

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

NO. 163, BRIGADE ROAD, BANGALORE – 560 025

POST GRADUATE DEPARTMENT

SYLLABUS FOR THE ACADEMIC YEAR 2019-20

M.Com (IB)– III SEMESTER

(2018-20 BATCH)

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SEMESTER SCHEME

Paper No.	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P418 MC 301	International Financial Management	4	30	70	100	4
P411 MC 302	Advanced Computer Applications in Business	4	30	70	100	4
P418 IB 301	Foreign Exchange Management	4	30	70	100	4
P418 IB 302	International Marketing	4	30	70	100	4
P418 IB 303	Project Management	4	30	70	100	4
P115 AR 301	Bank Management	3	30	70	100	3
P115 MCE 301	Managerial Communication - II	2	Grade Points			1
P115 TP 301	Teaching Practice	-				1
P115 CI 301	Corporate Internship					1
P118 ST 301	Statistical Tools for Data Analysis	2				1

P418 MC 301: INTERNATIONAL FINANCIAL MANAGEMENT

Objective:

- 1. To expose students to the implications of International financial management in the financial decision making process.*
- 2. To enable them to apply the above knowledge to managing finances of an International Business.*

Module 1:

Introduction to International Finance - Meaning and scope – International business methods, Importance, rewards and risk of international finance, international financial transactions, components of International financial System. Significance of international FM.

Module 2:

International Flow of Funds – BOP, Fundamentals of BOP, accounting components of BOP, Factors affecting International Trade, Agencies that facilitate international flows – equilibrium, disequilibrium & adjustment of BOP & trade deficits.

Module 3:

India's foreign exchange market - Exchange rate system in India. Country risk analysis – political risk factors – Financial risk factors – types of country risk assessment – quantifying country risk – reducing exposure to host govt. takeover, assessment & management of political risk.

Module 4:

International capital budgeting – issues in foreign investment analysis, foreign project appraisal, risk evaluation in foreign projects, growth options & evaluation. International capital structure and cost of capital, international tax management.

Module 5:

International WCM – factors influencing short-term objectives, financing strategy & options – borrowing strategy & risk management – international cash management, accounts receivable & management & inventory mgmt.

Module 6:

International project finance – Sources of financing to/from India - Foreign Direct Investment, Overseas Direct Investment, External Commercial Borrowings (basic level)

BOOKS FOR REFERENCE:

1. *Alan Shapiro: Multinational Financial Management, Prentice Hall, New Delhi.*
2. *Apte: International Financial Management, Tata McGraw Hill, Delhi.*
3. *David B. Zenoff & Jack Zwick: International Financial Management.*
4. *Rita M. Rodriguez L. Bigame Carter: International Financial Management.*
5. *V. A. Avadhani: International Finance - Theory and Practice, Himalaya Publishing House.*
6. *J. Fred Weston & Bart: Guide to International Financial Management.*
7. *Robery O. Edmister: Financial Institutions - markets and Management.*
8. *A. V. Rajwade: Foreign Exchange International Finance and Risk Management, Prentice Hall.*
9. *Jeff Madura: International Financial Management, Thomson Learning.*

P411 MC 302: ADVANCED COMPUTER APPLICATIONS IN BUSINESS

Objectives:

1. To familiarize students with aspects of business information systems and relevant information technology.
2. To develop skills to design and implement simple computer based business information systems, for a global business.

Module 1:

Introduction to Data Processing – Introduction, Data Processing Cycle, Data Processing Operations, Methods of Data Processing System, Kinds of Data Processing, The fundamental roles of Data Processing Applications in Business.

Module 2:

Information System Audit – Objectives of Information System Audit, Maintenance of System effectiveness, Ensuring System Efficiency, Information System Audit Approached, Information System Audit Methodology, Broad Frame Work for Conducting IS Audit.

Module 3:

Publishing on the Web and Security – Web Publishing, Learning HTML, Multimedia Security – Security Life Cycle, Information Technology and IT enabled services, SOHO infrastructure, the BPO infrastructure, Security Threats.

Module 4:

Information Technology – A Managerial Overview, Computer Systems, Components, Peripherals, Software, Practical Data Processing Applications in Business, Computer Applications in various areas of Business, Computer Related Jobs. Introduction to MS Word, MS Excel (using Formula), Functions (Financial, Statistical)

Module 5:

Developing Information Systems – System Analysis and Design, Phases of System Development Life Cycle, Management Information Systems, and Expert Systems.

BOOKS FOR REFERENCE:

1. *Computer Application in Business* – S. Sudalaimuthu & S. Anthony Raj
2. *Information Security for Management* – Venugopal Iyengar

P418 IB 301: FOREIGN EXCHANGE MANAGEMENT

Objectives:

- 1. To expose the students to acquire skills in Foreign Exchange Management*
- 2. To analyze the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting*

Module 1:

The foreign exchange market - structure and organization, Exchange rate determination and forecasting, setting the equilibrium spot exchange rate, Theories of exchange rate determination (Purchasing power parity theory, balance of payments theory, Fisher effect).

Module 2:

Mechanics of currency trading-types of transactions and settlement dates-exchange rate quotations, Arbitrage - with & without transaction costs- swaps and deposit markets-option forwards-forward swaps & swap positions, **Interest rate parity theory** (Covered Interest Arbitrage), Exchange rate forecasting,

Module 3:

Currency & Interest rate futures - Future Contracts, Markets & trading process, future prices spot & forward, Hedging & speculation with currency futures-interest rate futures-foreign currency options-option pricing models, hedging with currency options, Futures Options – Innovations

Module 4:

Foreign Exchange risk management-hedging, speculation, Management of transaction exposure - using forward markets for hedging, hedging with money market, currency options and currency futures, Internal Hedging strategies-speculation in foreign exchange & money markets.

Module 5:

Management of Interest rate exposure-nature & measurement, Forward rate agreements (FRAs), Interest rate options, caps, floors and collars, cap & floors, Options on interest rate futures, some recent innovations-financial swaps

BOOKS FOR REFERENCE:

1. *Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi.*
2. *Madura, Jeff: International Financial Management, Cengage Learning, New Delhi.*
3. *Shapiro Alan, C: Multinational Financial Management, Prentice Hall, New Delhi.*
4. *Jeevanandam: Foreign Exchange – Practice, Concepts & Control, Sultan Chand & Sons.*

P418 IB 302: INTERNATIONAL MARKETING

Objectives:

- 1. To make the students understand the concept and techniques of international marketing.*
- 2. To equip them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.*

Module 1:

International marketing an overview- Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G framework: the International Marketing Management Process; Global Marketing Environment, PESTEL analysis. Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture, M & A, Wholly Owned Subsidiaries Aboard, Strategic Alliances etc. Marketing Research for Identifying Opportunities in International Markets. Instruments of trade policy – Tariff/ non-tariff barriers – TRIPS/TRIMS. Countertrade, etc.

Module 2:

International consumer behavior & Socio-cultural influences - Consumer behavior across international borders. Factors affecting global consumer behaviour. Socio-Cultural influences – meaning, characteristics, forms, Issues of cross-cultural segments. Hofstede's cultural typology and its relevance to global consumer behaviour.

Module 3:

International Product and Pricing Strategies - Product Designing: Standardization Vs. Adaptation; Managing Product Lines, International Product Life Cycle, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale/ INCOTERMS.

Module 4:

International Distribution and Promotion- Distribution Channel Strategy – International Distribution Channels, their Roles and Functions; Selection and Management of Overseas Agents; International Distribution Logistics; Planning for Trade Fairs and Exhibitions; International Retailing –definition, Retail formats – variations and issues in different markets, International food retailers. International Promotion strategies. Need for adaptation and Globalization.

Module 5:

Emerging Trends in International Marketing- E-tailing- meaning, types of E-Tailers, benefits, Emergence and growth of E-Tailing in India. Expanding use of online marketing formats in global markets – advantages and disadvantages. Role of social media marketing.

RECOMMENDED BOOKS:

1. *Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education , New Delhi.*
2. *Cateora, Philip R. and Graham John L.(2005). International Marketing. Tata McGraw- Hill Edition.*
3. *Dana-Nicoleta Lascu, International Marketing, Britantra, ed 2003.*

Reference Books:

1. *Varshney, R. L. and Bhattacharya, B. (2001). International Marketing: An Indian Perspective. Sultan Chand, New Delhi.*
2. *Francis Cherunilam, International Marketing, Himalaya Publishing House.*

P418 IB 303: PROJECT MANAGEMENT

Objectives:

To give students a holistic, integrative overview of Project Management, the Concepts, the Tools and Techniques, use of MS Project Software in working out cases.

Module 1:

Introduction and Strategic Management Process - Understanding Project Management - What is Project, What is Project Management, Project Management Today, Integrative Approach – Brief Introduction to the nine subsystems: viz., the Management of: Integration, Scope, Time, Quality, Cost, Communications, HRD, Risk & Procurement.

Project Management Structures - Organizational Culture and Implications, Triple Constraint - Management Principles applied to Project, Project Management Life Cycles and Uncertainty

Module 2:

Project Planning and Network Plan Development – Defining the Scope – Establishing Project priorities and goals, Creating WBS, integrating and coding WBS for the Management Information System, Process Breakdown Structure, Responsibility matrices.

Project Planning and Scheduling techniques - Developing the project network using MS PROJECT, Reducing Project Duration

Module 3:

Project Times and Costs, Resource Scheduling - Factors influencing Quality Estimates - Guidelines and Methods for Estimates of Times, Costs & Resources – Developing Budgets, Refining Estimates and Contingency Funds – Database for Estimating

Resource Allocation Method - Splitting and Multi-tasking - Multi Project Resources Scheduling - Critical Chain Scheduling - Concept and Application of Critical chain scheduling and limitations - Project implementation – Project Resource Requirements – Cost Estimating - Budgeting and Cost Control.

Module 4:

Risk Management Process and Quality Planning - Risk Identification – Risk Assessment – Risk Response Development – Contingency Planning – Contingency Funding & Time Buffers – Risk Response Control – Change Control Management.

Quality Assurance and Quality Control - Quality Management at different stages of Project

Module 5:

Managing Project Teams and Project Closure/ Termination - HR planning - Acquiring, Developing and Managing High performance Project Teams - Project Team Pitfalls - Managing Inter-departmental Relations

Contracting, Requesting Vendor Responses - Selecting Vendors - Contract Administration and Closure.

Meaning of closure/ termination - Types of Project Termination – Strategic Implications – Project in Trouble – Evaluation of Termination Possibilities – Termination Procedures.

Module 6:

Contemporary issues in projects - IT in Projects - Overview of the Types of Software for Projects - Criteria for Software Selection - Major Features of Software like MS Project -Working a Case through MS Project - Evaluation through Simulation - Project Review, Cost review etc., through MS Project

Agile project management – Traditional vs Agile method, Agile project management in action, limitations and concerns.

REFERENCE MATERIAL:

- 1) *Presentation PPTs & Text*
- 2) *PMBOK – e-Book*
- 3) *MS-VISIO & MS-PROJECT TOOLS*

P115 AR 301: BANK MANAGEMENT

Objectives:

The aim of the subject is to improve an in depth study of the business of banking management and technology used.

Module 1:

Indian Banking System And Regulatory Authorities - Banking-Definition and Evolution-Systems of Banking- Commercial Banking, Development banking, Co operative banking.

Regulatory Authorities - Reserve Bank of India, - objectives and functions-Promotional Role-Regulatory Provisions- NABARD and its functions – Securities and Exchange Board of India – Objectives and functions.

Module 2:

Functions Of Banks - Deposit Mobilisation- Banker, Customer Relationship-know Your Customer (KYC) guidelines- Different Deposit Products-Services Rendered by Banks-Payment and Collection of Cheque- Function under Negotiable Instrument Act-Opening of Accounts for various Types of Customers. Credit Deployment- principles of lending-Variou credit products-Working Capital and Term Loan, Ancillary services- Remittances, Safe Deposit Lockers etc.

Module 3:

Operation Management - Risk Management - Risk-Definition- Risks in Banks- Risk Management in Banks- Risk identification, measurement, mitigation- Credit Risk- Market Risk-Operational Risk- Basel Accord.

Treasury Management - Concepts and function- Control and Supervision of Treasury Management- Interest Rate Risk- Debt instruments- Treasury bills, Money Market Instruments- Securitisation and Forfaiting-Derivatives.

Balance Sheet Management - Prudential norms- Capital Adequacy- Basel II and Basel III guidelines- bank's balance sheet- components of assets and liabilities- Asset Liability Management- Asset Classification- Provisioning, NPA Management-Effect of NPA on profitability.

Disaster Management - Disaster Recovery, Business Impact Assessment, RTO, RPO, Testing, Maintenance, IT Act 2000. Legal Issues, Cyber crimes and law, Money laundering.

Module 4:

Banking Technology - Electronic Banking-Core Banking-Distribution Channels-Electronic payment Systems-ATM-Internet Banking- Mobile Banking- Electronic Funds Transfer Systems-

NEFT-RTGS- Point of Sales- Plain Messages (Data communication)-Structured Messages (SWIFT)- Information Technology – Banknet, RBINet, Datanet, Nicenet, I-net, Internet, E-mail,- Role and Uses of Technology up gradation- Global Developments in banking Technology- Impact of Technology on Banks- effect on Service Quality and on Customers- Information System Audit- Information System Security.

Module 5:

Issues in Banking Technologies - Contemporary Issues in Banking Techniques – Analysis of Rangarajan Committee Reports – E Banking - Budgeting – Banking Softwares – Case study: Analysis of Recent Core Banking Software.

BOOKS FOR REFERENCE:

- 1) *Khan M.Y., Indian Financial System, McGraw Hill Education (India) Private limited*
- 2) *Indian Institute of Banking and Finance (IIBF), Principles and Practice of Banking, Macmillan,2014*
- 3) *Indian Institute of Banking and Finance (IIBF), Bank Financial Management, Macmillan,2014*
- 4) *Neelam C. Gulati, Principles of Banking Management, Excel Books*
- 5) *W.S.Jawadekar, Management Information System s, Tata McGraw Hill Publishing Company Limited, 1997. (Text Book)*
- 6) *Jerome Karnter, Management Information System, III edition, PHI, 1990.*

P115 MCE 301: MANAGERIAL COMMUNICATION - II

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:

Cross Cultural Communication In Business - Focus on the importance of culture in our everyday lives, and the ways in which culture interrelates with and effects communication processes. Understanding the concept of culture, Overcoming ethnocentrism, Recognizing cultural signs and improving Intercultural communication skills.

Module 2:

Effective Oral Communication: (Small Group Communication) - Small Group Interaction, Impromptu and Prepared Speeches, Tele conferencing, Video conferencing, Interview Skills, Group Discussions.

Module 3:

Business Writing And Creative Expression: (Work place Messages & Employment Messages) - Email writing (Netiquette), Memos, Minutes of a Meeting, Curriculum Vitae writing, Application Letters, Job-Inquiry Letters.

Module 4:

Business etiquette & protocol - Understand how business etiquette has evolved from its earliest days to today's modern concepts and why actions speak louder than words. Etiquette awareness : Cubicle etiquette, Dress etiquette, Business Etiquette, Handshake Etiquette, Guest Etiquette, Party Etiquette, Business dining Etiquette, Gift giving and International business etiquette.

METHODOLOGY

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

EVALUATION

Quiz, Assignments & Presentation - 50%
End Term Exam 50%

BOOKS FOR REFERENCE:

1. *Eats, Shoots & Leaves (The Zero Tolerance Approach to Punctuation)*, Lynne Truss, Profile Books, Indian Edition: Viva Books, 2007.
2. *The Power of Now, 1st Edition*, Eckhart Tolle, Hodder Mobius, 2001
3. *I'm O.K., You're O.K., 1st Edition reprint*, Dr. Thomas A. Harris, Harper Collins, 2004.
4. *High School English Grammar & Composition, Revised Edition*, Wren & Martin, edited by: Prof. Dr. N.D.V.Prasad Rao, S. Chand & Co. Ltd., 2006.
5. *Advanced English Grammar, Revised Edition*, Martin Hewings, Cambridge University Press, 2006.
6. *Common Errors in English, 1st Edition*, Prof.S.Jagadisan & Dr. N. Murugaian, Neelkamal Publications, 2002.
7. *Concise Oxford Dictionary, 11th Edition*, Edited by Catherine Soanes & Angus Stevenson, Oxford University Press, 2004.
8. *Roget's Pocket Thesaurus, 10th Edition*, Houghton Mifflin Harcourt, 2008

P118 ST 301: STATISTICAL TOOLS FOR DATA ANALYSIS

Module 1:

HYPOTHESIS TESTING I - Basics, parametric testing: One sample testing: Tests for mean and variance: **z test, student's test, Chi square test and test for proportions.**

Module 2:

HYPOTHESIS TESTING II - Parametric testing: Two sample testing: Paired – comparison tests: **Test the difference between two means (equal and unequal known variances), Test the difference between two means (equal and unequal unknown variances), Contingency table tests, and F test.**

Module 3:

ONE WAY ANALYSIS OF VARIANCE(ANOVA)

Module 4:

PROBABILITY DISTRIBUTIONS: Binomial, poisson and Normal Distributions.

Module 5:

7 QUALITY CONTROL TOOLS/GRAPHICAL METHODS FOR DATA INTERPRETATION: Histogram, Box and Whisker plots, Scatter plots, Run/time charts, Stem & Leaf diagram, Probability plots, Frequency & Cumulative frequency curves.

Module 6:

Simple Linear Regression: Method of Least Squares, R and R² value interpretation.

Module 7:

Analytical and Descriptive Statistics: Measures of Central Tendency: Calculation of Mean, Median, Mode, Variance, Standard Deviation, Range, Sample mean, Sample Variance, Sample S.D., Coefficient of Variation.

Module 8:

Non Parametric Hypothesis Testing: Mood's Median Test, Levene's test, Wilcoxon Signed Rank Test, Kruskal Wallis one way ANOVA test, Mann Whitney U test, Spearman Rank Correlation coefficient test.

Module 9:

**Data Reading, editing - Data interpretation - Sampling size selection and sampling error -
Use of mini tab**