

PROGRAMME PROJECT REPORT MASTER IN COMMERCE (M.COM)

The CDOL has developed an innovative programme **Master of Commerce (M.Com)** with emphasis on Finance, Marketing and Human Resources. The basic objectives of the programme are to prepare the students with necessary conceptual, entrepreneurial and analytical skills required for handling modern and technical business operations at both national and international levels.

Objectives of the Programme

The programme aims to achieve the following objectives

- To provide an opportunity to get a M.Com degree to those who find it too difficult or even impossible to pursue regular M.Com course at a University either due to their job commitments or certain other circumstances.
- To help the learners, study at their own pace, and from their own chosen place.
- To provide adequate basic understanding about business and commerce among the students.
- To develop skills in matters related to commerce.
- To create an additional avenue of self-employment and also to benefit various financial/commercial/business institutions by providing them with suitable qualified persons.
- To develop Information Technology skills in the students, which now a day is essential in business and commerce.

TARGET POPULATION

This programme is intended for professionals who want to upgrade their skill in finance ,marketing and in human resource in a self-paced manner and primarily for 12th +3 pass holders pursuing their career in Mnc and in the Private Sector Banks.

Eligibility

Senior Secondary school Certificate and graduation mark certificate (12th+3) or equivalent from a recognized board and university

Instructional Design

Duration of the Programme

Minimum duration of the Programme: 2 (Two) Year

Maximum duration of the Programme: 5 (Five) Year

Programme Fee

Previous Year	Rs. 12000/-
Final Year	Rs. 12000/-

Instructional delivery mechanisms:

The Master In Commerce programme is conducted through Programme Centres also known as Study Centres, where students are helped and guided by the Programme Incharge/Coordinator, and Counselors etc. The Master In Commerce program is based on the multimedia approach, which includes self-learning print material, audio/video programmes, assignments, counseling sessions and practical.

Print Material

The print material is in the form of self-explanatory course material for theory and practical components of the programme. It is supplied to each student in the form of blocks. The Master In Commerce programme is divided into units. Normally each subject/paper consists of 4-5 units of print material. These are supplied by the Centre for Distance and Open Learning to the students/study centres. The students can collect the study material from their respective study centre. Exercises to check the progress of learners are given at the end of units. These are only for the help of learners and need not be sent to the study centres for evaluation.

Audio and Video Programmes

While the study material is complete in itself, these programmes will be of great benefit to the students as supplement to the print material. These are used during counseling and laboratory session at the study centre.

Assignments

Assignments constitute the continuous evaluations system. The submission of assignments is compulsory. Assignments of a course carry approx. 30% weightage while about 70% weightage is given to the Term end Examination.

There is one assignment (30 marks) for each course; therefore, the student is required to do 5 assignments in order to complete the certificate programme. The assignments are designed in such a way as to help you concentrate mainly on the printed course material, however, if you have easy access to other books, you may make use of them. Whenever you receive a set of material and assignments, check them immediately and ask for missing pages/books/assignments, if any, and contact the coordinator of your Programme/Study Centre.

The assignments are compulsory components and it will be necessary to submit the theory assignment of all courses at your programme centre on or before the due date of submission. **In case the student is unable to submit the assignments by the due date/secure the pass marks in assignment(s), he/she will have to submit the assignments again by paying the prescribed fees (see appendix – I).** Also he/she will have to wait for the assignment schedule meant for the next batch of students and then submit.

For your own record, retain a copy of all the assignment responses which you submit to the coordinator, also maintain an account of the corrected assignment responses received by you after the evaluation. If you do not get passing marks in any assignment, you have to submit it again. However, once you get the pass marks in an assignment, you cannot re-submit it for improvement of marks. Assignments are not subject to re-evaluation except for factual errors, if any committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the coordinator of the Programme/Study Centre so that the required correction can be made.

Counselling Sessions

Generally the counselling sessions will be held at the programme centres on weekends or at the times appointed by the Study/Programme Centres. Within the general schedule of the programme, the coordinator at the Programme Centre will decide on the coverage of these sessions. The Programme Centre coordinator will provide the counselling schedule. The counselling sessions will include clarifications required in the print-material and the solution of problems through active interaction with the students. The assignments, practical work and the project work will also be discussed in the sessions.

Counselling sessions will be organized for all theory courses of Master In Commerce (M.COM) programme, The counseling time for each theory course will consist of **7 sessions of 2 hours each**

Conduct of Practical

(iii) Procedure for admissions, curriculum transaction and evaluation:

The University conducts Term-End Examinations once a year. To be eligible to appear in the term-end examination in any course, you are required to fulfill the following conditions:

- You should have opted and pursued the prescribed course
- You should have submitted the examination form in time

In case you have not been able to appear in the examination in certain papers or could not clear certain papers, you can do so in the subsequent term-end examinations up to a maximum duration inclusive of the year of admission by paying Rs. 300/- per theory paper and Rs. 500/- per practical.

Examination Date sheet

Examination date sheets (schedule which indicates the date and time of examination for each course) are sent to all the programme centres approximately 1 month in advance

Examination Forms

It is a pre-requisite to submit the Examination Form for taking an examination in any course. The forms pertaining to Term-end Examination, Admit Card and Student's Record Card are provided in the Programme Guide as 'Form A', 'Form B' respectively.

The filled-in examination form is to be submitted to the "Hony. Director, CENTRE FOR DISTANCE AND OPEN LEARNING, JAMIA MILLIA ISLAMIA, NEW DELHI 110025". Write 'Examination Form' on the Top of the Envelope and submit it by the last date fixed by the Centre. For submission after the last date and upto 4 weeks late fee will be charged. The late fees paid in the form of a demand draft in favour of Jamia Millia Islamia payable at New Delhi along with the examination form should be sent to the Hony. Director, Centre for Distance and Open Learning, Jamia Millia Islamia New Delhi – 110025

After receiving the examination form from you, the Admit Card will be sent 15 days before the commencement of examination. If you do not receive the intimation slip before the commencement of examination, you may contact your Programme Centre. Even if you have not received the intimation slip or misplaced it you can take the examination by showing the proof of sending your examination form and your identity card (Student's Record Card) to the examination centre superintendent. (You are advised to carefully write your Enrolment Number and Roll Number on the Answer Script. Any mistake in writing the Roll Number will result in non-declaration of your result.)

Examination Centre

Your Study Centre is your Exam Centre. It should be noted that the term-end theory examination, practical, submission of assignments etc would be carried out at your Programme Centre only.

It is your duty to check whether you are registered for the course and whether you are eligible to appear for that examination and have deposited the required fees or not. If you neglect this and take the examination without being eligible for it or without depositing the required fees, your result will be cancelled. **PROGRAMME CENTRE is the contact point for you** since the Centre for Distance and Open Learning cannot send communications to all the students individually. All the important communications are sent to the coordinator of the programme centre. The coordinator will display a copy of such important circulars/notifications on the notice board of the programme centre so as to get the latest information about the assignment, submission of examination forms, date sheet, list of students admitted

to a particular course, declaration of result etc. **While communicating with the Centre for Distance & Open Learning regarding examinations, please write your Roll Number, complete address and telephone number clearly. In the absence of such details, your problems may not receive due attention.**

Evaluation

Term-end examination is another component of the evaluation system. The term-end examination carries about 70% weightage in each theory paper.

The internal assessment is based on theory assignments and practical/project assignment in each course, which, carry 30 marks respectively.

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Evaluation

Term-end examination is another component of the evaluation system. The term-end examination carries about 70% weightage in each theory paper.

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1.5 Brief Course Structure

M.COM Previous Year

Course Code	Course Title	Credits	Counselling Sessions 2 Hrs. each	Marks Allotted		
				Theory	Assignment	Total
MCM-101	Organisation Theory And Behavior	6	7	70	30	100
MCM-102	Business Environment	6	7	70	30	100
MCM-103	Managerial Economics	6	7	70	30	100
MCM-104	Business Statistics And Research Methodology	6	7	70	30	100
MCM-105	Accounting For Managerial Decisions	6	7	70	30	100
MCM-106	Financial Management And Control	6	7	70	30	100
MCM-107	Marketing Management	6	7	70	30	100
Total		42	49	490	210	700

Final Year

Course Code	Course Title	Credits	Counselling Sessions 2 Hrs. each	Marks Allotted		
				Theory	Assignment	Totals
MCM-201	International Business	6	7	70	30	100
MCM-202	Corporate Accounting and Disclosure	6	7	70	30	100

MCM-203	Corporate Legal Framework	6	7	70	30	100
MCM-204	Strategic Management	6	7	70	30	100
MCM-205	Security Analysis and Portfolio Management	6	7	70	30	100
MCM-206	Advertising and Sales	6	7	70	30	100
MCM-207	Human Resource Management	6	7	70	30	100
Total		42	49	490	210	700

1.6 Detailed Course Structure

M.COM (Previous Year)

MCM – 101 Organization Theory And Behavior

Block 1: Overview of Organization Behavior

- Unit 1 : Organization Behavior-Concept and Significance, Principles of OB
- Unit 2 : Organizing-Concept, Principles, Types of Organizations.
- Unit 3 : Authority, Responsibility, Delegation of Authority and Decentralization
- Unit 4 : Directing, Coordinating, Controlling –Nature, Process and Tools

Block 2: Employees Attitude, Behavior and Personality

- Unit 5 : Job Attitude, Value, Perception, Ability of Employees
- Unit 6 : Individual Behavior and Learning
- Unit 7 : Perception
- Unit 8 : Personality

Block 3: Motivation and Leadership

- Unit 9 : Transactional Analysis
- Unit 10 : Motivation : Meaning, Types, and Theories of Motivation
- Unit 11 : Leadership-Concept, Types, Styles, Theories of Leadership

Block 4: Group Formation, Communication and Conflict

- Unit 12 : Group Formation and Structure
- Unit 13 : Communication
- Unit 14 : Organization Conflict: Sources, Levels, Types, Approaches and Resolution of Conflicts.

Block 5: Organizational Development Change and Interventions

- Unit 15 : Organizational Development: Concept and Levels
- Unit 16 : Organizational Change: Need, Resistance, Theories of Changes
- Unit 17 : Organizational Diagnosis
- Unit 18 : OD Interventions

MCM 102: Business Environment

Block 1: Basics of Business Environment

- Unit 1 : Business Environment : Concepts and Significance
- Unit 2 : Social Responsibilities of Business
- Unit 3 : Business Ethics,
- Unit 4 : Concept of Culture, Interface b/w Business and Culture,

Block 2: Social and Cultural Environments

- Unit 5 : Cross Culture Communication
- Unit 6 : Social Organization
- Unit 7 : Social Stratification
- Unit 8 : Social and Cultural Environment in India

Block 3: New Economic Policy and Regulation of Market

- Unit 9 : Economic Planning in India

Unit 10 : Government Policies relating to Industrial Development

Unit 11 : New Economic Policy: Major thrust

Unit 12 : Regulation of Money and Capital Markets

Block 4: Regulatory Agencies and Political Environment

Unit 13 : Role of RBI, SEBI, FDI, and FEMA

Unit 14 : Public Sector Enterprises in India: Genesis, Growth, its Problems and Prospects

Unit 15 : Political Environment in India

Unit 16 : Economic Reforms: Centre – State Relationship

Block 5: Technological Environment and Consumer Protection

Unit 17 : Technological Environment

Unit 18 : Essential Commodities Acts and their Impact on business responsibility

Unit 19 : Consumer Protection Act & Consumer Disputes Redressal Agencies

MCM 103 Managerial Economics

Block 1: Basics to Managerial Economics

Unit 1 : Managerial Economics: Nature and Scope

Unit 2 : The Firm: Meaning, Objectives and types

Unit 3 : Economic Theory and Managerial Theory

Unit 4 : Managerial Economist's Responsibilities

Block 2: Introduction and Theories of Demands

Unit 5 : Demand: Concepts , law and determination of demand

Unit 6 : Elasticity of Demand- Use of Elasticity in Managerial Decisions

Unit 7 : Theory of Consumer Choice

Unit 8 : Demand Estimation & Forecasting Techniques

Block 3: Production and Cost Functions

Unit 9 : Production: Theory, Functions, Stages, Economic Scales

Unit 10 : Estimation of Production and Cost Functions

Unit 11 : Short and Long run cost functions: nature, shape and inter-relationship

Unit 12 : Law of variable proportions and return to scale

Block 4: Markets and Price Determination

Unit 13 : Market: Characteristics and Structures

Unit 14 : Structure and Barriers to Entry

Unit 15 : Price determination under different market conditions

Unit 16 : Methods of Price determination

Block 5: Business Cycle and Inflation

Unit 17 : Business Cycle: Nature and phases

Unit 18 : Theory of Business Cycles

Unit 19 : Inflation: Definition, Characteristics and types

MCM 104: Business Statistics and Research Methodology

Block 1: Introduction of Business Statistics

Unit 1 : Statistics: an overview

Unit 2 : Data: sources and processing

Unit 3 : Diagrammatic and Graphic Presentation of Data

Unit 4 : Univariate Analysis: an overview of Central Tendency

Block 2: Dispersion and Probability Theories

Unit 5 : Dispersion

Unit 6 : Skewness

Unit 7 : Correlation and Regression Analysis

Unit 8 : Probability Theories & Distribution

Unit 9 : Statistical Quality Control

Block 3: Fundamental of Research & Sampling

Unit 10 : Research: meaning, objectives, types, process and significance

Unit 11 : Research problems and Plan

Unit 12 : Research Design: Need, features ad types

Unit 13 : Sampling: meaning, characteristics, types and steps

Block 4: Processing and Interpretation of Data

Unit 14 : Method of Data Collection

Unit 15 : Processing and Analysis of Data

Unit 16 : Tests of Hypothesis (Parametric or standard) Statistical testing: Z tests, X^2 – test and Rank Test

Unit 17 : Interpretation and Report Writing

MCM 105: Accounting for Managerial Decisions

Block 1: Accounting Fundamental

Unit 1 : Concepts, Characteristics, and types of Accounting

Unit 2 : Introduction to Costing Accounting

Unit 3 : Introduction to Management Accounting

Unit 4 : Responsibility Accounting

Block 2: Financial Analysis

Unit 5 : Financial Statement Analysis

Unit 6 : Ratio Analysis

Unit 7 : Cash Flow Statement Analysis (AS-7)

Block 3: Cost Control

Unit 8 : Budgeting and Budgetary Control

Unit 9 : Marginal and Absorption Costing

Unit 10 : Decision Making

Unit 11 : Break Even Analysis : meaning , assumptions and practical application

Block 4: Variance Analysis and Reporting

Unit 12 : Standard Costing

Unit 13 : Reporting to Management: objectives and needs

Unit 14 : Recent Development in Accounting

MCM 106: Financial Management & Control

Block 1: Introduction of Finance Management

Unit 1 : Financial Management : Objectives, Nature, Scope, Functions

Unit 2 : Valuation of Securities

Unit 3 : Time Value of Money

Unit 4 : Risk and Return

Block 2: Cost of Capital and Structures

Unit 5 : Cost of Capital: Meaning, Importance and Measurement

Unit 6 : Short-term and Long term Debt and Debentures

Unit 7 : Share Capital & retained earnings

Unit 8 : Capital Structure: Concept, assumptions and theories

Block 3: Leverages and Investment

Unit 9 : Leverages

Unit 10 : Capital Budgeting & Capital Rationing

Unit 11 : Investment: types, evaluation and Management

Unit 12 : Return: Average, Internal and NPV

Block 4: Management of Cash, Inventory and Working Capital

- Unit 13 : Management of Cash
- Unit 14 : Inventory Management
- Unit 15 : Management of Working Capital
- Unit 16 : Dividend Decisions
- Unit 17 : Account Receivable and Payable and Management

MCM 107: Marketing Management

Block 1: Fundamentals of Marketing

- Unit 1 : Marketing: Nature, Scope and Importance
- Unit 2 : Marketing Mix
- Unit 3 : Marketing Environment
- Unit 4 : Market Segmentation and Positioning

Block 2: Consumers Behaviour and Product Mix

- Unit 5 : Buyer Behaviour
- Unit 6 : Consume Decision making process
- Unit 7 : Product: Concept and Classification, Development and Life Cycle
- Unit 8 : Product Mix

Block 3: Product Pricing and Distribution

- Unit 9 : Organizing and Controlling of Marketing Operation
- Unit 10 : Branding, Packaging and Labeling
- Unit 11 : Pricing: policy and Strategies
- Unit 12 : Distribution: meaning, function, types channels

Block 4: Promotion Decisions

- Unit 13 : Publicity and Public Relation
- Unit 14 : Advertising: Concept and budgeting
- Unit 15 : Promotion Communication
- Unit 16 : Promotion Mix
- Unit 17 : Emerging Issues and Developments in Marketing

M.COM (FINAL YEAR)

MCM 201 International Businesses

Block -1: Basic Concepts of International Business

Unit: 1 Basic concepts of International Business: Meaning, definition, scope of international marketing, international trade, composition and direction of exports and imports, Balance of Trade and Balance of Payments, Concepts of thrust products and thrust markets, Selectivity Committee Report 1965 and Export Policy Resolution (1970).

Unit: 2 India's Export Performance: India's export performance and prospects in the context of India's export promotion programmes undertaken since 1992.

Unit: 3 India's export promotion measures: elements of international marketing – mix in relation to India's export effort and Institutional framework for promotion of international business in the world with special reference to India's framework.

Unit: 4 Export Promotion Schemes: Duty drawback scheme, Marketing Development Assistance (MDA) Fund Scheme, Market Access Initiative (MAI) Scheme, Towns of Excellence, Generalized System of Preferences (GSP) and Status Holder Scheme relating to Export Houses.

Block -2: International Marketing Research

Unit: 5 International Marketing Research : Definition, importance, scope and developing a marketing research proposal covering: justification for it, its objectives, methodology for implementation – desk

research, overseas field survey, preparation of report and follow up activities, timeframe for the project and cost estimates for the project.

Unit: 6 Conducting Marketing Research : Questionnaire design, interviewing techniques, sampling and its types, special research techniques covering product testing, test marketing and motivation research.

Unit: 7 Estimating potential: estimating market potential, product requirements and marketing practices in the overseas markets.

Unit: 8 Other Study Areas of International Marketing Research : analyzing tariffs, product life cycle, factors affecting demand for a product in a market, health foods and health regulations, market potential and market penetration.

Block -3: Business Environment

Unit: 9 Business Environment : definition, importance of study of business environment, risks in business environment and avoiding risks in business environment and identification of both internal and external environments.

Unit: 10 Economic Environment of business: economic systems and economic planning in India, Government policies – industrial policy, fiscal policy, monetary policy and EXIM policy with special emphasis on India's current foreign trade policy of 2015-2020, economic reforms, liberalization and globalization.

Unit: 11 Political and Legal Environment: political and legal environment mainly Foreign Exchange Regulation Act (FERA) 1973 and Foreign Exchange Management Act (FEMA), 1999 and Monopolies and Restrictive Trade Practices (MRTP) Act 1969 and Competition Act 2002.

Unit: 12 Social Environment and International Environment: social responsibility of business and international economic institutions – UNCTAD, International Trade Centre (ITC), World Trade Organization (WTO), World Bank, International Monetary Fund (IMF) and their importance to India.

Block -4: Selling UP International Business Step by Step

Unit: 13 Setting up Business: naming and setting up of a most suitable type of business organization, seeking various registration – PAN No. from Income Tax authorities, Importer – Exporter Code (IEC) No. From DG. Foreign Trade, Registration-cum-Membership Certificate from the concerned export promotion council and registration with the concerned VAT / Sales Tax authorities.

Unit: 14 Potential Product and Markets: identification of potential export products, markets and importers, negotiating business with the prospective buyers, selecting and appointing an agent.

Unit: 15 Export Sale Contract: all the essential elements of a export sales contract with special reference to delivery terms (Incoterms) and payment terms in the contract.

Unit: 16 Export Documents: description of export documents required for exporting and preparation of documents for inspection of goods under the Quality Control and Pre-shipment Inspection Act, custom clearance, central excise clearance and shipping of goods, documents for bank and documents for claiming export incentives under various schemes.

MCM 202: Corporate Accounting & Disclosure

Block 1: Accounting for Share and Debenture

Unit: 1 Accounting for Share of Capital and buy back of equity shares

Unit: 2 Redemption of Preference Shares and issuing of Right and Bonus Shares

Unit: 3 Accounting for Debentures (issue and redemption of debentures)

Block 2: Final Accounts and Cash Flow Statement

Unit: 4 Preparations of Profit and Loss Accounts & Balance Sheet

Unit: 5: Preparation of Consolidated Balance Sheet of Subsidiary Company

Unit: 6 Preparation of Cash Flow Statement as per AS-7

Block 3: Accounting for Corporate Merger and Acquisition

Unit: 7 Valuation of Goodwill

Unit: 8 Valuations of Shares
Unit: 9 Amalgamations of Companies
Unit: 10: Reconstruction of a Company: External and Internal

Block 4: Corporate Disclosures

Unit: 11: Corporate Disclosures: objectives and requirements as per Company Act 2013
Unit: 12: Relevant Accounting Standards
Unit: 13 Voluntary Disclosures: Value Added Statement, Economic Value Added

Block 5: Human Resource/Corporate Social/Environmental Accounting and Reporting

Unit: 14 Human Resource Accounting
Unit: 15 Corporate Social Accounting and Reporting
Unit: 16 Environmental Accounting and Reporting
Unit: 17 Corporate Governance Reporting and Recent Development

MCM 203: Corporate Legal Frameworks

Block 1 : Companies Act 2013

Unit 1 : Definitions and Types of Companies.
Unit 2 : Memorandum of Association and Articles of Association.
Unit 3 : Prospectus, Share Capital and Membership.

Block 2 : Company Meetings, Winding UP & Dissolution.

Unit 4 : Company Meetings and Resolutions.
Unit 5 : Majority Powers and Minority Right; Prevention of Oppression and Mismanagement.
Unit 6 : Winding up and Dissolution of Companies.

Block 3 : Foreign Exchange and Consumer Protection Act, 1986

Unit 8 : Consumer Protection Act, 1986 – Salient Features, aims objectives and Rights of Consumer.
Unit 9 : Meaning of Consumer, Goods, Services, Defect, Deficiency, Complaint, Complainant and Procedure of Lodging a Complaint.
Unit 9 : Consumer Protection Council and Grievances Redressal Machinery.

Block 4: Security Exchange Board of India 1992

Unit 10 : SEBI Act, 1992 – Organizational and objectives of SEBI.
Unit 11 : Powers of SEBI under Securities Contract Regulations Act, 1956.
Unit 12 : Role of SEBI in controlling the Securities Markets.

Block 5: FEMA, MRTP, TRIPS AND TRIMS

Unit 13 : Foreign Exchange Management Act -2000: definition, regulation and management
Unit 14 : MRTP Act 1969: monopolistic, restrictive and unfair trade practice.
Unit 15 : WTO: Regulatory framework of WTO, Principles and Charters
Unit 16 : TRIPS AND TRIMS

MCM 204: Strategic Management

Block 1: Introduction to Strategic Management

Unit 1 : Strategic Management: Concept, Characteristic and Process
Unit 2 : Strategy Formulation
Unit 3 : Environmental Appraisal
Unit 4 : Strategic Guide Lines

Block 2: Strategic Analysis and Cost

Unit 5 : Strategic Analysis and Choice
Unit 6 : Distinctive Competitiveness: Selection of Matrix

Unit 7 : Budgets/Cost

Unit 8 : Strategy Implementation

Block 3: Behavioral Issues and Social Responsibility

Unit 9 : Organisation Structure

Unit 10 : Behavioral Issues

Unit 11 : Social Responsibility

Unit 12 : Functional Issues

Block 4: New Model and E-Commerce

Unit 13 : New Business Model

Unit 14 : E-Commerce Environment

Unit 15 : Organizational Capability Profile

Unit 16 : Corporate Portfolio Analysis

MCM – 205: Security Analysis & Portfolio Management

Block 1: An overview of Investment

Unit 1 : Nature and Scope of Investment Analysis

Unit 2 : Approaches to Investment Analysis

Unit 3 : Concept of Return and Risk

Unit 4 : Security and Risk Analysis

Block 2: Securities Market in India

Unit 5 : Functions and methods selling securities in Primary and Secondary Market

Unit 6 : Broker: importance, types and role

Unit 7 : Trading mechanism and listing of securities in stock exchange

Block 3: Analysis for Equity Investment

Unit 8 : Depository Act – 1996: need and role

Unit 9 : Valuation of Securities : bonds, debentures, preference and equity shares

Unit 10 : Fundamental Analysis : trends, indicator, indices and moving average

Unit 11 : Technical Analysis

Unit 12 : Efficient market Hypothesis: weak, semi – strong and strong market and its testing

Block 4: Portfolio Theory

Unit 13 : Portfolio Analysis : Estimating rate of return and Standard deviation of Portfolio

Unit 14 : Effect of combination of Securities

Unit 15 : Capital Market Theory

Unit 16 : Portfolio Performance Evaluation

MCM 206: Advertising and Sales Management

Block 1: Advertising: Basics and Tools

Unit 1 : Advertising – Definition, advertising as a tool of marketing, advertising effects- economic and social.

Unit 2 : Advertising and consumer behaviour

Unit 3 : Advertising objectives and advertising scene in India

Unit 4 : Advertising budgets.

Block 2: Message Design and Development

Unit 5 : Media concepts and characteristics, print media, broadcasting media, non media advertising

Unit 6 : Media Planning and Scheduling

Unit 7 : Media selection decisions

Unit 8 : Message design, copy development, types of appeal, copy testing

Block 3: Measuring Advertising and Techniques

Unit 9 : Measuring advertising effectiveness definitions and techniques

Unit 10 : Managing advertising agency, client relationship

Unit 11 : Techniques for testing advertising effectiveness

Unit 12 : Advertising promotional scene in India

Block 4: Selling Fundamentals and Management

Unit 13 : Selling – concept and objectives, functions of sales management

Unit 14 : Fundamentals of selling's selling process, salesmanship, and product and customer knowledge

Unit 15 : Sales Planning – importance and types, sales planning process, forecasting, budget and quotas

Unit 16 : Sales Force Management: Planning for recruitment, selection, training, motivation, placement compensation, sales meeting and contests.

MCM 207: Human Resource Management

Block 1: Introduction of HRM

Unit 1 : HRM: concepts, scope and functions

Unit 2 : Organised the personnel function

Unit 3 : Personnel Policies: Meaning, types and process

Block 2: Procurement of the Personnel

Unit 4 : Human Resource Planning: concept, objectives and process

Unit 5 : Recruitment: meaning and sources

Unit 6 : Training: Concept and Objectives

Block 3: Planning and Development

Unit 7 : Development: Principles and Methods

Unit 8 : Human Resource Development

Unit 9 : Career Planning and Development

Unit 10 : Mobility: Internal and External

Unit 11 : Techniques of Management

Block 4: Employees Compensation and Benefits

Unit 12: Wage and Salary administration: Concept and Objectives

Unit 13: Job Evaluation: Meaning, objectives and methods

Unit 14: Wage Payment: methods and types

Unit 15: Benefits: concept, coverage, objectives and types

Unit 16: Coverage's: concepts, objectives and types