

**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)– II SEMESTER**

**(2018-20 BATCH)**

## SEMESTER SCHEME

### II SEMESTER

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Subject Code	Title of the Paper	Hours per week	Marks		Total Marks	Cred
			CIA	ESE		
P415 MC 201	Finance for Managers	4	30	70	100	4
P415 MC 202	Impex Procedure & Documentation	4	30	70	100	4
P415 MC 203	International Financial Institutions & Markets	4	30	70	100	4
P415 AR 201	Operation Research for Business Decisions	3	30	70	100	3
P415 AR 202	Business Research Methodology	3	30	70	100	3
P115 AO 201/ P115 AO 203	Retail Analytics / German/Spanish	3	30	70	100	3
P115 ACBE 201	Analysis of Current Business and Economics – II (VALUE ADDED COURSE)	2	Grade Points			1
P115 QTLR 201	Quantitative Techniques and Logical Reasoning- II (VALUE ADDED COURSE)	2				1
P115 EA 201	Extension Activity	-				1
<b>TOTAL</b>		<b>25</b>				<b>24</b>

## **P415 MC 201: FINANCE FOR MANAGERS**

### **Objectives:**

*To provide a strong conceptual foundation for corporate finance and an overview of the global and Indian context.*

### **Module 1:**

**Introduction & Fundamental Concepts in Financial Management:** Scope, Objectives, Modern Approach to Financial Management, Role of Financial Manager, Interface of Financial Management with other functional areas, the financial environment. Risk and Return trade off, Risk in a portfolio context, Measuring portfolio Risk, Capital Asset pricing model, Time value of money.

### **Module 2:**

**Investment Decisions:** Nature and importance of capital budgetary process, Basic principles in estimating costs and benefits of investments, Appraisal criteria – payback period, Average rate of return, Net present value, Benefit cost ratio, Internal rate of return, Profitability Index, Earning per Share, Risk analysis in capital budgeting.

### **Module 3:**

**Cost of Capital and Sources of Finance:** Cost of debt, Cost of Equity and reserves Cost of preferred stock, weighted average cost of capital, Factors affecting cost of capital. Sources of Short Term Finance, Long term financing: shares, Debentures, Warrants, Term loans, Lease financing, Hybrid financing, Venture capital financing.

### **Module 4:**

**Capital Structure:** Introduction, Factors affecting capital structure, Features of an optimal capital structure, Capital structure theories: Net income approach, Net operating income approach, Miller Modigliani propositions I and II, Leverages: Operating, Financial and Combined, Leverage and firm value. Financial Break-even point and indifference analysis.

### **Module 5:**

**Dividend Policy:** Introduction, Dividend decisions and valuation of firms, Determinants of dividend policy, Dividend theories – relevance and irrelevance: Walter, Garden and M M Hypothesis, Bonus issues, stock split, Buy back of shares, Tax issues, Optimum Dividend Policy.

## **Module 6:**

**Working Capital Management and Financing:** Meaning, Importance, Concepts at working capital, Determinants, Managing various components of working capital, Tools for analysis and managing working capital, Credit management.

### ***BOOKS FOR REFERENCE:***

1. *Prasanna Chandra, Financial Management, TMH*
2. *Khan and Jain, Basic Financial Management, TMH*
3. *S Bhat, Financial Management, EB*
4. *James Van Horne and John Wachowicz, Financial Management, Pearson*
5. *Brigham & Houston, Fundamentals of Financial Management, Thomson*
6. *Paresh P Shah, Financial Management, Biztantra*
7. *Prasanna Chandra, Fundamentals Financial Management, TMH*
8. *John Wild, Subramanyam & Robert Halsey, Financial Statement Analysis, TMH*

## **P415 MC 202: IMPEX PROCEDURES & DOCUMENTATION**

### **Objectives:**

1. *To expose students to the realm of import-export procedures and documentation*
2. *To enable students to use the above knowledge in managing an International Business.*

### **Module 1:**

**Export Documentation**–Framework–Standardized Pre-shipment Export Documents – Commercial and Regulatory Documents – Export credit instruments and procedure – Letters of credit and types documents required for export credit – Central Excise and Customs clearance of export cargo – Procedure and documents.

### **Module 2:**

**Shipment of Export cargo by sea, by air and by post** – Procedure and documents required for shipment of cargo – Multimodal transport – Procedure and documentation – Export incentives – EPCG scheme – Duty drawback – Central excise and j sales tax exemption – Exemption of export profit from income tax procedure for availing export incentives – Documents required for export incentives.

### **Module 3:**

**Cargo insurance & Marine insurance** – Institute cargo clauses – Specific policy – Open policy – Procedure for cargo insurance – Procedure for marine insurance claims – Necessary documents for filling claim.

Export credit insurance – Services of Export Credit and Guarantee corporation in export credit insurance – Specific policy and small exporters’ policy – Guarantees – Procedure for availing credit insurance and necessary documents.

### **Module 4:**

**Quality control and pre-shipment inspection** – Quality maintenance provisions of Exports (Quality Control and Inspection) Act – Types of pre-shipment inspection Procedure and documents for pre-shipment inspection.

### **BOOKS FOR REFERENCE:**

1. *Francis Cherunilam: “International Trade and Export Management”, Himalaya Publications 2004.*
2. *Johnson, Thomas E: “Export / Import Procedures and Documentation”, New York, AMACOM, 1994.*

3. Kapoor D C: *“Export Management”*, Vikas 2002.
4. Nabhi: *“New Import Export Policy and Handbook of Procedures”*, Vol.1 2002-07: As Amended up to 4.4.2002, Oscar Publications.
5. Pawan Kumar: *“Export of India’s Major Products Problems and Prospects”*, New Century Publications.
6. Ramakrishna S & others: *Quality Control and Pre-shipment Inspection for exports*.
7. Seyoum, Belay: *“Export – Import Theory, Practices and Procedures”*, NY, Haworth Press, 2000.
8. Tianwah, Goh: *“Export – Import Procedures & Documentation How to start, Finance and manage your own import – export (revised edition)”*, 1990.

## **P415 MC 203: INTERNATIONAL FINANCIAL INSTITUTIONS & MARKETS**

### **Objectives:**

*This subject provides an overview of modern and rapidly changing global financial systems with special reference to both developed and developing economies. International financing of industry and trade is of focus. After a brief review of mechanics of international monetary systems and operations the structure of foreign exchange markets and banking systems, money markets and capital markets are examined.*

*Topics covered include: domestic and international flow of funds, money, credit, capital and foreign exchange markets. Role of international banks, central banks and traditional instruments such as stock, bonds and modern instruments such as asset backed securities (ABS) and SWAP. Management of interest rate and foreign exchange risk, use of derivatives is of special attention.*

### **Module 1:**

**Introduction & International Financial Institutions** —Overview of international financial institutions and markets (financial intermediaries) IMF – Role and financial policies, International banking —Products offered by international banks (letters of credit etc) — Foreign Currency Accounts , External Commercial Borrowings – Including Indian Perspective, risk management in international banking and FIs — international payment/settlement system — central banks and creation of money — International investment/merchant banks,

### **Module 2:**

**Foreign Exchange Market** —How currencies are traded — spot —forward — futures and derivatives market — currency markets — Players in the foreign exchange market — favorite currencies and trading locations — Foreign Exchange Quotations and calculations, settlement procedures and risk — interest rates and covered interest arbitrage and covered interest parity. *(Currency derivatives will be covered in module 5).*

### **Module 3:**

**Money markets & Bond Markets** — what money markets do? — money market funds — money market instruments — commercial paper, BA, treasury bills, notes, inter-bank loans, international agency paper, repo/reverse repo, money market and the monetary policy .  
Bond markets — types of bonds — issuance procedure — bond duration —bond valuation — trading in bonds — global bonds — bond indices — International fixed income markets — Euromarkets — Level and structure of interest rates.

#### **Module 4:**

**International Equity markets** — types — floatation — secondary market — OTC market — international equity market — international stock exchanges — international listings — international trading — depository receipts ( including process of issuing GDRs/ADRs).

**Futures and option markets** — currency, commodity and stock derivatives — hedging with derivatives.

**Interest rate derivatives** — caps, floors and band — hedging.

**Swaps/FRA** — the swap market — types — mechanics — hedging.

**Investment companies and exchange traded funds.**

#### **Module 5:**

**Securitization** — Mortgage backed securities — securitization process — Fannie Mae and Ginnie Mae — CDOs & CMBs — mortgage backed securities outside the US.

#### ***BOOKS FOR REFERENCE:***

1. *Fabozzi, Modigliani, Jones and Ferri— Foundation of Financial Markets and Institutions — Pearson Education.*
2. *Anthony Saunders & Cornett — Financial Markets & Institutions/A modern Perspective — Tata McGraw Hill.*
3. *Rose, Kolari & Fraser — Financial Institutions — Irwin.*
4. *Shapiro — Multinational Financial Management — Prentice Hall.*
5. *Dr S Guruswamy — Financial Markets & Institutions.*
6. *Jeff Madura — Financial Institutions & Markets — Thomson South –Western.*
7. *Frederic S Mishkin /Stanley G Eakins — Financial Markets + Institutions — Pearson Education.*
8. *Mark Kohn — Financial Institutions & Markets.*
9. *Shapiro — Multinational Financial Management.*



## **P415 AR 201: OPERATIONS RESEARCH FOR BUSINESS DECISIONS**

### **Objectives:**

*The course is designed to provide the students the principles of advanced operations research techniques & their applications in decision-making. Students are also exposed to certain software packages.*

### **Module 1:**

**Introduction to Operation Research** – Definition and evaluation of OR – Characteristics and Scope of OR – Management Applications of OR.

### **Module 2:**

**Linear Programming** – Formulation of LP Problems – Graphical Solutions and Simplex Algorithms – Computer package for solving LP – Applications of LP Problems – Need for integer and Non Linear Programming.

### **Module 3:**

**Transportation and Assignment Problems** – Formulation and solution of transportation problem, Formulation and solution of Assignment, Application of these Techniques in Management.

### **Module 4:**

**Queuing theory and Simulations** – Queuing Models and Elements, Single and Multiple Server Queries, Simulation and its applications, Commercial Simulations Packages.

### **Module 5:**

**Game theory** – Game theory concepts – Application of Game theory.

### **Module 6:**

**Network Analysis** – Definition of Projects, Drawing of Diagram – LS/LF – ES/EF Concepts – Crashing of Activities – Cost Implications. PERT – CPM – Markovian Decision Process and Application in Business.

### **BOOKS FOR REFERENCE:**

- 1. Anderson Sweeney Williams: An Introduction to Management Science Quantitative Approaches to Decision, Thomson.*

2. *Chacko, George K: Applied Operations Research/Systems Analysis in Hierarchical Decision Making, North Holland Publishing Co.*
3. *Taha, Hamdy A: Operations Research, Prentice Hall, India.*
4. *Hiller/Lieberman: Introduction to Operations Research, Tata McGraw Hill.*
5. *Sharma S D: Operations Research, Kedarnath Ramnath & Co.*

## **P415 AR 202: BUSINESS RESEARCH METHODOLOGY**

### **Objectives:**

- 1. To familiarise students with concepts, tools and techniques of Business Research.*
- 2. To enable students to take up research / consultancy projects and handle them independently.*

### **Module 1:**

**Research-** Meaning, Purpose, Scientific method, Types of Research; Scope of Business Research. Terms, concepts and Definitions used in Research Methodology, Variables and parameters. The Research Process. MRQH;

### **Module 2:**

**Review of Literature-** Need, Purpose, Notes taking. Research Gap, Research Problem, E-Resources and their usage – useful websites for Management research - Search Engines – Important Web Sources: CSO, NSSO, RBI, World Bank, ILO, IIM, ICSSR, NCAER, INFLIBNET, CMIE, India Stat, Open access Journals, Research Institutes Repository etc.

### **Module 3:**

**Research Design-** Meaning, nature, process of preparation, components of Research Design. Sampling Techniques: Sampling methods, Concept of Sampling Distribution.

### **Module 4:**

**Data-** Sources of data, Methods and tools of Data collection; Observation, Mailing; Interviews and Schedules, Questionnaires, Scales and Rating, Sociometry, Pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

### **Module 5:**

**Formulation of Hypothesis-**Testing of hypothesis; Confidence Intervals, Standard Error, Uses of z, t and Chi-square tests. Analysis of data; Statistical techniques and their uses. Use of SPSS and other statistical software packages. ANOVA, Factor Analysis, Cluster Analysis, Discriminate Function Analysis, Multi-dimensional Scaling.

### **Module 6:**

**Report Writing-** Planning report writing work: Target audience, Types of report, Synoptical outline of chapters; Research Proposals; Steps in drafting dissertations. Bibliography- Citation-Impact Factor. Editing features-Formatting Text, Aligning paragraph and page size, Tab settings. Research presentation layout.

**BOOKS FOR REFERENCE:**

1. *“Business Research Methods” - Donald R. Cooper & Pamela S. Schindler, 2006. Tata McGraw-Hill*
2. *“Methodology of Research in Social Sciences”- O.R. Krishnaswamy & M. Ranganatham, 2008. Himalaya Publishing House*
3. *Israel .D. Data Analysis in Business Research: A step by-step Nonparametric Approach, Sage Publications, New Delhi*
4. *“Research Methodology: Methods and Techniques” C. R. Kothari, 2008. New Age International Publishers*
5. *“Methodology and Techniques of Social Research” - P. L. Bhandarkar & T.S. Wilkinson, 2009. Himalaya Publishing House*
6. *“Business Research Methods” - Alan Bryman & Emma Bell, 2008. Oxford University Press – India Edition*
7. *“Business Research Methods” - William G. Zikmund, 2009. Cengage Learning – India edition*
8. *Business Research: A Practical Guide for Undergraduates & Postgraduates “Jill Collis & Roger Hussey, 2009. Palgrave Macmillan – India*
9. *“Research Methodology – A Step-By-Step Guide for Beginners” -- Ranjit Kumar, 2008. Pearson Education*
10. *SPSS 17.0 for researchers-Dr.S.L.Gupta & Hitesh Gupta, International Book House Pvt Ltd, Mumbai*
11. *Working papers on management research*
12. *Research Articles from peer reviewed Journals*

**Websites**

[www.google scholar.com](http://www.google scholar.com)  
[www.doaj.org](http://www.doaj.org)  
[www.eric.ed.gov](http://www.eric.ed.gov)  
[www.ssrn.com](http://www.ssrn.com)

## **P115 AO 202 RETAIL ANALYTICS**

### ***Objective:***

*To learn the latest trends in retail industry and to find out the maximum utilization of data and how effectively it is been used by the company in order to take appropriate decisions at the right time.*

### **Module 1:**

**Retail Overview** – Introduction, Channels, Formats, Evolution of Retail, Retail Today.

### **Module 2:**

**Retail Strategy** – Introduction, Market Identification, Proposition Design, Competitive, Advantage.

### **Module 3:**

**Retail Business** - Retail P & L, Real Estate, Buying, Retail Distribution, Store Design, Retail Operations.

### **Module 4:**

**Analytics in Retail** - Category Scorecard, RFM, Market Mix Modelling, Store Clustering, Market Basket Analysis.

### ***BOOKS FOR REFERENCE:***

- 1.Retail Analytics- Integrated Forecasting and Inventory Management for Perishable Products in Retailing By [Anna-Lena Sachs](#).*
- 2.Retail Analytics: The Secret Weapon By Emmett Cox*

## **P115 QTLR 201: QUANTITATIVE TECHNIQUES AND LOGICAL REASONING- II**

Module I : Charts and Graphs

Module II : Logical Reasoning

Module III : Verbal Reasoning

### ***BOOKS FOR REFERENCE:***

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