



SRM

INSTITUTE OF SCIENCE & TECHNOLOGY
Deemed to be University u/s 3 of UGC Act, 1956

**MASTER OF COMMERCE (COMMERCE)
CURRICULUM AND SYLLABI
(For students admitted from 2018 – 2019 onwards)**

UNDER CHOICE BASED CREDIT SYSTEM

**DEPARTMENT OF COMMERCE
FACULTY OF SCIENCE AND HUMANITIES
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
SRM Nagar, Kattankulathur – 603203**

Department of Commerce Master of Commerce

Program Educational Objectives (PEOs)

- PEO1. Graduates will have skills and knowledge to excel in their professional career in Commerce and related disciplines
- PEO2. Graduates will contribute to exploit newly created opportunities in accounting and marketing
- PEO3. Graduates will practice lifelong learning for continuing managerial and professional development through education
- PEO4. Graduates will have the capability to continue their formal education and successfully complete an advanced degree
- PEO5. Graduates will contribute to the growth of the nation and society by applying the acquired knowledge in training and practical approach by using modern technology in the field of management

Student outcomes (SOs)

The curriculum and syllabus for Master degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-n) have been identified and the curriculum and syllabus have been structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- a. An ability to apply knowledge of computing, mathematics, and basic sciences appropriate to the discipline
- b. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution
- c. An ability to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs
- d. An ability to function effectively on teams to accomplish a common goal
- e. An understanding of professional, ethical, legal, security and social issues and responsibilities
- f. An ability to communicate effectively with a range of audiences
- g. An ability to analyze the local and global impact of computing on individuals, organizations, and society

- h. Recognition of the need for and an ability to engage in continuing professional development
- i. An ability to use current techniques, skills, and tools necessary for computing practice.
- j. An ability to use and apply current technical concepts and practices in the core information technologies
- k. An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation, and administration of computer-based systems
- l. An ability to effectively integrate IT-based solutions into the user environment
- m. An understanding of best practices and standards and their application
- n. An ability to assist in the creation of an effective project plan.

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE - wef ACADEMIC YEAR 2018-2019
CURRICULUM FRAMEWORK FOR M.COM - UNDER CBCS

FIRST YEAR - FIRST SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	PCM18101	ADVANCED ACCOUNTANCY - I	5	1	0	6	5
	PCM18102	FINANCIAL MANAGEMENT	5	1	0	6	5
	PCM18103	ORGANISATIONAL CHANGE AND DEVELOPMENT	5	1	0	6	5
	PCM18104	CORPORATE LAW	5	1	0	6	5
CORE ELECTIVE - I	PCM18E01	ENTREPRENEURSHIP AND NEW VENTURE CREATION	3	3	0	6	4
	PCM18E02	DERIVATIVE MANAGEMENT					
TOTAL			23	7	0	30	24

FIRST YEAR - SECOND SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	PCM18201	ADVANCED ACCOUNTANCY - II	5	1	0	6	5
	PCM18202	CORPORATE ETHICS AND GOVERNANCE	5	1	0	6	5
	PCM18203	INTERNATIONAL BUSINESS	5	1	0	6	5
CORE ELECTIVE - II	PCM18E03	PROJECT MANAGEMENT	1	2	3	6	4
	PCM18E04	EVENT MARKETING					
SKILL BASED ELECTIVE - I	PCM18E51	SALES AND DISTRIBUTION MANAGEMENT	2	2	0	4	2
	PCM18E52	RISK MANAGEMENT					
NON MAJOR ELECTIVE - I		COURSE OFFERED BY OTHER DEPARTMENTS	2	0	0	2	2
TOTAL			20	7	3	30	23

SECOND YEAR - THIRD SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	PCM18301	ADVANCED COST AND MANAGEMENT ACCOUNTING	5	1	0	6	5
	PCM18302	TAX PLANNING	5	1	0	6	5
	PCM18303	BUSINESS RESEARCH METHODS	5	1	0	6	5
CORE ELECTIVE - III	PCM18E05	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	3	0	6	4
	PCM18E06	STRATEGIC HUMAN RESOURCE MANAGEMENT					
SKILL BASED ELECTIVE - II	PCM18E53	MINI PROJECT	0	0	4	4	2
	PCM18E54	LAB BASED PROJECT					
NON MAJOR ELECTIVE - II		COURSE OFFERED BY OTHER DEPARTMENTS	2	0	0	2	2
TOTAL			20	6	4	30	23

SECOND YEAR - FOURTH SEMESTER							
CAREER STREAM TITLE	SUBJECT CODE	SUBJECT TITLE	L	T	P	TOTAL OF LTP	CREDIT
COMPULSORY CORE	PCM18401	PROJECT	0	0	0	0	10
	PCM18402	JOURNAL	0	0	0	0	2
TOTAL			0	0	0	0	12

Total Credit	82
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I YEAR - SEMESTER I

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18101	ADVANCED ACCOUNTANCY - I	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide an understanding and knowledge of special accounts and company accounts.	b	m			
2.	To make a proper understanding of company partnership accounts	h	m	g		

UNIT - I

Branch Accounts - Dependent branches - Independent branch (foreign branches included).

UNIT - II

Consignment and Joint Venture – Meaning – Terms in Consignment and joint venture

UNIT - III

Departmental Accounts – Inter departmental transfer at cost price and invoice price - Hire purchase and Installment purchase.

UNIT - IV

Admission of a Partner - Retirement of a Partner - Death of a partner – Admission cum retirement.(Advanced Problems).

UNIT - V

Dissolution and Insolvency of a Partnership - Piecemeal distribution – Maximum Loss.

REFERENCES

1. Maheswari S.N., Vikas Publishing House, New Delhi,2014“Advanced Accountancy-II”.
2. Gupta R.L. and Radhaswamy M., New Delhi, Sultan Chand and Co,2010 “Advanced Accounts”.
3. Jain & Narang Kalyani Publishers, New Delhi “Financial Accounting”.
4. Reddy & Murthy, (2008), Margham Publication, Chennai, Financial Accounting.

Note: Question paper pattern comprising of 20% Theory and 80% Problem

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50

Total	100
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SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18102	FINANCIAL MANAGEMENT	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To provide an insight into financial decision-making procedures and their application in complex situations	m	h	b		
2.	To enlighten the knowledge of financial leverage and financial management	e	g			

UNIT - I

Financial Management -Meaning, nature and scope of finance; Functions of Financial manager- Different sources finance - long term sources, short term sources. Financial goal - Profit VS Wealth maximization -Finance Functions - Time value of Money

UNIT - II

Capital Budgeting – NPV – IRR - Profitability Index - Payback period – ARR - Cost of Capital - Meaning and Significance of Cost of Capital - Calculation of Cost of debt - Preference Capital - Equity Capital and retained earnings -Combined Cost of Capital

UNIT - III

Operating and Financial Leverage- Measurement of Leverages - Effects of operating and financial leverage on profit - Analyzing alternate financial plans - Combined financial and operating leverage. EBIT & EPS analysis

UNIT - IV

Capital structure Theories-NI, NOI -Traditional and MM Hypotheses - Without Taxes andwith Taxes Determinants of Capital Structure. Dividend Policies -Issues in dividend decisions, Walter's model - Gordon's mode - M-M approaches.

UNIT - V

Management of Working Capital -Meaning, significance and types of Working Capital - Calculating Operating cycle period and estimation of Working Capital requirements- Financing of Working Capital-Management of Cash receivables and inventory

REFERENCES

1. Pandey, I.M. "Financial Management", Vikas Publishing House, Delhi.
2. Bhattacharya, Hrishikas, Working Capital Management: Strategies and Techniques, Prentice Hall, New Delhiedition 2002.
3. Khan M.Y, Jain P.K, "Financial Management", Tata McGraw Hill, New Delhi
4. Van Horne, James C., "Financial Management and Policy", Prentice Hall, Delhi

Note: Question paper pattern comprising of 60% Theory and 40% Problem

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18103	ORGANISATIONAL CHANGE AND DEVELOPMENT	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To understand the concept and knowledge about organizational change and its impact towards development.	h	g			
2.	To provide a conceptual knowledge of organizational structures and changes for development.	d	m	b		

UNIT - I

Organizational Change - Concept -History-Process-Lewins Model-Organizational Life Cycle-Values and Assumptions of Organizational Development (OD). Operational Components of OD - Diagnostic Components-Action Component-Process - Management Component

UNIT - II

Characteristics and Foundation of Organizational Design Process - On-going interactive process-Form of Applied Business Strategy -Strategy of changing -Systems approach - Approach to planned change: Experience-based -Goal Setting Planning -Focus on work teams.

UNIT - III

OD Action Research -Process -Approach -Use of action research on OD. OD Interventions - Nature of OD interventions -Major families of OD interventions- Dimensions: individual -Group & Task -Process.

UNIT - IV

Team Interventions - Teams and work groups -Team Building interventions -Diagnostic meeting -Team building meeting -Role Analysis technique -Role Negotiation techniques -Gestalt Orientation to team building -Inter-group interventions. Personal & Interpersonal Group Process Interventions: Process Consultation-Third-party intervention -Sensitivity Training -Transactional Analysis -Career Planning Interventions.

UNIT - V

Structural Interventions: Job Design -MBO, QWL, Socio-Technical Systems -Physical Setting Conditions for OD -Re-engineering.

REFERENCES

1. Ramanarayan, S. Rao, T. V., "Organizational Development".
2. Cummings and Worley, "Organizational Development and Change".
3. French and Bell, "Organizational Development"

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18104	CORPORATE LAW	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	Enable students to learn the legalities associated with the Joint Stock Company form of organization and its functioning.	e	b	m		
2.	It also focuses on providing an insight in to laws like FEMA, Competition Act and Intellectual Property Laws.	e	h			

UNIT - I

Introduction to Companies Act 2013 – Definition of a Company – The Companies Act 1956 vs Companies Act 2013 – Formation of a Company – Memorandum of Association – Articles of Association – Meeting – Kinds of Meeting – Annual General Meeting – Director – Appointment – DIN – Removal of Director – Rights, Duties and Liabilities of Director

UNIT - II

SEBI Act 1992 – Definition – Establishment of The Securities Exchange Board of India – Management of the Board – Term of office – Removal of Member from Office – Powers and Functions of the Board FEMA Act 1999 – Definition – Main Provision of the Act – Board of Management and powers and Functions of the Board

UNIT - III

The Essential Commodities Act, 1955 – Definition – Objects of the Act – Different Commodities under Essential Commodities Act -The Consumer Protection Act, 1986 – Introduction – Objects of the Act – Definition – Meaning of Consumer – The Central Consumer Protection Council – Objects – The State Consumer Protection Council – Establishments of Consumer Disputes Redressal Agencies – District Forum – State and National Commission – Jurisdiction of the Commission -The Competition Act, 2002 – Definitions – Features of the Act – Anti Competitive Agreements – Types of Agreements – Abuse of Dominant Position – Combinations – Competition Commission of India – Powers of the Commission.

UNIT - IV

Information Securities Act, 2000 - Definition – Objects of Information technology Act – Digital Signature – Electronic Signature – offences categorized under Information Technology Act – Penalty for offences-Environment Protection Act, 1986 – Definitions – General Powers of Central Government – Appointment of Officers and their Powers and Duties – Rules to Regulate Environmental Pollution – Prevention, Control and Abatement of Environmental Pollution.

UNIT - V

Intellectual Property Rights –Objects and Provisions of Following Act- The Patents Act, 1970 as amended in 1999, 2002 and 2005 -The Trade Marks Act, 1999.-The Copyright Act, 1957 as amended in 1983, 1984 and 1992, 1994, 1999 .

REFERENCES

1. Bare Acts
2. Corporate Laws, Taxman,2014
3. Kapoor ND, “Corporate Law” Sultan chand, New Delhi,2012.
4. ACS Study Materials - 2015
5. CMA Study Materials - 2015

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E01	ENTREPRENEURSHIP AND NEW VENTURE CREATION	3	3	0	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide necessary input for entrepreneurial effort and planning.	e	b			
2.	To make the insight knowledge of Entrepreneurship and new venture creation.	h	b	g		

UNIT - I

Concept of Entrepreneurship - Role of entrepreneurship in economic Development - Factors impacting emergence of entrepreneurship - Managerial vs. entrepreneurial approach; Types of Entrepreneurs - Characteristic of successful entrepreneurs - Entrepreneurship process - Women Entrepreneurs - Social entrepreneurship - Entrepreneurial challenges

UNIT - II

Importance of startups - Types of startups -Entrepreneurial class Theories - Entrepreneurial training; EDP Programmes - Characteristics of entrepreneurial leadership -Components of Entrepreneurial Leadership -Entrepreneurial Challenges - Source of innovative ideas -Entrepreneurship and creativity -Techniques for generating ideas - Impediments to creativity.

UNIT - III

Methods to Initiate Ventures – Acquisition – Advantages of acquiring an ongoing venture and examination of key issues – Franchising- franchise workings - franchising law - evaluating of franchising opportunities - Developing a Marketing plan-customer analysis, sales analysis and competition analysis - steps in marketing research - Marketing Mix - Business Plan-benefits of drivers - perspectives in business plan preparation - elements of a business plan - Business plan failures.

UNIT - IV

Financing Stages - Sources of Finance- Venture Capital - Criteria for evaluating new-venture proposals - Evaluating the Venture Capital - Process - Sources of financing for Indian entrepreneurs.

UNIT - V

Legal issues –SME act – Government role in the entrepreneurship for financial and non-financial aspects - International entrepreneurship- opportunities and challenges - Intrapreneurship.

REFERENCES

1. Vasant., Desai, "Small- Scale Industries and Entrepreneurship", Himalya Publication, India, edition 2011.
2. Holt, David H., "Entrepreneurship": New Venture Creation, PHI Learning, edition 2010.
3. Kumar, Arya, "Entrepreneurship": Creating and Leading an Entrepreneurial Organization, Pearson, India, edition 2013.
4. Ramachandran, K., "Entrepreneurship Development", Tata McGraw Hill, India, edition 2012.
5. Hisrich, Robert D., Michael Peters and Dean Shepherd, "Entrepreneurship", Tata McGraw Hill, New Delhi, edition 2013.
6. Natarajan., K and E. Gordon, "Entrepreneurship Development", Himalya Publication, India, edition 2011.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E02	DERIVATIVE MANAGEMENT	3	3	0	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To impart the overall view of the subject of derivatives managements	g	h	b		
2.	To enlighten the Students knowledge in Stock market with derivatives	m	e			

UNIT - I

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.

UNIT - II

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT - III

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

UNIT - IV

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

UNIT - V

Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

REFERENCES

1. Stulz, "Risk Management and Derivatives", Cengage Learning, 1st Edition, 2008.
2. Varma, "Derivatives and Risk Management", 1st Edition, 2008. David Dubofsky – "Option and Financial Futures"– Valuation and Uses, McGraw Hill International Edition 2005.
3. Gupta S.L., "Financial Derivatives"- Theory, Concepts and Practice, Prentice Hall of India, 2008.
4. John.C.Hull, Options, "Futures and other Derivative Securities", PHI Learning, 7th Edition, 2008
5. Keith Redhead, Financial Derivatives – "An Introduction to Futures, Forwards, Options and SWAPs", PHI Learning, 2008.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

I YEAR - SEMESTER II

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18201	ADVANCED ACCOUNTANCY - II	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide an understanding and knowledge of special accounts and company accounts.	m	h	b		
2.	To make the knowledge about the Acquisition and amalgamation company accounts.	h	m	g		

UNIT - I

Advanced problems in share capital issues – buy -back of shares by companies - Valuation of Goodwill and Shares – methods

UNIT - II

Legal position regarding final accounts of companies – Compliance with Accounting standards, Form and contents of Statement of Profit and Loss and Balance Sheet as per SCHEDULE VI – General Instructions for preparation of Statement of Profit and Loss and Balance Sheet – Treatment of Managerial remuneration, dividend tax deducted at source, Declaration of dividends out of reserves, Transfer to Reserves etc.

UNIT - III

Acquisition – Amalgamation - Absorption and Reconstruction (internal and external) schemes

UNIT - IV

Consolidated final statement of Holding companies–Subsidiarycompanies - Intercompany holdings and Owings - Dividend - Treatment of Dividends

UNIT - V

Liquidation – Statement of Affairs – Liquidation Final Statement of Accounts.

REFERENCES

- Jain & Narang Corporate Accounting, Kalyani Publishers, New Delhi.
- Reddy & Murthy, (2008) Corporate Accounting, Margham Publication, Chennai.

Note: Question paper pattern comprising of 20% Theory and 80% Problem

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18202	CORPORATE ETHICS AND	5	1	0	6	5

GOVERNANCE					
INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:				Student Outcomes	
1.	To make the student to aware of theoretical and practical aspects of ethics in business.	e	g		
2.	To provide knowledge about the corporate ethical Governance and responsibilities	g	m	b	

UNIT - I

Ethics – Meaning and Definition – Importance of Ethics – Factors - Values concepts - Role of corporations in society – MODELS AND THEORIES - Principal-agent theory - Transaction cost theory and Stakeholder theory - Significance of corporate governance– Meaning and importance of corporate ethics – Corporate governance – Definition - Corporate Governance systems – Obligations to society - Investors – employees - Customers and managerial obligation.

UNIT - II

CG committees and guidelines – working group on Company's Act 1996 – Naresh Chandra committee report – Narayanamurthy Committee report – Irani Committee report - Corporate Governance structures - Directors and Board Structure: Roles and responsibilities of stakeholders:CEO, CFO - Corporate Secretary– Structures in public enterprises

UNIT - III

Introduction - Various Board Committees, their Composition, Role and Responsibilities, Contribution to Board Governance - Audit Committee - Shareholders Grievance Committee - Remuneration Committee - Nomination Committee - Corporate Governance Committee - Corporate Compliance Committee - Other Committees

UNIT - IV

Contemporary Developments in the Global Arena under Listing Agreement - SEBI Guidelines - Companies Act - Corporate Governance in-PSUs -Banks -Insurance Companies- Principles of OECD- UK Corporate Governance - US Corporate Governance.

UNIT - V

Meaning – Definition - Social responsibility of a business firm - Social responsibility of business stakeholders - Cultural and moral responsibility - response of Indian firms towards CSR- Role of MNC in corporate social responsibility- Emerging areas in CSR and sustainability

REFERENCES

1. Fernando. A.C, Corporate Governance - Principles, Policies and Practices, Pearson Education, New Delhi, 2006.
2. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

3. Joshi Vasudha, Corporate Governance, The Indian Scenerio, Foundation Books, 2004.
4. A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc., 2011
5. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18203	INTERNATIONAL BUSINESS	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To explore and offer the knowledge on global environment.	e	b			
2.	To enlighten the students knowledge with international trading activities	e	g	b		

UNIT - I

International Business: Nature - Importance and scope – Mode of entry into international business- Framework for analyzing international business environment – Geographical, economical, socio-cultural, political and legal environment.

UNIT - II

International Monetary and Financial System: Importance of international finance - Bretton woods conference and afterwards – IMF - World Bank & WTO – UNCAD - European monetary system – Meaning and scope - Balance of Payment and International Linkages: Balance of Payments and its components - International flow of goods - services and capital - Copying with current account deficit.

UNIT - III

Export and Import Finance: Special need for Finance in International Trade – INCO Term (FOB, CIF, etc) – Payment Terms – Letter of Credit – Pre Shipment and Post Shipment Finance – Forfaiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.

UNIT - IV

Export Trade Document: Financial Documents – Bill of Exchange – Type – Commercial Documents – Proforma- Commercial – Consular – Customs - Legalized Invoice - Certificate of Origin Certificate Value -Packing List - Weight Certificate - Certificate of Analysis and Quality - Certificate of Inspection - Health Certificate - Transport Document – Bill of Lading – Airway Bill - Postal Receipt, Multimodal Transport Document – Risk Covering Document – Insurance Policy, Insurance Cover note – Official Document – Export Declaration Form – GR Form - PP Form - COD Form - Softer Forms -Export Certification -GSPS – UPCDC Norms.

UNIT - V

International Capital and Money Market Instruments; GDRs- ADRs - Euro bonds - Euro loans – Repos – CPs - floating rate instruments - loan syndication and Euro Deposits.

REFERENCES

1. Ashwathappa, International Business, Tata MCGraw Hill Publications, New Delhi.
2. Jeevanandam, International Business, M/s Sulatan& Chand, Delhi 2008.
3. SumathiVarma, International Business, Ane, Delhi 2010.
4. AdhikaryManab, Global Business Management, Macmillan, NewDelhi.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E03	PROJECT MANAGEMENT	1	2	3	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the concept of project and steps in project management	b	d			
2.	To enable the students to prepare business proposals.	n	b	d		

UNIT- I

Project – Meaning – Classification – Importance of project management – An Integrated Approach – Project Portfolio Management System – The Need – Choosing the appropriate Project Management structure: Organizational considerations and project considerations – Steps in defining the project – Project Rollup – Process breakdown structure – Responsibility Matrices – External causes of delay and internal constraints.

UNIT- II

Project feasibility studies: Opportunity studies -General opportunity studies - Specific opportunity studies - Pre-feasibility studies -Functional studies or support studies - Feasibility study – Components of project feasibility studies – Managing Project resources flow – Project planning to project completion - Pre-investment phase - Investment Phase and operational phase – Project Life Cycle – Project constraints.

UNIT- III

Project Evaluation under certainty: Net Present Value -Benefit Cost Ratio - Internal Rate of Return –Urgency -Payback Period - ARR – Project Evaluation under uncertainty – Methodology for project evaluation – Commercial vs. National Profitability – Social Cost Benefit Analysis - Commercial or National Profitability -Social or national profitability.

UNIT- IV

Developing a project plan: Developing the project network – Constructing a project network (Problems) – PERT – CPM – Crashing of project network – Resource leveling and resource allocation –How to avoid cost and time overruns – Steps in Project Appraisal Process – Project Control Process – Control issues – Project audits –Project audit process – Project closure – Team, team member and project manager evaluations.

UNIT- V

Managing versus leading a project - Managing project stakeholders – Social network building (Including management by wandering around) – Qualities of an effective project manager – Managing project teams – Five Stage Team Development Model – Situational factors affecting team development – Project team pitfalls.

REFERENCES

1. Clifford F. Gray and Erik W. Larson, Project management – The Managerial Proces(Tata McGraw Hill).
2. Gopalakrishnan P and Ramamoorthy, V.E., Project Management (Macmillan)
3. Prasanna Chandra, Projects: Planning, Analysis, Selection, Implementation and Review(TMIH).
4. UNIDO SERIES on Project Management.
5. B.B. Goel, Project Management – Principles and Techniques (Deep and Deep)

Guidelines:

- Students should do a research based on Finance or Human resource management.
- The maximum of 30 pages report to be submitted for the viva voce examination.

Course Nature : Project					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	Review 1	Model Review 2	Attendance	Total
		Marks	20	20	10
End Semester	Assessment Tool	Report	Presentation	Viva-Voce	Total
	Marks	20	20	10	50
Total					100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E04	EVENT MARKETING	1	2	3	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the structure of event industry, economy, culture and trends of Market.	h	d	m		
2.	To enrich the knowledge of event marketing management	b	g	m		

UNIT - I

An overview of event marketing – types of events – Understanding the structure of event industry, economy, culture and trends – Marketing skills for event marketers, requirement analysis.

UNIT - II

Application of Marketing mix to events – Designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events.

UNIT - III

Pricing methods for events – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Profitability analysis – Negotiations for the best deal

UNIT - IV

Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Role of regulatory authorities.

UNIT - V

Dealing with agents - Promoters and event executors – Event Planning Implementation and evaluation from stake holders perspectives - Concepts and practices of Marketing research on event related issues.

REFERENCES

1. Leonard H.Hoyle, Event Marketing: How to successfully promote Events, Festivals, Conventions and Exposition, John Wiley and Sons, 2002.
2. Lieberman, PatriciaEsgate, Pat Esgate, and The Entertainment Marketing Revolution: Bringing the Moguls, the Media, and the Magic to the world, FT Press, 2002. 39
3. Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley, 2003
4. Allison Saget, The Event Marketing Handbook: Beyond Logistics & planning, Kaplan publishing, 2006.

Guidelines:

- Students should choose a product of their own choice relevant to the current market trend.
- The report should contain the details of the product, nature, pricing, branding, packaging, sales promotion and any relevant information relating to marketing research and management.
- The maximum of 30 pages report to be submitted for the viva voce examination.

Course Nature : Project					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	Review 1	Model Review 2	Attendance	Total
	Marks	20	20	10	50
End Semester	Assessment Tool	Report	Presentation	Viva-Voce	Total
	Marks	20	20	10	50
Total					100

ELECTIVES

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E51	SALES AND DISTRIBUTION MANAGEMENT	2	2	0	4	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To acquire knowledge about sales and distribution management	h	m			
2.	To understand the present market situation in sales and distribution domains.	e	b			

UNIT I

Personal selling – Objectives – Selling methods - Types of personal selling – Criticisms against salesmanship – Difference between salesmanship and advertisement – Types of salesmanship – Functions, duties and responsibilities of the salesman – Personal selling process.

UNIT II

Theories of selling - Sales organisation – Need, Functions and importance of sales organisation –Classification of sales organisation - Sales forecasting – Importance – Techniques of sales forecasting – Sales quota – Factors considered for sales quota – Methods of setting quotas - Sales territories - Sales force – Qualities – Size of sales force- Process of recruitment – Source of recruitment.

UNIT III

Training – Need and objectives of training – Types and methods of training – Evaluation of sales training programme – Motivation of salesman – Methods of motivations – Tools of motivation –Sales promotions – Need – Role and significance of sales promotion – Sales promotion strategies – Sales promotion and Product life cycle – Tools of sales promotion scheme

UNIT IV

Physical distribution Participants in the physical distribution function, the environment of physical Distribution – Channel Design strategies and structures, selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies.

UNIT V

Managing the marketing channel - Product, Pricing and Promotion issues in Channel Management and Physical Distribution - Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, Franchise systems and corporate marketing systems

REFERENCES

1. Futrell: “*Sales Management*”, Pearson Education edition 2003.
2. Kapoor and Kansal: “*Basics of Distribution Management*”– A logistical approach, Prentice-Hall India edition 2007.
3. Johnson, Kurtz and Scheuing “*Sales Management*”, McGraw-Hill edition 2003.
4. Rosenbloom: Marketing Channels – “*a management view*”, Dryden Press edition 2011.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E52	RISK MANAGEMENT	2	2	0	4	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Examine the way in which business and society make an assessment of, control and transfer risk	g	h			
2.	The goal of this course is to engage students in active discovery of risk management principles.	m	b			

UNIT – I

The concept of risk - Types and sources of risk- Risk and the economic environment- - The risk management process- Risk management framework-Risk measurement tools and techniques.

UNIT – II

Interest rate mathematics- Time value of money and discounted cash flow analysis- Identifying and assessing interest rate risk- Evaluating interest rate risk - Managing interest rate risk - Interest rate risk management Instruments: short term & Long term.

UNIT – III

Overview of the foreign exchange markets- Identifying and assessing foreign exchange risk- Evaluating foreign exchange rate risk-Managing foreign exchange risk- Foreign exchange risk management instruments

UNIT – IV

Sources of liquidity- Borrowing and investment principles- Identifying and assessing liquidity risk- Evaluating liquidity risk- Managing liquidity risk

UNIT – V

An Integrated Risk Management framework, Operational, An integrated approach to risk management considering issues such as operational, supervisory, legal, Political, Accounting and Issue of Governance

REFERENCES

1. Risk Management for Enterprises and Individuals, EttiBaranoff, Patrick Brockett, Yehuda Kahane, Saylor Foundation, USA, 2015.
2. Crouhy, Galai and Mark, The Essentials of Risk Management 2nd edition, McGraw Hill 2014.
3. Jorion, Philippe, Value at Risk: The New Benchmark for Managing Financial Risk, 3rd edition, McGraw-Hill, 2007.

Course Nature : Theory

Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

II YEAR - SEMESTER III

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18301	ADVANCED COST AND MANAGEMENT ACCOUNTING	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide an understanding and knowledge of cost and management accounting.	m	h	b		
2.	To enlighten the students knowledge with cost reduction and Budgetary control	h	m	g		

UNIT - I

Products costing – Operating costing - JIT costing - Activity based costing Standard costing and variance analysis - Material cost variance - Labour cost variance overhead variance.

UNIT - II

Process Costing - Treatment of equivalent units – Inter -process profit. Job – Unit and Contract costing (advanced problems)

UNIT - III

Funds flow statement analysis - Cash flow statement analysis (AS – 3)

UNIT - IV

Marginal Costing - Cost Volume Profit Analysis- decision making - make or buy, own or lease, Key factor - Ratio analysis - Types of ratios - Uses and limitations.

UNIT - V

Budgets and Budgeting Control – Cash budget and Flexible budget, Capital Budgeting – Net Present Value, Pay Back Period, IRR and ARR

REFERENCES

1. S.N. Maheshwari, “Cost and Management Accounting” Sultan and Chand, Delhi
2. Horngen, C.T. & George Foster, “Costing Accounting” - A Managerial Emphasis, New Delhi, Prentice Hall, 1991.
3. Jawaharlal, “Cost Accounting”, New Delhi, TMC, 1990.
4. Polimeni, et. al. Cost Accounting” Concepts and Applications for Managerial Decision Making, New York, McGraw Hill, 1991
5. T.S. Reddy and Y. Hari Prasad Reddy, “Cost and Management Accounting” Margam Publication Chennai.

Note: Question paper pattern comprising of 20% Theory and 80% Problem

Course Nature :Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18302	TAX PLANNING	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To prepare the students to gain a wider knowledge of Tax management.	b	h	m		
2.	To provide knowledge on the concept of proper tax planning	g	b			

UNIT - I

Nature and Scope of Tax Planning: Nature - Objectives of Tax Management - Tax Planning - Tax Avoidance & Tax Evasion - Assessment Year - Previous Year -Assesses – Residential status.

UNIT - II

Tax on Individual Income I: Computation of tax under the heads of Salaries - Income from House Property - Profits & Gains of Business.

UNIT - III

Tax on Individual Income II: Computation of tax under the heads of - Capital Gains & Income from Other Sources – Set-off and carry-forward of losses of Firms – Deductions from GTI – Computation of taxable income of an individual.

UNIT - IV

Tax Planning for Firms: Partnership firm under Income Tax Law - Tax deductions available to firms - Provisions relating to interest and remuneration paid to partner - Computation of partnership firms' book profit - Set-off and carry-forward of losses of Firms.

UNIT - V

Tax planning for Companies: Computation of taxable income -Carry-forward and set-off of losses for companies - Minimum Alternative Tax (MAT).

REFERENCES (Only assessment year edition to be followed)

1. BhagavathiPrasad , Income Tax Law and Account – VishwaPrakasan, New Delhi.
2. Reddy T S &Hariprasad Reddy Y, Income Tax Theory, Law and Practice, Margham Publication, Chennai.
3. Jeevarathinam& Vijay Vishnu Kumar, Income tax law and practice, Scitech publication, Chennai.
4. N. Hariharan, Income tax law and practice, Vijay Nicole publisher, Chennai. H.C Mehrotra, Income Tax Law and Accounts, SahityaBhavan Publications, Agra.
5. Vinod K. Singhanian, Students Guide to Income Tax, Taxman.Publication, New Delhi.

Note: Question paper pattern comprising of 20% Theory and 80% Problem

Course Nature : Theory& Problem							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18303	BUSINESS RESEARCH METHODS	5	1	0	6	5

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To familiarize the students to the principles of scientific methodology in business enquiry	h	m			
2.	To develop analytical skills of business research.	b	d	n		

UNIT - I

Business Research – Definition and Significance – Research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – Series Research – Research questions -Problems – Research objectives – Research hypotheses – Characteristics – Research in an evolutionary perspective – Role of theory in research.

UNIT - II

Research design – Definition – Types of research design – Exploratory and causal research design – Descriptive and experimental design – Different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT - III

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – Determinants optimal sample size – Sampling techniques – Probability Vs Non–probability sampling methods.

UNIT - IV

Data Preparation – Editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – Multiple regression and correlation.

UNIT - V

Research report – Different types – Contents of report – Need of executive summary – Chapterization – Contents of chapter – Report writing – Role of audience – Readability –Comprehension– Final proof – Report format –Ethics in research – Ethical behavior of research.

REFERENCES

1. Kothari C.B and Gopal M.H., "An Introduction Research, Procedure in Social Science", edition 2003.
2. Amarchand, "Research Methods".
3. Sadhu and Singh, "Research Methodology in Social Science".
4. Wilkinson and Bhandarkar, "Methodology and Techniques of Social Research".
5. Beri .G, "Marketing Research", Tata McGraw Hill Publishers Limited, New Delhi. Third Edition, 2000.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E05	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	3	0	6	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To provide the essentials and technical procedures in investment analysis	h	e			
2.	To enrich the knowledge of portfolio management	m	h	g		

UNIT - I

The Investment Environment- Financial Assets - Financial Markets and the economy - Clients of the financial system, Environment responds to clientele demands, Markets and market structure - ongoing trends –Types - Classification of stock market in India - Equity Shares, IPO/ FPO, Bonds - Indian Securities Market - security market indices - Sources of financial information - Securities and Exchange Board of India (SEBI).

UNIT - II

Security Analysis – Evaluation of Securities (Stock) – Objectives and Principles evaluation of securities – Evaluation of Fixed Income Securities – Evaluation of Ordinary Shares - Risk & Return – sources of risk - Expected return - Risk vs. return - Risk Aversion and Utility Measurement of Volatility of returns – Methods of Valuation of Securities - Valuation of Shares.

UNIT – III

Fundamental Analysis - Methods of Fundamental Analysis – Macro Economic Analysis, Industry Analysis and Company analysis – Financial statement analysis - Technical Analysis: The Dow Theory, Elliot Waves theory, Major trends – Tides Intermediate trends – Waves - Short-run trends – Ripples - Stock Price and Volume - Techniques - Importance of Volume, Support and Resistance Levels, Moving-Average Lines, Relative Strength, Bar Charting, Multiple Indicator Charts, Point-and-Figure Charts - Technical vs. Fundamental analysis.

UNIT - IV

Portfolio Management- Portfolio Management and process- Factors and principles of Portfolio Management - Risk free asset and capital allocation line (CAL) - Multiple security portfolios, Diversification, Efficient frontier - policies of Portfolio Management- Markowitz Portfolio Theory - Asset Pricing Models: CAPM – SML-SCL -APT.

UNIT - V

Efficient Market Hypothesis - Random walks with positive trends (Technical and fundamental analysis) - Weak, semi-strong, and strong forms - Portfolio Performance Evaluation: Sharpe, Treynor, and Jensen ratios - Market timing - Concepts of Behavioral Finance: Framing, Overconfidence, Illusion of control, Disposition effect, Endowment effect, Mental accounting, Representativeness, Behavioral finance vs. traditional finance.

REFERENCES

1. Dr.L. Natarajan (2015) Investment management, Margham Publications, Chennai- 17
2. PunithavathyPandian, (2012), Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd., Chennai
3. Chandra, P., Investment Analysis and Portfolio Management, 4th Edition, Tata McGraw-Hill Education, New Delhi, 2012.
4. Ranganathan, M. and Madhumathi,R., Security Analysis and Portfolio Management, 2ndEdition, Pearson, New Delhi, 2012.
5. Reilly, F. and Brown, K. C., Analysis of Investments and Portfolio Management, 10th Edition, Cengage Learning, New York, 2012.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E06	STRATEGIC HUMAN RESOURCE MANAGEMENT	3	3	0	6	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	This course will help the students to think strategically and integrate the activities of HR with the organizations goals.	e	g	h		
2.	To provide a conceptual knowledge of Global human resource management	m	b			

UNIT - I

Conceptual Framework of strategic HRM - Models of strategic HRM - Development & delivery of HR strategies - Challenges in strategic human resource management - Impact of strategic HRM - SHRM for competitive advantage

UNIT - II

Implementation of strategic HRM: Staffing - Training & development - Performance management & feedback – Compensation - Employee separation

UNIT - III

Components of strategic HRM – Organizational HR strategies - Functional HR strategies - Strategic HRM in action -Improving business performance through strategic HRM

UNIT - IV

Strategic Knowledge Management- Building knowledge management into strategy framework - Knowledge sharing as a core competency - HR dimension to knowledge management Strategic approach to industrial relations -Outsourcing & its HR implications - Human Side of Mergers and Acquisitions three - Stage model of M&A.

UNIT - V

Global human resource management: Difference between global HRM & domestic HRM; strategic HR issues in global assignments – Expatriates selection & repatriation. Building a multicultural organization multinational organization - Strategic choice - Leadership & strategic issues in international assignment

REFERENCES

1. Armstrong, Michael & Baron Angela. (2005). Handbook of Strategic HRM (1st ed.). New Delhi: Jaico Publishing House.
2. Mello, Jeffrey A. (2007). Strategic Human Resource Management (2nd ed.). India: Thomson South Western.
3. 4. Agarwala, T. (2007). Strategic Human Resource Management. New Delhi: Oxford University Press.

Course Nature : Theory

Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

ELECTIVES

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E53	MINI PROJECT	0	0	4	4	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected:					
1.	Enrich the knowledge by creation of an effective project plan.	d	b		
2.	To strengthen the knowledge on HR, Marketing and finance by doing mini project		d	n	

Guidelines:

- Students should go for 3 weeks internship in any company and the details report about their work in the period to be submitted by the end of the month.
- The report should contain the details regarding company profile, the area covered by the student during the internship.
- The maximum of 30 pages report to be submitted for the viva voce examination.

Course Nature : Project					
Assessment Method (Max.Marks: 100)					
In Semester	Assessment Tool	Review 1	Model Review 2	Attendance	Total
	Marks	20	20	10	50
End Semester	Assessment Tool	Report	Presentation	Viva-Voce	Total
	Marks	20	20	10	50
Total					100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18E54	LAB BASED PROJECT	0	0	4	4	2

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To acquire knowledge about basic Programming skills	d	b			
2.	To assist in the creation of an effective project plan.	b	d	n		

Guidelines:

Any financial statement analysis by using any of the following techniques in financial statement analysis using excel:

- Analysis of cash flow information
- Ratios analysis
- Patterns of ratio disclosure
- Market based research
- Implications for empirical research for financial statement analysis
- Analysis of inventory
- Analysis of assets
- Analysis of financing liabilities

Course Nature : Practical							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester							50
Total							100

II YEAR - SEMESTER IV

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18401	PROJECT	0	0	0	0	10

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To identify the problem and find solutions to it through analysis and interpretation	b	d			
2.	To strengthen the knowledge on HR, Marketing and finance through project	a	b	i		

PROJECT DESCRIPTION

Students should undergo a detail research project, and should be submitted by the end of the semester. Project report is the compulsory component of the syllabus to bridge the gap between theory and practice. The field of specialization is Human Resources, Marketing, Finance and related commerce and management based topics.

GUIDELINES

The project work should be neatly presented in not less than 150 pages and not more than 170 pages. Paper Size should be A4 and 1.5 line spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Times New Roman and Font Size: 12 for text. Subheading shall be typed in the Font style (Font: Times New Roman/ Font Size: 14 for headings)

CHAPTER SCHEME

The report should contain the details regarding Introduction, Review of the literature, Conceptual framework, Research methodology, Analysis and interpretation, Finding suggestion and conclusion.

GENERAL PROCEDURE

The report should be professionally prepared. - The candidate should submit periodical report of the project to the supervisor. - Two reviews will be conducted before the Viva Voce - Each candidate should submit one hardcopy and a soft copy in CD to the Department. After the Evaluation of the project report the hard copy will be returned to the candidate.

EVALUATION SCHEME

Project Evaluation and viva voce – Internal Examination – 100 Marks Project Evaluation and viva voce – External Examination – 100 Marks Total Marks - 200 Marks

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next academic year, even semester. Project Viva-Voce Examination will be conducted only in during even semester.

Course Nature : Project						
Assessment Method (Max.Marks: 100)						
In Semester	Assessment Tool	Review 1 (Abstract)	Review 2	Review 3	Attendance	Total
		Marks	10	10	20	10
End Semester	Assessment Tool	Report and Presentation	Analysis	Findings and Conclusion	Viva-Voce	Total
	Marks	10	10	20	10	50
Total						100

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
PCM18402	JOURNAL	0	0	0	0	2

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To identify the problem and find solutions to it through analysis and interpretation	b	d			
2.	To assist students to publish research article in reputed journal	n	b			

GUIDELINES

- Candidate should publish at least one research article based on their research project undertaken.
- The article should be published in any UGC referred journal before the viva voce examination.

Course Nature : Practical- Fully Internal					
Assessment Method (Max.Marks: 100)					
End Semester	Assessment Tool	Full paper submission	Acceptance from Journal	Publication Hard copy	Total
	Marks	30	20	50	100