

**ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)**

NO. 163, BRIGADE ROAD, BANGALORE – 560 025

POST GRADUATE DEPARTMENT

SYLLABUS FOR THE ACADEMIC YEAR 2018-19

M.Com(IB)– I SEMESTER

(2018-20 BATCH)

SEMESTER SCHEME

I SEMESTER

Subject Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P415 MC 101	International Business Environment	4	30	70	100	4
P415 MC 102	Accounting for Decision Making	4	30	70	100	4
P415 MC 103	Management Concepts & Organizational Behaviour	4	30	70	100	4
P415 AR 101	Mathematics & Statistics for Managers	3	30	70	100	3
P415 AR 102	Economics for Managers	3	30	70	100	3
P115 AO 101	Basic Skills in Counseling / Health Care Management for PG students / MOOCs	3	30	70	100	3
P415 MCE 101	Managerial Communication - I	2	Grade Points			1
P115 ACBE 101	Analysis of Current Business and Economics – I (VALUE ADDED COURSE)	2				1
P115 QTLR 101	Quantitative Techniques and Logical Reasoning- I (VALUE ADDED COURSE)	2				1
TOTAL		27				24

P415 MC101: INTERNATIONAL BUSINESS ENVIRONMENT

Objectives:

- 1. To familiarize the students with the concepts, functions and practices of international business.*
- 2. To enable them get global perspective on issues related to business.*

Module 1:

Nature of International Business (IB) - Drivers of International Business, Comparison of IB and Domestic Business, Routes of globalization, Players in International Business.

Theories of international trade, Concepts on international trade: classical, factor endowment factor price equalization terms of trade, new trade theories

Module 2:

International Business Environment - Unipolar world: US hegemony over the global economy - The global economic performance: The US slowdown – The recession in the Japanese Economy

Socio-cultural environment, Significance, Religion, Language, Education, Aesthetics, Attitudes, Culture, Cross cultural literacy, Managing Diversity, Strategy , Compatibility, Social Responsibility of Business.

Module 3

International Trade – Licensing, Franchising, Joint Ventures, Electronic Commerce – International Sale Contracts – Imports – Exports – Customs – International Carriage – Restrictions in trade – Dispute resolution mechanisms.

Module 4:

Trade and Development - Developing Countries Free Trade Versus Protection Debate, Quota Tariff other Methods of Restricting Trade , an overview of Gains from Trade, FDI, MNC, FII- Labour Migration, Outsourcing Technology Transfer International Cartel, Need and Problems

Trade Liberalization – Process of Globalization. overview and Principles of GATT, WTO. Provisions AGRI, MFA, TRIMS TRIPS, GATS, Relevance to Developing Countries. Trading Blocks: Impacts – Levels of Integration

Agreements on Subsidies and Countervailing Measures (SCM)- Anti-Dumping Measures-

Module 5

International Payment Mechanisms – Letters of Credit (LC) – DA – DP (UCPDC & URC of ICC) – FEMA – Double Taxation Agreements (DTA) – FDI – Laws and Regulations.

BOOKS FOR REFERENCE:

1. *Charles W Hill: International Business, TMH Publishing Company Ltd.*
2. *Darrell Mahoney: International Business, Longman, 1998.*
3. *Donn Ball & Wendell Mcculloch: International Business, Irwin McGraw Hill, 1999.*
4. *John D. Daniels & Lee Radfaugh: International Business, Pearson 2003.*
5. *John. J. Wild (et al): International Business, Prentice Hall of India, 2003.*
6. *Michael Zinkata (et al): Global Business, Dryden Press 1988.*
7. *Richard M. Schaffer (et al): International Business Law and its environment, Thomson 2002.*
8. *WTO Annual Reports, Geneva.*
9. *WTO, Overview of Developments in the International Trading Environments, Annual report by the Director General WTO, Nov. 22, 2000.*
10. *The International Business Environment – Sundaram & Black – Prentice Hall.*
11. *World Resources & Trade - Khanna & Gupta.*
12. *International Trade – Law & Practice – Motiwal & Awasthi.*
13. *Legal Environment Today – Miller & Roger Leroy.*

P415 MC 102: ACCOUNTING FOR DECISION MAKING

Objectives:

To enable the students gain knowledge about concepts, principles and techniques of accounting and to enable the students use financial and cost data in planning, decision making and control.

Module: 1:

Introduction to financial accounting - Uses and users of accounting information, generally accepted accounting principles and concepts, Fundamental Accounting Assumptions, the accounting environment, the role of accounting in capital market and corporate governance. Recording of business transaction, classification of commonly used accounts, the double entry system, journal, Ledger and trial balance.

Module: 2:

Measurement of Business Income and Financial position - Preparation of Profit and loss account, balance sheet as per the revised Schedule VI to the Companies Act, 1956 to be effective from 1.4.2011, understanding of corporate Financial Statements in annual reports.

Module: 3:

Valuation of Fixed assets - Depreciation accounting, valuation of inventories (as per respective accounting standards issued by Accounting Standard Board of Institute of Chartered Accountants of India)

Module: 4:

Financial statement analysis - Objectives, standards of comparisons, sources of information, Techniques of financial statements analysis: Ratio analysis, Comparative analysis, Trend analysis, common sized analysis, fund flow statements, cash flow statements. (As per AS-3)

Module: 5:

Introduction to cost accounting - Concepts and classification, standard costing and variance analysis, budgetary control, absorption costing and marginal costing, applications of Marginal Costing, Cost-volume – profit analysis, Concepts of Target costing, activity based costing and life cycle costing.

BOOKS FOR REFERENCE:

1. R. Narayanaswamy, *Financial Accounting*, PHI
2. Nitin Balwani, *Accounting and Finance*, EB
3. Dr. Jawaharlal, *Accounting for Management*, HPH

4. *Khan and Jain, Management Accounting, TMH*
5. *Louderback and Holmen, Managerial Accounting, Thomson*
6. *Ambrish Gupta, Financial Accounting for Management, Pearson*
7. *Robert Anthony, David Hawkins and Kenneth Merchant, Accounting, TMH*
8. *James Stice and Michael Diamond, Financial Accounting, Thomson*
9. *Tulsian, Financial Accounting, Pearson*
10. *Warren Reeve Fess, Financial Accounting, Thomson*
11. *Bannerjee, Financial Accounting, EB*

P415 MC 103: MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR

Objectives:

To enhance understanding of the dynamics of interaction between individual and the organisation to facilitate a clear perspective to diagnose and effectively handle human behavior issues in organizations and develop greater insight into their own behavior in interpersonal and group team situations. To acquire skills in influencing people in organizations, to provide to the students a Foundation of knowledge in organizations and help them to become aware of the influence of organisation, structure on the attitudes behavior performance of people working in organizations.

Module 1:

Management Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis – The Nature and Purpose of Planning – Objectives – Strategies, Policies and Planning Premises. Organizational Behavior and Management functions of management. What Managers do- elements of an organisation, role of a manager in an organisation, why study organizational behavior, an organizational behavior model, Hawthorne experiment, learning organizations.

Module 2:

Foundation of individual behavior - Attitude – formation, functions, change of attitudes, values, types.

Personality – determinants, shaping of personality, the self concept, self-esteem, and self-efficiency.

Perception – perceptual process, managing the perceptual process.

Learning -learning process, Principles of Learning – rewards and punishments, Reward System and Behavioral management, Reward and Punishment, Organizational Reward Systems.

Module 3:

Management of motivation - Motivation in work settings managerial issues and challenges. Theories - Maslow's, ERG, Herzberg's, McClelland's, McGregor, Equity theory, Goal setting, Vroom's, cognitive evaluation, Porter and Lawler.

Module 4:

Team Building and Group Dynamics - Team Building and group dynamic, working teams and team effectiveness. Intra team dynamics, influence of the group on individual group decision making, inter group relations collaboration, conflict management and Change Management.

Module 5:

Leadership - Dynamics of managerial leadership, what is leadership, transition of leadership theories, leadership, theories, power and politics leadership and management change

Module 6:

Organization culture and Organization climate - Behavior structure, process & Design: the course mainly connected with nature of management – Introduction to organizations the structural Perspectives, dimensions of structure.

BOOKS FOR REFERENCE:

1. *Koontz & Weirich, Essentials of Management, Tata McGraw Hill.*
2. *Uday Pareekh, Organizational Behaviour, Oxford*
3. *Stephen Robbins and Timothy Judge, Organizational Behaviour, PHI*
4. *Fred Luthans, Organizational Behaviour, TMH*
5. *Steven Robbins and Seema Sanghi, Organisational Behaviour, Pearson*
6. *P Subba Rao, Management of Organizational Behaviour, HPH*
7. *Gregory Moorhead and Ricky Griffin, Organizational Behaviour, Biztantra*
8. *Debra Nelson and James Quick, Organisational Behaviour, Thomson*
9. *PG Aquinas, Organization Behaviour, EB*

P416 AR 101 - MATHEMATICS & STATISTICS FOR MANAGERS

Objectives:

The course facilitates the students to develop and hone statistical skills for managerial decision-making.

Module 1:

Business Statistics and Scope: Meaning & Definition of Statistics - Application of Statistics in Managerial Decision-Making - Measures of Central Tendency & Dispersion: (Arithmetic Mean, Median & Mode, Standard Deviation & Coefficient of Variation), Skewness & Kurtosis (Concept Only).

Module 2:

Statistical Tools for Research Analysis: Times Series Analysis: Components of Time Series – Secular Trend and Application – Correlation Analysis: Scatter Diagram, Karl Pearson's and Spearman's Coefficient of Correlation - Lag and lead in Correlation – Regression Analysis: Linear Regression with Business Application Problems

Module 3:

Probability Distributions: Baye's Theorem - Random Variable - Expectation & Variance of Random Variable - Probability Distributions: Binomial, Poisson & Normal with Business Applications (Simple Problems).

Module 4:

Decision Theory: Process of Decision-Making – Elements - Types of Decision-Making Situations: Decision-Making under Certainty - Uncertainty and Risk - Bayesian Approach – Decision Tree Technique (Business Application Problems).

Module 5:

Mathematical Basis for Managerial Decision-Making: Functions (Problems on Application of Linear Functions including Cost and Revenue Only) – Differentiation (Standard Forms & Rules) - Maxima & Minima Emphasis on Cost and Revenue Functions.

Module 6:

Statistical Applications in Excel: Basic Excel Functions – V lookup – Pivot Table – Charts: Line Chart, Bar Chart and Pie Chart, Histogram – Descriptive Statistics – Correlation and Regression.

BOOKS FOR REFERENCE

1. *Mittal, Sathyaprasad and PradeepRao, Mathematics and Statistics for Management, HPH*
2. *Azel and Sounderpandian, Complete Business Statistics, TMH*
3. *JK Sharma, Business Statistics, Pearson*
4. *RS Bhardwaj, Mathematics for Economics and Business, EB*
5. *RP Hooda, Statistics for Business and Economics, McMillan*
6. *GC Beri, Business Statistics, TMH*
7. *BR Dey, Managerial Statistics, McMillan*

P415 AR 102 - ECONOMICS FOR MANAGERS

Objectives:

The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques. The course covers the standard topics of managerial economics that are crucial to understanding the behavior of business firms in a global setting.

Module 1:

Nature, Scope and methods of managerial economics- Scarcity, choice and allocation problems in business. Basic factors in business decision making: Marginalism, Equi-marginalism, and Opportunity cost principle, Risks and uncertainties, Time value of money. Use of quantitative techniques in managerial economics: Mathematical functions, derivatives, optimization principles and statistical techniques.

Module 2:

Demand analysis, estimation and forecasting - Demand theory. Types of demand. Demand elasticity: Types, measurement and factors. Elasticity of demand and marginal revenue. Uses of elasticity concept in business decision making. Estimation of Demand function. Demand forecasting: Importance and methods. Qualitative and quantitative techniques.

Module 3:

Production analysis - Production functions with one-variable and two-variable inputs. Returns to a factor and returns to scale. Isoquants, isocost curves and ridgelines. Optimum factor combination. Elasticity of output and Elasticity of substitution. Empirical production functions. Forms of Production function. Cobb-Douglas and CES production functions. Production possibility analysis. Optimum product mix of a multi-product firm.

Module 4:

Cost and revenue analysis - Cost theory and its applications: Types of costs. Theoretical and Empirical cost curves. Short-run and long-run cost curves. Derivation of cost functions from production functions. Empirical estimation of cost functions. Economies of scale versus economies of scope. Optimum firm. Learning curve. Cost control and cost reduction. Revenue concepts and functions. Break-even analysis.

Module 5:

Market structure and product pricing - Features of and pricing-output decisions in perfect competition, monopoly, oligopoly and monopolistic competition. Equilibrium of the firm and of industry under different market conditions. Degree of monopoly power. Discriminating monopoly. Welfare triangle. Pricing methods and practices of modern business firms: Cost-based and demand-based pricing strategies.

Module 6:

Theories of the firm and profit - Alternative objectives of the firm. Profit maximization versus sales maximization objectives. Traditional, behavioral and managerial theories of the firm. Accounting profit versus Economic Profit. Theories of Profits.

BOOKS FOR REFERENCE:

1. *Atmanand, Managerial Economics, EB*
2. *Sk Misra and VK Puri, Indian Economy, HPH*
3. *Dominick Salvatore, Managerial Economics, Thomson*
4. *Damodaran, Managerial economics, Oxford*
5. *Keating and Wilson, Managerial Economics, Biztantra*
6. *Craig Peterson, Chris Lewis and Sudhir Jain, Managerial Economics, Person*
7. *Chirstopher Thomas and Charles Maurice, Managerial Economics, TMH*
8. *Mankar, Business Economics, McMillan*
9. *Paul Keat and Philip Young, Managerial Economics, Pearson*

P115 AO 101: BASIC SKILLS IN COUNSELLING

Objectives:

- 1. To train students who will be available in the community, to reach out to those who need help.*
- 2. To give the students an overview about counseling, which might help them in making a decision in dealing with their students, identification of problems among students and the ability to make referrals*
- 3. To give the students opportunity for self/personal growth.*

Module 1:

Meaning & Definition of Counseling, Qualities of a Counselor: Self-Awareness, Counseling situations, Different modes of Counseling: Individual, Group, Family, Tel,E-Mail, Ethical issues in Counseling

Module 2:

Rapport Building, Attending Skills, Observation Skills, Questioning Skills, Positive Asset Search

Encouraging, Paraphrasing and Summarizing, Reflection Feeling/Empathy, Emotions: Identification, expression, regulation

Module 3:

Case history taking, Structuring a session, Self Esteem.

Person-Centred Theory - Core Conditions of Counseling, Psychoanalytic Theory :Unconscious, Defense Mechanism.

Module 4:

Theory of Psycho-social development, Behavioural Theories: Classical & Operant Conditioning and it's application

Module 5:

CBT identification: A-B-C , Assertiveness training, Peer Pressure.

Anxiety, Depression, Suicide.

Module 6:

Boundaries as a teacher, referral skills, Stress and Stress Management Techniques & Work Life Balance.

Evaluation

BOOKS FOR REFERENCE:

1. Bond, T. (1997). *Standards and ethics for counsellors in action*. New Delhi: Sage.
2. Cormier, S. & Cormier, B. (1998). *Interviewing strategies for helpers (4th edn.)*. Pacific Grove, CA: Brooks/Cole.
3. Corey, G (2009). *Theory and practice of counselling and psychotherapy (8th edn.)*. Pacific Grove, CA: Brooks/Cole.
4. Egan, G. (1994). *The skilled helper (5th edn.)*. Pacific Grove, CA: Brooks/Cole.
5. Ivey, A.E. & Ivey, M.B. (2003). *Intentional interviewing and counselling (5th edn.)*. Pacific Grove, CA: Brooks/Cole.
6. Shertzer, B. & Stone, S. C. (1980). *Fundamentals of counselling*. Boston: Houghton Mifflin .

P117 AO 112: HEALTH CARE MANAGEMENT FOR PG STUDENTS

Objectives

This course aims to provide an overview of different Health Care Systems. The course is experiential in nature and empowers the learner to take care of personal health and help others in the family and society, at large to preserve health and prevent disease, through evidence based knowledge.

The course is organized around a number of lectures, readings & discussions, video sessions, guest lectures, and a required assignment/project work.

Whether you have little to no healthcare education or experience, or you're health conscious person looking for an edge, our course/program is for you.

Module 1:

Health Care – Around the world, we find public health crises. We urgently need to explore innovative strategies for promoting Health care.

- Definitions
- Current scenario in India and around the world
- Responsible institutions in India for Health Care
- Current issues and challenges in the health care system.

Module 2:

Conventional healthcare system & complementary health care systems

- Conventional healthcare, its benefits
- Need for alternate Health care systems and their benefits
- How to complement conventional and complementary health care systems to get best of East & West

Module 3:

Food & Nutrition –The relationship between nutrition and health is a key focus of this module. This module will shift the focus away from reductionist discussions about nutrients and move, instead, towards practical discussions about real food and the environment in which we consume it. By the end of this module, students will have the tools they need to distinguish between foods that will support their health and those that threaten it.

- Functions and food sources of macro and micronutrients.
- Healthy meal & its composition - practice

- Role of nutrition in health
- The psychological reasons we are drawn to unhealthy foods that do not support health
- Understand the state of nutrition and reflect on your personal health
- Role of nutrition in the development of chronic and degenerative diseases
- Diet and weight loss
- Trend diet topics like: gluten-free, low-carb, high fat, high protein, vegan etc.

Module 4:

Nature Cure –It is a form of health care based on the belief that the body has an innate healing power that can establish, maintain and restore health when it is in a healthy environment.

- Health & Disease
- Principles of NC
- Tenets of NC
- 5 elements of Nature
- Diet according to Nature Cure - practice

Module 5:

Yoga –Modern-day science confirms that the practice of yoga has noticeable physical health benefits of stronger body, calmer mind and reduced stress. Mainstream medical practices are using [yoga therapy](#), as growing research shows how it improves overall health and vitality. Hospitals are adding yoga therapeutics as part of their complementary approaches to health care.

- Definitions, Philosophy and theory
- Practicals – Asanas, Pranayama, Yoga Nidra and relaxation techniques
- Therapy
-

Module 6:

Brief discussions on Ayurveda & other Indian systems –Guest lectures from experts in the field

- Ayurveda – 2 hrs
- Homeopathy – 2hrs
- Age old - Home remedies – 2hrs - discussions

P117 AM 101 : Data Science: Visualization

Objective:

The objective is to make use of data schematically in segregating, sorting the overall database and be of help to the top management in taking appropriate decision. The GAP Analysis can easily be set and fine-tuned in accordance to the scope of the project with reference to the Visualization concepts.

Module 1:

Introduction to Data Visualization and Distributions - Introduction to Data Visualization
Introduction to Distribution | Quantiles, Percentiles, Boxplots

Module 2:

Introduction to ggplot2 - Basics of ggplot2 | Graph Components Creating a Plot| Customizing plots

Module 3:

Summarizing with dplyr- The dot place holder | Group by Sorting data tables

Module 4:

Gap Minder - Introduction to Gap minder | Using the Gap minder dataset|

Module 5:

Data Visualization Principles–Encoding Data using Visual Cues | Do not distort quantiles | Use common Axes| Slope Charts

BOOKS FOR REFERENCE:

1. *Python Data Visualization Cookbook - Paperback – Import, 30 Nov 2015* by [Igor Milovanovic](#) (Author), [Dimitry Foures](#) (Author), [Giuseppe Vettigli](#) (Author)
2. *Expert Data Visualization (English, Paperback, JosDirksen)*

P115 MCE 101: MANAGERIAL COMMUNICATION – I

Objectives:

The proposed course is conceptualized to impart knowledge and skills essential for managers to achieve success in today's business environment. The course is an attempt to equip students with the real business communication concepts and build skills that are necessary for professional leadership

Module 1:

Foundation Of Management Communication: Importance of Communication Concepts and Dimensions; Forms of Communication; Process of Communication: Different Stages; Introduction, Barriers and Gateways in Communication; Difference between Oral and Written Communication, Listening and Feedback; Communicating in teams.

Module 2:

Effective Oral Communication: (Large Group Communication) Demonstrate Improved persuasion skills and Influencing skills, Negotiation Skills, , Public Speaking, and Presentation Skills.

Module 3

Business Writing And Creative Expression: (Commercial Communication) - Routine /Business/Sales Letter, Proposal writing, Report writing, Content writing Brochures, Flyers, News Letter.

Module 4:

Mastering Listening Skills/Non Verbal Communication/ Interpersonal Skills - Understanding Listening Process, Overcoming Barriers to Effective Listening, Recognizing Different Types of Listening, Note Taking, Using Non verbal Communication Effectively. Communication for Giving and Receiving Constructive Criticism and Conflict Resolution.

Module 5:

Business Vocabulary: Fundamentals Of Executive English, Errors Analysis, Punctuation and Global English.

Methodology

Role-Plays, Cases, Lectures, Individual & Group Exercises, Films, Presentations by Students and Videos.

Evaluation

Quiz, Assignments & Presentation - 50%

End Term Exam 50%

Textbooks & Course Material

1. *Essentials of Business Communication, 6th Edition, Mary Ellen Guffey, South-Western College Publishing, 2003.*
2. *Excellence in Business Communication, 8th Edition, Thill, John V., Courtland L. Bovee Prentice Hall, 2007.*
3. *Business Communication, 2nd Edition, Prof. Dr. Asha Kaul, PHI Learning P.Ltd., 2009.*
4. *Secrets of Face-to-Face Communication, 1st Edition, Peter Bender & Dr. Robert Tracz, Macmillan India, 2007.*
5. *Soft Skills, 1st Edition, Prof. Dr. K. Alex, S. Chand & Co. Ltd., 2009*
6. *Personal Development, All-in-One, 1st Edition, Edited by: Gillian Burn, Wiley India, 2009*
7. *The Economist: Style Guide, 9th Edition, Profile Books, Indian Edition: Viva Books, 2009*

P115 QTLR 101: QUANTITATIVE TECHNIQUES AND LOGICAL REASONING- I

Module I : Work and Rate Problems

Module II : Geometry

Module III : Permutation and Combination

BOOKS FOR REFERENCE:

- 1. Quantitative Attitude by R.S.Agarwal, Chand Publisher.*
- 2. Verbal and non verbal reasoning by R.S. Agarwal, Chand Publications*