

3. Investments - Financial and non-financial investments - Investment Objectives - Stock market information and indications - Mutual Funds - Advantages of M.F - Euro Issues - Benefits of Euro Issues - OTCEI [Over the counter Exchange of India]. [20 hrs].
4. Dis investment - Meaning - Role of dis investment - Factors influencing dis investment - Buy Back of Shares - SEBI guide lines on buy back of shares. [15 hrs].

Seminars & Assignments. [10 hrs].

#### Books recommended

1. Dr. V.A. Avadhani : Security Analysis And Portfolio Management
2. Fisher & Jorden : Security Analysis And Portfolio Management
3. V.K. Bhalla : Investment Management

#### PAPER 14

#### FINANCIAL MARKETS AND SERVICES

Total Contact Hours 110

1. Indian Financial System- Financial Markets —Money market- Capital Market [5 Hours]
2. Money Market in India – Definition, Nature and Role of Money Market- Instruments Commercial paper- Treasury Bills – Certificates of Deposits- Discount and Finance House of India - Market for Financial Guarantees – Specialised Public Guarantee Institutions —D I E G E and E C G E - R E P O S and Recent Development. (15 Hrs)
3. Capital Market In India – Primary Market and Secondary Market – Functions and powers of SEBI . Over The Counter Exchange of India – Modern Methods of Trading and Operations in Stock Exchange. National Stock Exchange - Role of Stock Holding Corporation of India - Foreign Institutional Investors - Structural reforms in Capital Market Operations [25 Hours]
4. Derivative Trading – Futures and Options— what in Futures – Futures viz Forward Markets —Options — Put Options - Call Options - Swaps - Interest rates Swaps - Currency Swaps [15 Hours]

5. Financial Institutions - All India Development Banks - Unit Trust of India LIC . Venture Capital Institutions - Export – Import Bank of India [10 Hours]
6. Factoring - Concept - Forms of Factoring functions ;of a Factor - Legal Aspects Factoring Services in India [15 Hours]
7. Credit Rating - Concept - Types of Rating Agencies - Advantages and Dis- Advantages [5 Hours]
8. Credit Cards - Concept – Billing and Payment – Settlement Procedure Handling and Implications - Corporate Credit Cards- Business cards - Uses of Credit Cards – Current Developments [10 Hours]

Seminars and assignments (10 Hrs)

#### Books Recommended

1. Srivastava R.M: Management of Indian Financial Institutions
2. Khan M.Y : Indian Financial System .
3. Avadhani V.A : Marketing of Financial services
4. V.K. Bhalla : Investment Management
5. Balakrishnan : Industrial Securities Market in India

#### PAPER 14

#### FINANCIAL MARKETS AND SERVICES

Total Contact Hours 110

1. Indian Financial System- Financial Markets —Money market- Capital Market (5 Hours)
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Seminars and assignments (10 Hrs)

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2. Khan M.Y : Indian Financial System .
3. Avadhani V.A : Marketing of Financial services
4. V.K. Bhalla : Investment Management
5. Balakrishnan : Industrial Securities Market in India

#### PAPER 15 -CORPORATE ACCOUNTING

- I. Amalgamation, Absorption and External Reconstruction of Companies – Inter company owings -intercompany holdings- internal reconstructions-scheme of capital reductions- steps for reconstructions {20 hours}
- II. Liquidation of companies-meaning-methods of windingup-preparation of statement of affairs-deficiency/surplus account-liquidator's final statement of accounts –receivers statement of accounts {15 hours}

III. Insurance claims-computation of fire claims- loss of profits-loss of stock-consequential loss policy {15 hours}

IV. Analysis and interpretation of financial statements-nature-characteristics-types of statements-interpretation of statements-tools and techniques of analysis-common size statements-comparative statements-trend analysis-common size balance sheet and income statement {30 hours}

V. Double account system-meaning- double account system Vs double entry system-main features of double account system-advantages and disadvantages-accounts for electricity companies-legal provisions-reasonable retrurns-clear profits-disposal of surplus-final accounts {15 hours}

Seminars and assignments {15 hours}

#### Books recommended :

1. S.N.Maheswari : Corporate Accounting
2. S.P.Jain & K.L.Narang : Advanced Accounting
3. Arulandam & Raman : Advanced Accounting
4. K.Br.Paul : Accounting
5. B.S.Raman : Advanced Accounting
6. R.L.Gupta : Principles of Accounting
7. M. C. K. Nambiar : Advanced Accounts

#### Paper 16 - FINANCIAL MANAGEMENT

Total contact hours : 110

1. Financial management: Introduction: Nature and scope – Financial functions – Traditional concepts – Modern concept - Role of Finance manager – Financial Goal: Project Vs Wealth – changing role of Financial management.: (10 hrs).
2. Financial planning – Meaning and needs – steps in Financial planning – estimating financial requirements. (5 hrs)
3. Management of Working Capital – Importance of working capital management – estimating working capital – factors affecting working capital – services of working capital – financing current assets – Management of working capital – Inventory management – receivable man-

agement – cash and marketable securities management (20 hrs)

4. Capital Structure – Factors affecting capital structure – optimum capital structure – theories of capital structure – Net Income – Net Operating Income – Traditional Approach and MM Theory (20 hrs).
5. Cost of Capital – Meaning – Importance and Significance – Factors determining the cost of capital – methods of computing cost of equity – cost of preferential capital – cost of debt capital – cost of retained earnings – weighted average cost of capital [25 hrs]
6. Financial Leverage – Meaning – Favourable and un favourable – EBIT – EPS analysis [5 hrs]
7. Dividend policy – Dividend policy and market value of stock – Theories of dividend policies – Walters model – Gordens model – MM Hypothesis – Bonus shares – Stock split [15 hrs]

Seminars and Assignments [10 hrs]

**Books Recommended :**

- I.M Pandey : Financial Management  
V.K Bhalla : Financial management and Policy  
R.K.Sharma & S.K.Guptha : Financial Management  
Gerstern Berg : Financial Organization and management  
Kuchal : Financial Management  
D.C.Sharma & K.G.Guptha : Management Accounting

**Semester III**

**PAPER 9 - MARKETING MANAGEMENT**

Total contact hours 110

1. Meaning and definition of marketing - role in business - evolution of marketing concepts - marketing functions - segmentation - targeting - positioning. (10 hrs)
2. Consumer behaviour - factors influencing buyer behaviour - buying motives - buying process - customer value and customer satisfaction - retaining customers (10 hrs)

3. Product strategy - concept of product - classification - product life cycle - product mix - new product development - product differentiation . (15 hrs)
4. Price strategy - essentials of sound pricing policy - pricing objective - discount structure. (10 hrs)
5. Promotion - meaning and importance of promotion mix - elements - advertising objectives - media - budget - evaluation tools. (10 hrs)
6. Marketing strategies - steps in drawing up marketing strategies - market share strategies in recession (20 hrs)
7. Rural marketing in India - consumer goods - features - drawbacks - potential of rural market strategies (15 hrs)
8. International marketing - concepts - definition - India's EXIM policy (10 hrs)

Seminars & Assignments - 10 hrs

**Books recommended**

1. Philip Kotler : Marketing Management
2. Sherlekar S.A : Marketing Management
3. Chuma walla S.A : Marketing Principles & Practices
4. Prasher Ajay : Marketing Practices & Marketing Strategy
5. Rajan Nair : Marketing Management
6. Raman B.S : Marketing Management

**Semester III**

**Paper 10- PRODUCTS AND BRAND MANAGEMENT**

1. Product Planning & Development – Meaning and objectives \_ Product life cycle Theory. Product Port folio analysis – Understanding Company product/brands and competitive brand market position. (25 Hrs)
2. The new Product Development- Research and innovation- Strategic reason for new product development- Systems and procedures launching of new product —managerial activity- Pricing- Promotion- Positioning of new products. (30 Hrs)

3. Test marketing – Need – Types- Test marketing – When –Where—  
How— Evaluation of Test marketing results (15Hrs)
  4. Brand Management – Brand Positioning concept- Positioning compo-  
nents- Measuring differential advantages and financial values –Adver-  
tising for brands. (20 Hrs)
  5. Brand Performance – Brand switching – Consumer attitudes- Brand –  
Market-Competitors profiles. (10 Hrs)
- Seminars and Assignments (10 Hrs)

Books Recommended.

1. Philip Kotler : Readings in Marketing Management
2. Philip Marion : Product Planning simplified
3. Ramaswamy Manjunathan : Product management in India
4. O.A.J. Marcarerher : New Product Development
5. Subroto Sen gupta : Brand Positioning \_ Strategies for  
competitors advantages.

**Semester III**

**Mcom - Marketing optional**

**Paper 14 - MARKETING RESEARCH**

Total contact hours :- 115

1. Marketing research - Introduction - meaning - definition - objectives -  
evaluation - scope - limitations - types of marketing information system  
- MIS Vs Marketing research - marketing research Vs Market research  
- the state of the art of Market Research in India. (20 hrs)
2. Problem Formulation - Definition - pre-liminary research - conclusive  
research - steps in marketing research. (10 hrs)
3. Research design - Meaning and importance - types of research design  
- steps in the creation of research design . (10 hrs)
4. sampling and data collection - relevance of sampling - types of samples  
- Theories of sampling - Sampling distribution - Sample size - Determi-  
nation of source of data - Primary and Secondary data - data collection  
tools - Observation method - Questionnaire design - interview sched-  
ule . Pilot survey. (30 hrs).

5. Processing of data - Analysis and Interpretation - Editing of primary  
data - Tools of data analysis - Application of Statistical measures to  
data analysis - measures of central value - measures of dispersion -  
parametric and non-parametric tests (20 hrs)
6. Preparation of research reports - principles of reporting research find-  
ings . (5 hrs)
7. Application of Marketing Research - test marketing - product - brand  
image - consumer studies - communication research - advertising im-  
pact - sales research (15 hrs)
8. Case discussions (5 hrs)

**Books Recommended:**

- Ramanuj Majumdar : Marketing Research.  
Luck and Rubin : Marketing Research.  
G.C Beri : Marketing Research (Test and Cases).  
Gilbert and Churchill Jr : Marketing Research.

**Semester III**

**Optional (Marketing Stream)**

**PAPER 12 MARKETING OF SERVICES**

Total contact hours : 110

1. Services marketing - Definition of services - Nature and Characteris-  
tics of services - Differentiation of goods and services marketing - Dif-  
ferences between manufacturing industry and service industry -Diverse  
fields of service sector (20 hrs)
2. Managing services marketing - Future of services marketing - Design-  
ing marketing strategy for services firms. (15 hrs)
3. Managing service quality - Growth of consumerism in the service sec-  
tor - Managing productivity - Managing product support services. (15 hrs)
4. Banking and financial services - Need for marketing orientation - Mar-  
keting strategies in banking and financial services. (15 hrs)

5. Hospitality services - special features of hospitality services - New product development in hospitality sector. (10 hrs)
  6. Educational services - Features of educational services - Need for marketing orientation - Product management - Pricing and promotion in educational services. (15 hrs)
  7. Health care services - Importance - Features - Product - Price and Promotion policies in health care sector. (10 hrs)
- Seminars & Assignments (10 hrs)

#### Books recommended

- |                    |   |                           |
|--------------------|---|---------------------------|
| 1. Philip Kotler   | : | Marketing Management      |
| 2. Jha             | : | Services Marketing        |
| 3. Shankar         | : | Services Marketing        |
| 4. Bidhi Chand     | : | Marketing of services     |
| 5. William Stanton | : | Fundamentals of Marketing |

#### Semester 1V

#### M-com -Marketing- Optional

#### Paper 13

#### INTERNATIONAL MARKETING

Total Contact Hours – 110

1. Introduction - Concepts and Definitions - International, Multinational, Transnational Corporations - Globalization of markets - Emerging trends in world markets - International marketing and International trade - Methods of international market entry. (15 Hours)
2. Environment of international business - Trade, monetary and economic environment - Legal and Political environment - Cultural and Social environment - International trading environment. (15 Hours)
3. World trade - Patterns of world trade - international institutions and financial systems - IBRD, WTO, Regional Economic Associations like EEC, SAARC, G7, G15 (20 Hours)
4. International product policy - Standardisation Vs Adaptation - Packaging and Labelling - Brand and Trademarks - Warranty and service policies - Management of international product line - Strategy for product development. (20 Hours)

5. Pricing for international markets - Basic considerations - Pricing objective – Method of pricing – New trends in pricing for international markets. (10 hours)
6. International distribution - Strategic option - Special features - Export procedure- documentation - Payment system. (10 Hours)
7. Foreign trade strategy of India - Exim policy - Export promotion measures – Problems and Prospect of Globalization of Indian business. (10 Hours)

#### Books recommended

- |                          |   |   |
|--------------------------|---|---|
| Varshney and Battacharya | - | International Marketing                 |
| Kripalani V.H            | - | International Marketing                 |
| Francis cherunilam       | - | International trade & Export Management |
| Mishra M.N               | - | International Marketing Management      |
| M.L.Varma                | - | Foreign Trade Management in India       |
| Cateora Philip           | - | International Marketing                 |

#### Semester IV

#### PAPER – 14 -

#### STATISTICAL TOOLS AND TECHNIQUES FOR MARKETING

1. Business Forecasting – Role – Steps In Business Forecasting – Methods Of Business Forecasting – Theories of Business Forecasting – Cautions while using Forecasting Techniques. [15 hours]
2. Statistical Quality Control Charts – Concept of control charts – causes of variation in quality – types of control Charts – Application and uses of Control Charts – Advantages and limitations of Statistical Quality Control [20 hours]
3. Correlation and Regression techniques – Multiple and Partial Correlation – Simple and Multiple Regression Analysis. [20 hours]
4. Queueing theory – waiting line models – single facility waiting - Line models with infinite input sources – Multiple service facility waiting [20 hours]
5. Simulation – introduction – advantages – limitations – Monte Carlo simulation - simulation language – application – when to simulate. [15 hours]

- Value Analysis – introduction – definition of value – what is value analysis – value analysis programme – organising value analysis. [10 hours]

Seminars and assignments [10 hours]

#### Books Recommended

- |                         |   |                          |
|-------------------------|---|--------------------------|
| 1. C. R. Kothari        | : | Q. T                     |
| 2. Sharma K.R           | : | Q.T and O.R              |
| 3. S. P. Gupta          | : | Statistical Methods      |
| 4. Aanand Sharma        | : | Q.T. for Decision Making |
| 5. Sanchethi and Kapoor | : | Statistics               |
| 6. Patri Degainban      | : | Statistical Methods      |

#### Semester IV

#### M-Com - Marketing Optional

#### Paper 15 - CONSUMER BEHAVIOUR

- Introduction : Definition-Consumer Behaviour as a marketing discipline- Consumer Behaviour and Consumer Education-Market segmentation and Consumer Research-Organisational buying behaviour- Problems in studying Consumer Behaviour. (15 hrs)
- Consumer needs and motivations- Nature and Role of motivation - Positive and Negative motivation - Personal influences and attitude formation - Learning and consumer involvement- Communication and consumer behaviour. (20 hrs)
- Group influences on consumer behaviour- Consumers and their social and cultural environment - Preference group influence and group dynamics -Family buying influences and family life cycle - Cultural and sub-cultural influences on consumer behaviour (15 hrs)
- Consumer buying process - an overview of the decision process - Recognition of unsatisfied need - Identification of alternatives - Evolution of alternatives - Purchase decision - Post purchase behaviour. (15 hrs)
- Basic principles of learning - Behavioural learning theories - Cognitive learning theory - Involvement theory - Characteristics of memory system. (15 hrs)

- Profile of Indian Consumers - Behavioural patterns of Indian consumers - Problem faced by Indian consumers. (10 hrs)
- Consumer protection - definition - dynamics of perception - consumer emergency - perceived risk (10 hrs)
- Consumer Behaviour in the modern business world - Consumerism - Public policy - Institutions of consumer protection - Recent trends - Globalisation and Consumer Behaviour - (10 hrs)

#### Books recommended

- |                  |   |                      |
|------------------|---|----------------------|
| Leon G Schiffman | : | Consumer Behaviour   |
| Philip Kotler    | : | Marketing Management |
| Anitha Ghatat    | : | C B in India         |
| Shyam Babu Vyas  | : | Marketing and C B    |

Semester IV Optional (Marketing Stream)

#### Paper 16 - SALES MANAGEMENT AND ADVERTISING

Total contact hours : 110

- Salesmanship and sales management - Salesmanship definition - Importance of personal selling - Salesmanship whether productive or not - Salesman's authority - Knowing the sales field - Allocation of territory - Quota selling - techniques of sales forecasting. (25 hrs)
- New developments in the selling practices - Telemarketing – relationship marketing - Retail selling and business to business selling - Electric media - Emerging trends. (25 hrs)
- Sales manager - qualities - duties - Sales force management - Recruiting - Selecting - Training - Compensation plans - Motivation - Evaluation. (20 hrs)
- Sales promotion and advertising - Evolution of advertisement - Functions - Purpose - Criticism of advertising - causes of failure of advertising - Advertisement media and selection. (20 hrs)
- Media of advertisement - Press - Magazines - Direct advertising - Cinema - Radio -TV etc. (10 hrs)

Seminars & Assignments (10 hrs)

**Books recommended**

1. Dr.N.Rajan Nair : Marketing
2. Pylee J.F : Marketing Principles
3. Manmoria & Joshi : Principles & Practices of Marketing in India
4. R.L.Joshi : Principles & Practices of Marketing in India
5. Prasher Ajay : Marketing Practices & Marketing Strategy
6. Chunawalla & Sethia : Foundations of Advertising Theory & Practices

KANNUR UNIVERSITY

(Abstract)

M.Com course - scheme and syllabus - prescribed - implemented with effect from 2001 admission - Orders issued.

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ACADEMIC BRANCH

U.O.No.Acad/C1/3312/2001

Dated, Kannur, 18th July 2001

Read:- Item No. I (f) (V) of the minutes of the meeting of the Academic Council held on 30.5.2001.

O R D E R

The Academic Council, at its meeting held on 30.5.2001, considered and approved the scheme and syllabus of M.Com course along with the recommendations of the Board of Studies in Commerce (PG) vide the minutes of the meeting held on 17.5.2001.

After examining the matter in detail, the Vice-Chancellor has been pleased to accord sanction to implement the scheme and syllabus along with the recommendations of the Board of Studies, in some cases.

Orders are, therefore, issued implementing the scheme and syllabus of M.Com course, as appended with effect from 2001 admission onwards.

The scheme and syllabus is appended.

Sd/-  
REGISTRAR

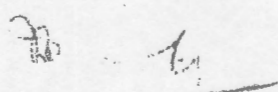
To

1. The Principals of the colleges offering M.Com Course.
2. The Controller of Examinations.

Copy to:

1. The Chairman, Board of Studies in Commerce (PG).
2. PS to VC/PA to PVC/PA to Registrar.
3. DR/AR (Academic)/SF/FC/DF.

Forwarded/By Order

  
SECTION OFFICER



## M.COM. COURSE STRUCTURE

### Semester - I

#### Core Subjects

Paper No.	Title of Papers
1	Business Environment
2	Quantitative Techniques
3	Management Information System
4	Management Concepts

### Semester - II

#### Core Subjects

Paper No.	Title of Papers
5	Strategic Management
6	Research Methodology and Statistical Techniques
7	Costing for Managerial Decisions.
8	Computer Applications

### Semester - III

#### Finance (Elective Subjects)

Paper No.	Title of Papers
9	Budgeting and Policy
10	Advanced Business Accounting
11	Taxation I (Income Tax)
12	Taxation II (Wealth Tax and Indirect Taxes)

### Semester - IV

#### Finance (Elective Subjects)

Paper No.	Title of Papers
13	Security Analysis and Investment Management
14	Financial Markets and Services
15	Corporate Accounting
16	Financial Management

### Semester - III

#### Marketing (Elective Subjects)

Paper No.	Title of Papers
9	Marketing Management
10	Product and Brand Management
11	Marketing Research
12	Service Marketing

### Semester - IV

#### Marketing (Elective Subjects)

Paper No.	Title of papers
13	International Marketing
14	Statistical tools and Techniques for Marketing
15	Consumer Behaviour
16	Sales Management and Advertisement

11-2-

With the above restructured syllabus, semester system is proposed to be introduced in Kannur University for M.Com. course from the academic year (2001 - 2002). The course is spread into 4 semesters of two year Post Graduate Programme with two semesters in each year. As shown in the above tables the subjects offered under the course is divided into 2 groups, the core group and the elective group. Colleges can have their own choice of any one electives. In the third and fourth semesters the same streams (Finance/marketing) should be selected.

**Examination System:**

There will be 16 papers each with 110 contact hours per paper. There will also be one project/dissertation during the entire course and a comprehensive viva-voce at the end of the last semester. There will be both Continuous Assessment (CA) and Semester End Assessment (SEA). Each paper carries a maximum of 100 marks. The distribution of marks shall be 20% for CA and 80% for SEA.

**Continuous Assessment (CA):**

The procedure for continuous assessment should be transparent. There should be a Register in the college to maintain continuous assessment marks of the students. The same should be made available for inspection to the higher authority, if required.

The break up of marks 20 for CA is as follows:

(a)	Attendance	-	20%
(b)	Assignments	-	20%
(c)	Tests	-	40%
(d)	Seminar	-	20%

Project/Dissertation and Viva-Voce carry a maximum of 100 marks. There shall be no CA for project work/dissertation.

The grand total mark is 1800 for 16 semester papers and one project/dissertation and one comprehensive viva-voce.

**Attendance:**

The minimum attendance required for each subject shall be 75% of the total number of classes conducted for that semester. Those who secure the minimum attendance in a semester alone will be allowed to register for the Semester End Assessment. The allotment of marks for attendance shall be as follows:

Attendance less than 75%	-	0 mark
75% - 80%	-	1 mark
81% - 85%	-	2 marks
86% - 90%	-	3 marks
Above 90%	-	4 marks

**Assignments:**

Each student shall be required to do 1 assignment for each paper. Valued assignments must be returned to the students.

13-

**Tests:**

For each paper there shall be at least 2 class tests with advance notice. The probable dates of the tests shall be announced at the beginning of each semester. Valued answer scripts should be made available to the students for perusal.

**Seminar:**

Students shall be required to present a seminar on a selected topic in each paper. The evaluation of the seminar will be done by the concerned teacher(s) handling the paper based on the presentation of the seminar paper and participation in discussion.

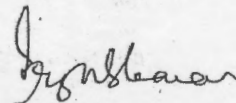
All the records of the continuous assessment must be kept in the department and must be made available for verification by the University if necessary. Separate orders incorporating the details for the award of marks under CA will be issued by the University.

**Project Evaluation:**

Dissertation/Project report is to be submitted at the end of the last semester and shall be valued by a Board of 2 examiners appointed by the University.

**Semester End Assessment:**

SEA of all the theory papers of I and III semesters will be conducted by the college with University providing question papers and external examiners. Exam for semester II and IV shall be conducted by the University. There shall be double valuation system of answer books. The average of 2 valuation shall be taken into account. If there is variation of more than 10% of the maximum marks, the answer books shall be valued by a third examiner. The final marks to be awarded shall be the average of marks awarded by all the three examiners.



REGISTRAR