

# **PONDICHERRY UNIVERSITY**

## **DIRECTORATE OF DISTANCE EDUCATION**



### **PROGRAMME PROJECT REPORT**

M.Com. (Finance)

*Submitted for Approval of UGC*

With effect from 2018 -19 Onwards

**(a) Programme's Mission & Objectives:**

**Mission:** M.Com. Degree Programme provides ample exposure to subjects from the fields of Commerce and Accountancy. The course equips the students for specialized jobs in Industry, a key contributor to the economic development of the country.

**Objectives:** The aim of this programme is to equip the learners with strong mastering in functional areas of management (Financial management, Marketing management, along with a choice of Cost accounting, Finance, Marketing and Human Resources which enhances the prospects for career growth of students with thorough knowledge of Business Analytics concepts with variety of skills, tools and techniques to understand data, examine business problems and bring about key business solutions in a structured manner. Students are imparted commerce knowledge with data processing technique and to solve problems conceptually and practically from diverse industries, such as manufacturing, retail, banking and finance.

**(b) Relevance of the Programme with HEI's Mission and Goals:**

M.Com. programme focuses predominantly in-depth knowledge and skills in Accounting, Commerce, Finance, Banking and Auditing which equips the students can pursue a career in Banking, Insurance, Investments, Equity Research Analyst, Financial Accounting & Auditing, Auditing & Cost Accounting, Company Secretarial Practice, Foreign Trade Practice & Procedures, Financial Consultancy, etc.

**(c) Nature of Prospective target group of learners:**

M.Com. programme is offered for the candidates who aspire to acquire the knowledge and skills of Accounting and Commerce and those who wish to get jobs in the sectors of industry, banking and stock market etc. Further M.Com programme is useful for those who aspire to become Chartered Accountant (CA), Cost Accountant (ICWA), Company Secretary (ACS) and Finance & Accounting Manager (MBA-Finance).

**(d) Learning Outcomes:**

Towards the end of the programme, students will be able to:

- Develop an ability to effectively communicate both orally and verbally;

- Appreciate importance of working independently and in a team;
- Have exposure of complex commerce problems and find their solution;
- Understand required mathematical, analytical and statistical tools for financial and accounting analysis;
- Develop an understanding of various commerce functions such as finance, accounting, Financial analysis, project evaluation, and cost accounting; and
- Develop self-confidence and awareness of general issues prevailing in the society.

**(e) Instructional Design:**

**1. Duration of the Programme:**

The course shall be of two years under Annual Pattern. The Maximum duration to complete the course shall be 4 years.

**2. Medium**

The medium of instruction shall be English.

**3. Instructional delivery mechanisms:**

**PCP** classes will be conducted at select centers based on the number of students enrolled for the program. The attendance is optional to PCP Classes.

**4. Faculty and support of Staff:**

- DDE faculty, University faculty from Commerce department and other college faculty will be engaged for handling classes of the first two semesters in Personal contact programme.
- Distance Education Staff will be engaged for supporting other activities like dispatch of printed study materials.

**5. Media for instruction:**

- Printed study materials will be provided for all courses and the same will be uploaded in the University Website ([pondiuni.edu.in](http://pondiuni.edu.in)).
- Students can see all information about DDE Programme in the University website.
- The student support services like help desk (grievances) will be solved through in person, phone, email and group sms.

## 6. Curriculum design

### M.Com. (Course Structure)

#### Non-Semester Pattern

#### 1<sup>st</sup> Year

<b>Code</b>	<b>Course Title</b>	<b>Min. Passing Marks</b>	<b>Max. Marks</b>
MCOM 1001	Corporate Accounting	50	100
MCOM 1002	Management Concepts and Organisational Behaviour	50	100
MCOM 1003	Marketing Management	50	100
MCOM 1004	Financial Management	50	100
MCOM 1005	Entrepreneurship Management	50	100
MCOM 1006	Business Environment and Law	50	100

#### 2<sup>nd</sup> Year

<b>Code</b>	<b>Course Title</b>	<b>Min. Passing Marks</b>	<b>Max. Marks</b>
MCOM 2001	Managerial Decisions Accounting	50	100
MCOM 2002	Merchant Banking and Financial Services	50	100
MCOM 2003	Investment and Portfolio Management	50	100
MCOM 2004	Statistical Analysis	50	100
MCOM 2005	E - Commerce	50	100
MCOM 2006	International Trade and Finance	50	100

## 7. Detailed Syllabus:

M.Com - 1<sup>st</sup> Year

PAPER CODE: MCOM 1001

### PAPER I - CORPORATE ACCOUNTING

#### UNIT I

Corporate Accounting: Importance and Scope - Basic Accounting Concepts and Conventions - Generally Accepted Accounting Principles and Practices (GAAPP) recommended by the ICAI - Accounting standards issues by ICAI; AS 4 : Contingencies and Events occurring after the Balance Sheet Date - AS 11: The Effects of Changes in Foreign Exchange Rates - AS 12: Accounting for Government Grants - AS 16: Borrowing Costs - AS 19: Leases - AS 20: Earnings Per Share - AS 26: Intangible Assets - AS 29: Provisions, Contingent Liabilities and Contingent Assets.

#### UNIT II

Preparation of Company Final accounts: Schedule VI Part I and Part II – Profit prior to Incorporation – Managerial Remuneration – Dividend declaration out of the past and the current profits – Issue of Bonus shares – Preparation of Balance Sheet; Financial Reporting and Disclosure Practices – Corporate Governance - Norms of SEBI relating to information Disclosure in Annual Reports; Professional Chartered Accountants' Functions and Services - Code of Conduct - Professional Ethics.

#### UNIT III

Valuation of Goodwill – Factors affecting value of Goodwill – Methods of Valuing Goodwill – Valuation of Shares – Methods of Valuation of Equity Shares.

#### UNIT IV

Amalgamation, Absorption and External Reconstruction of Companies – Purchase consideration – Accounting treatment – Books of Purchasing Company – Books of Vendor Company – Alteration of Share Capital and Internal Reconstruction – Scheme of Capital Reduction - Statements for Liquidation of Companies.

#### UNIT V

Accounting Systems and Preparation of Final Statements of Accounts of Banking and Insurance Companies.

**Note: Question Paper Shall covers 20% Theory and 80% Problems**

#### REFERENCES:

**Gupta R.L. and Others:** Advanced Accountancy, Sultan Chand Sons, New Delhi 2008.

**Jain S.P. and K.L. Narang:** Advanced Accounting, Kalyani Publishers, New Delhi 2009.

**Pillai R.S., Bagavathi S. Uma:** Advanced Accounting, S. Chand & Co., New Delhi. 2008

**Shukla M.C.:** Advanced Accounts S. Chand and Co., New Delhi 2009.

**PAPER II - MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR**

**UNIT – I**

Nature of Management: Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning → Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

**UNIT-II**

Organising: Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation.

**UNIT – III**

Perception and Learning - Personality and Individual Differences - Motivation and Job Performance - Values, Attitudes and Beliefs - Stress Management - Communication Types – Process - Barriers - Effective Communication.

**UNIT – IV**

Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture - Organisational Change and Development.

**UNIT – V**

Comparative Management Styles and approaches - Japanese Management Practices Organisational Creativity and Innovation - Management of Innovation - Entrepreneurial Management - Benchmarking - Best Management Practices across the world - Select cases of Domestic & International Corporations - Management of Diversity.

**REFERENCES**

**Fred Luthans**, ORGANISATIONAL BEHAVIOUR, *TataMcGraw-Hill, NewDelhi*

**Koontz, Weirich & Aryasri**, PRINCIPLES OF MANAGEMENT, *Tata McGraw-Hill, NewDelhi, 2004*

**Laurie Mullins**, MANAGEMENT AND ORGANISATIONAL BEHAVIOUR, *Pearson, NewDelhi, 2007*

**Meenakshi Gupta**, PRINCIPLES OF MANAGEMENT, *PHI Learning, NewDelhi, 2009*

**Ricky Griffin**, MANAGEMENT: PRINCIPLES & APPLICATIONS, *Cengage, NewDelhi, 2008*

**Stephen Robbins**, ORGANISATIONAL BEHAVIOUR, *Pearson, New Delhi*

**Tripathi & Reddy**, PRINCIPLES OF MANAGEMENT, *Tata McGraw-Hill, New Delhi, 2008*

**PAPER-III MARKETING MANAGEMENT**

**UNIT-I**

Introduction to Marketing and Marketing Management, Marketing Concepts - Strategic, Management and Marketing Process - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning marketing mix.

**UNIT-II**

Product decisions - concept of a product - Product mix decisions - Brand decision - New product development strategies - Product life cycle strategies

**UNIT-III**

Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing method product line pricing and new product pricing.

**UNIT-IV**

Channel decision - Nature of Marketing channels - Types of Channel flows - Channel functions - Channel co-operation, conflict and competition - Direct Marketing -Telemarketing - Internet shopping.

**UNIT - V**

Promotion Decision - Promotion mix - Advertising Decision, advertising objective -advertising campaign - advertisement effectiveness sales promotion & publicity - Sales force decision.

**REFERENCES**

**Chandrasekar K.S.**, MARKETING MANAGEMENT TEXT AND CASES, *Tata McGraw-Hill Publication, New Delhi, 2010*

**Govindarajan**, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, *Prentice Hall of India, New Delhi. 2009*

**Philip Kotler**, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, *Prentice Hall of India, New Delhi,*

**Ramaswamy. V S & Namakumari. S**, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, *Macmillan Business Books, New Delhi, 2002,*

**PAPER – IV FINANCIAL MANAGEMENT**

**UNIT I**

Financial Management: Meaning - Nature and Scope of Finance - Financial Goal - Profit vs. Wealth Maximization; Finance Functions - Investment, Financing and Dividend decisions.

**UNIT II**

Capital Budgeting: Nature of Investment Decisions; Investment Evaluation Criteria - Net Present Value, Internal Rate of Return, Profitability Index, Payback Period, Accounting Rate of Return: NPV and IRR comparison; Capital Rationing; Risk Analysis in Capital Budgeting. 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 (weighted); Cost of Equity and CAPM;

**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. Capital Structure Theories: Traditional and M.M. Hypotheses - without taxes and with taxes; Determining capital structure in practice.

**UNIT IV**

Dividend Policies: Issues in Dividend Decisions - Walter's model - Gordon's model - M-M hypothesis - Dividend and Uncertainty - Relevance of Dividend - Dividend Policy in Practice; Forms of Dividends - Stability in Dividend Policy - Corporate Dividend Behaviour.

**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 and Norms of Bank Finance - Sources of Working Capital - Factoring services; various committee Reports on Bank Finance - Dimensions of Working Capital Management.

**Note: Question Paper Shall covers 60% Theory and 40% Problems**

**REFERENCES:**

**Khan MY, Jain PK**, BASIC FINANCIAL MANAGEMENT, *Tata McGraw Hill, Delhi*, 2005.

**Chandra, Prasanna**, FINANCIAL MANAGEMENT, *Tata McGraw Hill, Delhi*.

**Bhabatosh Banerjee**, FUNDAMENTALS OF FINANCIAL MANAGEMENT, *PHI, Delhi*, 2010

**Chandra Bose D**, FUNDAMENTALS OF FINANCIAL MANAGEMENT, *PHI, Delhi*, 2010

**Preeti Singh**, FUNDAMENTALS OF FINANCIAL MANAGEMENT, *Ane*, 2011.



**PAPER – V ENTREPRENEURSHIP MANAGEMENT**

**UNIT-I**

Entrepreneurship – Definition, Role and expectations – Entrepreneurial styles and types – Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship – Role of Socio-Cultural, Economic and Political Environment – Growth of Entrepreneurship in Pre and Post independence era – Constraints for the Growth of Entrepreneurial Culture.

**UNIT-II**

Entrepreneurial Motivation Theories - Entrepreneurial Competencies – Developing Competencies – Role of Entrepreneur. Development Programs – Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures – Turnaround Strategies.

**UNIT-III**

Identification of Business Opportunity – Preparation of Feasibility Report – Financial and Technical Evaluation – Project Formulation – Common Errors in Project Formulation – Specimen Project Report – Ownership Structures – Proprietorship, Partnership, Company, Co-operative, Franchise.

**UNIT-IV**

Corporate Entrepreneurship (Intrapreneurship) – Concepts – Need – Strategies - Corporate Practices – Select Cases – Dynamics of Competition – Plans for Survival and Growth.

**UNIT-V**

Women Entrepreneurship – Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.

**REFERENCES**

**Clifford M.Baumbach & Joseph R.Mancuso**, ENTREPRENEURSHIP AND VENTURE MANAGEMENT, *Prentice Hall*

**Gifford Pinchot**, INTRAPRENEURING, *Harper & Row*

**Ram K.Vepa**, HOW TO SUCCEED IN SMALL SCALE INDUSTRY, *Vikas*

**Richard M.Hodgets**, EFFECTIVE SMALL BUSINESS MANAGEMENT, *Academic Press*

**Dan Steinhoff & John F.Burgess**, SMALL BUSINESS MANAGEMENT – FUNDAMENTALS, *McGraw Hill*

**PAPER – VI BUSINESS ENVIRONMENT AND LAW**

**UNIT – I**

Dynamics of Business and its Environment - Ethics in Business - Economic Systems and Management Structure - Economic Transition in India: Privatisation, Globalisation and Competition - Economic and Business Development and Environmental Issues.

**UNIT – II**

Infrastructural Environment: Energy, Power, Transport, Communication - Social; Education, Demographic Issues - Political: Constitution, Electoral Issues, Democracy - Productivity Factors, Human Elements and Issues for Improvement - Total Quality - Management Issues - Global Trends in Business and Management - MNCs - Foreign Capital and Collaboration - Trends in Indian Industry - The Capital Market Scenario - Future Perspective of Indian Industry and Management.

**UNIT-III**

Law of Contract - Agreement - Offer - Acceptance - Consideration - Capacity of Contract - Contingent Contract - Quasi Contract - Performance - Discharge - Remedies to breach of Contract - Partnership - Sale of Goods - Law of Insurance - Negotiable Instruments - Notes, Bills, Cheques - Crossing - Endorsement - Holder in due course - Holder in value - Contract of Agency.

**UNIT-IV**

Company - Formation - Memorandum - Articles - Prospectus - Shares - Debentures - Directors - Appointment - Powers and Duties - Meetings - Proceedings - Management - Accounts - Audit Oppression and Mismanagement - Winding up.

**UNIT-V**

Factory Act – Licensing and Registration of Factories, Health, Safety and Welfare Measures - Industrial Disputes Act: Objects and Scope of the Act, Effects of Industrial Dispute, Administration under the Act - Minimum Wages Act - Workmen Compensation Act.

**REFERENCES:**

**Keith-Davis & William Frederick:** BUSINESS AND SOCIETY, McGraw-Hill, Tokyo.

**Rudder Dutt & Sundaram:** INDIAN ECONOMY; Vikas, New Delhi

**Kapoor, N.D.:** ELEMENTS OF MERCANTILE LAW.

**Maheswari & Maheswari:** MERCANTILE LAW.

**Ramiah:** COMPANY LAW.

**PAPER – VII MANAGERIAL DECISIONS ACCOUNTING**

**UNIT – I**

Management Accounting as an area of Accounting: Objective - Nature, Management Accounting and Managerial Decisions - Management Accounts Position, Role and Responsibilities. Responsibility Centre - Cost Centre, Profit Centre and Investment Centre; Objective and Determinants of Responsibility Centre.

**UNIT – II**

Budgeting and Budgetary control: Sales Budget – Cash Budget – Operating Budget – Master Budget – Flexible Budgeting – Zero Base Budgeting – Performance Budgeting.

Marginal Costing: Concept - Cost Volume Profit Analysis - Break-Even Analysis; Decision making – Make or Buy, Own or Lease, Repair or Renovate, Sell or Scrap, Export Decision, Shut Down or Continue and Sales-Mix.

**UNIT – III**

Standard Costing and Variance Analysis: Material Cost Variance - Labour Cost Variance - Overhead Variance – Sales Variance - Profit Variance.

**UNIT – IV**

Financial Statement Analysis: Vertical, Horizontal and Trend Analysis - Ratio Analysis – Types of Ratios - Uses and Limitations – problems in Balance Sheet to Ratios and Ratios to Balance Sheet – DuPont Analysis. Cash Flow Statement Analysis - Current Trends in the preparation of Cash Flow Statement.

**UNIT – V**

Contemporary Issues in Managerial Decisions Accounting: Value Chain Analysis, Activity Based Costing (ABC), Transfer Pricing, Total Quality Management (TQM), Target and Life Cycle Costing, Just in Time (JIT), Backflush Costing, Six Sigma, Balanced Scorecard and Throughput Accounting (TA).

**Note: Question Paper Shall covers 20% Theory and 80% Problems**

**REFERENCES:**

**Arora M. N.**, “Cost and Management Accounting”, 8<sup>th</sup> Edition, Vikas Publishing House (P) Ltd

**Jain and Narang**, Cost and Management Accounting, Ludhiana, Kalyani Publishers, 2002.

**Sikdar P.K.**, “Advanced Cost and Management Accounting”, Oscar Publications.

**Maheswari S.N.**, Principles of Management Accounting

**Nigam L.and.Sharma G.L**, Cost Accounting

**PAPER – VIII MERCHANT BANKING AND FINANCIAL SERVICES**

**UNIT-I**

Financial Services Industry – Emergence – Developments – Fund Based and Non-fund based activities – modern activities – New Financial Products and Services, Innovative Financial Instruments – Challenges Ahead.

**UNIT-II**

Merchant Banking – Issues Management Intermediaries – Merchant Bankers/Lead Managers – Underwriters – Bankers, Brokers and Registrars to an Issue and Share Transfer Agents– Debenture /Trustees – Portfolio Managers – Issue Management Activities/Procedures – Eligibility norms – Pricing or Issues – Promoters’ contribution – Issue of Indian Depository Receipts (IDR) – Issue Advertisement – Issue of Debt Instruments – Book building – Green shoe Option – Initial Public Offer through Stock Exchange Online System – Preferential Issues – Qualified Institutional Placement.

**UNIT-III**

Factoring and Forfeiting - Modus Operandi, types, functions – Factoring in India - Bills Discounting – Real estate Industry – Housing Finance – Housing Finance system – National Housing Bank – Refinance scheme for HFCs – Asset Liability Management – Securitisation – Mortgage-Based Securitisation – Reverse Mortgage Loan (RML) Securitisation of Standard Assets.

**UNIT-IV**

Mutual Funds - Origin, Types of Mutual Funds, Importance, Mutual Funds Industry in India – SEBI’s directives for Mutual Funds, Private Mutual Funds, Asst Management company – Unit Trust of India – Evaluation of Performance of Mutual Funds – Money Market Mutual Funds – RBI Guidelines – Venture Capital: Meaning, Origin, Importance, Methods, India Scenario.

**UNIT-V**

Insurance – Meaning, Types, Insurance Industry in India and related reforms – Other Financial Services – Credit Cards – Credit Rating: Regulatory framework – Credit Rating Agencies – Rating Process and Methodology – Rating symbols/Grades – Pension Plan.

**REFERENCES:**

**Khan, M.Y.**, FINANCIAL SERVICES, *Tata McGraw Hill, New Delhi, 2001.*

**Gurusamy**, MERCHANT BANKING AND FINANCIAL SERVICES, *Tata McGraw Hill, Delhi, 2009.*

**Bhole L.M.**, Financial Institutions and Markets, *Tata McGraw Hill, 2002.*

**PAPER IX - INVESTMENT AND PORTFOLIO MANAGEMENT**

**UNIT -I**

Investment – Basics of Investment – Investment, Speculation and Gambling – Investment Categories – Investment avenues – Non marketable Financial Assets – Money Market Instruments – Bond/Debentures – Equity Shares – Schemes of LIC – Mutual Funds – Financial Derivatives – Real Assets – Real Estate – Art – antiques and others.

**UNIT- II**

Fundamental Security Analysis – Economic Analysis – significance and Interpretation of the Economic Indicators – Industry Analysis – Industry Growth Cycle - Company analysis – Marketing – Accounting policies – Profitability – Dividend Policy – Capital Structure – Financial Analysis – Operating Efficiency – Management – Fundamental Security Analysis – Changes in the Financing Patterns of Indian Companies – Debt-Equity Ratio for India Companies.

**UNIT-III**

Technical Analysis – Technical Tools - The Dow Theory – Primary Trend – The secondary Trend – Minor Trends – Support and Resistance Level – Indicators – Odd Lot Trading – Moving Average – Rate of Change – Charts – Technical indicators – Charting Techniques – Indicators of the Witchcraft Variety – Efficient Market Theory – Basic Concepts – Random-Walk Theory – Weak Form of EMH – Semi-strong Form – Strong Form – The Essence of the Theory – Market Inefficiencies.

**UNIT-IV**

Portfolio Analysis – Portfolio and Single asset Returns and Risk – Mean Variance Criterion – covariance – Beta (simple problems) – Portfolio Markowitz Model – simple Diversification – Risk and Return with Different correlation – Sharpe's Single Index Model – Sharpe's Optimal Portfolio – Construction of the Optimal Portfolio – Optimum Portfolio with short sales.

**UNIT-V**

Asset Pricing Model Portfolio Evaluation – Capital Asset Pricing Model (CAPM) – Security Market Line – Assumptions – Arbitrage Pricing Model (APT) – Portfolio Performance Models – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.

**REFERENCES**

**Punithavathy Pandian**, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, *Vikas Publications Pvt. Ltd, New Delhi, 2001.*

**Kevin .S**, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, *PHI, Delhi, 2011*

**Yogesh Maheswari**, INVESTMENT MANAGEMENT, *PHI, Delhi, 2011*

**Bhalla V K**, INVESTMENT MANAGEMENT: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, *S Chand, New Delhi, 2009*

**Prasanna Chandra**, PORTFOLIO MANAGEMET, *Tata McGraw Hill, New Delhi, 2008.*

**PAPER X – STATISTICAL ANALYSIS**

**UNIT I**

Univariate Analysis: An overview of Central Tendency, Dispersion and Skewness. Sampling and Data Collection: Sampling and Sampling (Probability and Non-Probability) methods; Sampling and non-sampling errors; Law of Large Number and Central Limit Theorem; Sampling distributions and their characteristics.

**UNIT II**

Probability Theory: Probability – Classical, Relative, and Subjective Probability: Addition and Multiplication Probability Models; Conditional Probability and Baye's Theorem Probability Distributions: Binomial, Poisson, and Normal Distributions their characteristics and applications.

**UNIT III**

Correlation and Regression Analysis: Two Variables Case

**UNIT IV**

Statistical Estimation and Testing: Point and interval estimation of population mean, proportion and variance; Statistical testing – hypotheses and errors; Sample size; Large and small sampling tests – Z tests, T tests, and F tests.

**UNIT V**

Non Parametric Tests: Chi-square tests; Sign tests Wilcoxon Signed – Rank tests; Wald – Wolfowitz tests; Kruskal – Wallis tests.

**Note: Question Paper Shall covers 20% Theory and 80% Problems**

**REFERENCES:**

**Arora & Arora**, Statistics for Management, Sultan Chand, New Delhi, 2009

**Gupta S.P.**, Statistical Methods, Sultan Chand, New Delhi 2009

**Levin, Richard I. and David S Rubin**, Statistics for Management, Prentice Hall, Delhi 2009

**Sonia Taylor**, Business Statistics, Palgrave Macmillan, 2009.

**Qaziahmed, Zubuirkhan, Shadabahmedkha**, Numerical and Statistical Techniques Ane, 2010

**PAPER XI – E-COMMERCE**

**UNIT I**

Introduction to E-Commerce: Meaning and concept: Electronic Commerce versus Traditional Commerce; Media convergence; E-commerce and E-Business; Channels of E-Commerce; Business application of E-Commerce; need for E-Commerce; E-Commerce Consumer applications, E-Commerce Organisation applications - Commerce as an Electronic Trading System - special features. Internet Concept and Technologies: Concept and Evolution of Internet; Web Technologies – Global Publishing Concept, Universal Reader Concept and Client Server Concept; Hypertext Publishing and Hypertext Information Network; Benefits of Hypertext, URLs, HTTP , HTTPD servers, HTML, HTML forms and CGI Gateway Service.

**UNIT II**

Business Models of E-Commerce and Infrastructure: E-Commerce Models; Supply Chain Management, Product and Service Digitations Remote Servicing, Procurement; on line Marketing and Advertising E-Commerce Resources and Infrastructure Resources and Planning for Infrastructure. E -Business: Workflow Management, Mass Customization and Product Differentiation; Organization Restructuring; Integrated Logistics and Distribution; Knowledge Management Issues and Role of E-Commerce Infrastructure.

**UNIT III**

Electronic Payment System: Special Features Required in Payment Systems for E- Commerce, Types of E-Payment Systems; E- Cash and Currency Servers, E-Cheques Digital Token Based Credit Cards, Smart Cards, Electronic Purses and Debit Cards; Business Issues and Economic Implications; Operational, Credit and Legal Risk Of E-Payment System; Risk Management Options in E-Payment System; Components of An Effective Electronic Payment System.

**UNIT IV**

Business to Business E-Commerce: Needs and alternative models of B2B E-Commerce; Technologies, EDI and paperless trading; EDI architecture, EDI standards, VANs, Costs of EDI Infrastructure, features of EDI Service Arrangement, Internet-based EDI and FTP-based messaging.

**UNIT V**

Security Issues in E-Commerce: Security Risks of E-Commerce, Exposure of Resources, Types of Threats, and Source of Threats, Security Tools and Risk-Management Approach E-Commerce Security and a Rational Security Policy for E-Commerce: Corporate Digital Library; I.T. Act 2000.

**REFERENCES:**

**Agarwal & Deeksha Ararwalar**, Business on the Net; E-Commerce, Macmillan, Delhi, 2006  
**Diwan, Prag and Sunil Sharma**, Electronic Commerce E – Business Vanity Books, Delhi, 2002  
**Joseph P.T.**, E-Commerce, PHI, Delhi, 2007  
**Kalakafa Whinston**, Frontiers of electronic Commerce, Pearson  
**Minoli and Minol**, Web Commerce Technology Hand Book, Tata McGraw Hill, Delhi. 2007

**PAPER XII - INTERNATIONAL TRADE AND FINANCE**

**UNIT-I**

International Trade – Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – Indian EXIM Policy.

**UNIT-II**

Export and Import Finance: Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.) – Payment Terms – Letters 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-III**

Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting – Law of one price – PPP theory – Interest Rate Parity – Exchange rate Forecasting.

**UNIT-IV**

Export Trade Documents: 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 Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.

**UNIT-V**

Export Promotion Schemes – Government Organizations Promoting Exports – Export Incentives: Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House.

**REFERENCES**

**Jeevanandam .C**, INTERNATIONAL BUSINESS, M/s Sultan & Chand, Delhi, 2008

**Sumathi Varma**, INTERNATIONAL BUSINESS, *Ane, Delhi, 2010*

**Levi, Maurice D**, International Finance, McGraw – Hill, International Edition, 2009

**O'Connor DJ, Bueso AT**, International Dimensions of Financial Management; Macmillan, New Delhi.



**(f) Procedure for admission, curriculum transaction and evaluation:**

**1. Eligibility Criteria for Admission:**

The student should possess B.Com / BBA/ BCS/ BBM/ BISM/ BA (Economics)/ MBA/ Commerce or Accountancy as a subject in UG Degree/ any degree with CA (Inter) or ICWA (Inter)/ CA/ ICWA from a recognized Institution with a mere pass in any of the following streams:

- 10 + 2 + 3 (or)
- 11 + 1 + 3 (or)
- 11 + 2 + 2 system.

**2. Fees Structure for M.Com**

Sl. No.	Fee Particulars	₹
1	Registration & Processing Fee	200
2	Matriculation Fee	25
3	University Development Fund	1,000
4	Recognition Fee (For Foreign University ₹ 450)	200
5	Study Material & Handling Charges	2,000
6	Tuition Fee (per year Rs.4,000)	8,000
	<b>Total</b>	<b>11,425</b>

**3. Evaluation:**

**Examination:** Examinations will be held once in a year (Non-Semester Pattern).

- **Question Paper Pattern: Maximum Marks: 100 Time: 3 Hours**
- Part – A (5 X 8 = 40 Marks) – (Five out of Eight Questions)
- Part – B (5 X 12 =60 Marks) – (Five out of Eight Questions)
- **Passing & Classification:** The maximum marks for the examination for each paper is 100. The **minimum marks** for a pass is **50%**. Candidates securing 60% marks and above shall be placed in the **First Class**, and those who obtain marks between 50% and above but less than 60% shall be placed in the **Second Class**. Students' who obtain **75%** and above marks in aggregate shall be placed in the category of '**First class with Distinction**'.

**(g) Library Resources:**

A well stacked library is operational in the DDE building exclusively for Distance learning students of Pondicherry University. Students can avail this library facility during working hours of the University.

**(h) Cost Estimation of the Programme:**

**Study Material : Rs. 3,00,000 (approx. for 100 students' enrolment)**

**PCP Class : Rs. 75,000 (approx. for 100 students' enrolment)**

**(i) Quality Assurance Mechanism:**

Feedback about the programme, lectures and other issues will be collected in the written format from students during Personal contact programme. The curriculum will be revised in every five years.