

M.COM (BANKING AND FINANCE) – PART I

No. of Courses	Semester	Credits	No. of Courses	Semester	Credits
	I			II	
	Major Mandatory			Major Mandatory	
1	Banking Practices and Procedures	4	1	Legal framework of Banking	4
2	Insurance – Principles and Practices	4	2	Commodity Markets	4
3	Financial Markets	4	3	Financial Management	4
4	Merger and Acquisition	2	4	Risk Management	2
	Major Mandatory (Electives)			Major Mandatory (Electives)	
5	Behavioral Finance	4	5	Corporate Financial Accounting	4
6	Economics for Business Decisions	4	6	Macro Economics: Concepts and Applications	4
7	Research Methodology for Business	4	7	On-the-job Training	4
		22			22

M.COM (BANKING AND FINANCE)

PART I

SEMESTER-I

BANKING – PRACTICES AND PROCEDURES

Program Name – M.Com		Semester – I		
Course Name: Banking – Practices and Procedures		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	120 Minutes	60	24
	Internal Continuous Evaluation	90 Minutes	40	16

Objectives of the course:

1. To enable students to interpret the theory and functioning of Banks in India
2. To highlight the organization, structure, and role of Banks in Indian economy
3. To understand the role of central Bank and monetary policy in an economy
4. To examine the role of Banks in international operations

Module	Name	Lectures
1	Introduction to Banking	15
2	Commercial Banking	15
3	Central Banking and Monetary policy	15
4	International Banking	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module/ Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
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I	<p>A) Definition of Banks, History of Banking in India, Phases of Development of Banks in India from Pre Independence era to Contemporary times,</p> <p>B) Services to Different Categories of Customers- Retail, Corporate, International and Rural.</p> <p>C) Indian money market – structure and characteristics, money market instruments</p>	<p>A) U, AN</p> <p>B) U, AN</p>
II	<p>Commercial Banking</p> <p>A) Role and Functions of Commercial Banks, Types of Banks B) Customer Relationship Management in Banks - Meaning and Objectives of CRM in banks, Strategies for Expanding Customer Base, Customer Retention</p> <p>C) Banking Ombudsman Scheme, , Handling Customer Grievances</p>	<p>U, AN</p>
III	<p>Central Banking and Monetary policy</p> <p>A) Functions and Objectives of central bank</p> <p>B) Instruments of monetary control; monetary management in an open economy</p> <p>C) current monetary policy of India. Banking Sector Reforms and their Implications on Indian Banking Sector, Recommendations of Narsimham Committee report</p>	<p>R, EV</p>

IV	<p>International Banking</p> <p>A) Origin and History, Features, Functions, Reasons for growth of International Banking,</p> <p>B) Recent trends, International payment systems, NRI accounts, Export finance, Import finance, International merchant banking, Remittances, Interbank functions</p> <p>C) Letter of Credit and Bank Guarantees, Role of LIBOR, Risk in International Lending, Role of International credit agencies</p>	AN, EV, A
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➤ **Course Outcomes:** At the end of the course, students should be able to:

CO 1: To elaborate and describe the working of commercial banks

CO 2: To highlight the organization, structure, and role of Banks in Indian economy

CO 3: To understand the role of central Bank and monetary policy in an economy

CO 4: To examine the role of Banks in international operations

Books and References

- 1. Baye, M., Jansen, D. (2006). Money, banking and financial markets. AITBS.
- 2. Bhole, L., Mahukud, J. (2017). Financial institutions and markets, 6th ed. Tata McGraw-Hill.
- 3. Fabozzi, F., Modigliani, F., Jones, F., Ferri, M. (2010). Foundations of financial markets and institutions, 4th ed. Pearson Education.
- 4. Jadhav, N. (2009). Monetary policy, financial stability and central banking in India. Macmillan.
- 5. Khan, M. (2015). Indian financial system, 9th ed. Tata McGraw-Hill.
- 6. Mishkin, F., Eakins, S. (2017). Financial markets and institutions, 8th ed. Pearson.
- 7. Mohan, R. (2011). Growth with financial stability: Central banking in an emerging market. Oxford University Press.
- 8. Various latest issues of RBI Bulletins, Annual Reports, Reports on Currency and Finance, and Reports of the Working Group, IMF Staff Papers.

Question Paper Pattern (Internal Assessment)

- Maximum Marks: 40 marks
- Questions to be set: 03
- Duration: 1½ hours

Question No.	Particulars	Marks
Q.1	<p>Objective Questions</p> <p>Students to answer 10 sub questions out of 15 sub questions. (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)</p> <p style="text-align: center;">OR</p> <p>Objective Questions</p> <p>A) Sub Questions to be asked 08 and to be answered any 05 B) Sub Questions to be asked 08 and to be answered any 05(*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)</p>	10
Q. 2	<p>Concept based short questions</p> <p>Students to answer 5 sub questions out of 8 sub questions.</p>	10
Q. 3	<p>Short questions</p> <p>Students to answer 02 sub questions out of 03 sub questions</p>	20

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

Question No.	Description	Marks
1	Q.1 Two out of three questions (Module I) A B C	15
2	Q.2 Two out of three questions (Module II) A B C	15
3	Q.3 Two out of three questions (Module III)	15
	A B C	
4	Q.4 Two out of three questions (Module IV) A B C	15
	Total	60

Percentage of 6 categories of Blooms Taxonomy in question paper

% in Question Paper	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						100%
	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	15%	15%	15%	15%	-	

INSURANCE – PRINCIPLES AND PRACTICES

Program Name – M.Com		Semester – I		
Course Name: Business Studies		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	120 Minutes	60	24
	Internal Continuous Evaluation	90 Minutes	40	16

Objectives of the course:

1. To familiarize the learner with the concept of Insurance, its history and principles of Insurance
2. To orient the learners about the procedural aspects of Life, Fire and marine Insurance
3. To acquaint the learners about the legal framework of Insurance business in India
4. To develop an understanding of latest developments of Insurance business in India, various innovative products in Insurance and prospects of Insurance.

Module	Name	Lectures
1	Introduction to Insurance	15
2	Life, Fire and Marine Insurance	15
3	Insurance legislation in India	15
4	Innovative Insurance products, Prospects of Insurance companies	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<u>Introduction to Insurance:</u> A) Concept of Insurance, Definition, Functions, Features, Evolution of Insurance	.A)R, U

	<p>B) Role of Insurance and Importance of Insurance</p> <p>C.) Principles of Insurance (7 principles of Insurance)</p>	<p>B) R, U</p> <p>C)R, U</p>
II	<p>Life, Fire and Marine Insurance</p> <p>A) Life Insurance - Concept, Classification of policies- On the basis of duration of policy, method of premium payments, participation of profit, number of lives covered, method of payment of claim amounts and non conventional policies, Conditions relating to policies, Procedure to make claims.</p> <p>B) Marine Insurance – Nature, Types of Marine Insurance policies, Conditions relating to policies, procedure to make claims</p> <p>C) Fire Insurance – Nature, Types of Fire Insurance policies, Conditions relating to policies, Procedure to make claims.</p>	<p>A) A, U</p> <p>B) A, U</p> <p>C) A, U</p>
III	<p>Insurance legislation in India</p> <p>A) Insurance Regulatory and Development Authority Act, 1999</p> <p>B) Role of Ombudsman</p>	<p>R,U</p> <p>A</p>

IV	<p>Innovative Insurance products, Prospects of Insurance companies:</p> <p>A) Motor Insurance, Burglary and Personal accident Insurance, Health Insurance, Miscellaneous forms of Insurance including social insurance, Rural Insurance</p> <p>B) Liability Insurance, Credit Insurance and surety, Risk management in Life, and General Insurance</p> <p>C) Privatisation of Insurance industry, Insurance innovation, Bancassurance</p>	AN, C, E
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Course Outcomes:

CO 1: To understand the concept of Insurance, its history and principles of Insurance

CO 2: To analyze the learners about the procedural aspects of Life, Fire and Marine Insurance

CO 3: To apply the knowledge gained for bringing innovative insurance products.

CO4 : To appreciate the legal framework of Insurance business in India

Books and References

List of Recommended Books:

1. M. N. Srinivasan : Principles of Insurance Law, Wadhwa & Co.
2. Rajiv Jain : Insurance Law and Practice, Vidhi Publication Private Limited
3. Taxmann : Insurance Manual, Taxmann Publication Private Limited
4. Bharat : Manual of insurance Laws, Bharat Publication Private limited
5. Dr. Avtar Singh : Law of Insurance, Universal Publication Pvt. Limited
6. George E. Rejda : Principles of Risk Management and Insurance
7. Principles of Insurance and Management, 6/e. (n.d.). India: S. Chand Limited.

Question Paper Pattern (Internal Assessment)

- Maximum Marks: 40 marks
- Questions to be set: 03
- Duration: 1½ hours

Question No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks) OR Objective Questions A) Sub Questions to be asked 08 and to be answered any 05 B) Sub Questions to be asked 08 and to be answered any 05(*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)	10
Q. 2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions.	10
Q. 3	Short questions Students to answer 02 sub questions out of 03 sub questions	20

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

Percentage of 6 categories of Blooms Taxonomy in question paper

% in Question Paper	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						
	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	10%	10%	10%	10%	100%

FINANCIAL MARKETS

Program Name – M.Com		Semester – I		
Course Name: Financial Markets		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	120 Minutes	60	24
	Internal Continuous Evaluation	90 Minutes	40	16

Objectives of the course:

1. To study the Structure of Indian financial system.
2. To familiarize the students with the structure of money market and capital market
3. To understand the Instruments of money market and capital market.
4. With the understanding of development of the world currency system.
5. To understand the Globalization of Financial Market

Unit	Details	Lectures
I	Introduction to Financial system	15
II	Overview of Capital Market	15
III	Overview of Money Market	15
IV	Overview of Derivatives Market	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<p><u>Introduction to Financial system</u></p> <p>A. An Overview of Financial System - Structure of Indian financial system, the nature and role of financial system, Relationship between financial system and economic development, Constituents of Financial System – Primary and Secondary, Development of Financial Markets in India, Components of financial system.</p>	A) <u>U, A</u>

	<p>B. Theories –Prior savings theory, Credit creation theory, Theory of post savings, Financial regulation theory, Financial liberalization theory</p>	<p>B) <u>U, A</u></p>
II	<p><u>Overview of Capital Market</u></p> <p>A. Introduction to Capital Market - Structure and Growth of the Indian Capital Market, Indian Capital Market Forms - Industrial Securities , New Issue markets and Old Issue markets- Introduction, Features, Types and Government Securities (Gilt-edged market)- Introduction, Features, and Types</p> <p>B. Ownership Securities – Equity Shares, Preference Shares, No-par stock- (Introduction, Features and Types),Creditorship Securities – Debentures – Introduction, Features, and Types</p>	<p>A) <u>R, U, A</u></p> <p>B) <u>A, AN</u></p>
III	<p><u>Overview of Money Market</u></p> <p>A. Money market- Meaning, Features, Structure of money market, Regulatory Framework,- RBI/FIMMDA/FEDAI, Disadvantages of Money market, Characteristics and Features of developed money market, Recent development in money markets-DFHI, STCI</p> <p>B. Money Market Instruments-T Bills, Money at short and call notice, Commercial bills, Promissory notes, Certificate of deposits Commercial- papers, Banker’s Acceptance CBLO, IBPC, MMMF and LAF, Recent measures of Monetary Policy in India</p>	<p>A) <u>R,U</u></p> <p>B) <u>U, A</u></p>
IV	<p><u>Overview of Derivatives Market</u></p> <p>A. Derivatives Market - Meaning, Importance and Need for Derivatives Market, Kinds of financial derivatives and financial derivatives in India.</p> <p>B. Globalization of Financial Market - Indigenous Bond markets, Foreign Currency Bond Markets, Euro market, FDI- Inflows- Outflows, Emerging Trends and Challenges in Global Financial Markets and Impact of globalization on financial markets</p>	<p>A) <u>U, A</u></p> <p>B) <u>U,A, AN</u></p>

Course Outcomes:

- CO 1: Describe the different components of a financial system and their role.
- CO 2: Explain the recent developments in the financial system
- CO 3: Describe the instruments, participants and operation of the money market
- CO 4: Describe the methods of issuing shares and role of intermediaries in the primary market

- CO 5: Understand the various speculators and describe the speculative activities

Books & References:

1. Pathak, Bahraini. V.P.: *Indian Financial System*, Pearson Education India
2. Singh, Reith: *Dynamics of Indian Financial System*, Ane Books Pvt. Ltd.
3. Guruswami, S. *Capital Markets*, Tata McGraw Hill, New Delhi
4. Khan. M.Y : *Indian Financial System*, Tata McGraw Hill, New Delhi
5. Avadhani, V.A., *Investment And Security Markets in India*, Himalaya Publishing House

Examination and Evaluation Pattern

The examination for the students in this course will be held under two heads:

- Continuous Internal Assessment
- Semester End Examination

Type	Internal Assessment	Semester End Examination
Total Marks	40	60
Minimum Passing Mark	16	24

Continuous Internal Assessment

The Internal Assessment will consist of one class test of 40 marks for each course excluding projects. The question paper pattern will be shown as below:

Question Paper Pattern (Internal Assessment)

- Maximum Marks: 40 marks
- Questions to be set: 03
- Duration: 1½ hours

Question No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks) OR Objective Questions A) Sub Questions to be asked 08 and to be answered any 05 B) Sub Questions to be asked 08 and to be answered any 05 (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)	10
Q. 2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions.	10
Q. 3	Short questions Students to answer 02 sub questions out of 03 sub questions	20

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

Question No.	Particulars	Marks
Q.1	Full length Or Full length	15
Q.2	Full length Or Full length	15
Q.3	Full length Or Full length	15
Q.4	Objective Question (Multiple Choice/ True or False/ Fill in the Blanks/ Match the Columns/ Short Questions.) Or Short Notes (Any three out of five)	15

Percentage of 6 categories of Blooms Taxonomy in question paper

% in Question Paper	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						100%
	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	

MERGERS AND ACQUISITION

Program Name – M.Com		Semester – I		
Course Name: Mergers and Acquisition		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		02		
Tutorial/Lab Work		-		
Credits		02		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	60 Minutes	30	12
	Internal Continuous Evaluation	40 Minutes	20	08

Objectives of the course:

1. To familiarize the learner with the concept of business, business objectives, new forms and trends in business.
2. To orient the learners about the various aspects of the business environment
3. To develop an understanding of business planning and business unit promotion.

Module	Name	Lectures
1	Introduction to Business	15
2	Business Planning and Business Unit Promotion	15
	Total	30

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<p><u>Introduction to Business:</u> A) Concept, Functions, Significance of business. Traditional and Modern Concept of business</p> <p>B) Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives</p> <p>C.) New Trends in Business: Globalization and its impact on business, Strategy Alternatives -Growth, Retrenchment, Corporate Restructuring and Turnaround Strategies</p>	<p>.A)R, U</p> <p>B) R, U</p> <p>C)R, U</p>

	D) New Forms of Business Start-ups, E-Commerce – Opportunities and Challenges	D) R, U
II	<p><u>Business Planning and Business Unit Promotion</u></p> <p>A) Business Environment: Concept, Importance of business environment, Constituents of Business Environment: Internal and External Environment Interrelationship between Business and Environment.</p> <p>B) Project Planning: Steps in Business Planning Process Concept and importance of Project Planning; Project Report- Uses and Content, feasibility Study types, Preparation of Business Plan</p> <p>C) Business Unit Promotion: Concept and Stages of Business Unit Promotion, Role of Government in Promotion of Business Unit, Licensing and Registration procedure, Filing returns and other documents, Important legal provisions governing business.</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p>

Course Outcomes:

- **CO 1:** To understand the concept of business, business objectives, new forms and new trends in business.
- **CO 2:** To analyze the various aspects of the business environment.
- **CO 3:** To apply the knowledge gained for business planning and business unit promotion.

Examination and Evaluation Pattern

The examination for the students in this course will be held under two heads:

- Continuous Internal Assessment
- Semester End Examination

Type	Continuous Internal Assessment	Semester End Examination
Total Marks	20	30
Minimum Passing Mark	8	12

Continuous Internal Assessment

This is continuous evaluation for 20 marks which would include:

Evaluation type	Marks
Online/ Offline Test OR Assignment OR Case Study OR Industrial visit OR Internship OR Presentation OR Project	20

Semester End Examination

- Maximum Marks: 30
- Questions to be set: 02
- Duration 60 Minutes

All Questions are Compulsory Carrying 15 Marks Each

Question No	Particulars	Marks
Q-1	Answer any 2 out of 3	15
Q-2	Answer any 2 out of 3	15

Percentage of 6 categories of Blooms Taxonomy in question paper

% in Question Paper	Continuous Internal Assessment (20 Marks)		Semester End Examination of 30 Marks						100%
	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	

BEHAVIOURAL FINANCE

Program Name – M.Com		Semester – I		
Course Name: Behavioural Finance		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	120 Minutes	60	24
	Internal Continuous Evaluation	90 Minutes	40	16

Objectives of the course:

1. To familiarize the learner with basic aspects of behavioural finance.
2. To acquaint learner on the concept of market bubbles and highlight the issues damaging financial health of Indian families
3. To bring awareness among students towards rational behaviour of individual towards investment decision making.
4. To familiarize with external factors and investor behaviour.

Module	Name	Lectures
1	Introduction of Behavioural Finance	15
2	Market Bubbles and financial Therapy	15
3	Rationality from an economics and evolutionary perspective	15
4	External factors and Investor behaviour	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<p><u>Introduction to Business:</u></p> <p>a) Behavioural Finance – Nature, Scope, Objectives and Significance and application. History of behavioural finance.</p> <p>b) Psychology – Concept, Nature, Importance, the psychology of financial markets, the psychology of investor behaviour, behavioural finance market strategies.</p>	<p>a) R, U</p> <p>b) R, U</p> <p>c) R, U</p>

	c) Prospect theory – loss aversion theory under Prospects theory and mental accounting. Investors disposition effect.	
II	<p><u>Market Bubbles and Financial Therapy:</u></p> <p>a) Stock Market Bubbles – History of stock market bubbles, identification and classification of market bubbles, causes of market bubbles, investor behaviour during market bubbles and trading strategies during market bubbles</p> <p>b) Value Investing and Financial Therapy: Concept, features, importance, models and strategies of value investing; Financial Therapy-issues damaging financial health of Indian families, global financial therapy scenario, financial therapy as a profession; Cognitive Behavioral Therapy (CBT)-behavioral disorders in capital market investors, types and benefits of CBT</p>	<p>A) AN</p> <p>B) R, U</p>
III	<p><u>Rationality from an economics and evolutionary prospective</u></p> <p>a) Elsberg’s paradoxes, Rationality from an economics and evolutionary prospective, dependence on time horizon, Herbert simon and bounded rationality.</p> <p>b) Limits to Arbitrage, Long – short trades, Risk Vs Horizon</p> <p>c) Fundamental risk, Noise trader risk. Expected Utility as a basis for decision making</p>	<p>A) R, U</p> <p>B) R, U</p> <p>C) R, U</p>
IV	<p><u>External Factors and investor behaviour</u></p> <p>a) External factors and investor behaviour; Fear and greed in financial market, emotions and financial markets</p> <p>b) Geomagnetic storm, statistical methodology for capturing the effects of external influences onto stock market returns.</p>	<p>A) R, U</p> <p>B) AN, EV</p>

Course Outcomes:

- **CO 1:** To understand the concept of behavioural finance and its market strategies.
- **CO 2:** To analyze the type of economic bubble taking place in stock market.
- **CO 3:** To understand the rational behaviour of individual towards investment decision making.
- **CO 4:** To determine the external factors influencing on investors behaviour towards financial market.

Books and References

1. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
2. Understanding Behavioral Finance by Ackert
3. The Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
4. What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGrawHill
5. Handbook of Behavioral Finance – Brian R. Bruce , Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch
6. Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch 10-15
7. Shleifer, Andrei, 2000, Are Financial Markets Efficient?, Chapter 1 in Inefficient Markets, Oxford University Press.
8. Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
9. Nofsinger, J. R., 2001, Investment Madness, Prentice Hall.
10. Mitchell, O. S., and S. P. Utkus, eds., 2004. Pension Design and Structure: New Lessons from Behavioral Finance (Oxford University Press, New York, New York).
11. Shleifer, Andrei (2000): Inefficient Markets: An Introduction to Behavioral Finance, Oxford University Press, Oxford.
12. Montier, James (2002): Behavioural Finance, John Wiley & Sons, New York.

Question Paper Pattern (Internal Assessment)

- Maximum Marks: 40 marks
- Questions to be set: 03
- Duration: 1½ hours

Question No.	Particulars	Marks
Q.1	Objective type questions (MCQs/ Tor F..)	10
Q. 2	Concept based short questions Students to answer 5 sub questions out of 6 sub questions.	10
Q. 3	Short questions Students to answer 02 sub questions out of 03 sub questions	20

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks Each

Question No	Particulars	Marks
Q-1	Answer any 2 out of 3	15
Q-2	Answer any 2 out of 3	15
Q-3	Answer any 2 out of 3	15
Q-4	Answer any 2 out of 3	15

Percentage of 6 categories of Blooms Taxonomy in question paper

	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						
% in Question Paper	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	100%

ECONOMICS FOR BUSINESS DECISIONS

Program Name – M.Com		Semester – I		
Course Name: Economics for Business Decisions		Course Code:		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	120 Minutes	60	24
	Internal Continuous Evaluation	90 Minutes	40	16

Objectives of the course:

1. To acquaint the learners with the basic tools of economic theory.
2. To equip the learners with practical applications of economic principles and theories.
3. To prepares learners to analyze the market structure.
4. To widen analytical ability of the students and to provide them a foundation for further study of economics.

Module	Name	Lectures
1	Basic Principles in Business Economics	15
2	Demand and Supply analysis:	15
3	Production Decisions and Cost analysis	15
4	Market Structure analysis	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	<u>Basic principles in Business Economics</u> A) Meaning, Scope and application of business economics in the decision making, twin principles of scarcity and efficiency; profit maximization principle; market economy and invisible	A) R, U

	hand; production possibility frontier; opportunity cost; accounting profit and economic profit; market failure, externality, public goods and economic role of government.	
II	<p><u>Demand and Supply analysis:</u></p> <p>A) Determinants of demand- market demand function-theory of attributes, snob appeal, band wagon and Veblen effect and demand function. Law of supply-elasticity of supply.</p> <p>B) Applications of elasticity of demand and supply to economic issues; Paradox of bumper harvest-tax on price and quantity-minimum floor and maximum ceilings; minimum wages controversy and administered price control.</p> <p>C) The theory of consumer choice-Consumer preference and budget constraint-equilibrium position of tangency with the help of indifference curve analysis –effect of changes in price and income on consumer equilibrium.</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p>
III	<p><u>Production decisions and Cost analysis</u></p> <p>A) Production function-short run and long run-Law of variable proportion, returns to scale, scale economies, scope economies – least cost factor combination for a given output – Expansion path and Multiproduct firm-cost reduction through experience – learning curve. Economic analysis of Cost: Classification of costs, short run and long run cost functions.</p>	<p>A) R,U</p>

IV	<p><u>Market Structure analysis:</u></p> <p>A) Difference between perfectly and imperfectly competitive markets – Perfect competition and Monopoly as limiting cases of market imperfections sources of market power – profit maximization of simple and discriminating monopolist – methods of measuring monopoly power – public policy towards monopoly power.</p> <p>B) Different forms of imperfect competition – Monopolistic competition and oligopoly – strategic decision making in oligopoly markets – collusive and non-collusive oligopoly – colliding oligopoly; rivalry among few, price war and kinked demand curve – collusive oligopoly models of price leadership and cartel – basic concepts of game theory – Using game theory to analyze strategic decisions – application of model of prisoner’s dilemma in market decisions</p>	<p>A) AN</p> <p>B) A</p>
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Course Outcomes:

- **CO1:** Understand the economic concepts, theories, laws and principles related to business units.
- **CO2:** Understand how choices are made by the consumers and firms to utilize the resources.
- **CO3:** Apply economic concepts, theories, laws and principles to business activities.
- **CO4:** Evaluate the most profitable investment projects available in the future.

➤ **Books and References**

1. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
2. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
3. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
4. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
5. Hirschey .M., Managerial Economics, Thomson South western (2003)
6. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
7. Koutsiyannis, A., Modern Microeconomics, Macmillan Press Ltd (1998 Reprint).
8. Varian, Micro-Economic Analysis (ed. 3), Norton, 1992.
9. Dean, Joel: Managerial Economics (Prentice Hall of India, N. Delhi, 2002)
10. Gupta, G.S.: Managerial Economics (Tata McGraw Hill, N. Delhi, 1997)
11. Sen Anindya, Micro -Economics: Theory and Applications, Oxford University Press, New Delhi, 1999.

Question Paper Pattern (Internal Assessment)

- Maximum Marks: 40 marks
- Questions to be set: 03
- Duration: 1½ hours

Question No.	Particulars	Marks
Q.1	<p>Objective Questions</p> <p>Students to answer 10 sub questions out of 15 sub questions. (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)</p> <p style="text-align: center;">OR</p> <p>Objective Questions</p> <p>A) Sub Questions to be asked 08 and to be answered any 05</p> <p>B) Sub Questions to be asked 08 and to be answered any 05 (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)</p>	10
Q. 2	<p>Concept based short questions</p> <p>Students to answer 5 sub questions out of 8 sub questions.</p>	10
Q. 3	<p>Short questions</p> <p>Students to answer 02 sub questions out of 03 sub questions</p>	20

Semester End Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours
-

Percentage of 6 categories of Blooms Taxonomy in question paper

% in Question Paper	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						
	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	100%

RESEARCH METHODOLOGY FOR BUSINESS

Program Name – M.Com		Semester – I		
Course Name: Research Methodology for Business		Course Code:		
Vertical :		Research Methodology		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	Semester End Examination	120 Minutes	60	24
	Internal Continuous Evaluation	90 Minutes	40	16

Objectives of the course:

1. To enhance the abilities of learners to undertake research in business & social sciences
2. 2 To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
3. 3 To enable the learners in understanding and developing the most appropriate methodology for their research
4. 4 To make the learners familiar with the basic statistical tools and techniques applicable for research.

Module	Name	Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Proposed Syllabus As per DSC framework of NEP	Level of Knowledge Applicable as per Blooms Taxonomy
I	Introduction to Research	R, U
	<ul style="list-style-type: none"> • Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. • Formulation of research problem, Research Design, 	

	<p>significance of Review of Literature</p> <ul style="list-style-type: none"> • Hypothesis: Formulation, Sources, Importance and Types • Sampling: Significance, Methods, Factors determining sample size 	
II	Research Process	
	<ul style="list-style-type: none"> • Stages in Research process • Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, Limitations of Primary data • Secondary data: Sources and Limitations, Factors affecting the choice of method of data collection. • Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire 	R, U
	Data Processing and Statistical Analysis	
	<ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – Parametric Test-t test, f test, z test Non-Parametric Test -Chi square test, ANOVA, Factor Analysis Interpretation of data: significance and Precautions in data interpretation • SPSS: Getting to Know SPSS: Starting SPSS, Working with data file, SPSS windows, Menus, Dialogue boxes 	A, AN, EV
	Research Reporting and Modern Practices in Research	
	<ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: APA (American Psychological Association) CMS (Chicago Manual Style) MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research 	A, AN, EV

Course Outcomes:

Learners would be able to

- Describe the different types of research designs and methods
- Collect appropriate data needed, manipulate and draw inferences,
- Apply knowledge of statistical measures such as central tendency and different measures of dispersion for analysis
- Apply writing of report for an academic project

Books and References

Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd

- Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
- Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
- Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
- Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
- Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
- SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
- Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009

Question Paper Pattern (Internal Assessment)

- Maximum Marks: 40 marks
- Questions to be set: 03
- Duration: 1½ hours

Question No.	Particulars	Marks
Q.1	Objective Questions Students to answer 10 sub questions out of 15 sub questions. (*Multiple choice/ True or False/ Match the columns/ Fill in the blanks) OR Objective Questions A) Sub Questions to be asked 08 and to be answered any 05 B) Sub Questions to be asked 08 and to be answered any 05(*Multiple choice/ True or False/ Match the columns/ Fill in the blanks)	10
Q. 2	Concept based short questions Students to answer 5 sub questions out of 8 sub questions.	10
Q. 3	Short questions Students to answer 02 sub questions out of 03 sub questions	20

Semester End Examination

- Maximum Marks: 60

- Questions to be set: 04
- Duration: 2 Hours

Percentage of 6 categories of Blooms Taxonomy in question paper

	Continuous Internal Assessment (40 Marks)		Semester End Examination of 60 Marks						
% in Question Paper	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	10%	10%	10%	10%	20%	20%	20%	-	100%