

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

## M.Com - Corporate Secretaryship with CA

(For the students admitted during the academic year 2015-16 and onwards)

### SCHEME OF EXAMINATIONS : CBCS Pattern

Study Components	Course Title	Ins. hrs / week	Examinations				Credit
			Dur.Hrs	CIA	Marks	Total	
<b>Semester I</b>							
	Company Law and Practice	5	3	25	75	100	4
	Cost and Management Accounting	6	3	25	75	100	4
	Financial Services	5	3	25	75	100	4
	Information Technology and Computer Application	6	3	25	75	100	4
	<b>Strategic Management</b>	6	3	25	75	<b>100</b>	<b>4</b>
	Elective-I : Export Trade Procedure	3	3	25	75	100	4
<b>Semester-II</b>							
	Company Accounts Theory and Practice	6	3	25	75	100	4
	Securities and Financial Markets	5	3	25	75	100	4
	Corporate Financial Management	5	3	25	75	100	4
	E-Commerce	5	3	25	75	100	4
	Computer Application Practicals – I	6	3	30	45	75	3
	Elective- II : Import Trade Procedure	3	3	25	75	100	4
<b>Semester-III</b>							
	Economics and Other Legislations	7	3	25	75	100	4
	Tax Law – I	8	3	25	75	100	4
	Secretarial and Management Audit	6	3	25	75	100	4
	Object Oriented Programming with C++	5	3	25	75	100	4
	Elective-III : International Marketing	3	3	25	75	100	4
<b>Semester-IV</b>							
	General Laws and Practice	6	3	25	75	100	4
	Tax Law – II	6	3	25	75	100	4
	Oracle & Java / Multimedia	5	3	25	75	100	4
	Computer Application : Practical – II	6	3	30	45	75	3
	Industrial Training (6 weeks) (Project-80 & Viva-20)	6	3	-	-	<b>100</b>	<b>4</b>
	Elective-IV : Foreign Exchange Management	3	3	25	75	100	4
<b>TOTAL</b>						<b>2250</b>	<b>90</b>

# Electives : List of Group Elective Papers :  
(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Export Trade Procedure
2. Import Trade Procedure
3. International Marketing
4. Foreign Exchange Management

2. GROUP-B

1. Financial Markets and Institutions
2. Indian Stock Exchanges
3. Futures and Options
4. Fundamental and Technical Analysis

3. GROUP-C

1. Principles and Practice of Marketing Services
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

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\* In the core subjects, Number of Papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above.

\*\* For the Project present 80% marks and Viva-Voce 20% marks. Boards of Studies to frame specific guidelines for the project to be completed during the fourth semester of two year PG programme.

@ Includes 25 / 40% continuous internal assessment marks for theory and practical papers respectively.

**Note:**

The existing syllabus be followed for the above papers (except Semester I-Strategic Management ) the Syllabus for Strategic Management is furnished below:

## STRATEGIC MANAGEMENT

### Objectives:

To help the students to learn the process of strategic decision making, implementation and evaluation of corporate policies

### UNIT I

Corporate strategic planning – Concept of Strategy- Nature and Significance – Defining strategic intent Mission -Vision of the firm- Development, maintenance and the role of leader – Hierarchical levels of planning- strategic planning process. Strategic management Practice in India, Family run corporate.

### UNIT II

Environmental Analysis & Internal Analysis of Firm: General environment scanning, competitive & environmental analysis - to identify opportunities & threat -Assessing internal environment through functional approach and value chain - identifying critical success factors -to identify the strength & weakness-SWOT audit -core competence -Stakeholders' expectations, Scenario -planning -industry analysis.

### UNIT III

Generic Strategic Alternatives – Stability strategy – Growth strategy – Retrenchment strategy – Combination strategy and Turnaround strategy - Corporate restructuring - Strategic alliances, Collaborative partnerships, Mergers and acquisition, Joint Ventures Strategies – Outsourcing Strategies- Concept of Synergy and its relevance.

### UNIT IV

Implementation of Strategy – Elements of strategy – Institutionalizing the strategy- Creating a worker friendly culture - Leadership and organizational climate – Corporate Governance - Leadership and corporate culture - Various approach to implementation of strategy -Matching organization structure with strategy

### UNIT V

Strategic control and operational Control. - Planning and control of implementation. 7 'S' model - Strategic control process -Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card -M.Porter's approach for Globalization -Future of Strategic Management

### Reference

1. Michael E Porter, *Corporate Strategy: Competitive Advantage*.
2. Greek W.P and Jauch L.R, *Business Policy and Strategy Management*, McGraw Hill.
3. Pearce & Robinson, *Strategic Management*, All Indian Travellers N.D
4. A.C. Hax And Ns, *Strategic Management: An Integrative Perspective*, Majifu, Prentice Hall
5. Samul C. Certo And J.Paul Peter, *Strategic Management*, Second Edition. Concept And Application, McGraw Hill.
6. Georgy G.Dess And Alex Miller, *Strategic Management*, McGraw Hill.
7. Gerry Jhonson & Keven Scholes, *Exploring Corporate Strategy: Text And Cases*, Ph
8. Fred R.David, *Strategic Management Concept & Cases*, Pearson, 2003
9. Jaunch .L, Rajive Gupta & William.F.Glueck, *Business Policy And Strategic Management*, Frank Bros & Co, 20003