



SAURASHTRA UNIVERSITY, RAJKOT

FACULTY OF COMMERCE

SYLLABUS FOR M. COM. [CBCS PROGRAMME]

(BASED ON UGC-CBCS-2015 GUIDELINES)

SEMESTER -1

(FOR REGULAR AND EXTERNAL CANDIDATES)

Effective from JUNE - 2019

SAURASHTRA UNIVERSITY

UNIVERSITY CAMPUS

RAJKOT - 360005

Website: www.saurashtrauniversity.edu.in

STRUCTURE & SYLLABUS BASED ON UGC GUIDELINES M.COM. CBCS PROGRAMME

Sr no	Course Type	Subject/Course Structure	Credit	Sr no	Course Type	Subject/Course Structure	Credit	Who can teach
Semester-1				Semester-2				
1	Core	Business Research	4	1	Core	Legal Aspects of Corporate Business	4	Commerce, Accountancy, Statistics, Mathematics
2	Core	Managerial Economics	4	2	Core	International Business	4	Economics, Commerce, Management
3	Core	Accounting for Management	4	3	Core	Corporate Financial Reporting	4	Accountancy, Commerce
4	Core	Financial Management & Policy	4	4	Core	Marketing Management	4	Management, Commerce, Accountancy
5	Core	Management of Self & Career	4	5	Core	Global Strategic Management	4	Commerce, Management, Accountancy

**Structure & Syllabus based on UGC guidelines CBCS Programme for
M. COM. All Semesters - Commerce Faculty
M.Com. Semester-1 (Effective from June - 2019)**

No.	Course/Paper Code	Course Type	Course/Paper Title	Credit	For Regular Students			For External Candidates	
					Internal Marks	University Exam Marks	University Exam Time	University Exam Marks	University Exam Time
1		Core	Business Research	4	30	70	2¼ Hours	100	3 Hours
2		Core	Managerial Economics	4	30	70	2¼ Hours	100	3 Hours
3		Core	Accounting for Management	4	30	70	2¼ Hours	100	3 Hours
4		Core	Financial Management & Policy	4	30	70	2¼ Hours	100	3 Hours
5		Core	Management of Self & Career	4	30	70	2¼ Hours	100	3 Hours

M.COM. [CBCS] Semester – 1

Evaluation Scheme and Marks Distribution of Commerce Papers for **Regular Students Only**

WITH EFFECTIVE FROM: JUNE-2019 FOR ALL SEMESTERS

INTERNAL ASSESSMENT [30 Marks]		
No.	Particulars	Marks
1	Mid Sem Exam – 1 (1 Hour Exam)	10
	MCQ Test - 1	05
	4 Assignments per paper ,	10
	Overall Attendance	05
EXTERNAL (UNIVERSITY) ASSESSMENT [70 Marks]		
Que. No.	Particulars	Marks
1 OR 1	QUESTION (From Unit 1)	20
2 OR 2	QUESTION (From Unit 2)	20
3 OR 3	QUESTION (From Unit 3)	15
4 OR 4	QUESTION (From Unit 4)	15
		70
	Total Marks	100

SYLLABUS

For

M.COM.

Semester – 1

(With effective from June – 2019)



**M.COM. (CBCS) SEM-1 New Course-Titles for
Regular and External Students
Effective From: JUNE – 2019**

Sr. No.	Type	Name of the Subject	Pg. No.
1	Core	Business Research	07
2	Core	Managerial Economics	09
3	Core	Accounting for Management	11
4	Core	Financial Management & Policy	14
5	Core	Management of Self & Career	17

M.COM. [CBCS] Semester – 1		
1	Core	Business Research

Name of the Course : Business Research

Course credit 04

Teaching Hours : 45 (Hours)

Total marks 100

Objectives: To equip and orient the students towards research.

Unit	Content	No. of Lectures
1	Business research – A theoretical framework : Concept of business research-importance of research in business decisions-business research process	11
2	Data collection in business research : Methods and techniques of data collection-Sampling and sampling design-Questionnaire designing and development-Attitude measurement and scaling.	11
3	Organization of business research & Sampling: Defining business research problem-Formulation of hypotheses, testing of hypotheses, experimental design-Sampling Techniques	13
4	Quality Characteristics and Quality Control Charts: Causes of variations in quality characteristics-Quality control charts – Its purpose and logic -Construction of Control Charts -Computing the Control Limits-Variable chart (Variable chart, Range Chart)-Fraction defectives chart (p-chart)-Number of defectives chart (np-chart)-Number of defectives per unit chart (c-chart)-Typical examples	10
Total Lectures		45

Important Instructions for paper setter: –

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
(Que. No. 1 to 4 are compulsory for regular students and external candidates)		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
	Total Marks	70

Suggested Readings and Reference Books:

1. C. R. Kothari Research Methodology ,Wiley Eastern)
2. Dr. S. Shajahan Research Methodology ,Jaico Publishing House
3. S. P. Gupta Statistical Methods ,Sultan Chand
4. William G. Zikm, Business Research Methods, The Dryden Press, New York.
5. Green Paul, Full Donald, Research for Marketing Decisions, Holt Rinehart and Winston, New York.
6. Rigby Paul H., Conceptual Foundation of Business Research, Wiley and Sons, New Delhi.
7. Clover Vernon T. & Howard Basley, Business Research Methods, Ohio Grid pub. Clumbus.
8. Michel V.P., Research Methodology in Management, Himalaya, Bombay.
9. Emory C. William, Business Research Methods, Macmillan Publishing Co., New York.
10. Richard Levis, Statistics for Management, PHI, New Delhi.
11. Berenson, Canol and Raymond Colton, Research and Report Writing for
12. Business and Economic, Random House, New York.
13. Edward F. Reading in Market Research, The British Market Research Bureau, London.
14. Robert Ferber, Handbook of Marketing Research, McGraw Hill, New York.

Note: Latest edition of the reference books should be used.

M.COM. [CBCS] Semester – 1		
2	Core	Managerial Economics

Name of the Course : Managerial Economics

Course credit 04

Teaching Hours : 45 (Hours)

Total marks 100

Objectives: This course develops managerial perspective to economic fundamentals as aids to decision making under given environment constraints as well as to equip and orient the students towards the concepts and practices of economics in managerial aspects.

Unit	Content	No. of Lectures
1	Nature and Scope of Managerial Economics: Objective of a firm, Economics theory and managerial theory, Managerial economist's role and responsibilities, Fundamental economic concepts, incremental principle, opportunity cost principle discounting principle, Equ-marginal principle.	11
2	Demand forecasting and demand analysis: Demand estimation for major consumer durable and non-durable products, Demand forecasting techniques. Demand Analysis; - Individual and market demand function, Law of demand, Determinants of demand, Elasticity of demand- its meaning and importance, Price elasticity, Income elasticity, Supply elasticity and Cross elasticity, Using elasticity in managerial decisions.	11
3	Production Theory: Production function-production with one and two variable inputs, Stages of production, Economies of scale, Estimation of production function, Cost theory and estimation, Economic value analysis, Short and long run cost function-their nature, shape and inter-relationship, Law of variable proportions, Law of returns to scale.	13
4	Price Determination Under Different Market Conditions & Pricing Practice:- Characteristics of deferent market structures, Price determination and firm's equilibrium in short-run and long-run under perfect competition, Monopoly, monopolistic competition and oligopoly. Methods of price Determination in practice, Pricing of multiple products, Price discrimination, International price discrimination and dumping.	10
Total Lectures		45

Important Instructions for paper setter: –

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
(Que. No. 1 to 4 are compulsory for regular students and external candidates)		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
	Total Marks	70

Suggested Readings and Reference Books:

1. Adhikary, M: Economic Environment of Business, Sultan Chand & Sons. New Delhi.
2. Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
3. Alagh, Y.K: Indian Development Planning and Policy, Vikas Pub, New Delhi
4. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi.
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi.
6. Ghosh, Biswanath: Economic Environment of Business, Vikas Publication, New Delhi.
7. Govt. of India: Economic Survey, various issues.
8. Raj Agrawal and Parag Diwan, Business Environment: Excel Books, New Delhi.
9. Ramaswamy, V.S. and Nama Kumari: Strategic Planning for Corporate Success, Macmillan, New Delhi.
10. Sengupta N. K.: Government and Business in India, Vikas Publication, New Delhi.

Note: Latest edition of the reference books should be used.

M.COM. [CBCS] Semester – 1		
Core	3	Accounting for Management

Name of the Course : Accounting For Management
Course credit : 04
Teaching Hours : 45 (Hours)
Total marks : 100

Objectives: The objective of this course is acquainting students with the accounting concepts, tools and techniques for managerial decisions.

Unit	Content	No. of Lectures
1	<p>Budgeting and Budgetary Control:</p> <p>Introduction-Meaning and Definition of Budget, Budgeting and Budgetary Control - Budget Centre, Operation Chart, Budget Committee, Budget Manual, Budget Period, Principal Budget Factors – Budgeting and Budgetary Control: Objectives, Scope-operations and pre-requisites, Importance, Advantages and Limitations - Types of budgets: Functional Budgets, Cash Budget and Master Budget, Fixed and Variable Budget - Zero Base Budgeting-</p> <p>Practical Questions of functional budgets and master budget. (excluding fixed and flexible budgets)</p>	12
2	<p>Decision Analysis under Differential Costing:</p> <p>Introduction, Meaning and Characteristics-Different type of Cost-Difference between Marginal & Differential Cost</p> <p>Practical Questions Analysis and Applications of; Make or Buy decisions-Determination of sales Mix & Volume of sales-Discontinuance of a product line-Equipment replacement decision-Shut down or continue-Introducing a new product & new market-Own or Hire-Retain or Replace-Accept or Reject order-Sell or Process</p>	11
3	<p>Decision Analysis under Marketing Strategies:</p> <p>Introduction-Meaning and Managerial Accounting Application of Decision analysis and Marketing Strategies</p> <p>Practical Questions relating to; Product Development-Internal Transfer Versus Sale-Variation in Selling Price-Own Sales force Versus Agents-Evaluation of Alternative Offers-Evaluation of sales staff</p>	11

4	<p>Emerging Issues:</p> <p>[A] Value Analysis and Value Chain Engineering: Introduction-Meaning-Impact of Value Engineering on Profit- Distinction: Value Analysis and Value Chain Engineering - Programme of Value Engineering - Importance and Advantages</p> <p>[B] Life Cycle Costing: Introduction-Meaning-Characteristics of Product Life Cycle-Phases (Stages) in Product Life Cycle-Product Life Cycle & Cost Control-Brief concept of Project Life Cycle Costing</p> <p>[C] Quality Costing: Introduction Meaning and Definition of Quality - Need and Importance of Quality-Concept of Quality Costing-Classification of Quality Costing-Report of Quality Costing-Actions to reduce Quality Cost.</p>	11
Total Lectures		45

Important Instructions for paper setter: -

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
(Que. No. 1 to 4 are compulsory for regular students and external candidates)		
Sr. No.	Particulars	Marks
1	PRACTICAL QUE - 1 (From Unit 1) (OR) PRACTICAL QUE - 1 (From Unit 1)	20
2	PRACTICAL QUE - 2 (From Unit 2) (OR) PRACTICAL QUE - 2 (From Unit 2)	20
3	PRACTICAL QUE - 3 (From Unit 3) (OR) PRACTICAL QUE - 3 (From Unit 3)	15
4	QUESTION - 4 (From Unit 4) (OR) QUESTION - 4 (From Unit 4)	15
Total Marks		70

Suggested Readings and Reference Books:

1. Management Accounting: Arora, M.N. Vikas Publishing House, New Delhi.
2. Management Accounting: Maheshwari S.N. & S.N. Mittal Mahavir Book Depot, New Delhi.
3. Management Accounting: Theory & Practice Singh S. K. & Gupta Lovleen Pinnacle Pub.
4. Principles of Management Accounting: Manmohan S. N. Goyal
5. Management Accounting: Moore, Carl L, Jaediche Robert K.

6. Advanced Management Accounting: Ravi M. Kishore
7. Cost Accounting A Managerial Emphasis: Horngren, Foster, Datar
8. Practical Costing by P.C. Tulsian (Vikas Publishing House Pvt. Ltd)
9. Cost Accounting, by Jawahar Lal, McGraw Hill Education
10. Theory and Problems in Cost Accounting by M.Y. Khan, P.K. Jain (Tata McGraw Hill Pub.)
11. Introduction to Management Accounting: Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg, Pearson Education.
12. Management Accounting: Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. Dorling Kindersley (India) Pvt. Ltd
13. Management Accounting: Singh, Surender, Scholar Tech Press, New Delhi.
14. Managerial Accounting: Garrison H., Ray and Eric W. Noreen McGraw Hill
15. Management Accounting: Goel, Rajiv, International Book House,
16. Management Accounting: Arora, M.N. Vikas Publishing House, New Delhi.

Note: Latest edition of the reference books should be used.

M.COM. [CBCS] Semester – 1		
4	Core	Financial Management & Policy

Name of the Course : Financial Management & Policy
Course credit 04
Teaching Hours : 45 (Hours)
Total Marks 100

Objectives: To make students understand various issues involved in financial management of a firm and equip them with advanced analytical tools and techniques that are used for making sound financial decisions and policies.

Unit	Content	No. of Lectures
1	<p>Introduction: Introduction, Meaning, Nature, scope and objectives of financial management Financial decision making and types of financial decisions-Finance as a strategic function- Role of finance manager -Agency problem- Stock price maximization and agency costs - Alternatives to stock price maximization- Stakeholders' wealth maximization- Risk-return framework for financial decision making</p>	12
2	<p>Capital Budgeting: Introduction, Meaning, Nature, significance and kinds of capital budgeting decisions, Cash flow estimation, Capital budgeting techniques - ARR, Payback period, Discounted payback period, NPV, Equivalent annual NPV, IRR, Incremental IRR and Modified IRR. Capital budgeting decisions under constraints and with multiple objectives using mathematical programming models (Linear programming and Integer Programming). Capital rationing. Capital budgeting decision under inflation. Capital budgeting decision under uncertainty. Techniques for incorporating risk and uncertainty in capital budgeting decisions- RADR, Certainty equivalent method, DCF Break even analysis, Simulation method, Probability distribution method, Decision tree analysis, Sensitivity analysis and Scenario analysis. Real options.</p>	11
3	<p>Capital Structure: An overview of cost of capital Specific and WACC, Financial leverage and evaluation of financial plans (EBIT-EPS analysis), Theories of capital structure- NI, NOI, MM Hypothesis without and with corporate taxes, Merton Miller argument with corporate and personal taxes, Trade off theory, Pecking order theory, Signaling theory and effect of information</p>	11

	asymmetry on capital structure. Optimal capital structure, Determinants of Capital structure in practice	
4	Dividend Policy: Forms of dividends, Theories of relevance and irrelevance of dividend in firm valuation, (Walter's model, Gordon's Model, MM Hypothesis, Bird-in-hand theory and Dividend signaling theory), Relevance of dividend policy under market imperfections. Traditional and Radical position on dividend. Issues in dividend policy, Types of dividend policies in practice (constant rupee dividend policy, constant dividend payout policy, smooth stream dividend policy etc.) Determinants of dividend policy, Lintner's Model on corporate dividend behavior	11
Total Lectures		45

Important Instructions for paper setter: -

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
(Que. No. 1 to 4 are compulsory for regular students and external candidates)		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
Total Marks		70

Suggested Readings and Reference Books:

1. Van Horne, James C., *Financial Management and Policy*, Prentice Hall of India
2. Pandey, I. M., *Financial Management*, Vikas Publishing.
3. Ross S.A., R.W. Westerfield and J. Jaffe, *Corporate Finance*, McGraw Hill.
4. Brealey R.A. and S.C. Myers, *Principles of Corporate Finance*, McGraw Hill.
5. Damodaran, A. *Corporate Finance: Theory and Practice*, John Wiley & Sons.
6. Chandra, P. *Financial Management*, Tata McGraw Hill.
7. Khan, M.Y & Jain, P.K *Financial Management: Text, Problems and Cases*, Tata McGraw Hill.
8. Ehrhardt, M. C. & Brigham E. F, *Corporate Finance*, Indian Edition, Cengage Learning

9. Srivastava, Rajiv and Misra. Anil, *Financial Management*, Oxford University Press

10. Arthur J. Kewon, John H. Martin, J. William Petty & David F. Scott, *Financial Management: Principles & Application*, Pearson.

11. Meyer. et.al, *Contemporary Financial Management*, Cengage Learning

Note: Latest Editions of the above books may be used.

M.COM. [CBCS] Semester – 1		
5	Core	Management of Self & Career

Name of the Course : Management of Self & Career
Course credit 04
Teaching Hours : 45 (Hours)
Total marks 100

Objective: This course aims to enable the students' understanding about the concepts of personality/self and appreciate the need for personality/ self development as well as managing their careers using through it.

Unit	Content	No. of Lectures
1	Personality Development and Career advancement: Introduction, Five pillars, Self Introspection, Self Assessment, Self Appraisal, Self Development and Self Interrogation	12
2	A new approach to Self Identification and Self Assessment: Introduction, Self Centric Process, Self Belief System, Self Concept System, Scale of Assessment, Self Qualifying Factors, Self Identification Matrix, Packaging of Self Identity	12
3	Personal Mission: Introduction, Need for setting a Its Process, Winning Factors for a Personal Mission, Multi dimensional aspects of Human Dispensation affecting a Personal Mission, Characteristics of a Personal Mission, Brain-Mind –Body's Combined Relation with Attributes	11
4	Advising and Counselling: Introduction, Modality and Mechanics of Advising and Counselling, Challenges for Managing a Career in the 21 st Century, Managing Success in your Career	10
Total Lectures		45

Important Instructions for paper setter: -

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION (Que. No. 1 to 4 are compulsory for regular students and external candidates)		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
	Total Marks	70

Suggested Readings and Reference Books:

Omkar, R.M.; Personality Development & Career Management, S. Chand and Co. Ltd
New Delhi

Note: Latest edition of Reference books may be used.