cyclic Variations (residual method).

Index Numbers: Concepts, Uses & Problems in construction of Index Numbers, Methods of constructing Index Numbers, unweighted and weighted index number.

UNIT 5: Introduction to Research and Research Design: Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.

Research Design: Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs.

UNIT 6 : Data Collection and Hypothesis Testing : Collection, Organization, Presentation, Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution.

UNIT 7: Report Writing: Steps in report writing, Layout and Presentation in Writing Report.

Text Reading:

- 1 Richard I. Levin and D.S.Rubin "Statistics for Management" Prentice Hall of India.
- 2 Anderson Sweeney William " Statistics for Business and Economics" Thomson South Western
- 3 William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
- 4 S.P. Gupta "Statistical Methods" New Delhi Sultan Chand and Sons.
- 5 Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
- 6 C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan.

Suggested Readings:

- 1 D.C. Sancheti and V.K. Kapoor "Statistic: Theory, Methods and Application" New Delhi Sultan Chand and Sons 2001.
- 2 D.N. Ethance, Veena Ethance and B.M. Aggrawal, Fundamentals of Statistics" Allhabad Kitab Mahal 1996.

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – January to June

Semester-8 (January to June)

MFT-5801	Global Business Communication and Public Relations
MFT-5802	Export Import Management
MFT-5803	International Economics and Trade Theories
MFT-5804	Computer Application in Foreign Trade
MFT-5805	Taxation in Foreign Trade
MFT-5806	Services Marketing in Foreign Trade
MFT-5807	Research Project (Minor)*

GLOBAL BUSINESS COMMUNICATION & PUBLIC RELATION

COURSE CODE : MFT– 5801

Course Objective

The purpose of this course is to familiarize the students with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

Course contents

1. **Introduction – Defining** Communication, Communication Process, Channels of Communication-Formal & In formal, Forms of Communication-Verbal& Non-Verbal, Role of culture in global Communication, Varied non –verbal communication across cultures& countries.
2. **Objective of export correspondence& Terminology** – Essentials of successful letters, advantage of export correspondence – Building confidence and establishing strong trade relation. Meaning of special terms used in export import business; Inco-terms and terms of payment.
3. **Market Reports & Correspondence** – Reading, Comprehending and writing of market reports relating to export & import of different goods. Practice in writing of business letters relating to all aspects of export & Import of visible and non- visible items ; Filing and Indexing.
4. **Public Relations** – Concept, PR, Press, agency, Publicity, propaganda, Tools of PR.
Writing Press Release, Laws & Ethics in PR.
5. **Digital PR, PR in age of New Media**-- Challenges & opportunities, Crisis
Communication with recent examples. Building on line corporate community.

Books

1. Export Marketing – B.S. Rathore & J.S. Rathore
2. Communication & Research for Management – V.P. Michael
3. Effective Business Communication – Murphy
4. Communication for Business & Management – Sigband , Norman
5. Business Communication – V.S. Rai & S.M. Rai

EXPORT IMPORT MANAGEMENT

COURSE CODE : MFT-5802

Course Objective:

The course aims at providing thorough grounding to the students about the intricacies and complexities of the import procedural formalities and incidental documentary requirement for conducting import trade.

Course contents:

1. **Export Planning:** Introduction, Nature and steps of planning, product planning, planning for exports. Marketing Research and export market planning need & challenges of export market plans. Informational base for planning selecting export markets.
2. **Import Planning:** Types of importers, Import Process, Determining import requirement, sources of supply, Information for imports, Import License compilation & analysis for imports.
3. **Procedure & Documentation:** Import regulation & Policy, License, Restricted items, Import procedure and duty payment, Exim policy of 2009-2014 major highlights and incentives.
4. **Market Entry Strategies, distribution and transportation, International pricing:** Direct & Indirect exports, types of export distribution channels & factors affecting choice of channels, transportation system and types of transportation, choice of transport criteria , Pricing for exports, price strategies/methods essential matters of export pricing.
5. **Export promotion, packing for exports:** Advertising, trade fairs and exhibitions, personnel selling & export personnel management, promotion of products/services abroad. Packing and packaging for exports, objectives of good export packing factors influencing export packing.

Books (Text)

1. International Marketing Management – Varshney etc.
2. How to Import – Nabhi Publication
3. Export marketing – B.S.Rathore & J.S.Rathore
4. Export Import management – Asseem Kumar

INTERNATIONAL ECONOMICS AND TRADE THEORIES

COURSE CODE: MFT 5803

Course Objective:

This course is designed to enhance the understanding of the International Economics & Trade theories.

Course Contents:

UNIT I: Theories of International Trade

The Nature Of International Trade, Concept and Importance of International Economics, Scope of International Economics, Characteristic Features of International Trade, The Classical Theory of International Trade, Haberlers Opportunity Cost Theory of International Trade, Heckscher - Ohlins Theory of International Trade, Recent Development In Theories Of International Trade: An Overview

UNIT II: International Finance

International Capital Movements, Balance of Trade and Balance of Payments, Measures to Correct Balance of Payments Disequilibrium, Gold Standard, Purchasing Power Parity Theory, Foreign Exchange Rates Policy, Policy of Exchange Control

UNIT III: Trade and Development

Commercial Policy and Economic Development of Less Developed Countries, Foreign Capital and Developing Countries, International Trade and Economic Development, Euro-Dollar Market, Regional Economic Integration Among Developing Countries.

UNIT IV: The World Economy

International Cooperation, International Bank for Reconstruction and Development,

International Development Association (IDA), International Finance Corporation (IFC) and

The Asian Development Bank (ADB), Regional Economic Cooperation

UNIT V : International Investment and International Liquidity

Globalisation of Financial Markets: International Finance Hub, Major Issues Of The International Monetary System: International Liquidity. The Problem Of International Liquidity

References:

International Economics by Dr. Nirmala Bhalerao and S.S.M. Desai

International Economics by Dr. D.M. Mithani

The Essence of International Economics by Dr. D.M. Mithani

Introduction to International Economics by Dr. D.M. Mithani

COMPUTER APPLICATION TO FOREIGN TRADE

Course code:2207

Course objective: The objective is to produce advanced skills in computer area in Export- Import office.

Unit-1:

E-commerce in foreign trade: Meaning, Types of E-Commerce, Functions of E-Commerce , Technologies for E-Commerce.

Unit-2:

Concepts of E-Payments: Understanding E-Payments, Establishing E-Payment system, Credit card transaction, SET standards.

Office Automation equipments: Fax, E-mail, Video Conferencing, and Voice Mail.

Unit-3:

Web Terminology: Domain name & its registration, HTML web designing.

Internet Internals: IP Addressing, Internet Connectivity options.

Unit-4:

E-Services: In Banking, In Retailing, Supply Chain Management (SCM) and E-Commerce.

M-Commerce: Introduction, M-Commerce application, M-payments.

Unit-5:

Case Studies: Role of Information technology in Foreign Trade.

REFERENCES:

- 1) COMPUTERS TODAY : S.K. Basandra ,Galgotia Publication.
- 2) COMPUTERS FUNDAMENTALS: P.K. Sinha,BPB publications.
- 3) UNDERSTANDING ELECTRONICS COMMERCE- Microsoft.

TAXATION IN FOREIGN TRADE
COURSE CODE: MFT – 5805

Course Objective :

This course focuses on the acquisition of information about the need and sources of tax for exporters and importers.

Course contents

Elements of indirect Tax:

Unit I: INDIAN CUSTOMS ACT, 1962 (Basics & Valuation)

1. Basics concepts, custom tariff & types of custom duties, valuation.
2. Warehousing.

Unit II: OTHER PROVISION OF CUSTOM ACT, 1962

1. Importation & Exportation.
2. Duty Drawback Rules.
3. Other Procedures.

Unit III: Basics of Central Excise Act, 1944 & Provision of Service Tax related to Foreign Trade. EXCISE

1. Basics of Central Excise Act, 1944.
2. Provision Related to Refund of Excise Duty on Export.

SERVICE TAX & VAT

1. Concept of Service Tax, Valuation.
2. Provision related to Export & Import of Services.
3. Provision Related to VAT.

UNIT IV: ELEMENT OF DIRECT TAXES

1. Basics of Income Tax Act, 1961.
2. Exemption Related to Export like Section 10, 80I etc.

UNIT V: OTHER PROVISION OF INCOME TAX

1. Direct Tax Avoidance Agreement.
2. Advance Ruling.
3. Transfer Pricing.

Book References:

1. Indirect Taxes – Bangar & Bangar
2. Indirect Taxes – VS Datey

Services Marketing in Foreign Trade

Code:MFT 5806

Course Objectives

This paper emphasizes the importance of the service industry which is going through a period of revolutionary change. Service sector has become the most important space for business houses. The course equips the students to acquire core competencies & skill sets to make a successful career in the service sector. It inculcates a service culture among students interested in a career in service sector.

Course Contents

1. Understanding Service Markets, Products and Customers

1) *Services Perspective*: service concept, service marketing triangle, and evolution of service marketing, reasons for growth of service sector, difference B/w Goods & services, and 5 I's of services, classifications of services.

2) Segmentation. Targeting & positioning in services.

2. Building the Service Model

1) *Service products*: meaning of service product, service product levels, PLC, new service,

service product range, process of new service development, and reasons for success or failure of new services –products, service product elimination.

2) *Distributing Services*: elements of distribution, methods of distributing services.

3) *Pricing Services*: price terminologies, costs of service incurred by customers, pricing tripod, pricing objectives, formulating pricing strategy, price tactics.

4) *Services marketing communication*: Promotional objectives, developing the promotion mix, key aspects of communication for the service marketers.

2. Managing the Customer Interface

1) *Designing and managing service processes*: service blue –print, steps in service process, self reinforcing service cycle.

2) *Crafting the Service Environment*: elements of physical evidence, kinds of physical evidence, roles of service cape, approaches for understanding services cape effects, guidelines for physical elements strategy.

3) *Managing People for Service Environment*: service personnel, service personnel quality, maintaining improving services personnel quality & performance, personnel audit, models of customer's as users of services.

3. Implementing Profitable Service Strategies

- 1) *Service quality*: impact of service quality, approaches to service quality, dimensions of service quality, models of service quality, SERVQUAL instrument, service productivity.
- 2) Designing a service strategy: internal marketing, external marketing, interactive marketing.

Skill Development

The course will use combinations of approaches such as:

1. Group presentation on various service management initiative from diverse business sectors
2. Case studies
3. Presentation on Service Management news update

References

1. Lovelock, C., Wirtz, J., Chatterjee, J. (2011). *Services marketing*. Pearson Prentice Hall.
2. Zeithaml, V.A. & Bitner, Mary, Jo. (2011). *Services marketing*. Tata- McGraw- Hill Edition.
3. Shankar, R. (2011). *Services marketing*. Excel Books.
4. Apte, G. (2011). *Services marketing*. Oxford University Press.
5. Services Marketing – Ravi Shanker

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) 5 yrs. Integrated Programme

Session – *July to December*

Semester-9 (July to December)

MFT-5901	International HRM and OB
MFT-5902	Marketing Strategies in FT
MFT-5903	Case Studies in Foreign Trade
MFT-5904	Foreign Exchange and Exchange Control
MFT-5905	International Business Laws
MFT-5906	EXIM Financing
MFT-5907	International Logistics and Supply Chain Management

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

COURSE CODE: MFT -5901

Course Objective

The objective of this course is to expose students to the conceptual framework of international Human Resource management.

Course Contents:

INTRODUCTION OF INTERNATIONAL HUMAN RESOURCE MANAGEMENT: Meaning, Definition of IHRM, Approaches of IHRM, Managing Human Resources in a foreign subsidiary, HRM Models, difference between IHRM & Domestic HRM.

COMPENSATION SYSTEMS: Multinational compensation systems, factors affecting compensation systems.

UNDERSTANDING THE CULTURE: Cross culture business communication and behaviour. Cross cultural studies of Hofstede, Kluckhohn Stoodbeck; Ethical relativity versus ethical absolutism.

INTERNATIONAL RECRUITMENT & SELECTION: Appraisal systems, acceptance & resistance.

EXPATRIATES:

(a) Determination of needs, selection process, attributes contributing to success & failure, special issue of female expatriates, expatriate re-entry. Training & development of Expatriates.

(b) International Labour Marketing: Sources(PCNs,HCNs,TCNs),Advantages & Disadvantages.

Suggested Readings:

1. Industrial Human Resources Management: Anne Will Harzing
2. Human Resource management: Pieper R.
3. Organizational Behavior – Stephen R.Robbins & Seema Sanghi (Pearson Education)

MARKETING STRATEGIES IN FOREIGN TRADE

Code MFT 5902

COURSE OBJECTIVES:

- To understand the strategic concepts and its role in the modern and innovative marketing planning
- To build a strategic framework to sustain the competitive advantage.
- To help students to develop abilities and skills required for the strategy formulation and implementation under ever changing market scenario.

COURSE CONTENTS:

1. **INTRODUCTION TO STRATEGY**. Key elements of marketing strategy formulation, Formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success. Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management.
2. **STRATEGIC MARKETING ANALYSIS** – Mission Vision formulation of policies, SWOT Analysis, – Competitive Analysis – Porter's 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, marketing Strategies of leader ,Challenger, market follower and market nicher,
3. **INTERNATIONAL MARKETING RESEARCH**: Information requirements, Sources of information, Difference between domestic & international research, Marketing Research Process,
4. **PRODUCT STRATEGIES**: Product adaptation , factors affecting product design changes, Keegan:s Product-promotion strategies, Branding strategies.
5. **PRICING STRATEGIES**: Market penetration strategy, Probe pricing strategy, follow the Leader strategy , skim the cream pricing , differential Trade margin strategy , standard export pricing strategy , cheaper price for equipment and higher price for spares strategy. Information required for Pricing decisions, Export Price quotations & INCO terms.
6. **DISTRIBUTION STRATEGIES**: Channel structure strategy, distribution scope strategy, multiple channel strategy, channel modification strategy, Channel control strategy, conflict management strategy.
7. **PROMOTION MIX STRATEGY**: Identify and under stand the promotion mix. Factors influencing international communication decisions. Trade Fairs and exhibition, Planning tour plan and institutional support. Web advertising & Promotion.

REFERENCE

- 1.International Marketing—Rakesh Mohan Joshi, Oxford Publication
- 2.International Marketing – Francis Cherunilam Himalaya Publications
- 3.International Marketing - Rajgopal Vikas Publications
- 4.International Marketing Research – V. Kumar,, Prentice Hall of India.

CASE STUDIES IN FOREIGN TRADE

COURSE CODE: MFT -5903

Course Objective :

The objective of this course is to familiarise the students with the real life situation faced by import and export organisations in India and abroad through the case method of teaching.

Course Contents:

1. Case studies in International Marketing – 5 cases
 2. Case studies in International Logistics/Port operations/ Containerization- 5 cases
 3. Case studies in FOREX Management – 3 cases
 4. Case study regarding EXIM documentation (Bill of Lading, Letter of Credit,
 5. Bill of Entry, License etc) – 2 cases
 6. Case study on any issue related to Foreign Trade like Quality, HR , Ethics, Insurance or mode of payment- 5 cases
2. Writing of one Case related to Foreign Trade.

FOREIGN EXCHANGE AND EXCHANGE CONTROL

COURSE CODE: MFT -5904

Course Objective:

The objective of this course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulation in relation to foreign trade.

Course Contents:

1. **Theory of foreign exchange** - Fluctuations in foreign exchange rates and terminology- Foreign exchange transactions and rate mechanism - Exchange rate policy and exchange control - Convertibility of the rupee in India - Foreign Exchange markets in India.
2. **Exchange control features and foreign trade** – FEMA Guideline for Residents & NRI, FEMA Guidelines for Exporters and Importers - Financial Institutions and Export Trade - Financial Assistance provided by banks, Exim Bank
3. **Foreign Exchange Arithmetic** - Decimals - Abbreviated methods - Some simple calculations - Exchange rate numerical problems - Forward Exchange numerical problems - SWAPs Exchange Rates Forward Contracts.
4. **Exchange risk management** - Risk identification - Types of risk - Risk vs. exposure - Measurement of risk - Mark to market - Management of risk - Risk limits and value at risk - Corporate hedging strategies - Selective hedging - Splitting legs - cross currency covers - short term covers for long term exposures - Third currency covers - Forward contracts vs. options - Managing risk on long term loans.
5. **Currency forwards and futures** - Currency futures - Hedging currency risk - A comparison of futures and forwards - Options - Call Options, Put Options, Writing Options - Swaps - Hedging Interest rate risk - Use of swaps to reduce interest cost - Currency swaps.
6. **Devaluation**– Meaning and effects of devaluation; Devaluation Vs. Quantitative restriction; Devaluation of rupee in recent times and its impact on foreign trade.

Books:

1. International Financial Management – P.G. Apte
2. Foreign Exchange – C. Jeevanandam
3. Foreign Trade Management – Dr. Varma & Agarwal
4. Foreign Trade – T.K. Velayudhan

INTERNATIONAL BUSINESS LAWS

COURSE CODE: MFT -5905

Course Objective: The objective of this course is for students to develop a core understanding of how the international conventions and legal principles regulating international trade and enable them to formulate strategies as compatible with laws and treaties governing international business operations.

Course Contents:

UNIT-I : BASICS AND LEGAL FRAMEWORK OF INTERNATIONAL SALE CONTRACT: Meaning and nature of International Contract of Sale of Goods and basic difficulties in performance of contract and remedies in case of breach. Fundamentals of the Indian Contract Act, 1872 and the Sale of Goods Act, 1930. The United Nations Convention on Contracts for the International Sale of Goods, 1980. Principles of international commercial contracts (UNIDROIT, 1994).

UNIT-II : INTERNATIONAL BUSINESS AND TRADE TERMS : Role of ICC in development of INCOTERMS, meaning, nature, objectives and legal characteristics of INCOTERMS, INCOTERMS Rules 2010. Obligations of parties under FOB contract; obligations of parties under CIF contract; Differences between FOB and CIF contract.

UNIT-III : INTERNATIONAL CARRIAGE OF GOODS: Contract of Carriage of goods. Major modes of international carriage of goods by: Sea, Air, Rail, Road and Multimodal Transport. International Conventions for the Carriage of Goods by Sea- Brussels Convention 1924 (Hague Rules), Brussels Rules (Visby Rules), UN Convention 1978 (Hamburg Rules). Legal nature of 'Bill of Lading'.

United Nations Convention on International Multimodal Transport of Goods, 1980 and the Multimodal Transportation of Goods Act 1993.

UNIT-IV : WTO REGIME: History from GATT to establishment of WTO, Major areas covered under GATT/ WTO: Agriculture, Textile, TRIPS, TRIMS and GATS. Principles and policies of WTO, and their impact on international trade: Free trade, tariff and non-tariff barriers, Anti-dumping measures and disputes settlement mechanism. Global Regime of IPRS, WTO and UNCTAD, WTO and TRIPS relationship

UNIT-V : INDIAN LAWS AND REGULATIONS GOVERNING INTERNATIONAL TRANSECTIONS: The objectives of the legislations dealing with export-import and authorities their under, their powers and functions under- The Foreign Trade (Development and Regulation) Act, 1992; The Customs Act, 1962 and the FEMA, 1999. Industrial Development and regulation Act 1952

RECOMMENDED READINGS –

1. Schmitthoff C.M., Essays on international Trade Law
2. Comments on International Trade Law by Professor Rafigul Alam
3. International Trade Law by Lord Templeman
4. Law of International Trade by Pamela Sellman
5. International Trade Law by Janette Charley
6. International Trade Law by S. C. Chhua
7. Law of Carriage by Avtar Singh

8. Mercantile Law by M.C. Kuchhal
9. Carriage by Sea by Carver
10. Carriage of Goods by Sea by Payne & Ivamy
11. Charter parties and Bills of Lading by Thomas Edward Scrutton
12. The WTO After Seattle by Jeffrey J. Schott (Editor)
13. An Introduction to the WTO Agreements by Bhagirat Lal Das
14. International Trade Law by Indira Carr,
15. Shipping Law By S Baughen
16. Understanding International Trade Law by Simone Schnitzer,
17. Cases and Materials on International Trade Law by Paul Todd,

Official Websites of the national and international institutions can also be referred for updated legal awareness such as-

- www.wto.org
- www.iccwbo.org
- <http://commerce.nic.in>
- <http://dgft.gov.in>
- www.cbec.gov.in
- www.uncitral.org
- <http://untreaty.un.org/cod/avl/index.html>

Course Objective:

This course focuses on the acquisition of information about the need and sources of finance for exporters.

Course contents

1. **Terms of Payment** – Preliminaries of export-import & the need for exim finance. Payment in advance, Open Account, Documentary Bills, Documentary Credit under L/C, Consignment basis, Import Trust Receipt; Deferred Payment Imports.
2. **Sources of Finance** - Short-term sources and Medium and long term sources of Finance(Factoring, Forfeiting, External Commercial Borrowing).
3. **Pre-shipment Finance (Packing Credit)** – Pre-shipment finance in Indian rupee, Scheme for Sub-suppliers, Scheme for deemed exports, PCFC.
4. **Post-shipment Finance in Indian Rupees - By**
 - a) Purchase of Export Bills
 - b) Goods sent on consignment
 - c) Indrawn balance
 - d) Retention Money
 - e) Claims of duty drawback,
 - f) Negotiation of Export Documents drawn under L/C.
 - g) Post shipment credit in Foreign Currency.
5. **Import Finance-**
 - a) Sellers credit
 - b) Trust receipt finance by commercial bank
 - c) Bankers acceptance
 - d) Discounting of trade drafts
 - e) Buyers credit-short term loans from foreign banks
6. **EXIM Bank** - Exim Bank & Export Promotion councils. Export Promotional Initiatives under the foreign trade policy.

Books (Text)

- 1) Finance of International Trade – Whitting D.P
- 2) The Finance of International Business – Kettel Brain
- 3) Foreign Exchange – C.Jeevananandan
- 4) How to export – Nabhi Publication
- 6) Export Import Procedures & Documentation – Khushpat S.Jain

INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE CODE: MFT – 5907

Course Objective :

The objective of this course is to explain to the student the basic concepts of logistics and practice of transportation of goods for export and import.

Course Contents :

1. **Introduction:** Concepts and importance of Supply Chain, Evolution of SCM, Key issues of SCM, Dynamics and interventions of Supply Chain, Push-based, Pull-based and Pull-Push based Supply Chain. Demand Forecasting in SC.
2. **Managing Inventory:** Managing inventory in SC environment, Basic and Advanced inventory models, Warehouse Management, Materials Handling Systems, Storage system, Information Technology in SCM, SC performance model; SCOR model.
3. **International issues in Supply Chain Management:** Global market forces, technological forces, global costs, risk and advantages, issues regional differences, cultural differences, human resources. Bullwhip effect. Cases in SCM.
4. **Concept of Logistics system:** meaning, scope and objectives of logistics management. Logistics outsourcing; drivers and benefits of outsourcing, third party and fourth party logistics, selection of service provider, value added services, service contracts. Technology for logistics; role of technology, bar coding, radio frequency identification. Communication technology; EDI, E tracking, VSAT and GPS systems.
5. **International Transport System and Logistics Practices:** Air, Rail and Road Transport. Dry ports and inland water ways; choice of mode. Govt. policies and regulations related to logistics; environment protection act, consumer protection act, packaging rules related to safety and quality. Reverse logistics; Challenges and scope of reverse logistics, Logistics practices.

Text Books:-

1. Export Marketing – Rathor and Rathor
2. Foreign Trade Management – Dr. Varma & Agrwal
3. International Marketing – Philip R Catepra
4. Introduction to Materials Management – J.R.Tony,Arnold Stephen N Chapman, R V Ramakrishan

International Business Environment – Francis Cherunilam

SCHOOL OF COMMERCE

Devi Ahilya Vishwavidyalaya, Indore

Subject Scheme and Syllabus

MBA (Foreign Trade) Integrated Programme

Session – January to June

Semester-10

(January to June)

MFT-51001	Export Incentives and Institutional Support
MFT-51002	Export Pricing and Product Planning
MFT-51003	Major Research Project / Industrial Project

EXPORT INCENTIVES & INSTITUTIONAL SUPPORT

COURSE CODE : MFT- 51001

Course Objective :

The objective of this course is to familiarize the students with the various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India.

Unit 1

Export incentives, types and importance of export incentives, Procedure for realization of export incentives, Main export incentives available to Indian exporters Reduction in export Incentives

Unit 2

To Register with Export Promotion Council : There are different export promotion Councils for different types of business like Engineering Export Promotion Council, Chemical Export Promotion Council, Textile Export Promotion Council etc. The council issues three forms, viz., (a) Application for Registration (b) Application for Membership and (c) Registration cum Membership Certificate. After filling up these forms, the exporter will submit the same with prescribed fee to the export promotion council. After verifying the documents, the council will return a copy of Registration cum Membership Certificate to the exporter. With the Receipt of this certificate, the exporter will now be known as “Registered Exporter”. A registered exporter becomes eligible to get export incentives and benefits offered by the Ministry of Commerce.

Unit 3

Export Incentives: Merchant exporter enjoys exemption of the income tax on export income. Advance against export incentives receivables. Realization of export proceeds –The exporter then proceeds to claim export incentives on the basis of bank certificate. The bank certificate gives description of the product, its value, the rate of conversion, the details of invoice etc. The exporter is entitled to various incentives such as IPRS, DBK and other incentives, it applicable.

Unit 4

Export Incentive and cargo handling : Foreign Exchange Risks: Nature of risks, Cargo Insurance: Contract of cargo Insurance, procedures and documentation for cargo loss claims; Role and schemes of ECGS and commercial banks, Quality control and Pre- shipment Inspection: Schemes And procedures; Excise and custom clearance regulations, procedures and documentation; Export Incentives.

Unit 5

Government support to SSI – Incentives and subsidies - Concept and causes of industrial sickness - Export Potential of Small Scale Units – Problems of entrepreneurs.

Books

1. Export Marketing – Rathor & Rathor
2. Foreign Trade Management – Dr. Varma & Agrawal
3. International Marketing Management – Varshney & Bhattacharya
4. How to Export - Nabhi Publication

EXPORT PRICING & PRODUCT PLANNING

COURSE CODE : MFTF– 51002

Course Objective :

The objective of the course is to develop conceptual clarity about pricing of exports and product planning so that proper pricing and product decisions could be made.

Course Contents :

- b. **Factors in pricing decisions** - Pricing and non-price factors in international marketing.

- c. **Methods of Pricing** – Cost oriented pricing, Market oriented pricing, Impact of contract conditions on pricing , Differential Export pricing , International Dumping , Management philosophy.
- d. **Price Strategies** – Market penetration strategy, Probe pricing strategy, follow the Leader strategy , skim the cream pricing , differential Trade margin strategy , standard export pricing strategy , cheaper price for equipment and higher price for spares strategy.
- e. **Product Planning** – Product adaptation , factors affecting design changes , Product Life cycle , Standardization.
- f. **Marketing & Packaging** – Rules as to marking , labeling , requirements of interested parties , Factors to be considered in packaging.

Books (Text)

1. Foreign Trade Management – Dr. Varma & Agarwal
2. Price competitiveness in World Trade – Kravis & Lipsey
3. Sources of commodity & Product price information – International Trade Centre.
4. International Marketing Management – Varshney & Bhattacharya
5. Export Marketing – Rathor & Rathor

Devi ahilya University Indore
M.Phil. (Commerce) Course Work Syllabus
Code- MPH -001

1. *Research Methodology (4 Credits)*

Objectives : This paper is helpful to understand the basic philosophical assumptions underlying research. Be able to manage the process of conduction a research including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing.

Examination Scheme :

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

1. Meaning of research in Commerce : Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.)
2. Research Methodology, methods and Techniques – difference among them, the logical framework of investigation, the nature of problem and appropriate methodology, macro-level vs. micro-level research, problems in aggregation, methodology leading to methods and then techniques, analysis of historical records, participant or non-participant observation, mass observation, questionnaires, personal interviews, group interviews, case studies, small group study.
3. Formulation of research problem- identification and rationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.
4. Processing of collected information, interpretation and generalization, systematization of findings, writing of report, reference and bibliography.
5. Simple concept of probability and theoretical frequency distribution, (Binomial, Normal & Poison)

Reading List :

P.C. Tripathi; : A textbook of Research Methodology in Social Sciences, Sultan Chand & Sons
Goodle William J, Hatt Paul K, : Methods in Social Research, McGraw – Hill Book Company.
Bhattacharyya D.K. Research Methods, Excel Books
Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

Devi ahilya University Indore
M.Phil. (Commerce) Course Work Syllabus
Code- MPH -002

2. Review of published research in the relevant field (3 Credits)

Objectives : Understand the basis philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom and how ? Be able to manage to process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. Be able to write a quality literature review with variations in references. Citation style.

Examination Scheme :

At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by two examiners.

Course Content –

Understanding Review of literature : Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for review.

Organizing a literature search : Identify which literature base to search; Developing the theoretical basis for the Research Question; Searching for , locating and organizing relevant professional.

Conducting the Review : Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question;

Synthesizing the Review : Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings.

Writing the review : Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; the redrafting process; Professional formatting.

Devi ahilya University Indore
M.Phil. (Commerce) Course Work Syllabus
Code- MPH -003

3. Computer Application (3 Credits)

Objective : The candidate should gain sufficient practical knowledge for use of computer software for use in research work.

Examination Scheme :

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Basic knowledge of application software's in MS-Office with focus on

1. MS-Word –its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format.
2. MS- Excel – construction of worksheet and inserting data according to its characteristics, use of statistical tools and their presentation in the form of charts and graphs.
3. MS-Power point – Create power point presentation on topic related to the theme of thesis and use of different presentation techniques.
4. Use of SPSS – method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS.
5. Use of internet for research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.

Devi ahilya University Indore
M.Phil. (Commerce) Course Work Syllabus
Code-MPH-004

Advance course in the subject of Research (3 Credits)

Objectives : This paper is helpful to develop the research problem, its analytical tools and techniques to test the hypothesis and analyze the problem.

Examination Scheme :

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Course Content –

1. Review of statistical tools/methods for social research – for univariate and bivariate analysis, F- Test, ANOVA-one way and two way. Significance of correlation coefficient, significance of regression coefficient.
2. Formulation of Hypothesis – criteria of a good hypothesis, types of research hypothesis, advantages of Hypothesis. Hypothesis testing procedure, Types I and II Error, Concept of Significance. One sample parametric tests, two sample parametric tests – Test of significance for large and small samples – Student's – 't' test and Z-test, tests for Mean and difference between means and difference between proportions.
3. Non parametric tests – Chi-square test- χ^2 , Mann – Whitney Test : U, Wilcoxon Signed Rank Test :T.
4. E-commerce tools & techniques : E-Commerce framework, application, Electronic payment system(EPS) & its types, smart cards and credit cards, Electronic data interchange (EDI), Value added networks, e-commerce catalog's or directories mobile commerce.

Devi ahilya University Indore
Ph.D. (Commerce) Course Work Syllabus
Code-PHD-001

1. *Research Methodology (4 Credits)*

Objectives : This paper is helpful to understand the basic philosophical assumptions underlying research. Be able to manage the process of conduction a research including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing.

Examination Scheme :

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

1. Meaning of research in Commerce : Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.)
2. Research Methodology, methods and Techniques – difference among them, the logical framework of investigation, the nature of problem and appropriate methodology, macro-level vs. micro-level research, problems in aggregation, methodology leading to methods and then techniques, analysis of historical records, participant or non-participant observation, mass observation, questionnaires, personal interviews, group interviews, case studies, small group study.
3. Formulation of research problem- identification and rationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.
4. Processing of collected information, interpretation and generalization, systematization of findings, writing of report, reference and bibliography.
5. Simple concept of probability and theoretical frequency distribution, (Binomial, Normal & Poison)

Reading List :

P.C. Tripathi; : A textbook of Research Methodology in Social Sciences, Sultan Chand & Sons
Goodle William J, Hatt Paul K, : Methods in Social Research, McGraw – Hill Book Company.
Bhattacharyya D.K. Research Methods, Excel Books
Scotter A Miller 2007 Developmental Research Methods, Sage Publication.

Devi ahilya University Indore
Ph.D. (Commerce) Course Work Syllabus
Code-PHD-002

2. Review of published research in the relevant field (3 Credits)

Objectives : Understand the basis philosophical assumptions underlying research literature reviews for different purposes, including what, why, when, for whom and how ? Be able to manage to process of conducting a literature review, including reading, note taking strategies, coding/reference management, synthesizing and writing literature results. Be able to write a quality literature review with variations in references. Citation style.

Examination Scheme :

At the end of the semester the candidate has to submit a brief report on the literature review for evaluation, which will be done by two examiners.

Course Content –

Understanding Review of literature : Relevance, Approach and Applications; Developing an outline for the literature review; Formulate key questions for review.

Organizing a literature search : Identify which literature base to search; Developing the theoretical basis for the Research Question; Searching for , locating and organizing relevant professional.

Conducting the Review : Abstract relevant information from appropriate studies in a systematic manner; Critically reviewing the literature; Rate the scientific quality of each study and the level of evidence for each question;

Synthesizing the Review : Create evidence tables and summary tables; Interpret the pattern of evidence in terms of strength and consistency; Summarize the studies' findings.

Writing the review : Writing a first draft; Writing references and citations; Obtaining, giving, and making productive use of feedback; the redrafting process; Professional formatting.

Devi ahilya University Indore
Ph.D. (Commerce) Course Work Syllabus
Code-PHD-003

3. *Computer Application (3 Credits)*

Objective : The candidate should gain sufficient practical knowledge for use of computer software for use in research work.

Examination Scheme :

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Basic knowledge of application software's in MS-Office with focus on

1. MS-Word –its features and applications related to presentation of text in decent format and saving the same for further use. The practical knowledge of this software should enable the candidate to type and prepare the thesis in a presentable format.
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3. MS-Power point – Create power point presentation on topic related to the theme of thesis and use of different presentation techniques.
4. Use of SPSS – method of preparing data sheet and entering data according to its characteristics, use of various statistical tools on SPSS.
5. Use of internet for research work and exploring various websites and search engines for collecting quality literature review and secondary data etc. related to thesis work.

Devi ahilya University Indore
Ph.D. (Commerce) Course Work Syllabus
Code-PHD-004

Advance course in the subject of Research (3 Credits)

Objectives : This paper is helpful to develop the research problem, its analytical tools and techniques to test the hypothesis and analyze the problem.

Examination Scheme :

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

Course Content –

1. Review of statistical tools/methods for social research – for univariate and bivariate analysis, F- Test, ANOVA-one way and two way. Significance of correlation coefficient, significance of regression coefficient.
2. Formulation of Hypothesis – criteria of a good hypothesis, types of research hypothesis, advantages of Hypothesis. Hypothesis testing procedure, Types I and II Error, Concept of Significance. One sample parametric tests, two sample parametric tests – Test of significance for large and small samples – Student's – 't' test and Z-test, tests for Mean and difference between means and difference between proportions.
3. Non parametric tests – Chi-square test- χ^2 , Mann – Whitney Test : U, Wilcoxon Signed Rank Test :T.
4. E-commerce tools & techniques : E-Commerce framework, application, Electronic payment system(EPS) & its types, smart cards and credit cards, Electronic data interchange (EDI), Value added networks, e-commerce catalog's or directories mobile commerce.