

**CVM UNIVERSITY  
FACULTY OF COMMERCE  
COURSE OF STUDY**

**DEGREE OF MASTER OF COMMERCE [MCOM]  
(Under Choice Based Credit Scheme Semester Degree Program)**

**R. MCOM 1:** Candidates for the Degree of Master of Commerce [M COM] must have passed the bachelor degree Examination in Business Studies/Commerce/Management conducted by the UGC recognized university or an examination of any other University of statutory Examining Body recognized as equivalent thereto in accordance.

**R. MCOM 2:** A student who has passed an equivalent examination from any other University or examining body and is seeking admission to a college affiliated to this University shall not be admitted without producing an Eligibility Certificate from the CVM University.

**R. MCOM 3: (1)** Students will be required to earn stipulated credits per course per semester for obtaining M COM Degree as shown below:

<b>Semesters</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>Total</b>
Credits	25	25	25	25	100

(2) The credit per course is determined as one credit equivalent to one hour of study for the duration of fifteen weeks.

(3) The Workload of a faculty shall be determined considering the total number of hours of study.

(4) Five credits per subject would mean 3 hours of direct teaching and one hour of tutorials/seminar/presentation/viva voce etc. and 1 hour of Assignment(s)

**R. MCOM 4:** For appearing at the First and subsequent semester external M COM Degree examination, students ----

(i) Should have kept at least 75% of attendance in the respective semester at a College recognized for teaching courses of study by the University,

(ii) Should have obtained at least 30% marks in aggregate in each of the papers in the internal tests conducted by the college,

(iii) Should have presented themselves for medical examination, if conducted by the College or University.

**R. MCOM 5:** For the purpose of deciding final results at the semester Examination, the ratio between internal assessment and final University examination shall be **40:60**. For the purpose of internal assessment, the college concerned will conduct at least one test in each semester. The College may also arrange quizzes, term papers, assignments etc. The 40 marks of internal assessment shall be distributed as follows—Written test 25 marks, assignment/seminar/project work 10 marks and attendance 5 marks. The concerned College may have its own policy for giving 5 attendance marks. The college shall have to maintain necessary daily records for attendance. The duration of University external examination shall be of TWO hours.

**R. MCOM 6:** In order to become eligible for M COM degree awarding, a student should have undertaken Specialized Electives courses over four semesters.

**R. MCOM 7:** Candidates desirous of appearing at the Semester Examinations must forward their applications in the prescribed form accompanied by a certificate of attendance to the Registrar through the Principal of the college on or before the date prescribed for the purpose under the relevant ordinance/s.

**R. MCOM 8:** Standard of passing:

To Pass the Semester Examination, candidate must obtain

- (i) At Least 40% marks in the University Examination in each paper, and
- (ii) At Least 40% marks in the total of Internal and the University Examination in each paper.

**Award of Class:**

(a) Those of the successful candidates will be placed in the SECOND CLASS who obtain at Least 45% but less than 60% of total marks of all the subjects in the University Examinations & Internal Examinations.

(b) Those of the successful candidates will be placed in the FIRST CLASS who obtain at Least 60% of the total marks of all the subjects in the University Examinations & Internal Examinations.

(c) Those of the successful candidates will be placed in the First Class with Distinction who obtain at Least 70% of marks in all semesters University Examinations & Internal Examinations.

**R. MCOM 9: A.T.K.T.**

1. A student who fails at the Semester Examination in any of the papers will be permitted to keep terms for the next Semester Courses.

2. A student, who is failing in any of the papers and allowed to keep terms in the subsequent Semester Courses, can take the examination in the Courses in which he/she is failing at the end of respective semester examination. A student can have maximum 5 attempts after 4 Semesters excluding the attempt he/she has made at the end of 4th Semester.

- 3.** A student failing in any of the papers at a Semester Examination passes out such papers by 4 Semesters, such attempts will be considered as First Attempt.
- 4.** A student getting ATKT will be exempted from appearing in the External examinations in such papers which he/she has passed out.
- 5.** A student failing up to two subjects can appear for the on demand examination as per university rules.

**Master of Commerce (M COM)**  
**(Under Choice Based Credit System)**  
**Semester: I (With effect from: June, 2020)**

To Pass:

1. At least 40% Marks in the University Examination in each paper and
2. At least 40% Marks in the individual Head of passing or 33% marks in aggregate at the internal tests conducted by the institute.

Course Type	Course Title	T/P	Credit	Contact Hrs/Week	Exam Duration Hrs.	Internal	External	Total
<b>Ability Enhancement Course (Any One)</b>	Computer Application in Business-I	T/P	5	3	2 Hrs.	40/16	60/24	100/40
	Corporate Communications-I	T	5	3	2 Hrs.	40/16	60/24	100/40
<b>Core Courses (Three)</b>	Strategic Business Management-I	T	5	3	2 Hrs.	40/16	60/24	100/40
	Business Environment-I	T	5	3	2 Hrs.	40/16	60/24	100/40
	Cost and Management Accounting-I	T	5	3	2 Hrs.	40/16	60/24	100/40
<b>Elective Courses (Any One)</b>								
Advanced Accounting	Management Control System-I	T	5	3	2 Hrs.	40/16	60/24	100/40
Marketing Management	Rural Marketing	T	5	3	2 Hrs.	40/16	60/24	100/40
Human Resource Management	Organizational Behavior	T	5	3	2 Hrs.	40/16	60/24	100/40
Financial Management	Financial Markets and Services-I	T	5	3	2 Hrs.	40/16	60/24	100/40
E-Commerce	Fundamentals of E-Commerce	T	5	3	2 Hrs.	40/16	60/24	100/40
	<b>Total</b>		<b>25</b>			200/80	300/120	500/200

**3 (Lectures) + 1 (CSDS) + 1 (Assignments)**

**Notes:**

1. Each student shall have to select the same Elective Course Paper for Semester I to IV.
2. Class Room Presentation will include CSDS/ Company Visit/ Field Study /Seminar/ Film Screening/ Audio-Video/ Problem Solving/ Group Study/ Case Study/ Book Review/ Article Review/ Computer Lab /Project work. etc.
3. Computer Application in Business – I & II Examination: Theory 1.1/2 Hours, Practical 1.1/2 Hrs.
4. Practical are based on MS- Excel 2007 & or above upgraded office version.
5. Student of Computer Application in Business – I & II must be remain present both in theory examination as well practical examination.

**CVM UNIVERSITY  
VALLABH VIDYANAGAR**

**Programme: M.COM. (CBCS)**

**Syllabus with effective from: JUNE-2020**

**Semester: I**

<b>COURSE TITLE : Computer Application in Business - I</b>		
<b>Objective:</b> To introduce the students with MS Excel which enable them to analyze and interpret of data for decision making and also enhance their skill based learning.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Introduction To Ms Excel-2007</b> <b>Setting Up A Workbook:</b> Creating Workbook, Modifying Workbook, Modifying Worksheet <b>Working With Data &amp; Data Tables:</b> Entering & Revising Data, Moving, Finding & Replacing Data, Correcting & Expanding upon Worksheet Data, Defining Tables	<b>25%</b>
<b>02</b>	<b>Performing Calculation on Data:</b> Naming Group of Data, Creating Formulas to Calculate Values, Summarizing Data to Meet Specific Condition, Finding and Correcting Errors <b>Changing Documents Appearance:</b> Formatting Cells, Defining Styles, Applying Workbook Theory & Table Styles, Making No. Easier to Read, Changing the Appearance of Data Based on its Value, Adding Images	<b>25%</b>
<b>03</b>	<b>Focusing on Specific Data Using Filters:</b> Limiting the Data, Manipulating the Data, Defining the Valid Sets of Values for Ranges of Cells <b>Reordering &amp; Summarizing Data:</b> Sorting Data, Organizing Data, Looking up Information <b>Creating Dynamic Lists with Pivot Tables (Only Theory):</b> Creating Dynamic Lists With Pivot Tables, Filter, Show & Hide the Pivot Table Data, Edit & Format Pivot Table Data	<b>25%</b>
<b>04</b>	<b>Creating Charts:</b> Create Charts, Customize the Appearance of The Charts ,Finds Trends in your Data <b>Printing:</b> Adding of Headers and Footers, Prepare Worksheets for Printing, Prints Data List, Part of Data List & Charts	<b>25%</b>
<b>Basic Text Books:</b>		
<ul style="list-style-type: none"> <li>➤ Step-By-Step Microsoft Excel-2007 By Curtis D. Frye, Publish By Microsoft Press</li> </ul>		
<b>Note:</b>		
<ul style="list-style-type: none"> <li>➤ Practicals are based on MS-Excel 2007.</li> </ul>		

<b>Course Title : Corporate Communication-I</b>		
<b>Objective:</b> To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Corporate Communication: An Overview</b> Introduction Importance of Corporate Communication Objectives & Functions of Corporate Communication Forms of Corporate Communication Myths and realities of Communication 7Cs of Communication (Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy & Correctness)	<b>25%</b>
<b>02</b>	<b>Negotiation and Decision Making</b> The features of negotiation 4Ps of Negotiation ( Purpose, Plan, Pace & Personalities) The ground realities of negotiation The factors for ideal negotiation Steps for Negotiation The language of negotiation Elements of effective negotiation	<b>25%</b>
<b>03</b>	<b>Meetings, Conference &amp; Memorandum</b> Meetings, Conference, Seminars, Workshops & Training Events of Meeting Purposes and golden rules for Meeting Good vs. Bad Meetings Conduct of Meeting ( Conduct a mock meeting ) Circulars, Notices, Agenda, Minutes, Orders, Notification Tender & Memorandum	<b>25%</b>
<b>04</b>	<b>Case Study:</b> Concept and objectives of case analysis. How to analyze a Case? Process of Case Analysis. Limitation of Case Analysis. Role of Manager during the Case Analysis. Barriers of Communication during Case Analysis.	<b>25%</b>
<b>Basic Text Books:</b>		
<ul style="list-style-type: none"> <li>&gt; Pradhan Homni &amp; Pradhan N. S., “Business Communication”, Himalaya Publishing House, Mumbai.</li> <li>&gt; Rao Nageshwar and Das Rajendra “ Communication Skills”, Himalaya Publishing House, Mumbai.</li> <li>&gt; Devaraj A &amp; Antonysamy K, :Executive Communication” 4<sup>th</sup> Edition, Tata McGraw Hill Education Private limited</li> <li>&gt; Anne laws “Negotiatins”, The Business Skills Series by Orient Black Swan</li> </ul>		

<b>COURSE TITLE : STRATEGIC BUSINESS MANAGEMENT-I</b>		
<b>OBJECTIVE:</b> The main objective of this subject is to enable students to learn about basic concerns of business management and Contemporary aspect of business management.		
<b>Unit</b>	<b>Description</b>	<b>Weight age</b>
1	<b>BASIC MANAGEMENT AND DECISION MAKING:</b> Concept of management, Functions of management, Importance of management, Concept of decision making, Characteristics of Decision making, Decision making process, Principles of decision making, Characteristics of effective decision making, types of decisions	25%
2	<b>MANAGEMENT INFORMATION SYSTEM:</b> Meaning and definition of information and data, Objectives of management information system, Elements of management information system, Areas of management information system, Importance of management information system, Factors affecting the management information system, Types of information, Process of management information system, Causes of poor management information system	25%
3	<b>CONFLICT AND CO-ORDINATION:</b> Concept, Functional and dysfunctional aspect of conflict, Individual level and Interpersonal conflict, Conflict management, Need for coordination, Types of coordination, Techniques of effective coordination	25%
4	<b>TOTAL QUALITY OF MANAGEMENT:</b> Introduction, Definition of Quality , Meaning of TQM, Characteristics of TQM, Potential benefits of TQM, TQM and Traditional Management	25%

### References:

1. T. Ramasamy,. Principles of Management, Himalaya Publishing House
2. Prasad L.M., *Principles and Practice of Management*, Sultan Chand & Company
3. Mohanty R.P. & Lakhe R.R. *Hand book of Total Quality Management*

<b>Course Title: BUSINESS ENVIRONMENT-I</b>		
<b>Objective: To Understand the Recent Trends in Business Environment.</b>		
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>Weightage (%)</b>
<b>1.</b>	<p><b>BUSINESS AND BUSINESS ENVIRONMENT</b> Business System/Process, Classification and Characteristics of and Goals of Business</p> <p><b>Business Environment</b> Meaning of Business Environment, Types of Environment Internal and External Environment, Micro and Macro Environment</p> <p><b>ECONOMIC ENVIRONMENT</b> Nature of Economy, Structure of Economy, Economic Policies, Economic Conditions</p> <ul style="list-style-type: none"> <li>• <b>POLITICAL AND GOVERNMENT ENVIRONMENT</b> Classifications of Functions of State, Economic Roles of Government in India, Government and Legal Environment, the Constitutional Environment</li> <li>• <b>NATURAL AND TECHNOLOGICAL ENVIRONMENT</b> Natural Environment, Technological Environment, Innovation, Technological Leadership and Fellowship, Technology and Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction/Absorption, Appropriate Technology and Technology Adaption, , Impact of Technology on Globalization, ICT and Marketing, Transfer of Technology</li> </ul> <p><b>DEMOGRAPHIC ENVIRONMENT</b> Importance of Demographic Environment, Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects</p>	<b>25%</b>
<b>2.</b>	<p><b>REVIEW OF SELECTED MACRO POLICIES OF INDIAN BUSINESS AND GOVERNMENT</b></p> <ul style="list-style-type: none"> <li>• Brief Review of Economic Planning in India ( With Special emphasis on latest five year plans</li> <li>• The Industrial Policy of 1991 of Government of India</li> <li>• The current Monetary Policy of RBI</li> <li>• The Fiscal and EXIM Policy of the Government</li> <li>• An Outline of Technology Policy adopted by GOI</li> </ul>	<b>25%</b>



3.	<p align="center"><b>MACRO STRATEGIES AND REGULATORY ACTS OF INDIAN BUSINESS AND GOVERNMENT</b></p> <ul style="list-style-type: none"> <li>• <b>LIBERALIZATION</b> Concepts, Issues and Implications on Indian Economy</li> <li>• <b>PRIVATIZATION</b> Meaning of Privatization, Nature and Objectives of Privatization, Various Forms of privatizing the Public Sector Enterprises, Merits and Demerits of Privatization, Disinvestment in India</li> <li>• <b>GLOBALIZATION</b> Globalization of Business: Meaning and Dimensions, Globalization of World Economy, Features of Current Globalization, Stages of Globalization, Essential Conditions for Globalization, The Foreign Market Entry Strategies/ Strategies of Globalization, The Pros and Cons of Globalization, Policy Options, globalization of Indian Business</li> </ul>	25%
4.	<p align="center"><b>BUSINESS AND SOCIETY</b></p> <ul style="list-style-type: none"> <li>• <b>SOCIAL RESPONSIBILITY OF BUSINESS (SRB)</b> Classical and Contemporary Views, Social Orientations of Business, The Factors affecting Social Orientations, SRB towards different Sections (Shareholders, Employees, Consumers, Society/Community), The Indian Situation, The Arguments for and against Social Involvement, Social Audit, Social Audit in India</li> </ul> <p align="center"><b>CONSUMER RIGHTS, CONSUMERISM AND BUSINESS</b></p> <p>Consumer Rights, Exploitation of Consumers, Consumerism, Consumer Protection, UN Guidelines for Consumer Protection, Consumer Protection and Consumerism in India, the Consumer Protection Act, 1986.</p>	25%

**Basic Text & Reference Books**

**1. Business Environment: Text and Cases**

Francis Cherunilam, 22nd Revised Edition, 2013, Himalaya Publishing House Private Limited.

**2. Essentials of Business Environment**

K.Ashwathappa, , 10<sup>th</sup> Edition, 2008, Himalaya Publishing House Private Limited

**3. Indian Economy**

Rudra Dutt and K.P.M. Sundaram

<b>Title of Course: Cost and Management Accounting-I</b>	
<b>Objective:</b> To understand fundamentals of cost accounting and application of costing for managerial decisions.	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (Equal)</b>
<b>1</b>	<p><b>Basic Aspects of Cost Accounting</b>            Evolution of Cost Accounting, Meaning: Cost, Costing, Cost Accounting, Cost Accountancy, Objectives, Cost Accounting and Financial Accounting            Advantages, Disadvantages, Installation of Cost Accounting Cost Unit, Cost Centre, Profit Centre, Classification of Costs,            Methods and Techniques of Costing, Specific order costing :  <b>Theory &amp; Example</b>            Special Cost for Managerial Decisions (in brief): Relevant Cost, Sunk Cost,            Differential Cost, Marginal Cost, Out of Pocket Cost, Imputed Cost,            Future Costs, Conversion Costs, Production Costs.</p>	<b>25%</b>
<b>2</b>	<p><b>Marginal Costing and Absorption Costing (Theory &amp; Example)</b>            Meaning and Definition, Features, Advantages and Disadvantages            Comparison of Marginal and Absorption Costing, Comparison of Marginal and Differential Costing, Managerial uses of Marginal Costing Examples : Profit Planning, Foreign Offer, Sales/Product Mix, Key Factor</p>	<b>25%</b>
<b>3</b>	<p><b>Emerging Concepts in Cost and Management Accounting</b></p> <ul style="list-style-type: none"> <li>• <b>Activity Based Costing (ABC) (Theory &amp; Example)</b>            Introduction, Performing Step, Cost Drivers Classification of Activities in Manufacturing Organizations Advantages and Disadvantages, Conventional Costing System and ABC System</li> <li>• <b>Life Cycle Costing</b></li> <li>• <b>Target Costing</b></li> <li>• <b>Kaizen Costing</b></li> </ul>	<b>25%</b>
<b>4</b>	<p><b>Cost Audit</b>            Meaning, Types, Advantages, Disadvantages, Techniques            Cost Audit Programme, Cost Auditors: Functions, Appointment: Qualification, Disqualification, Rights, Duties, Cost Audit V/s Financial Audit            Cost Audit Report and Financial Audit Report, Cost Audit and Cost Investigation, Sachar Committee's Report, Cost Audit in India, List of products/ Industries required to maintain Cost Records.</p>	<b>25%</b>

### **Basic Text & Reference Books**

- Arora M. N. (2004), *A Textbook of Cost Accountancy*, Vikas Publishing House Pvt. Ltd., New Delhi.
- Gupta Kamal (2007), *Contemporary Auditing*, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
- Jain S. P. and Narang K. L. (2008), *Cost Accounting*, Kalyani Publishers, New Delhi.
- Shah Paresh (2009), *Management Accounting*, Oxford University Press, New Delhi.

<b>Title of Course: Management Control System - I</b>		
<b>Objective:</b> To learn about an application of tools and techniques for management control.		
<b>Unit</b>	<b>Description in detail</b>	<b>Weight age</b>
1	<b>Management Control Systems</b> Introduction Management Control and Strategic Planning Operational Control Management Control Process Budgeting – Theory & Examples Reporting : Models Requisites Steps Preparation of report – Examples Review of report	25%
2	<b>Audit Under Computer System</b> Meaning of Computer, Data - Information and Data Processing Methods of Computer Data Processing Coding and Classification Types of Computer Processing Auditing Problems in E.D.P Records Role of Computer in Accounting	25%
3	<b>Responsibility Accounting</b> The conceptual dimension Cost allocation in Responsibility Accounting Types of Responsibility Centers Performance Appraisal : Meaning, techniques and factors	25%
4	<b>Management Audit</b> Concept Objectives Aspects of Management Audit Significance and Scope Problems of Management Audit	25%

#### **Basic Text & Reference Books**

- Arora, M. N., Management Accounting - Theory, Problems and Solutions, Himalaya Publishing House, New Delhi.
- Gupta, Kamal, Contemporary Auditing, Tata McGraw Hill Publishing House Company Ltd., New Delhi.
- Jawaharlal, Accounting for Managers, Himalaya Publishing House, New Delhi.
- Kulshrestha, N.K, Management Accounting – Concepts & Cases, Tata McGraw Hill Publishing House Company Ltd., New Delhi, 1999
- Maheshwari, S.N, Management Accounting & Financial Control, Sultan Chand & Sons, New Delhi.

<b>COURSE TITLE : RURAL MARKETING</b>		
<b>OBJECTIVE:</b> To educate students about basic aspects and issues of most promising and developing rural marketing		
Unit		Weightage
1	<b>Rural Marketing – Overview and Scenario</b> Definition Rural Market Environment Rural Population Infrastructure facility Distinction between rural and urban society Rural requirements	25%
2	<b>Problems in Rural Marketing</b> Underdeveloped people Underdeveloped market Media for rural communication Low per Capita income Storage and transportation Product positioning	25%
3	<b>Rural Marketing Strategies</b> Rural Market segmentation Targeting Selection of Segments Product strategies Pricing Strategies Distribution Strategies Promotion Strategies	25%
4	<b>Agricultural Marketing</b> Introduction – Concept and Definition Objectives of Agricultural marketing Scope of Agricultural marketing Challenges of Agricultural marketing	25%

### **References**

#### **Books**

1. Badi R.V. and Badi N. V., *Rural Marketing*, Himalaya Publishing House
2. Arora, R C. *Intergrated Rural Development*. 1979, Scharnd, New Delhi
3. Desai Vasat., *Rural Development*. 1988, Himalaya, Bomabay
4. Mishar S.N., *Politics and Society in Rural India*. 1980, Delhi
5. Porter, Michael, *E.Competitive Strategy*. 1980. Free Press, New York
6. Rudra Ashok, *Indain Agricultural Economics*. Myths and Realities. 1982 Allied , New Delhi
7. Stalk George., *Competing Against Time*. 1990, Free Press, New Delhi.

#### **Journal**

1. Indian Journal of Marketing Management, New Delhi.

<b>Course Title: Organizational Behavior</b>		
<b>Objective:</b> To make students aware about organizational policies, practices, strategies in corporate world.		
<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
1	<b>Organisational Behaviour</b> Concept of Organisation and Behaviour Nature of Organisational Behaviour Disciplines contributing to Organisational Behaviour Role of Organisational Behaviour Challenges in Organisational Behaviour	25%
2	<b>Organisational Motivation</b> Concept and importance of Motivation Motivational Cycle Group Motivation Types of Motivation Critical analysis of Motivational Theories given by : Maslow, McGregor, Herzberg, William Ouchi (Theory Z)	25%
3	<b>Power and Politics</b> Concepts and importance of Authority & Power Bases (Types) of Power Tactics to gain power Reasons for Organizational Politics Management of Organisational Politics	25%
4	<b>Executive Stress</b> Concepts of Stress and Executive Stress Causes of Stress Effects of Stress Individual strategies for managing stress Organisational strategies for managing stress	25%

**Basic Text & Reference Books:**

- Organisational Behaviour by L M. Prasad
- Management by T. Ramasamy
- Management: Concepts and Practices By Dr. Manmohan Prasad
- Personnel and HRM By P. Subba Rao
- HRM By K. Ashwathappa

<b>COURSE TITLE :FINANCIAL MARKETS AND SERVICES -I</b>		
<b>OBJECTIVE:</b> To create awareness and provide basic understanding about various concepts and practical dynamics of Financial Markets and Financial Services.		
<b>Unit</b>	<b>Description in Details</b>	<b>Weightage</b>
1	<b>The Financial System of India</b> Functions of the Financial Market Financial Concepts Financial Assets – Properties of Financial Assets, Financial Intermediaries, Financial Markets, Financial Rates of Return, Financial Instruments, Development of Financial System in India, Financial System and Economic Development, Weakness of Indian Financial System	25%
2	<b>Financial Markets – An Overview</b> Concept, Role of financial markets, Functions of financial markets Constituents of financial markets, Indian Money and Capital Markets	25%
3	<b>Financial Services : Conceptual Framework</b> Meaning, Characteristics, Objectives, Scope of financial services, Factors retarded the growth of financial services sector prior to the economic liberalization, Causes for financial innovations, Innovative Financial Instruments, Problems/sChallenges facing the financial services sector, Present scenario	25%
4	<b>Financial Markets</b> Money market - Definition, characteristics, Importance, Functions; Capital market - Meaning, Characteristics, Functions, Constituents of Indian capital market; Stock Exchanges - Meaning, Functions, SEBI as a regulating body; Call money market - Meaning, Features, Benefits, Participants, Nature of dealings, Mode of operations; Debt markets - Meaning, Advantages, Functions, Role of Bond market; Conceptual Discussion of Forex Market and Derivative Market	25%

**Reference Books:**

1. Financial Markets and Institutions – Dr.S.Guruswamy, McGraw Hill
2. Financial Institutions and Markets - Dr.Mukund Mahajan, Nirali Prakashan
3. Financial Services and Markets - Dr.S.Guruswamy

4. Financial Markets and Services – E.Gordon, Dr.K.Natrajan, Himalaya Publishing House.
5. Financial Services and System – K Sasidharan. Alex K Mathews, McGraw Hill
6. Financial Services in India – V A Avadhani, Himalaya Publishing House.
7. Marketing of Services – Jaspreet Kaur, Deepti Wadera, Global Academic Publishers & Distributors



## **SUBJECT: Fundamentals of E-Commerce**

### **Unit - 1 Introduction to E-Commerce (EC) 25%**

Introduction & Definition of E-Commerce, Definition of EC from various perspective, Framework of EC, Benefits & Limitations of EC, Impacts of EC, Classification by the nature of transaction (B2B, B2C, C2C, C2B, non-business EC, Intra business EC)

### **Unit - 2 Business Models in E-Commerce 25%**

Introduction to Business Model, Eight key ingredients of Business Model, Major B2C & B2B Business Model, Introduction to m-Commerce, Business Model in emerging E-Commerce Area (C2C Business Model, P2P, m-Commerce), Unique features of E-Commerce Technology

### **Unit - 3 E-Commerce Payment System 25%**

Electronic Market Places, Types of E-Market Places, E-Supply Chains (Definition, Concepts & Parts), Electronic Payment System (Electronic Credit Card System – Players & Process, Debit Card, Smart Card, E-Check System)

### **Unit - 4 Customer Relationship Management (CRM) 25%**

CRM: Meaning, Types of CRM, Benefits and Limitations of CRM, Issues in CRM implementation, Classifications of CRM applications, One-to-one marketing (personalization, collaborative filtering, customer loyalty, trust)

**Evaluation:** 40 Internal: Marks  
60 External: Marks (Two – Hours Examination)

### **References Books:**

1. **Effraim Turban, David King, Dennis Viehland, Jae Lee**, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 4<sup>th</sup> Ed.
2. **Kenneth C Laudon, Carol Guercio, Traver**, “E-Commerce – Business, Technology, Society”, Pearson Education.
3. **G.S.V. Murthy**, “E-Commerce – Concepts, Models, Strategies”, Himalaya Publishing House
4. **Chand**, “E-Commerce, Fundamentals & Applications”, Wiley

**Master of Commerce (M COM)**  
**(Under Choice Based Credit System)**  
**Semester: II (With effect from: December, 2020)**

To Pass:

1. At least 40% Marks in the University Examination in each paper and
2. At least 40% Marks in the individual Head of passing or 33% marks in aggregate at the internal tests conducted by the institute.

<b>Course Type</b>	<b>Course Title</b>	<b>T/P</b>	<b>Credit</b>	<b>Contact Hrs/ Week</b>	<b>Exam Duration Hrs.</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
<b>Ability Enhancement Course (Any One)</b>	Computer Application in Business-II	T/P	5	3	2 Hrs.	40/16	60/24	100/40
	Corporate Communications-II	T	5	3	2 Hrs.	40/16	60/24	100/40
<b>Core Courses (Three)</b>	Strategic Business Management-II	T	5	3	2 Hrs.	40/16	60/24	100/40
	Business Environment-II	T	5	3	2 Hrs.	40/16	60/24	100/40
	Cost and Management Accounting-II	T	5			40/16	60/24	100/40
<b>Elective Courses (Any One)</b>				3	2 Hrs.			
Advanced Accounting	Management Control System-II	T	5	3	2 Hrs.	40/16	60/24	100/40
Marketing Management	Service Marketing	T	5	3	2 Hrs.	40/16	60/24	100/40
Human Resource Management	Human Resource Development	T	5	3	2 Hrs.	40/16	60/24	100/40
Financial Management	Financial Markets and Services-II	T	5	3	2 Hrs.	40/16	60/24	100/40
E-Commerce	Fundamentals of Web Designing	T/P	5			40/16	60/24	100/40
	<b>Total</b>		<b>25</b>			200/80	300/120	500/200

**CVM UNIVERSITY  
VALLABH VIDYANAGAR**

**Programme: M.COM. (CBCS)**

**Syllabus with effective from: Decemebr-2020**

**Semester: II**

<b>Course Title : Computer Application in Business - II</b>		
<b>Objective:</b> To introduce the students with Tally ERP 9.0 which enable them to learn and use of tally software to prepare and analyze financial statements for decision making and also enhance their skill based learning.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Computerized Accounting System:</b> A short history of accounting- Early technology- Use of computers in accounting- Role of computers in accounting- Need and requirements of computerized accounting-Basic Requirements of the Computerized Accounting System- Limitations of a Computer and Computerized Accounting- Popular Accounting Software around the world.	<b>25%</b>
<b>02</b>	<b>Basic of Accounting:</b> What is accounting- Type of accounting- Classification of Income & Expenditures -Rules for Debit and Credit- Type of vouchers- Transaction of business -Journal Entry- Adjustments- Final Accounts.	<b>25%</b>
<b>03</b>	<b>Steps for working in the Tally:</b> Create Company-Creates Groups-Create Ledgers-Voucher Entries for all kinds of Transaction-Display Reports and all features of software. (Practical training in detail for all features)	<b>25%</b>
<b>04</b>	<b>Inventory Management:</b> Need and Importance of Inventory Management, Vouchers for Inventory transactions, Creating Groups, Categories, Unit of Measures, Go down and Stock Items, Transaction of inventory of a business, Display and reporting of Inventory statements- Accounting and inventory reports in tally. (Practical training in detail for all features)	<b>25%</b>
<b>Basic Text Books:</b>		
<ul style="list-style-type: none"> <li>➤ Dinesh Maidasani (2008) Tally 9.0 Firewall Media.</li> <li>➤ K &amp; K. K Nadhani “Implementing Tally 9”BPB Publication, latest edition.</li> </ul>		

<b>Course Title : Corporate Communication-II</b>		
<b>Objective:</b> To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Corporate Presentation</b> Preparing the presentation: (Purpose, People, Place, Seating, Equipment) Presenting yourself, Using your voice & Profile of a good presenter Timing & Use of audio-visuals Body language during Presentation Presentation phrase, Pre & Post Evaluation of Presentation	<b>25%</b>
<b>02</b>	<b>Managerial Writing Skills</b> Introduction Objectives of Written Communication Clarity – Style & Tone Language of Corporate Writing: Avoiding business Jargon, Dealing with Technical Terms, Meanings and Associations of Words, Essentials of Effective Written Communication Committee report writing	<b>25%</b>
<b>03</b>	<b>Corporate Relationship</b> Introduction Objective of CR The Need for CR, The 'Publics' of PR Internal & External PR The Public Relations Society of India (PRSI) Image Building , Use of Mass & Social Media for CR	<b>25%</b>
<b>04</b>	<b>Corporate Communication in the New Millennium:</b> Corporate Communication – Yesterday, Today and Tomorrow Global communication, Crisis Communication Information Technology in Corporate Communication Word processor – Telex – Facsimile – e-mail – voice mail – Intranet - Multimedia – Teleconferencing – Video conferencing. ( Meaning, Advantages & Disadvantages)	<b>25%</b>
<b>Basic Text Books:</b>		
<ul style="list-style-type: none"> <li>➤ Anne laws “Presentations”, The Business Skills Series by Orient Black Swan</li> <li>➤ Rao Nageshwar and Das Rajendra “ Communication Skills”, Himalaya Publishing House, Mumbai</li> <li>➤ Anne laws “Writing Skills”, The Business Skills Series by Orient Black Swan</li> <li>➤ Rai Urmila and Rai S. M. “ Managerial Communication”, Himalaya Publishing House, Mumbai.</li> <li>➤ Pradhan Homai &amp; Pradhan N. S. “ Business Communication”, Himalaya Publishing House, Mumbai.</li> </ul>		

<b>COURSE TITLE : STRATEGIC BUSINESS MANAGEMENT-II</b>		
<b>OBJECTIVE:</b> To orient students for strategic approach in managing business		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
1	<b>BUSINESS POLICY AND STRATEGIC MANAGEMENT</b> Define business, policy, and business policy Features of business policy Scope of business policy Importance of business policy Purpose of developing business policy Essentials of effective business policy Strategic management process Reasons for failure of strategic management Strategists and their role in strategic management	25%
2	<b>MERGERS AND ACQUISITIONS</b> Nature of mergers and acquisitions Evolution of mergers in India Types of mergers Reasons for corporate mergers Benefits of mergers Impact of mergers on consumers and workers Reasons for failure of mergers and acquisitions Strategies for successful acquisitions	25%
3	<b>STRATEGIC EVALUATION AND CONTROL</b> Nature of strategy evaluation Benefits of strategy evaluation Principles of strategy evaluation Types of organizational control Types of strategic controls Operational control systems Process of effective strategic control	25%
4	<b>CORPORATE AND BUSINESS LEVEL STRATEGY AND STRATEGY IMPLEMENTATION</b> Nature of Corporate Strategy Growth strategy Diversification strategy Nature of stability and Retrenchment strategy Nature of Business level strategy Nature of strategy implementation Interrelationship between formulation and implementation Issues in strategy implementation	25%

**References:**

1. Strategic Management By, G.Sudarsanareddy, Himalaya publication.
2. Management Policy and Strategic Management (Concepts, skills and practices) By, R.M.Srivastava, Himalaya publication

<b>COURSE TITLE : Business Environment-II</b>		
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>Weightage (%)</b>
	To Understand the Recent Trends in International Business and International Business Environment.	
<b>1.</b>	<p><b>THE INTERNATIONAL BUSINESS AND ITS ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>• What is International Business and Its Evolution</li> <li>• the Nature and Scope of International Business</li> <li>• The Meaning of International Business Environment</li> <li>• The Significance/Importance of International Business</li> <li>• The Features of International Business Environment</li> <li>• The International Business Environment: A System Approach</li> <li>• Business Environment and Strategic Decisions in International Business.</li> <li>• The Factors affecting International Business/ The Environment of International Business</li> </ul> <p><b>INTERNAL AND EXTERNAL FACTORS</b></p> <ul style="list-style-type: none"> <li>• The International Economic Environment</li> <li>• The International Political and Regulatory Environment</li> <li>• The International Demographic Environment</li> <li>• The International Social/Cultural Environment</li> <li>• The International Legal Environment</li> <li>• The International Technological Environment</li> </ul>	<b>25 %</b>
<b>2.</b>	<p><b>THE INTERNATIONAL INVESTMENT</b></p> <ul style="list-style-type: none"> <li>• The Types of Foreign Investment</li> <li>• Significance of foreign Investment</li> <li>• Limitations and Dangers of foreign Capital</li> <li>• Factor affecting International Investment</li> <li>• Growth of FDI</li> <li>• Directional Trend</li> <li>• Sectoral Trend</li> <li>• Cross boarder M &amp; As</li> <li>• Foreign Investment in India</li> <li>• Foreign Investment by Indian Companies</li> </ul>	<b>25 %</b>
<b>3.</b>	<p><b>Multinational Corporation</b></p> <ul style="list-style-type: none"> <li>• Introduction of MNCs</li> <li>• Meaning and Definition of MNCs</li> <li>• Organizational Model</li> <li>• Dominance of MNCs</li> <li>• International Trade and MNCs</li> <li>• Merits and Demerits of MNCs</li> <li>• Perspective of MNCs</li> <li>• Code of Conduct</li> <li>• Multinational in India</li> <li>• <b>The Transfer of Technology:</b> Levels/Channels of</li> </ul>	<b>25 %</b>

	<p>Technology flow, Methods of Technology Transfer, Issues in Transfer of Technology, Promotion and Regulation.</p> <p><b>GATT/WTO AND GLOBAL LIBERALIZATION</b></p> <ul style="list-style-type: none"> <li>• GATT</li> <li>• The Uruguay Round</li> <li>• Salient Features of UR Agreement</li> <li>• GATS</li> <li>• TRI S</li> <li>• TRIPS</li> <li>• Evaluation of the Uruguay Round</li> <li>• Evaluation of WTO, Doha Declaration</li> <li>• WTO and Developing Countries</li> <li>• WTO and India</li> </ul>	
4.	<p><b>DEVELOPMENT AND REGULATION OF FOREIGN TRADE</b></p> <ul style="list-style-type: none"> <li>• Regulation of Foreign trade</li> <li>• Export promotion</li> <li>• Free Trade Area</li> <li>• The Customs Union and Common Market</li> <li>• European Union (EU)</li> <li>• North American Free Trade Agreement (NAFTA)</li> <li>• <b>Incoterms</b> : Ex-works, FOB, C.I.F, DDP etc</li> </ul> <p><b>FOREIGN EXCHNAGE MANAGEMENT ACT</b></p> <ul style="list-style-type: none"> <li>• Regulation of Foreign Exchange Transactions</li> <li>• Foreign Exchange Management Act</li> <li>• FERA and FEMA: A Comparison</li> </ul>	<b>25 %</b>

**Basic Text & Reference Books:**

**1. International Business Environment**

Dr. S. Porkodi & Dr. Ansarul Haque: Global Vision Publishing House, New Delhi, 1st Edition, 2010.

**2. International Business Environment**

Francis Cherunilam, 5th Revised Edition, July 2011, Himalaya Publishing House Pvt Ltd.

**3. Business Environment: Text and Cases**

Francis Cherunilam, 22nd Revised Edition, 2013, Himalaya Publishing House Pvt Ltd

**4. International Trade and Export Management**

Francis Cherunilam, 15th Revised Edition, Himalaya Publishing House Pvt Ltd.

<b>Title of Course: Cost and Management Accounting-II</b>		
<b>Objective:</b> To provide the students an understanding of application of accounting techniques for better management.		
<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
<b>1</b>	<b>Management Accounting</b> Evolution, Meaning and Definitions Scope, Functions Tools & Techniques Principles Financial Accounting, Cost Accounting and Management – Accounting comparison The Management Accountant Limitations Decision making-meaning and process	<b>25%</b>
<b>2</b>	<b>Human Resource Accounting ( Theory and Example)</b> Concept, Objectives Importance Valuation of HRA – Examples Disclosure and recording in financial statement Human Resource Accounting in India	<b>25%</b>
<b>3</b>	<b>Accounting for price level changes ( Theory and Example)</b> Introduction Inflation Accounting Limitations of historical financial statement CCA & CPP – Preparation of price level adjusted financial statement - Examples Advantages and Disadvantages	<b>25%</b>
<b>4</b>	<b>Environmental Accounting</b> Meaning & Definition Approaches Merits & Demerits Problems of Environmental Accounting Environmental Accounting Practices in India	<b>25%</b>

#### **Basic Text & Reference Books**

- Arora, M. N., Management Accounting - Theory, Problems and Solutions, HimalayaPublishing House, New Delhi.
- Jawaharlal, Accounting for Managers, Himalaya Publishing House, New Delhi.
- Kulshrestha, N. K., Management Accounting – Concepts & Cases, Tata McGraw HillPublishing House Company Ltd., New Delhi.
- Maheshwari, S. N., Management Accounting & Financial Control, Sultan Chand & Sons, New Delhi.
- Sonara, C.K., Corporate Environmental Accounting & Reporting, Sardar Patel University Press, Vallabh Vidhyanagar, 2010.



<b>Title of Course: Management Control System - II</b>		
<b>Unit</b>	<b>Description in detail</b> <b>Objective: To acquaint the students for contemporary issues and techniques for management control</b>	<b>Weightage (Equal)</b>
1	<b>Funds Flow and Cash Flow Analysis</b> Meaning of Funds Flow and Cash Flow Statements Difference between Cash Flow and Funds Flow Analysis Utility of Cash Flow Analysis Limitations of Cash Flow Analysis Preparation of Cash Flow Statement	25%
2	<b>Pricing Decisions &amp; Divisional Performance</b> Concept of Pricing Objectives of Pricing Types of Prices Factors affecting Pricing of a Product Product Pricing Methods Divisional Performance Intra-company Transfer Pricing Examples	25%
3	<b>Social Accounting</b> Definitions Objectives Micro & Macro Approach Concept of Social Cost Benefits Social Accounting Reporting Social Accounting in India	25%
4	<b>Carbon Credit Accounting and Environmental Audit</b> Meaning Kyoto Protocol Global Warming Carbon Trading Carbon Credit Accounting in India Definition of Environmental Audit Objectives of Environmental Audit Accounting Treatment of Environmental Audit Specific Issues Relating to Environmental Audit	25%

#### **Basic Text & Reference Books**

- Arora, M. N., Management Accounting - Theory, Problems and Solutions, Himalaya Publishing House, New Delhi, 2004.
- Kulshrestha, N. K., Management Accounting – Concepts & Cases, Tata McGraw Hill Publishing House Company Ltd., New Delhi, 1999.
- Maheshwari, S. N., Management Accounting & Financial Control, Sultan Chand & Sons, New Delhi, 2006.
- Sonara, C.K., Corporate Environmental Accounting & Reporting: An Empirical Study of Different Groups of Selected Companies in India, Sarth Publication, Anand, 2014.

<b>COURSE TITLE : SERVICE MARKETING</b>		
<b>OBJECTIVE:</b> To orient students regarding basic principles and practices of service Marketing		
Unit		Weightage
1	<b>Fundamental Concept in service Marketing</b> <ul style="list-style-type: none"> <li>- Meaning – Goods and services</li> <li>- Components of service</li> <li>- Characteristics of Services</li> <li>- Classification of Services</li> <li>- Tracking Customer behavior</li> </ul>	25%
2	<b>Designing suitable Product and Price Mix</b> <ul style="list-style-type: none"> <li>- Service Marketing Mix</li> <li>- Product Decisions in Service Marketing</li> <li>- New service Development</li> <li>- Pricing the service Products</li> <li>- Pricing Techniques</li> </ul>	25%
3	<b>Designing service Promotion and distribution Mix</b> <ul style="list-style-type: none"> <li>- Service Promotion</li> <li>- Distribution Method For services</li> <li>- Factors Considered For Selection</li> <li>- Corporate Image Management</li> <li>- Building service Brand</li> </ul>	25%
4	<b>Service marketing practices</b> (Marketing of Hospitality Travel and Tourism products) <ul style="list-style-type: none"> <li>- Hospitality Products</li> <li>- Managing Demand and Supply</li> <li>- Tourism Promotion</li> <li>- Evolving an Integrated Tourism Development strategy</li> <li>- Emerging Strategies for Hospitality Industry</li> <li>- Service Delivery</li> </ul>	25%

**References Books**

1. S. Shajahan, *Service Marketing-Concept, Practices and Cases from Indian Environment*, Himalaya Publishing House
2. Lovelock, Christopher H. *Managing Services: Marketing Operations and Human Resources*; Englewood Cliffs. New Jersey, PHI.
3. Lovelock, Christopher H. *Services Marketing*. Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. Mcdonald, Malcom and Payne, A. *Marketing Planning for Services*. Butterworth Heinemann
5. Verma, H.V. *Marketing of Services*. New Delhi, Global Business Press, 1993.

**Journal**

1. Indian Journal of Marketing Management, New Delhi.

<b>COURSE TITLE: HUMAN RESOURCE DEVELOPMENT</b>		
<b>Objective:</b> To Understand the HRD System and its Importance.		
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>HRD AN INTRODUCTION</b> <ul style="list-style-type: none"> <li>• Historical Development</li> <li>• Concept of HRD</li> <li>• Characteristics of HRD</li> <li>• Objectives of HRD</li> <li>• Need for HRD</li> <li>• HRD as a Total System</li> <li>• Functions of HRD</li> <li>• HRD and personnel Management</li> </ul>	<b>25</b>
<b>2.</b>	<b>HRD SYSTEM, HRD CLIMATE AND CULTURE</b> <ul style="list-style-type: none"> <li>• The Process of designing HRD System</li> <li>• The Principals in designing HRD System</li> <li>• Factors affecting in HRD System designing</li> <li>• Concept of Climate</li> <li>• Factors affecting HRD Climate</li> <li>• Indian Culture and HRD</li> <li>• The Development Dimensions</li> </ul>	<b>25</b>
<b>3.</b>	<b>HRD MECHANISM AND QUALITY OF WORK LIFE</b> <ul style="list-style-type: none"> <li>• Pre –Requisites for Human Resource Development</li> <li>• The variables in HRD Mechanism</li> <li>• The HRD Process</li> <li>• HRD Outcomes</li> <li>• Organizational Effectiveness</li> </ul> <b>QUALITY OF WORK LIFE (QWL)</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Specific Issues in QWL</li> <li>• QWL and productivity</li> <li>• Barriers to Quality of Work Life</li> </ul>	<b>25</b>
<b>4.</b>	<b>Career Planning</b> <ul style="list-style-type: none"> <li>• Concept of Career Planning</li> <li>• Objectives of Career Planning</li> <li>• Process of Career Planning</li> <li>• Advantages of Career Planning</li> <li>• Limitations of Career Planning</li> <li>• Making Career Planning Effective</li> <li>• Succession Planning</li> <li>• Concept of Career Development</li> <li>• Individual Career Development</li> <li>• Organizational Career Development System</li> <li>• Suggestions for Effective Career Development</li> <li>• HRD and Career Planning and Development</li> </ul>	<b>25</b>

**Basic Text & Reference Books**

1. “**HRD: Concepts and Practice**”, Gupta Santosh and Gupta Sachin, Second Edition, 2008, Deep and Deep Publications Pvt. Ltd., New Delhi.

<b>COURSE TITLE : FINANCIAL MARKETS AND SERVICES-II</b>		
<b>Objective:</b> To create awareness and provide basic understanding about various concepts and practical dynamics of Financial Markets and Financial Services.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage</b>
1	<p><b>Financial Markets Instruments</b></p> <p><u>Money market instruments</u> – Treasury bills market, Commercial bills market, call money market, Acceptance market, Commercial Papers, Certificate of deposit, Inter bank participation certificates, Repo Instruments</p> <p><u>Capital market instruments</u> – Equity shares, Right issue of equity shares, Preference shares, Debentures, Term loans, Convertible debentures, Convertible zero-interest debentures and Secure Premium Notes (SPN) with warrants</p>	25%
2	<p><b>Marketing of Financial Services</b></p> <p>Introduction, New Challenges, Special features of service marketing, Basic bricks for Marketing Strategies, Financial Services and Marketing Mix, The Marketing and Competitive Environment, Need for Meeting Global Competition, Customer Satisfaction</p>	25%
3	<p><b>Financial Services I:</b></p> <p>Mutual funds – Concept, Types, Significance, Organization &amp; Operation of the fund, Concept of NAV; Leasing – Concept, Types; Venture capital – Concept, Features, Stages, Process; Merchant banking – Concept, Services</p>	25%
4	<p><b>Financial Services II:</b></p> <p>Insurance – Nature, Principles, Functions, Classification; Factoring – Concept, Modus Operandi, Functions, Types, Distinction between Bills Discounting, Factoring and Forfaiting; Depositories – Depository System in India, Benefits, Difference between Bank and Depository; Securitization - Concept, Modus Operandi, Structure for securitization, Benefits</p>	25%

**Reference Books:**

1. Financial Markets and Institutions – Dr.S.Guruswamy, McGraw Hill
2. Financial Institutions and Markets - Dr.Mukund Mahajan, Nirali Prakashan
3. Financial Services and Markets - Dr.S.Guruswamy
4. Financial Markets and Services – E.Gordon, Dr.K.Natrajan, Himalaya Publishing House.

5. Financial Services and System – K Sasidharan. Alex K Mathews, McGraw Hill
6. Financial Services in India – V A Avadhani, Himalaya Publishing House.
7. Marketing of Services – Jaspreet Kaur, Deepti Wadera, Global Academic Publishers & Distributors

## SUBJECT: Web Designing Fundamentals

### Unit - 1 Web Page Designing - I

25%

An introduction to HTML, HTML tags, Structure of an HTML document, Text and paragraph formatting, Ordered and unordered lists - nested lists, Hyperlinks

### Unit - 2 Web Page Designing – II

25%

HTML tables, Images, Designing HTML forms, Multimedia tags

### Unit - 3 DHTML & Cascading Style Sheets

25%

What is DHTML? Applications of DHTML, Components of DHTML, HTML5 – Introduction, Basic tags, Introduction to Cascading Style Sheets (CSS), Ways of specifying style – inline, internal, external, Basic syntaxes, ID and CLASS selectors, SPAN, DIV

### Unit - 4 Advanced Cascading Style Sheets

25%

Font, Color, Background, Text, Border, Box, Column

Evaluation: Internal: 40 Marks – Average of (Theory 40 Marks + Practical 40 Marks)

External: 60 Marks – Average of (Theory 60 Marks + Practical 60 Marks)

(Two – Hours Examination)

#### References Books:

1. Ivan Bayross, “Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI”, BPB, 2004.
2. Douglas E Comer: The Internet, PHI, Second Edition, May 2000.
3. Xavier C: World Wide Web Design with HTML, Tata McGraw Hill Publication, 2000.
4. Eric Meyer: Cascading Style Sheets – The Definitive Guide, O’Reilly – SPD, First Edition, 2000.
5. Manuals of suitable packages