

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

**M.Com – F & C (Finance & Control) with *Diploma in Services Marketing /
*Diploma in Capital and Commodity Markets /*Diploma in Insurance Management /
*Diploma in International Trade**

(For the students admitted during the academic year 2009-2010 and onwards)

SCHEME OF EXAMINATIONS : CBCS PATTERN

Study Components	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hrs	CIA	Marks	Total	
Semester I							
	Financial Markets and Institutions	7	3	25	75	100	4
	Management Economics	7	3	25	75	100	4
	Financial Accounting	7	3	25	75	100	5
	Management Information System	6	3	25	75	100	4
	Elective/Diploma-I :	3	3	25	75	100	3
Semester-II							
	Corporate Accounting	6	3	25	75	100	5
	Applied Cost Accounting	5	3	25	75	100	5
	Business Research Methods	6	3	25	75	100	4
	Financial Services	5	3	25	75	100	4
	Computer Applications Practical-I (MS Office & Internet)	5	3	40	60	100	4
	Elective/Diploma : II :	3	3	25	75	100	3
Semester-III							
	Management Accounting	7	3	25	75	100	5
	Financial Management	7	3	25	75	100	5
	Security Analysis and Portfolio Management	7	3	25	75	100	4
	Computer Applications Practical-II –(Tally)	6	3	40	60	100	4
	Elective/Diploma-III :	3	3	25	75	100	3
Semester-IV							
	International Financial Management	6	3	25	75	100	4
	Derivatives and Risk Management	6	3	25	75	100	4
	Direct Taxes and VAT	6	3	25	75	100	5
	Project Work & Viva-Voce	9	3	50	150	200	8
	Elective/Diploma-IV :	3	3	25	75	100	3
TOTAL						2200	90

*** Colleges can choose any one of the following Group/Diploma Papers as Electives :**

1. Diploma in Services Marketing

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

2. Diploma in Capital and Commodity Markets

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

3. Diploma in Insurance Management

1. Principles of Life and Health Insurance
2. Principles of General Insurance
3. Insurance Laws
4. Actuarial Concepts and Principles

4. Diploma in International Trade

1. Principles of International Trade
2. Export and Import Procedure
3. Institutions Facilitating International Trade
4. India's International Trade

SEMESTER – I

PAPER I: FINANCIAL MARKETS AND INSTITUTIONS

UNIT - I

Nature and Role of Financial System – An overview of the Indian Financial System – Financial Sector Reforms – Reserve Bank of India - Securities and Exchange Board of India.

UNIT – II

Banking Institutions - Commercial and Co-Operative Banks - Non-Bank Financial Institutions - Small Savings and Provident Funds - Unit Trust of India and Mutual Funds

UNIT III

Non Banking Financial Intermediaries – Loan companies – Investment Companies – Hire Purchase Finance – Lease Finance – Housing Finance – Mutual Benefits Financial Companies – Merchant Banks – Venture Capital Funds Credit Rating - Public Deposits with Non-Banking Companies – Non bank Statutory Financial Organizations.

UNIT - IV

Financial Markets - Call Money Market - Treasury Bills Market - Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits - The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market.

UNIT - V

Industrial Securities Market - International Dimensions of Financial Markets - Foreign Exchange Market and Foreign Capital Market.

BOOKS FOR REFERENCE:

1. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Co., Ltd.
2. Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.
3. Financial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd.

PAPER II - MANAGERIAL ECONOMICS

UNIT – I

Nature and Scope of Managerial Economics in relation with other disciplines – Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Maximization of profit - Value of enterprise.

UNIT - II

Demand analysis - Demand determinants – Demand distinctions – Elasticity of demand – Types, methods – Applications – Demand forecasting for industrial goods – Consumer goods – Consumer durables – Factor influencing elasticity of demand.

UNIT - III

Cost and production analysis - Cost concepts – Cost and output relationship - cost control – Short run and Long run - cost functions - production functions – Break-even analysis Economics scale of production.

UNIT - IV

Pricing and output decisions in different market situations – Monopoly and duopoly competition - perfect and imperfect - pricing policies.

UNIT – V

Business cycles – National income, monetary and fiscal policy – Public finance. TRIM's- Intellectual Property rights – TRIP's – Industrial Sickness – causes –remedies.

BOOKS FOR REFERENCE:

1. Maheswari and Varshney : Managerial Economics
2. P.L.Metha : - do-
3. G.S.Gupta : - do –
4. D.Gopalakrishnan : - do –
5. B.M.Wali & Kalkundrikar : - do –

Note: Question paper shall cover 100% Theory

PAPER – III FINANCIAL ACCOUNTING

UNIT - I

Introduction to Financial Accounting – Users of Accounting information – Financial and management accounting – Generally accepted accounting principles and the accounting environment – Ethical issues in Accounting. Double entry system: The basics of modern accounting – Trial balance.

UNIT - II

Measuring Business Income – Preparing Financial statement from the adjusted Trial balance – Overview of the Accounting cycle. Accounting for merchandising transactions.

UNIT-III

Financial statements – Meaning – Nature and limitations – Preparation of profit and loss account and balance sheet. Financial reporting – Annual reports – Half yearly report – Content of annual reports disciplines in financial reporting.

UNIT-IV

Accounting for non-trading concerns – Hospitals, educational Institutions etc – Accounting for share capital - Depreciation, Depletion and amortization – Bank reconciliation statement and its uses for financial control decisions.

UNIT-V

Accounting standards – Indian accounting board – Responsibility accounting – Human resource accounting.

Note: Question paper shall cover 40% Theory and 60% Problems.

BOOKS FOR REFERENCE:

1. Ambrish Gupta ,“Financial Accounting for management – An Analytical perspective”, Pearson Education.
2. S.K. Battacharyya , “ Accounting for management”,Vikas publishing house Pvt.Ltd.
3. Carl S. Warren , James M.Reeve , Philip E.Fess , “Financial Accounting” , Thomson-South –western publications.
4. R.Narayanaswamy, “Financial Accounting – A managerial perspective”, Prentice Hall of India Pvt Ltd.

PAPER – IV MANAGEMENT INFORMATION SYSTEM

UNIT –I

Fundamentals of information systems – Concept of Information – Concept of System, Sub-system, system approach – Information system – Tools for information System - Meaning and Definition of MIS - MIS design, Development, Implementation and Maintenance.

UNIT-II

Information Technology – Concepts – Architecture - Computer Hardware & Trends in computer Hardware & Computer peripherals - Computer software – system software: OS, OOPS – Application software – spread sheet – graphic packages- Database management – File management – Database models, Database management system – Client server computing.

UNIT – III

Role of communication -Trends in communication - Telecommunications and Networks – communication direction, synchronization, channels and media – Network Technology. – Tele communications Alternatives – DTP – Image processing – Electronic communication system – electronic meeting system.

UNIT - IV

Information system for Business functions, Manufacturing and Inventory control, Marketing Information system - Human resource Information System and Geographic information system – Applications of Information Technology in E-Business, Share trading, Banking and Governance.

UNIT – V

MIS for finance – Accounting information systems – Inventory control – Accounts receivable, payable – Payroll – General ledger . Financial Information systems – cash and securities management – capital budgeting – Financial forecasting – Financial Planning.

BOOKS FOR REFERENCE:

1. James O'Brien, "Management Information Systems", TataMcGraw Hill Publishing Co.Ltd.
2. L.M.Prasad & Usha Prasad, "Management Information Systems", Sultan Chand & Sons
3. A.K.Gupta, "Management Information Systems", S. Chand & Compnay Ltd.
4. Kenneth C. Laudon & Jane P. Laudon, "Management Information Systems", Prentice Hall of India (P) Ltd.

SEMESTER II

PAPER V CORPORATE ACCOUNTING

UNIT – I

Preparation of Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation – Managerial remuneration – dividend declaration out of the past and the current profits – Issue of Bonus shares – Preparation of Balance Sheet.

UNIT – II

Amalgamation – Absorption (Excluding inter –company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).

UNIT – III

Holding company accounts excluding inter-company holdings – Liquidation of companies.

UNIT - IV

Accounts of Banking companies and Insurance Companies.

UNIT – V

Inflation accounting – Human resource accounting-Principles of Government accounting – responsibility accounting.

BOOKS FOR REFERENCE

1. M.C. Shukla & T.S.Grewal : Advanced Accounting
2. R.L.Gupta : Advanced Accounting
3. Jain & Narang : Advanced Accounting

Note: Question paper shall cover 20% Theory and 80% Problems.

PAPER – VI APPLIED COST ACCOUNTING

UNIT-I

Introduction to cost accounting – Meaning and definition – Difference between financial and cost accounting – Nature and significance of cost accounting – Methods of costing – Elements of costing – Cost concepts fixed cost and variable costs – Preparation of cost sheet.

UNIT-II

MATERIAL: classification and coding of materials fixation of maximum, minimum and reorder levels – Economic order quantity – Purchase procedure – Storage of materials, issue of materials pricing of material issues and returns – Inventory control physical verification – Periodical and perpetual Inventory.

UNIT-III

LABOUR: Classification of labour – Time keeping – Preparation of pay roll – Wage payment and incentive system – idle time, overtime. Contract costing – Batch costing – Operating/Service costing cost control report.

UNIT-IV

OVER HEAD: Meaning and classification of overheads – Classification according to function – Variability and elements – Steps in overhead accounting – Absorption of overhead cost, difference between cost allocation and apportionment and reapportionment –Predetermined overhead recovery rates.

UNIT-V

Feature of process costing – Comparison between joint costing and process costing – Process losses – Inter process profit equivalent production – Joint products and By-products. Reconciliation of cost and financial accounts – Cost ledger integrated accounts – Cost audit under companies act – Benefit of cost audit.

Note: Question paper shall cover 40% Theory and 60% Problems.

BOOKS FOR REFERENCE:

- 1) Horngren - Cost Accounting with Managerial Emphasis
- 2) Wheldon - Cost Accounting
- 3) Biggs - Cost Accounting
- 4) N.K. Prasad - Principles and Practice of Cost Accounting

PAPER-VII BUSINESS RESEARCH METHODS

UNIT – I

Business Research – Meaning – Scope and Significance – Utility of Business research – Qualities of good researcher – Types of research – Research process – Identification, Selection and formulation of research problems – Hypothesis – Research design.

UNIT – II

Sampling – Methods and techniques – Sample size – Sampling error – Fieldwork and data collection. Tools of data collection – Interview schedule – Questionnaire – Observation, interview and mailed questionnaire – pilot study and final collection of data.

UNIT – III

Measurement and scaling techniques – Processing and analysis of data – Editing and coding – Transcription and Tabulation – Statistical tools used in research – Interpretations and report writing – Types and contents and style of reports – Steps in drafting reports.

UNIT – IV

Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation – Path analysis – Auto correlation – Regression models – OLS ordinary least square methods – Multiple regression.

UNIT – V

Test of significance – ‘t’ Test - large sample and ‘f’ Test, test of significance for attributes, analysis of variants – Business forecasting – Exponential smoothing – Chi-square test.

BOOKS FOR REFERENCE:

1. Emory : Business Research Methods
2. Rummel & Ballaine : Business Research Methods
3. S.P. Gupta : Statistical Methods
4. C.R. Kothari : Research Methodology.

Note: Question paper shall cover 60% Theory and 40% Problems.

PAPER – VIII FINANCIAL SERVICES

UNIT – I

Merchant Banking – Meaning, Origin and Growth – Evolution and Merchant Banking in India – Scope of Merchant Banking Services – Organization and management patterns of merchant banks – Merchant bank and management of public issues – Role of merchant bankers in maintaining health and creditability of the capital market.

UNIT – II

Mutual Fund – Concept and Origin of mutual fund – Growth of mutual fund in India – Mutual Fund Schemes – Money market – Mutual Funds – Institutions involved in mutual fund business. Unit Trust of India, Life Insurance Corporation, Commercial banks – Entry of private financing companies in mutual fund business – Safety, Liquidity and Profitability of mutual funds – Need for regulation.

UNIT – III

Lease Financing – Why leasing – Types of leasing – Fixation of Lease Rentals – Factors influencing Lease Vs. Buy Decision – Accounting treatment for leasing – Growth and prospects of Leasing Industry in India. Hire purchase – Meaning, concept, growth of hire purchase companies in India – Source of finance – RBI guidelines for hire purchase companies in India – hire purchase companies and Transport industry – problems and prospects of hire purchase – Hire purchase Vs. Leasing.

Factoring – concept of factoring – Types of factoring – Factoring mechanism – Factoring in India – Cost and benefit of factoring – Issues involved in factoring business. Credit cards – concept – Evolution of credit cards – Varieties of credit cards – operational procedure – Acceptability of credit cards from the point of view of bankers, customers, members – Establishments.

UNIT – V

Credit Rating – Objectives – Institutions engaged in credit rating – purpose and procedure of rating for debentures – Fixed deposits – Short-term instruments. Role of CRISIL and ICRA. Venture Capital – Concept and characteristics – Origin Growth of Venture capital – Difference between venture capital financing and conventional funding – Venture capital schemes – Legal aspects – Agencies involved in providing venture capital.

Note: Question paper shall cover 100% Theory

BOOKS FOR REFERENCE:

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. I.M. Pandey ; Financial Management, Vikas Publishing House Pvt.Ltd.,
5. R.K. Srivastavaa ; Financial Decision Making ; Problem and Cases.
6. K.V. Kamathi, S.A. Kerbon and T.Viswanath; The Principles and Practices of Leasing, Lease Asia, England, 1990.

Paper IX Computer Applications Practicals I (MS Office and Internet)
BHARATHIAR UNIVERSITY : COIMBATORE-46
COMPUTER APPLICATIONS PRACTICAL LIST
For M.COM (F&C) Course Offered by affiliated Colleges
For the Students admitted during the academic year 2007 – 2008 onwards

General instructions

The students should submit their records by using the format given below.

Objective

Requirements

Functions to be performed

Output

The students should simultaneously maintain a file to keep a record of the various documents used by them for the various practical exercises done by them.

Distribution of internal assessment (25%)

5 marks for attendance;

10 Marks for model exams;

5 marks for file and

5 marks for practical record.

Note: (1) Student should be asked to maintain a file for the original information collected by them (photocopy) to perform the lab exercises apart from the practical record book.

List of computer practical to be followed in Semester - II
M.S. Office and Internet

Computer Application practical – I

II Semester Practical List (MS – Office & Internet)

For the semester II, Practical classes are to be conducted for 5 hours per week.

I. Ms Word

1. Analyse the union budget and perform the following:
 - a) Right alignment, bold the important words
 - b) Center align the second paragraph and perform italics for the important word.
 - c) Change the third paragraph in to two column paragraph
 - d) Insert page numbers at the bottom, insert data, time and heading in the header section, page break.
2. Identify a financial organization and prepare an organizational chart of that concern.
3. Prepare a chart showing the different elements of Indian financial system.
4. Type a cost audit report and perform the following
 - a) Use format tool bar, wizard and templates.
 - b) Numbering and bullets.
 - c) Create and apply styles to your documents.

5. Request a banker to open a current account for your business concern, using letter format.
6. Using mail merge send share allotment letter to the applicants for the share of a company.
7. Type your curriculum vitae and perform template and indent the text and take print out
8. Prepare a questionnaire (minimum 15 questions in your area of specialization finance.
 - Use bullets and numbering
 - Check the spelling according to British
 - Use thesaurus to replace a word
 - Use drop cap
9. Prepare a table on balance of payments by using auto format table.
10. Preparing a document by using special text effects highlight a particular part of your text. Set tab stops and leaders use bullets and numbers wherever necessary. Also use symbol character map and special character page.
11. Prepare a paper on a current topic, which is relevant to your specialization and perform the following function.
 - a. Use thesaurus command.
 - b. Customize the spelling and grammar options
 - c. Finding and replaying text it go to function
 - d. Headers to footers, page numbers, section breaks, and columns and tablets.
 - e. Use graphics for extra impact via inserting autoharps, line art object, and word art add a media clip in to your document.

II MS EXCEL

1. Prepare break-even chart using chart wizard
2. Prepare a trend analysis of a product of your own choice with year and sale figures.
3. Prepare an excel sheet under the main heading of capital and working capital as the column names and perform the following:
 - Select a column and change the number format rupees and paisa format
 - Change the particular range of cells font as bold.
 - Select a row hide it
 - Use short cut key and go to sheet 3 and select a cell
4. Prepare an excel sheet under the main heading of capital & working capital as the column names

Capital	Working capital
Building 100000	Rent15000
Software 15000	Salaries15000
Ups40000	Advertisement20000
Telephone15000	Stationary5000
Internet 20000	Electricity3000

5. Determine the share price index and movements of 10 companies for 10 days from the newspapers by using the statistical functions of excel and present it in a graphical form.
6. Prepare a bin card for purchases issues made during the year by using auto format wizard
7. Prepare a cost sheet with supporting evidence as to know cost per unit of product
 - Use formula function and built in functions.

- Use pivot tables and charts
8. Determine correlation between demand and price of a product (minimum 10 entries).
 9. Prepare a sales budget and perform the following:
 - Create a text box frame
 - Change the color line
 - Make it semi transparent
 - Change the height and width of the heading of the text box.
 10. Using three-column format, type any five differences between financial management and cost accounting.
 - 11 By using already prepared questionnaire (ms word) prepare a work sheet.
 12. Collect earning per share, market price of the shares, net assets value and turn over of ten different companies from the leading business dailies and enter in a table.
Calculate the price earning per share. Copy it in to different sheets in the name of each and every company. Use copying, count functions and statistical functions.

III MS ACCESS

1. Prepare a pay roll for employee's data base of an organization with the following details
Employee Id, Employee Name, Date of birth, Department and designation
Date of appointment, Basic pay, Dearness allowance, House rent allowance and
Other deductions if any
 - Create font for individual employees (pay slip)
 - Create queries for different categories
 - Create a report about the total salary distribution.
2. Draft the questionnaire among the students regarding the preference of the product
 - Create a master table a access for each and every question
 - Enter the collected data with help of queries
 - Identify the number of respondent in each and every category
 - Create a report with the help of queries
3. Through the Internet collect share price of 5 companies from 5 different stock exchanges in India. Create a table access and enter the data. Create a font view for each companies share.
4. Gather price quantity description for five products and enter in access table and create an invoice in form design view.
5. Gather the details regarding the receipt and payments for 6 months and by using a budget wizard. Prepare a cash budget.

IV MS POWER POINT

1. Gather Financial Details through Net Regarding five companies and presented in a slide show with animation and transitions (speed and sound).
2. Identify the different products, its process and collect different costs involved in each process and present it by inserting clip parts, text, table and a chart.
3. Collect data on recent development in foreign exchange in India create your presentation by adding text and object to slides. Use data, slide number of other text in a slide footer. You can add, delete or modify information in the footer area of all slides by using the slide master.
4. Create a professional looking organizational chart of a financial institution.
Perform the following:

- Choose a particular level and all levels and edit.
- Change the color shadows and border options on selected boxes using the box menu.
- Change the thickness and color of connecting lines using the lines menu

INTERNET

1. Create your e-mail id, learn search engines and browser
2. Send an e-mail to your superior by attaching the excel data which comprises details regarding the financial performance of the company.
3. Store your e-mail message by creating new folders, move mail between folders.
4. Visit any one of the stock exchange website and display the listed share price by using excel.
5. Visit NIC website go to ministry of finance and collect information regarding economic survey and union budget.
6. Download the NPV calculator and do NPV calculations.
7. Visit RBI website and collect necessary publications on financial areas.
8. Download the TT buying and TT selling rates.
9. Visit any one of the international capital market website and download the trend of the market and present the report.

III SEMESTER

PAPER X - MANAGEMENT ACCOUNTING

UNIT – I

Nature and scope of Management Accounting – Meaning – Nature – Scope – Functions – Objectives – Importance – Limitations – Distinction between Financial Accounting and Management Accounting – Relationship between cost and management Accounting – Tools and Techniques of Management Accounting – Meaning and Process of financial statement Analysis and Interpretation.

UNIT – II

Ratio Analysis – Meaning – Advantages of Ratio Analysis – Limitations – Classification of Ratios – Profitability – Turnover Ratios – Long-term Financial position – Working Capital Management – Meaning of Working capital – Importance Determinants and Computation of Working capital – Forecast of working capital Requirements.

UNIT – III

Funds Flow statement – Meaning and concept of Funds and Flow of Funds – Importance or uses of Funds Flow statements – Limitations – Schedule of changes in working capital – Preparation of Funds Flow statement – Cash Flow statement – Comparison between Funds Flow statement and Cash Flow statement – uses of Cash Flow statement – Limitations – Preparation of Cash Flow Statement.

UNIT – IV

Marginal Costing – Definition of Marginal cost and Marginal Costing – Salient features – Advantages of Marginal Costing – Limitations – Break-Even Analysis – Cost-volume-profit Analysis – Application of Marginal costing for Business Decision making.

UNIT – V

Budgeting and Budgetary control – Meaning- Definition – Objectives of Budgetary control – Essentials of Budgetary control – Advantages – Limitations – Classification and Types of Budgets – Sales, Production, Cost of Production, Purchase and Flexible Budgets – Cash Budget – Standard costing and variance Analysis (Material and Labour only) - Advantages and Limitations of standard costing.

Note: Question paper shall cover 40% Theory and 60% problems.

Books for Reference:

- | | |
|--------------------------|-----------------------------------|
| 1. Management Accounting | - R.K.Sharma & Shashi k.Gupta |
| 2. Management Accounting | - Manmohan Goyal |
| 3. Management Accounting | - S.N.Maheswari |
| 4. Management Accounting | - T.S.Reddy & Y Hari Prasad Reddy |
| 5. Management Accounting | - Khan & Jain |

PAPER XI - FINANCIAL MANAGEMENT

UNIT – I

Financial Management: Meaning, Nature, Scope and Objectives – Role and Functions of financial management – Financial decisions – Relationship between risk and return – sources of finance – short-term and Long-term finance.

UNIT – II

Cost of Capital: Meaning and Importance – Cost of debt, Preference, Equity and retained earnings – weighted average cost of capital – capital budgeting – Techniques – ROI, payback period and discounted cash flow.

UNIT – III

Leverages: Financial Leverage – Operating leverage – EBIT and EPS analysis – Theories of Capital Structure – Net Income Approach – Net operating income Approach. MM Hypothesis – Determinants of capital structure- Capitalisation – Over and Under capitalization- Merits and Demerits.

UNIT – IV

Leasing: Nature and Types- Advantages and Disadvantages-Dividend Theories: Walter’s model – Gordon and MM’s models – Dividend policy - Forms of Dividend – Determinants of dividend policy.

UNIT – V

Working Capital Management – Cash Management – Receivables Management – Inventory Management – Determinants and Computation of Working Capital.

Note: Question paper shall cover 60% theory and 40% problems.

Books for Reference:

- | | |
|-------------------------|--------------------|
| 1. Financial Management | - Prasanna Chandra |
| 2. Financial Management | - I.M.Pandey |
| 3. Financial Management | - Khan & Jain |
| 4. Financial Management | - S.N.Maheswari |

5. Financial Management - Van Horne
6. Principles of Managerial Finance - L.J.Gitman & Dr.M.Manickam
7. Business, Government & Society - Maheswari V.Gupta :

PAPER XII - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT – I

Nature and scope of Investment Management – Importance of Investment management – Factors influencing Investment Management – Fundamental and technical analysis – Economic analysis – Industry analysis – Company analysis – Efficient market hypothesis.

UNIT – II

Concept of Portfolio Management – Objective of Portfolio Management – Portfolio Management process, targeting, designing, auditing and revising portfolios. Securities Market and Capital Market - Portfolio Theory: Capital Asset Pricing Model (CAPM). Arbitrage Pricing Theory (APT) – Reconciling CAPM and APT.

UNIT – III

Portfolio analysis: Evaluation of securities and choice of securities for inclusion in the portfolio – Measuring return and risk – Attainable set of portfolio. Portfolio selection Ascertaining efficient portfolio – Locating efficient frontier – Markowitz approach. Single index model – Portfolio choice: Utility theory and Indifference curve.

UNIT – IV

Portfolio performance evaluation: Dimensions of evaluation – Sharpe measure – Treynore measure – Jenson measure – Comparison of the three measure of portfolio performance – Portfolio insurance.

UNIT – V

Portfolio revision: Needs and Problems – Methods of revision formula plan for revision constant value, constant ratio and variables plans.

Note: Question paper shall cover 100% theory.

Books for Reference:

1. Investment - Jack Clark Francis & Richard w.Taylor.
2. Investment Management - V.K.Bhalla.
3. Portfolio Management -S.K. Baura.
4. Investment Analysis and Portfolio Management - Reily.
5. Modern Portfolio theory and Investment Analysis - Elton and Gurbar.
6. Securities Analysis and Portfolio Management - Fischer and Jordan.

PAPER XIII - COMPUTER APPLICATIONS PRACTICALS II (TALLY)

Computer Application practical –II

III Semester Practical List (Tally)

TALLY

For the semester III, Practical classes are to be conducted for 6 hours per week.

1. Create a Company with all the relevant details

CREATING LEDGERS

2. Create the ledgers under appropriate predefined groups

cash a/c	computer sales a/c
buildings a/c	machinery a/c
furniture a/c	commission received a/c
printer purchase a/c	commission paid a/c
rent received a/c	salary a/c
rent paid a/c	Indian bank a/c
wages a/c	sales returns a/c
capital a/c	depreciation a/c
purchase returns a/c	
john & Co. a/c(purchased goods from this company)	
Ram agency a/c(sold goods to this company)	

3. Voucher types

By using a minimum of 5 transactions for each of the following vouchers. Take transactions from any advanced accountancy book and prepare the following vouchers:

Receipt voucher, payment voucher, contra voucher, sales voucher, purchase voucher, debit note and credit note voucher.

4. Emerald & Co., started a business of home appliances from 1-4

1-4 received cash for capital 5, 00,000

7-4 credit purchases from BPL in no 123:

Fridge	100nos	at Rs 800
Table fan	100nos	at Rs 1000
Mixies	100nos	at Rs 1500
Grinders	100nos	at Rs 2000

10-4 credit Sales Ram electricals in no 1:

Fridge	70nos	at Rs 1000
Table fan	70nos	at Rs 1500
Mixies	70nos	at Rs 2000
Grinders	70nos	at Rs 2500

+TNGST 4% ON TOTAL SALES

10-4 Cash Sales in no 2:

Fridge	10nos	at Rs 1000
Table fan	10nos	at Rs 1500
Mixies	10nos	at Rs 2000

Grinders 10nos at Rs 2500

+TNGST 4% ON TOTAL SALES

CASH discount 5%

15-4 Paid cheque to BPL Rs 2, 00,000

15-4 Received cheque from Kelvinator Rs 3, 00,000

Payment made by cash

Paid to petty cash Rs 2000, Furniture Rs 15,000, Salaries Rs 10,000

Wages Rs 7,000, Carriage inward Rs 1500

25-04 Payment made by petty cash

Conveyance Rs 200, Postage Rs 150, Stationeries Rs 150, Staff Welfare Rs 200

30-4 Journal depreciate 10% on furniture:

Prepare Trading Profit and Loss Account and B/s

5. From the below create unit of measurement, stock groups and stock items

Find the stock summary:

Stock groups: 1. magazine 2. Baby drinks 3. Cool drinks 4. Dailynews paper 5. Hot drinks 6. Stationeries 7. Vegetables

Stock items:

Item	Qty	Rate	Units
Boost	25	80	nos
Sports star	20	15	nos
Potato	260	30	kgs
Star dust	20	25	nos
The hindu	50	3.25	nos
Tomato	150	15	kgs
Fanta	10	25	lit
Dinamalar	40	2,50	nos
Coco	55	120	nos
Horlicks	60	70	nos
India today	10	10	nos
Lactogin	10	100	nos

MAINTAIN BILLWISE DETAILS

6. Create bill wise details

- 1) 1.Raja commenced business with a capital of Rs 10,000
- 2) 2.Purchased goods from kumar & co 15,000 Rs. Paid in three instalments within 5 days gap
- 3) Purchased goods for cash 8000 Rs
- 4) Sold goods to Ratna & co Rs 20,000 amount to be paid in two instalment
- 5) Sold goods for cash for Rs 5000
- 6) Received cash from ratna & co 7500
- 7) Paid to kumar & co 7500
- 8) Sold goods for cash 5000

CONSOLIDATION OF ACCOUNTS

7. Ram Agencies, a Wholesaler Gives the Following information:

Opening balances:

Capital	: 20, 00,000	cash at bank	: 10, 00,000
Cash in hand	: 5,00,000	furniture	: 5,00,000

Ram agencies are dealing in trading of pens and pencils. The selling prices are as follows;

Pen	Rs 35 per dozen	pencil	Rs. 30 per dozen
Ink pens	Rs 140 per dozen		

The following transactions take place on a particular date:

1. Purchased 100 dozens of pens from Ravana bros. @ Rs.25 per dozen for cash
2. Purchase 200 dozens of pencils from Gughan bros. @ Rs.21.50 per dozen for credit less discount of Rs 100

3. Sold 10 dozens of pens to Dharma bros. For cash
4. Sold 10 dozens of pens to Bema bros for credit
5. Sold 50 dozens of pencils to Arjuna bros.
6. purchased from Ravana bros 50 dozens of ink pens @ Rs.120 and by cheque.

Prepare following statements using Tally Accounting packages:

- Stores ledger, Trading account, Income statement, Balance sheet
- Account summary Ignore dates

8. Cost categories and Cost center

- Nov 1: Purchased Goods from Abc & Co -15,000
 Bangalore branch-5,000, Chennai branch-10,000
 Allocate the cost to the products: Mouse- 7000, Keyboard- 15,000
2. Sold Goods for Cash Rs 20,000
 Bangalore branch-7,000, Chennai branch-13,000
 Allocate the cost to the products: Mouse -9000, Keyboard 11,000
3. Paid To ABC & Co Rs 15,000
4. Salary Paid 3000 Rs to Salesman
 Mr.Raj 1600
 Mr.Ravi 1400

9. Currencies

Calculate forex value

On 1-12-sold to foreign customer 100 bags of wheat at the rate of 25\$ per bag
 (new ref export 1 due dates 7 days)
 On 15-12 received from foreign customer 2000 \$ @ 39 per \$ plus bank
 Charge 50 \$ std rate 35 per \$ selling rate 36 \$ buying rate 37 per \$
 On 1-12 the rates for pounds are as follows
 std rate 50 per pound : selling rate 51 per pound : buying rate 52 per pound
 on 12-12 purchased from foreign supplier 200 bags of wheat @ 5 pound per bag. The rupee was
 being traded at Rs 52 per pound. Due days is 15 days
 on 20-12 paid to the foreign supplier 1000 pounds at Rs 53 per pound
 bank charges incurred was Rs 2000

10. Foreign gain/loss

- 01.01.2005 Purchased goods from U.K supplier 1000 £
 02.01.2005 Sold goods to U.S buyer 1500
 03.01.2005 Cash received from U.S buyer 1500
 (Selling rate rs.46/\$)
 04.02.2005 Paid cash to U.K supplier 1000
 (Selling rate Rs 53/ £)

Dollar \$:	Pound £ :
Std rate - 1\$ - 43 Rs	Std rate - 1 £ - 51 Rs
Sales rate - 1\$ - 44 Rs	Sales rate - 1 £ - 50 Rs
Buying rate - 1\$ - 42 Rs	Buying rate - 1 £ - 52 Rs

11. RATIO ANALYSIS

Enter the following details comment upon the short term solvency position of the company:
 Working capital Rs 3000492, Cash 14500, Bank 18500, Debtors 418260
 Creditors 529337, Sales 715252, Purchases 403310, Stock 225982
 Net profit?

12. INTEREST CALCULATIONS

Cash deposited in Canara bank Rs 1, 00,000

Sold goods to Ganesh Rs 25,000

31-12- cash deposited at Canara bank Rs 50,000

Sold goods to Ganesh 50,000

Interest parameters rate 16% per 365 days year

13. Calculate Interest

Cash deposited in SBI Rs.1, 00,000

Purchased goods from suppliers Rs 20,000 on 1st December

Deposited in SBI Rs.50, 000

Purchased goods from suppliers Rs 40,000

Interest parameters rate 16% per 365 days year

14. Create accounting vouchers for the following:

Date	Transaction	Amount
1/04/2004	Cash withdrawn from Indian Bank	10,000
2/04/2004	Office rent Paid by Cheque(ch.No:456797)	5000
2/04/2004	Telephone Bill paid by Cheque(ch No:456798)	2500
2/04/2004	Service Charge received from a customer Ramesh by Cash.	1000
2/04/2004	Hardware Sales made in cash.	25,000
5/04/2004	Salary paid to Mr.Siva by cheque(Ch No:3479289)	3000
6/04/2004	Conveyances Paid to Staff by Cash.	1000
6/04/2004	Electricity Bill paid by cash.	2500
7/04/2004	Software purchases made form Zee and co is the 10% local sales tax.	38,500
8/04/2004	Hardware sales made to Visa & co.	26,000

IV SEMESTER

PAPER XIV - INTERNATIONAL FINANCIAL MANAGEMENT

UNIT – I

International Financial Management – An overview – Importance – Nature and Scope – International flow of Funds – Balance of payments – International monetary system.

UNIT – II

Markets for Foreign Exchange – Foreign Exchange market – Feature – Spot and Forward market – Exchange Rate Mechanism – Exchange rate determination in the Spot and Forward markets – Factors Influencing Exchange Rate – Market for currency futures and currency options – Hedging with currency futures and options.

UNIT – III

International Investment decision – Foreign Direct Investment – International Capital Budgeting – International Portfolio Investment – meaning – Benefit of International Portfolio Investment – Problem of International Investment.

UNIT – IV

International Financial decisions – Overview of the International Financial Market – channels for International flow of funds – Role and functions Multilateral Development banks – international banking – functions – credit creation – Control of International Banks.

UNIT – V

International Financial Market Instruments – Short-term and Medium-term instruments – Management of short-term funds – Management of Receivables and Inventory – Factors behind the Debt Crisis.

Note: Question paper shall cover 100% theory.

Books for Reference:

1. International Financial Management , A.K.Seth, Galgotia Publishing Company.
2. International Financial Management, V.Sharan, Prentice-Hall of India Private Ltd.
3. International Financial Management, P.G.Apte, Tata McGraw-Hill Publishing Company Ltd.
4. International Financial Management R.L.Varshney and S.Bhashyam, Sultan Chand & Sons.

PAPER XV - DERIVATIVES AND RISK MANAGEMENT

UNIT – I

Options: Introduction, Types – Valuation and Pricing – Factors Determining – Option prices – Binomial model – Hedging option Portfolios in practice. Futures: Markets – Contracts Trading – Margin – Clearing house and clearing margins – Future & options.

UNIT – II

Swaps – The basic swap structure – Fixed rate – Currency swap – Currency coupon swap – Risk Specific to uses – Methods to reduce Swap risk – International Bank Capital rules and swaps. Convertible Debentures – Convertible preference shares.

UNIT – III

Basic risk concepts – Definition – Types of risks – Analysis of Risk and uncertainty – Risk evaluation approaches – Risk Management and new financial products managing financial risks – Risk Optimization capitalizing on risk.

UNIT – IV

Role of derivatives – credit risk Management – tools of analysis – Working for credit risk analysis – Exchange risk management Strategies in global financial market.

UNIT – V

Operational Risk Measurement – Components – Reducing operational risk - Measurement and Management of political risks – Country Risk Analysis.

Note: Question paper shall cover 100% Theory.

Books for Reference:

1. The Financial and Analysis of Capital – A.J. Merrett, Allen Ykes projects
2. Financial Management – P.V. Kulkarni & B.G. Sathya Prasad
3. Financial Management – M.Y. Khan & P.K. Jain
4. Multinational Financial Management – Alan Shapiro

PAPER XVI - DIRECT TAXES AND VAT

UNIT – I

Income Tax Act – Definitions – Person – Income – Agricultural Income – Assessee – Previous year – Assessment year – Residential Status – Scope of Total income – Incomes exempt from tax.

UNIT – II

Computation of Salary – Computation of Income from House property

UNIT – III

Computation of Profit and Gains and Business or Profession – Capital Gain.

UNIT – IV

Computation of Income from other Sources, Set-off and carry forward of losses – Deductions u/s Section 80 – computation of Total Income – Assessment of Individuals.

UNIT – V

VAT, Meaning objectives – types of VAT - Methods of computing VAT. Advantages of VAT and Disadvantages of VAT - Role of Government in Promotion of VAT in India.

Note: Question paper shall cover 40% theory and 60% problems.

Books for Reference:

- | | | |
|------------------------------|---|-------------------|
| 1. Income Tax Law & Practice | - | Gaur & Narang |
| 2. Income Tax Law & Practice | - | Dr.H.C.Mehorotra |
| 3. Tax Laws | - | Dingar Pagare |
| 4. Income Tax | - | Bhagavathi Prasad |
| 5. Direct Taxes | - | B.B.Lal |

PAPER XVII - PROJECT WORK AND VIVA VOCE

Annexure :
SCAA : 29.02.2008

BHARATHIAR UNIVERSITY - COIMBATORE - 641046.

1. Diploma in Services Marketing

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc (FCA) from the Academic Year 2007 - 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 - 2009.

Note: The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

1. DURATION OF THE COURSE

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

2. COURSE OF STUDY AND SCHEME OF EXAMINATION

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Principles and Practice of Marketing of Services.	3	3 Hrs	100
II Semester				
II	Marketing of Financial Services	3	3 Hrs	100
III Semester				
III	Marketing of Health Services	3	3 Hrs	100
IV Semester				
IV	Travel and Hospitality Services	3	3 Hrs	100

3. MEDIUM OF INSTRUCTION

The medium of instruction and examination is English only.

4. PASSING MINIMUM

- A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.
- A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

5. QUESTION PAPER PATTERN

Max : 75 Marks

Section A: Objective type questions with no choice (10 Questions)

10 x 1 = 10

- Section B:** Short answer questions of either / or type 5 x 5 = 25
(10 questions – 2 each from every unit)
- Section C:** Essay type questions of either or type 5 x 8 = 40
(10 questions – 2 each from every unit)

Note: Only Simple problems may be asked in Section – B in problem oriented subjects

SEMESTER I

Paper I – Principles and Practice of Marketing of Services

- Unit I - Services: - Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services.
- Unit II - Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business.
- Unit III - Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing.
- Unit IV - Key Services Marketing:- Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services - Market segmentation.
- Unit V -Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.

Books for Reference:

1. Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala.
2. Services Marketing - S.M. Jha.
3. Services Marketing - Dr.S. Shajahan.

SEMESTER II

Paper II - Marketing of Financial Services

- Unit I - Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.
- Unit II - Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) – OTCEI.
- Unit III - Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of Plastic Cards – Dis advantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.
- Unit IV - Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.
- Unit V - Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment – Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in

India.

Books for Reference:

Financial Services	– Nalini Prava Tripathy
Financial Markets & Institutions	– Frederic S. Mishkin
Financial Institutions and Markets	- L.M.Bole

III SEMESTER
PAPER III - MARKETING OF HEALTH SERVICES

UNIT I

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model.

UNIT II

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT III

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT IV

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT V

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies.

Note : The Question Paper shall cover 100% Theory.

Books for Reference

1. Marketing Health Services : Richard .K. Thomas
2. Service Marketing : S.M. Jha
3. Changing Trends in Health & Nutrition : Sujata, K.Dass
4. Teaching Today's Health : David J. Ans Paugh & Gene Ezell
5. Marketing for Health services: A framework for communications, evaluation & Total Quality Management : Rod Sheaff
6. Service Marketing : Helen Woodruffe
7. Service Marketing : P.K. Sinha & S.C. Sahoo

IV SEMESTER

PAPER IV - TRAVEL AND HOSPITALITY SERVICES

UNIT I

Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification – Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism – Definitions of Tourist and Foreign Tourist – Elements of Tourism.

UNIT II

India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism

UNIT III

Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the people – Tourism Marketing in Indian Perspective.

UNIT IV

Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by price level.

UNIT V

Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. Tourism and Travel Management – Bishwanath Ghosh
 2. International Tourism Management – A.K. Bhatia
 3. Services Marketing – S.M.Jha
-

Annexure :
SCAA : 29.02.2008

BHARATHIAR UNIVERSITY - COIMBATORE – 641046.

2. Diploma in Capital and Commodity Markets

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc (FCA) from the Academic Year 2007 – 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 – 2009.

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1. DURATION OF THE COURSE

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2. COURSE OF STUDY AND SCHEME OF EXAMINATION

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Financial Markets and Institutions	3	3 Hrs	100
II Semester				
II	Indian Stock Exchanges	3	3 Hrs	100
III Semester				
III	Futures and Options	3	3 Hrs	100
IV Semester				
IV	Fundamental and Technical Analysis	3	3 Hrs	100

3. MEDIUM OF INSTRUCTION

The medium of instruction and examination is English only.

4. PASSING MINIMUM

- A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.**
- A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

5. QUESTION PAPER PATTERN

Max : 75 Marks

Section A: Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

Section B: Short answer questions of either / or type

$$5 \times 5 = 25$$

(10 questions – 2 each from every unit)

Section C: Essay type questions of either or type

$$5 \times 8 = 40$$

(10 questions – 2 each from every unit)

Note: Only Simple problems may be asked in Section – B in problem oriented subjects.

SEMESTER I
PAPER I
FINANCIAL MARKETS & INSTITUTIONS

UNIT I

Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.

UNIT II

Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Dept Market – Foreign Exchange Market – Derivatives Market.

UNIT III

Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).

UNIT IV

Investment Information and Credit Rating Agency of India Limited (Icra) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).

UNIT V

Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.

Books for Reference:

1. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.
2. **Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India.**
3. **Finsncial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd.Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.**
4. **Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.**

SEMESTER II
PAPER II
INDIAN STOCK EXCHANGES

UNIT I

Stock Exchange-Meaning and Functions – World’s Stock Exchanges – Indian Stock Exchanges-Origin and Growth-Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-JobbersVs.Brokers-Stock Exchange Dealings-Trading of Securities.

UNIT II

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

UNIT III

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

UNIT IV

The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.

UNIT V

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

Books for Reference:

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.

III-SEMESTER

PAPER III – FUTURES AND OPTIONS

UNIT I

Introduction to Derivatives – Definition of derivatives products – participants in derivatives market, economic forever of derivatives market.

UNIT II

Index Derivatives – Index number – economic significance of index movements – types of Indices – desirable attributes of an index – Derivatives in Nifty and Sensex.

UNIT III

Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.

UNIT IV

Pay off for buyer (long futures) of futures – pay off for seller (short futures) of futures – Hedging, speculation and arbitrage – Options pay off – pay off profit for buyer of call options – pay off profit for writer of call options. Hedging and speculation in options.

UNIT V

Evolution of Commodity Markets – Commodity markets in India – Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.

Books for Reference:

1. Financial Services and Markets : Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services : M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services : Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. The Financial and Analysis of Capital : A.J. Merrett, Allen Ykes projects
5. Financial Management : P.V. Kulkarni & B.G. Sathya Prasad
6. Financial Management : M.Y. Khan & P.K. Jain

IV SEMESTER

Paper IV - FUNDAMENTAL AND TECHNICAL ANALYSIS

UNIT I

Investment - meaning – importance – security analysis – risk and return – various approaches to security valuation.

UNIT II

Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE

UNIT III

Industry analysis – meaning – methods - Company analysis – meaning – methods.

UNIT IV

Technical analysis – meaning – Dow Theory – Elliot Wave Theory

UNIT V

Moving Averages – Charts – macd -relative strengths.

Books for Reference:

1. Investment analysis and portfolio management : Reily.
2. Portfolio management : S.K. Baura.
3. Modern portfolio theory and investment analysis : Elton and Gurbar.
4. Securities analysis and portfolio management : Fischer and Jordan.
5. Investment :Jack Clark Francis & Richard w.Taylor.
6. Investment management :V.K.Bhalla.

BHARATHIAR UNIVERSITY - COIMBATORE - 641046.

3. Diploma in Insurance Management

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc(FCA) from the Academic Year 2007 – 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 – 2009.

Note : The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

1. Duration of the course:

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

2. Course of Study and Scheme of Examination

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Principles of Life and Health Insurance	3	3 Hrs	100
II Semester				
II	Principles of General Insurance	3	3 Hrs	100
III Semester				
III	Insurance Laws	3	3 Hrs	100
IV Semester				
IV	Actuarial Concepts and Principles	3	3 Hrs	100

3. Medium of Instruction:

The medium of Instruction and examination is English only.

4. Passing Minimum:

- A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of Marks in that paper.
- A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

5. QUESTION PAPER PATTERN

Max : 75 Marks

Section A: Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

Section B: Short answer questions of either / or type

$$5 \times 5 = 25$$

(10 questions – 2 each from every unit)

Section C: Essay type questions of either or type

$$5 \times 8 = 40$$

(10 questions – 2 each from every unit)

Note: Only Simple problems may be asked in Section – B in problem oriented subjects

SEMESTER I

PAPER I PRINCIPLES OF LIFE AND HEALTH INSURANCE

Unit I

Nature of Insurance – advantage of life insurance – Principles of life insurance – objects of life insurance

Unit II

Term Insurance – Kinds of policies and plan available – Annuity contracts and their uses.

Unit III

Group and Individual Health Insurance Products – Nature of group insurance – types of group insurance.

Unit IV

Special need plans – Industrial life insurance – Salary saving schemes – Personal accident insurance – Basic principles – Coverage and benefits.

Unit V

Medicclaim benefits – Deferred medicclaim – Overseas medical benefit conditions.

Books for Reference:

1. M.N. Mishra : Insurance Principles and Practice
2. Kothari & Bahl : Principles and Practices of Law
3. N.D. Kapoor : Elements of Business Law
4. P. Periyasamy : Principles and Practice of Insurance
5. G.S. Panda : Principles and Practices of Insurance
6. Alka Mittal and S.L. Gupta : Principles of Insurance and Risk Management

SEMESTER II

PAPER II PRINCIPLES OF GENERAL INSURANCE

Unit I

Risk and Insurance – Nature of Insurance contracts – Functions of Insurance.

Unit II

Basic Principles of Insurance – Practice of Insurance.

Unit III

Structure of Insurance Market in India – Insurance Legislation.

Unit IV

Insurance Marketing Network and Customer Service

Unit V

Risk concerned under standard policies – Risk covered by extra premium policy conditions – Ratings and underwriting factors and claim processing.

Books for Reference:

1. M.N. Mishra : Insurance Principles and Practice
2. Kothari & Bahl : Principles and Practices of Law
3. N.D. Kapoor : Elements of Business Law
4. P. Periyasamy : Principles and Practice of Insurance
5. G.S. Panda : Principles and Practices of Insurance
6. Alka Mittal and S.L. Gupta : Principles of Insurance and Risk Management

III SEMESTER

PAPER III - INSURANCE LAWS

UNIT I

Legal framework of Insurance Business-Torts and Crimes-Indian contract act 1872- Important elements applicable to contract of Insurance.

UNIT II

Insurance act,1938-provisions relating to licencing-capital requirements and foreign stake-investments-Tariff advisory committee-Penalties.

UNIT III

Regulatory provisions under IRDA act,1999 IRDA regulations2000-General provisions relating to-Licensing of insurance agents-insurance advertisement and disclosures.

UNIT IV

IRDA regulations2002-provisions relating to-obligations of insurers to rural or social sectors-Protection of policy holders interests.

UNIT V

General agreement on trade in Services and Insurance sector-Insurance penetration in India as compared to global standards.

Books for reference:

- 1.Principles of insurance and Risk management : Alka Mittal&S.C.Gupta
- 2.Insurance and Risk management : Dr.P.K.Gupta
- 3.Insurance theory &Practice : Nalini Prava Tripathy
- 4.Insurance industry contemporary issues : ICFAI university

IV SEMESTER

PAPER IV - ACTUARIAL CONCEPTS AND PRINCIPLES

UNIT I

Actuary - meaning-Functions-Theory of probability-Addition law and Multiplication law.

UNIT II

Insurance product design and development-Stages in new product development-major concerns in Indian insurance industry.

UNIT III

Insurance pricing-fundamentals-pricing objectives-types of rating-comparison between life insurance pricing and non-life insurance pricing.

UNIT IV

Financial management in Insurance industry-importance-financial objectives-the investment criteria-measures of performance-risk-return trade-off.

UNIT V

Claims settlement-legal aspects-guidelines for settlement of claims - claim procedure-claim documents.

Books for Reference:

- 1.Principles of insurance and Risk management : Alka mittal&S.C.Gupta
- 2.Insurance and Risk management : P.K.Gupta
- 3.Insurance theory &Practice : Nalini Prava Tripathy
- 4.Insurance industry contemporary issues : ICFAI university

Annexure :
SCAA : 29.02.2008

BHARATHIAR UNIVERSITY - COIMBATORE - 641046.

4. Diploma in International Trade

Offered for students undergoing M.Com, M.Com (CA), M.Com (IB), M.Com (F&C) and M.Sc (FCA) from the Academic Year 2007 – 2008 and M.Com (Information Technology), M.Com (Finance & Accounting) , M.Com (Financial & Cost Accounting) and MIB from the Academic Year 2008 – 2009.

Note : The PG Diploma course to be offered for each PG course shall be decided by the concerned college.

1. DURATION OF THE COURSE

The course shall extend over a period of two years. Examination shall be conducted at the end of every semester.

2. COURSE OF STUDY AND SCHEME OF EXAMINATION

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Principles of International Trade	3	3 Hrs	100
II Semester				
II	Export and Import Procedure	3	3 Hrs	100
III Semester				
III	Institutions Facilitating International Trade	3	3 Hrs	100
IV Semester				
IV	India's International Trade	3	3 Hrs	100

3. MEDIUM OF INSTRUCTION

The medium of instruction and examination is English only.

4. PASSING MINIMUM

- c) A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper.
- d) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

5. QUESTION PAPER PATTERN

Max : 75 Marks

Section A: Objective type questions with no choice (10 Questions)

$$10 \times 1 = 10$$

Section B: Short answer questions of either / or type
(10 questions – 2 each from every unit)

$$5 \times 5 = 25$$

Section C: Essay type questions of either or type
(10 questions – 2 each from every unit)

$$5 \times 8 = 40$$

Note: Only Simple problems may be asked in Section – B in problem oriented subjects

I SEMESTER
PAPER I - PRINCIPLES OF INTERNATIONAL TRADE

Unit I

The global Economy – Perspective on the theory of International Trade – The importance of International trade – Counter Trade – Forms of Counter Trade – Reasons for Growth of Counter Trade – Global Trade and Developing Countries.

Unit II

International commodity Agreements – Quota agreements, Buffer stock Agreements – Carats – State Trading – Bilateral and Multilateral contracts. Gains from Trade – Terms of Trade – Factors influencing the terms of trade.

Unit III

Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes – Export Subsidies – Arguments for free Trade – Arguments for protection – Demerits of protection – Trade barriers.

Unit IV

International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Danger of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.

Unit V

Multinational Corporation – Definition and Meaning – Importance of MNCs – benefits of MNCs – Criticism – Globalizations – Meaning – stages – Essential conditions for Globalization – Implications and Importance of Globalization – Benefits – Obstacles to Globalization in India – Factors favoring Globalization.

Books for References:

1. International Trade – Theory and Evidence – By James R.Markusen, James R.Melvin, William H.Kaempfer & Keith E.Maskus.
2. International Trade and Export Management – Francis Cherunilam
3. International Business – Francis Cherunilam

Second Semester
Paper II Export and Import Trade Procedures

Unit I

Exports – Recent measures to boost Country's Exports – Rules for successful exporting – Preliminaries for starting export business – Deemed exports and its benefits – Finance for Exports.

Unit II

Different Categories of exporters - Registration of Exports – Appointing Overseas agents – Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.

Unit III

Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labeling – Shipping and customs clearance of goods.

Unit IV

Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

Unit V

Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

Books for References:

1. How to Export and How to Import – Nabhi publications
2. Export management – P.K. Khurana
3. Export Management – T.A.S. Balagobal
4. A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications

III SEMESTER

PAPER III - INSTITUTIONS FACILITATING INTERNATIONAL TRADE

UNIT I

Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies- Commodity organizations-Export promotion councils (EPCs)- Commodity Boards- Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC's in India- State export –Promotion agencies- Impediments in export promotion.

UNIT II

Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

UNIT III

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions-Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS- Objectives of IPRS-benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures- Evaluation of WTO- drawbacks/Criticisms.

UNIT IV

International Monetary Fund (IMF)-Objectives- Organisation and management-Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

UNIT V

International Development Association (IDA)-Objectives-Memberships – Loan assistance- International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Business (Text & cases) : Francis cherunilam.
2. International Marketing : Rakesh Mohan Joshi.
3. International Business (Text & cases) : P. Sudha Rao
4. International Business Environment : Francis cherunilam.
5. Export Marketing : Achaya and Jain.
6. Export Marketing : B.S. Rathir & J.S. Rathir

IV SEMESTER
PAPER IV - INDIA'S INTERNATIONAL TRADE

UNIT I

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

UNIT II

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

UNIT III

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

UNIT IV

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks

UNIT V

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Trade and Export Management - Francis cherunilam.
 2. Export Management - T.A.S Balagopal
 3. International Trade - M.L. Varma
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