

REVISED SYLLABUS FOR M.COM. FROM ACADEMIC YEAR 2018-19 ONWARDS

	Sem 1		Sem 2		Sem 3		Sem 4	
	EA: Advanced Accounting and Auditing	401	Business Economics	407	Operations Research	501	Taxation -I (Personal Tax Planning)	507
402		Business Management	408	Financial Markets	502	Strategic Management	508	Taxation -II (Corporate Tax Planning and Goods and Services Tax)
403		Marketing Management	409	Business Environment	503	Financial Services	509 EA	International Accounting
404		Business Research Methods	410 EA	Financial Accounting and Auditing- 1	504 EA	Management Accounting - 1	510 EA	Management Accounting - 2
405		Financial Management	411 EA	Cost Accounting - 1	505 EA	Corporate Financial Reporting	511 EA	International Accounting - Essay Paper
406		Accounting for Managers	412 EA	Cost Accounting - 2	506 EA	Financial Accounting and Auditing- 2	512 EA	Management Accounting - 2 - Essay Paper

	Sem 1		Sem 2		Sem 3		Sem 4	
	EB: Managem ent	401	Business Economics	407	Operations Research	501	Taxation -I (Personal Tax Planning)	507
402		Business Management	408	Financial Markets	502	Strategic Management	508	Taxation -II (Corporate Tax Planning and Goods and Services Tax)
403		Marketing Management	409	Business Environment	503	Financial Services	509 EB	Service Marketing
404		Business Research Methods	410 EB	Operations Management	504 EB	Organization Behaviour	510 EB	Entrepreneurship and Innovation Management
405		Financial Management	411 EB	Logistics and Supply Chain Management	505 EB	Project Management	511 EB	Service Marketing - Essay Paper
406		Accounting for Managers	412 EB	Investment Management	506 EB	Consumer Behaviour	512 EB	Entrepreneurship and Innovation Management - Essay Paper

M.Com. Sem-1 Revised Syllabus of 401- Business Economics w.e.f. 2019-20.

401: Business Economics

Unit 1: Nature and Scope of Business Economics

Meaning and scope of business economics, Objectives of business firms, Basic Problems of an Economy and Role of Price Mechanism; measuring the value of Economic Activity: GDP and its components, Income – Expenditure and the Circular Flow, Stocks and Flows.

Unit -2 Demand Analysis and Consumer Behaviour

Demand and Law of Demand, Consumer's Behaviour: Cardinal Utility Theory; Indifference Curve Analysis of Demand; Consumer Surplus; Elasticity of Demand; Demand Forecasting; Concepts of Cost; Production Analysis: Factors of Production; Theory of Production: Returns to a Variable Factor; Law of Variable Proportions: Law of Returns to Scale, Theory of cost: Short-run and long-run cost curves.

Unit -3 Market Structures & Price Determination

Market Structures and Concepts of Revenue; Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination.

Unit-4 Pricing Strategies

Pricing strategies: Price skimming; Price penetration; Peak load pricing; Pricing Practices: Full-Cost (Mark-Up) Pricing, Multi-Product Pricing and Marginal Cost Pricing.

References:

1. Managerial Economics, Geetika, Piyali Ghosh, Puraba Roy Choudhary; Mc Graw Hill Publications
2. Macro Economics, N. Gregory Mankiw, Worth Publishers
3. Managerial Economics, H. Craig Petersen W. Cris Lewis Sudhir K. Jain, Pearson Education
4. Business Economics, H.L. Ahuja; S. Chand Publications

402: Business Management

Unit 1: Introduction to Management

Managing and Managers; The Evolution of Management Theory; Organizational and Natural Environments; Social Responsibility and Ethics; Globalization and Management; Inventing and Reinventing Organizations; Culture and Multiculturalism ; Quality

Unit 2: Planning

Decision Making; Planning and Strategic Management; Strategy Implementation ; Organizational Design and Organizational Structure; Power and the Distribution of Authority; Human Resource Management; Managing Organizational Change and Innovation

Unit 3: Leading

Motivation; Leadership; Teams and Teamwork; Communication and Negotiation

Unit 4: Controlling

Effective Control; Operations Management; Information Systems

References:

1. Management; James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Pearson Education
2. Principles of Management, P C Tripathi and P N Reddy, McGrw Hill Education

403: Marketing Management

Unit:1 Understanding Marketing Management:

Defining Marketing for the new realities: Value of Marketing, Scope of Marketing, Core Marketing concepts, new marketing realities, Company Orientation towards the market place. Marketing Management Tasks; Developing Marketing Strategies and Plans: Marketing and Customer Value, Nature and Content of Marketing Plan, Creating long term loyalty relationships, Conducting Marketing Research.

Unit: 2 Analysing Consumers and Competition:

Consumer Behaviour, Factors influencing Consumer Behaviour, Buying Decision Process; Identifying and Analysing Competitors; Building strong brands: Market Segmentation and Positioning, Creating Brand Equity, Product life cycle concept and Marketing strategies.

Unit: 3 Creating and delivering value:

Setting product strategy: Product Characteristics and classification, product and brand relationships, Packaging, labelling warranties and guarantees.

Introducing new market offerings: New Product Options, Challenges in new product development and organization arrangements managing the new product development process, Consumer Adoption Process

Developing Pricing Strategies and Programmes, Designing and managing integrated marketing channels, managing retailing and wholesaling.

Unit: 4 Communicating Value, Managing Services and Deciding Global Market Offerings:

Designing and managing integrated marketing communications: Role of Marketing communications, communication process models, developing effective communications, selecting the marketing communication mix.

Managing mass, personal and digital communications: Developing and managing an advertisement programme, sales promotion, events and experiences, and public relations; online marketing, social media, mobile marketing and direct marketing.

Designing and managing services: Nature of Services; Marketing Strategies for service firms; Managing Product Support Services;

Tapping into global markets: deciding whether to go abroad, which markets to enter and how to enter, deciding on the marketing programme and country of origin effects,

References:

1. Philip Kotler, Kevin Lane, Keller, "Marketing Management", Pearson Education, 15th edition,

