

# **BHAGWANT UNIVERSITY**

**Sikar Road, Ajmer**

**Rajasthan**

## **M.Phil COMMERCE**

### **Course Category**

MCom : M.Phil in Commerce  
CCC: Compulsory Core Course  
ECC: Elective Core Course

### **Contact Hours:**

L: Lecture  
T: Tutorial  
P: Practical or Other

### **Marks Distribution :**

IA: Internal Assessment (Test/Classroom  
Participation/Quiz/Presentation/Assignment etc.)  
EoSE: End of Semester Examination

**M. Phil (Commerce)**

(Course Structure)

Subject code	Subject Name	Teaching hours			Marks		
		L	T	P	External	Internal	Total
01MCOM101	<b>Research Methodology</b>	3	0	0	70	30	100
01MCOM102	<b>Advanced Management Accounting</b>	3	0	0	70	30	100
01MCOM103	<b>Strategic Financial Management</b>	3	0	0	70	30	100
<b>01MCOM104</b>	<b>Contemporary Marketing</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>30</b>	<b>100</b>
<b>Total</b>		<b>12</b>	<b>0</b>	<b>0</b>	<b>280</b>	<b>120</b>	<b>400</b>

Subject code	Subject Name	Teaching hours			Marks		
		L	T	P	External	Internal	Total
02MCOM101	<b>Advanced Research Methodology</b>	3	0	0	70	30	100

02MCOM102	- ENTREPRENEURIAL DEVELOPMENT	3	0	0	70	30	100
02MCOM103	FINANCIAL INSTITUTIONS AND MARKETS	3	0	0	70	30	100
02MCOM104	Dissertation	3	0	0	50	50	100
<b>Total</b>		<b>12</b>	<b>0</b>	<b>0</b>	<b>260</b>	<b>140</b>	<b>400</b>

### **Paper-I Research Methodology**

**Subject code 01MCOM101**

**Marks of Theory: 70**

**Internal Assessment: 30**

#### **Unit - 01**

Research - definition - importance and meaning of research - characteristics of research - types of research - steps in research - identification, selection and formulation of research problem – research questions - research design - formulation of hypothesis - review of literature

#### **Unit - 02**

Sampling techniques : sampling theory - types of sampling - steps in sampling - sampling and non-sampling error - sample size - advantages and limitations of sampling. Collection of data : primary data - meaning - data collection methods - secondary data - meaning - relevances, limitations and cautions.

#### **Unit - 03**

Statistics in research - measure of central tendency - dispersion - skewness and kurtosis in research. Hypothesis - fundamentals of hypothesis testing - standard

error - point and interval estimates - important non-parametric tests : sign, run, kruskal - wallis tests and mann-whitney test.

#### **Unit - 04**

Para metric tests : testing of significance - mean, proportion, variance and correlation - testing for significance of difference between means, proportions, variances and correlation co-efficient. Chi-square tests - anova - one-way and two-way.

#### **Unit - 05**

Research report : types of reports - contents - styles of reporting - steps in drafting reports - editing the final draft - evaluating the final draft.

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#### **References:**

1. Kothari, C.R.(2004). Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.
2. Arya., P.P. and Pal, Y.(2001) Research Methodology in Management: Theory and Case Studies. Deep and Deep Publishers Pvt. Ltd., New Delhi

### **Paper-II Advanced Management Accounting**

**Subject code: 01MCOM102**

**Marks of Theory: 70**

**Internal Assessment: 30**

**Unit – 1**

Management Accounting defined; Cost classification analysis, and behaviour;; Accounting based costing; Learning curve model. Cost-volume-profit analysis and its managerial applications.

#### **Unit-2**

Business forecasting, decision making under risks and uncertainty, capital budgeting. Pricing Techniques:- Product pricing; export pricing and bid pricing; Joint products and by-products.

### **Unit-3**

Performance Measurement Techniques – techniques for Goal setting, Measuring performance and growth, divisional performance measurement, inter-divisional transfer pricing.

### **Unit-4**

Accounting techniques – Value added accounting, social accounting, information Economics and MIS.

### **Unit-5**

Resource Management Techniques – Quality Management, productivity management, capacity management, cost control and cost reduction techniques, marketing and distribution cost analysis.

### **Suggested Readings**

1. Management Accounting: Dr.Mittal S.N. (Shree Mahaveer Book Depot.. Delhi)
2. Management Accounting: Pandey I.M.
3. Management Accounting: Dr.Maheshwari S.N.
4. Management Accounting: A Decision Emphasis – De Coster, D.T/ and Scholefr E.L.
5. Management Accounting Principles: Anthony R.N. and Reece J.S.
6. Management Accounting: Harngren Charles T.
7. Management Accounting: Batty J.

## **Paper-III Strategic Financial Management**

**Subject code01MCOM103**

**Marks of Theory: 70**

**Internal Assessment: 30**

### **Unit-1**

Strategic Management: Meaning; Process; Strategic Alternatives and Choices; Strategy Formulation and Implementation.Financial Management in Strategic Perspective; financial strategies for Expansion and Diversification; Strategies for assessing Financial Viability of an Undertaking.

## **Unit-2**

Mergers: Brief History; Types and Characteristics; Mergers and diversification Strategy; Sell-off and Divestiture Strategy; Theory and Test of Alternative Theories; Post Mergers Problems and Their solutions; International mergers and Restructuring, Joint Ventures.

## **Unit-3**

Takeovers: Process and Models – SV Model, HT Model, Jagadesh and Chaudhary Model and Fishman Model; Legal, Tax and Accounting Issues in Mergers & Acquisitions; Recent Developments in Takeover Process in India.

## **Unit-4**

Financial Distress: Prediction of Financial Distress; Voluntary Settlements; Settlements Involving Litigation; Liquidation; Reorganization; Bankruptcy Costs.

## **Unit-5**

Corporate Control: Mechanism; Share Repurchase and Exchange; Buy Back of Shares; Non-voting Shares; Corporate Governance and Ethics in Corporate Control.

## **SUGGESTED READINGS**

1. M.Y.Khan and P.K.Jain 'Financial Management'
2. I.M.Pandey 'Financial Management'
3. Parsana Chandra 'Financial Management Theory and Practice'
4. Aggarwal and Aggarwal 'Financial Management ' Hindi Medium. Van Horse, James C 'Financial Management and Poalicy.

## **Paper-IV Contemporary Marketing**

**Subject code01MCOM104**

**Marks of Theory: 70**

**Internal Assessment: 30**

## **Unit-1**

Marketing: Origin and Developments, Nature of Marketing, Developments in Marketing Theory, Social, Ethical, and Legal Aspect of Marketing.

## **Unit-2**

Marketing Environment: Strategic Marketing Planning, Consumer Behaviour and Market Segmentation.

## **Unit-3**

Product, Pricing, Promotion and Distribution Decisions

## **Unit-4**

Service Marketing: Understanding Services Phenomena, Extending marketing Mix for Services, Service Quality, Service Strategies, Marketing of Insurance Services, Social Marketing.

## **Unit-5**

Brand Management: Brand Concept, Brand Positioning, Importance of Branding, Power Brands, Branding Strategies, Brand Equity, Brand Loyalty.

## **SUGGESTED READINGS**

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.
2. Kotler, Philip: Marketing Management Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
3. Majumdar, Ramanuj: Product Management in India., Prentice Hall, New Delhi.
4. Mc Carthy, E.Jenome and William D.I, Perreault Jr.: Basic Marketing: Managerial Approach, Richard D. Irwin, Homewood, Illinois.
5. Ramaswamy, V.S and Namakumari, S: Marketing Management, Mac Milan India, New Delhi.
6. Srinivasan, R: Case Study in Marketing: The Indian Context, Prentice Hall, New Delhi.
7. Stanton, William J., and Charles Futrell: Fundamentals of Marketing: Mc Graw Hill Publishing Co., New York.
8. Still, Richard R., Edward W, Cundiff and Norman A.P. Govoni: Sales Management: Decisions, Strategies and Cases, Prentice Hall, New Delhi.

## **Semester-II**

## **02MCOM101 Advanced Research Methodology**

### **UNIT I**

**Basic concepts:** Research process, problem identification, research designs, informal experimental designs. Completing randomised design, randomized block design, latin square design, factorial designs

### **UNIT II .**

**Sampling and testing of hypothesis:** Concept of probability, probability distribution, Normal, Poisson,  $\chi$ -square, t-test. Sampling distribution, central limit theorem, Sandler's A-test, standard error, population mean, population proportion, sample size, confidence intervals, null hypothesis and alternative hypothesis, level of significance, two tailed and one tailed tests, Z-test, t-test,  $\chi^2$ -test, F-test, testing of correlation coefficients, ANOVA one way ANOVA, two way ANOVA Tukey's HSD.

### **UNIT III**

**Non-parametric tests:** Sign test, Fisher-Irwin test, Mc Nemer test, Wilcoxon Mali test, Wilcoxon, Mann-Whitney test, Kruskal-Wallis test, one sample runs test. Spearman's rank correlation, Kendall's coefficient of concordance.

### **UNIT IV**

**Multivariate analysis:** Multiple regression, multiple discriminant analysis, multiple analysis of variance, canonical correlation analysis, Factor analysis cluster analysis, pathanalysis. Computational techniques.

### **UNIT V**

Computer Application, Basic of Computer, System Software & application Software. Computer as a tool of Research: Application in data Analysis, related software. MS Office, SPSS, Data Communication, LAN & WAN Data Exploration using internet tools, e-journal, e- books, Basic concept of teleconferencing & related configuration

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### **References:**

1. Kothari, C.R.(2004). Research Methodology: Methods and Techniques, New Age International Publishers, New Delhi.

2. Arya., P.P. and Pal, Y.(2001) Research Methodology in Management: Theory and Case Studies. Deep and Deep Publishers Pvt. Ltd., New Delhi.

Reference books :

1. Bedekar V. H. 1982 – How to write assignments, research papers, dissertations. Kanak New Delhi.

2. Barzam J. and Graff Henry, 1977- The Modern Researcher. Hercoust Brace. Javanavish Inc. 3rdEd.



3. Gatner, E. S. M. & F. Cardasco 1970 – Research and report writing, Pb. Bernes and Noble, N. Y.

**Paper II**

**02MCOM102 - ENTREPRENEURIAL DEVELOPMENT**

**Unit I**

Entrepreneurial culture: Meaning – Entrepreneurial culture – Stages in the entrepreneurial process – Barriers to entrepreneurship – Socio-economic origins of entrepreneurship – Environmental factors affecting entrepreneurship – Entrepreneurial Structures – Characteristics of entrepreneurship – Conceptual model – Views of Schumpeter – Walker and Drucker – Theories of entrepreneurial origin – Intrapreneurs.

**Unit II**

Entrepreneurial traits and motivation: Entrepreneur and enterprise – Entrepreneurs and managers – Traits of a true entrepreneur – Types of entrepreneurs – Functions of an entrepreneur – Behavioural patterns of entrepreneurs – Motivating factors – Entrepreneurial ambitions – Compelling factors – Facilitating Factors.

**Unit III**

Sources of Project Finance: Sources of finance – Capital structure planning – Financial leverage – Cost of capital – Project finance – Term loans – Lease finance – Working capital – Sources of short term finance – Capitalization – Over and under capitalization – Overrun finance – Bridge finance – Venture capital.

**Unit IV**

Marketing Channels: Concept of marketing channel – Significance of channel – Need and functions – Channel design – Strategy and choice of channel – Selecting channel members – Setting quality standards – Recruitment strategies.

**Unit V**

Entrepreneurial Development Programmes: Concept of entrepreneurial development – Need for training and development – Phases of entrepreneurial development programme – Contents of training programme for ED – Target group – Special agencies and schemes – Institutions conducting EDPS – Problems in Institutional framework – Evaluating EDPS.

**Text Book**

1. Desai V. 2000, *Entrepreneurial Development* (Three Volumes), Bombay, Himalaya Publishing House,

**References**

1. Gupta C.B. and Srinivasan N.P., 2000, *Entrepreneurial Development*, New Delhi Sultan Chand & Sons.

2. Saravanavel , 2000, *Entrepreneurial Development*, New Delhi Sultan  
**Paper III - FINANCIAL INSTITUTIONS AND MARKETS**  
**02MCOM103**

### **Unit I**

Introduction – Nature and role of financial system – Financial system and financial markets – Financial system and economic development – Indian financial system – an overview.

### **Unit II**

Insurance sector – Objectives – Role – Investment practices of LIC and GIC – Insurance Regulatory and Development Authority – Role and functions.

### **Unit III**

Unit Trust of India – Objectives – Functions – Various schemes of UTI – Role of UTI in industrial finance.

### **Unit IV**

Mutual Funds – Concept – Performance appraisal – regulation of mutual funds (with special reference to SEBI guidelines) – Designing and marketing of mutual funds schemes – Latest mutual fund schemes in India – an overview.

### **Unit V**

Foreign Investments – Types – Trends – Implications – Regulatory framework for foreign investments in India.

### **Text Book**

1. Avdhani, 1999, *Investment and Securities Markets in India*, Delhi, Himalaya Publications,

### **References**

1. Bhole, L.M., 2000, *Financial Markets and Institutions*, Delhi, Tata McGraw Hill.
2. Varshney, P.N., 1999, *Indian Financial System*, New Delhi, Sultan Chand & Sons.
3. Srivastava R.M., 2001, *Management of Indian Financial Institution*, Mumbai Himalaya Publishing House.

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**DISSERTATION**