# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / II
Subject Code	CMS453 : Strategic Marketing Management
Total number of Hours	60 Hours

Planned	No of	Unit	Unit	Details	Method	Reading/
Date	Hours		Heading		Mothou	Reference
03/01/2018 06/01/2018	3	ī	STRATEGI C MARKETIN G MANAGEM ENT	Nature of Strategic Marketing Management, Marketing Philosophies, Advance concepts and Approaches	Lecture, chalk and talk	T.N.Chhabra & S.K.Grover C.N. Sontakki Philip Kotlar
08/01/2018 13/01/2018	5		Knowl	Customer Relationship Marketing, Components of SMM, Brand loyalty	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
15/01/2018 20/01/2018	5			Brand Positioning, Brand Resonance, Crisis Marketing, Unique Selling Proposition	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
22/01/2018 27/01/2018	5	п	MARKETIN G AND STRATEGI C INTERFAC E	Nature of Marketing Environment, Mission and Vision statements, Marketing Audit and SWOT Analysis	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra &

						S.K.Grover
						C.N. Sontakki
29/01/2018 03/02/2018	5			Growth-Share Approaches to competitor analysis, Competitive advantage and Porter's three generic strategies	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
05/02/2018 10/02/2018	5	and a second	Truck C	Strategies for Market Leaders, Followers, Challengers and Nichers, Approaches to customer analysis, Factors influencing Consumer Behavior, buying decision process, marketing myopia	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
12/02/2018 17/02/2018	300	1		I INTERNAL ASSESSMENT	Name A	
19/02/2018 24/02/2018	5	ш	MARKRTIN G MIX STRATEGY	Marketing segmentation, R & D Factors in Marketing prospective, bases for segmenting consumer and industrial markets	Lecture, chalk and talk	Bhagavathi&R S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
26/02/2018 03/03/2018	Cultu ral and sports	3	Knowle	Activities		7
05/03/2018 10/03/2018	5			Market targeting and product positioning, product life cycle, new product development process, service marketing and service gaps	Lecture, chalk and talk	Bhagavathi&R S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
12/03/2018 17/03/2018				II INTERNAL ASSESSMENT		
19/03/2018	5	IV	PROMOTIO	Elements in promotion	Lecture,	Bhagavathi&R

24/03/2018			N MIX STRATEGY	mix, advertising objectives, budget ,message, media and measurement,	chalk and talk, PPT	S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
26/03/2018 31/03/2018	5		ade C	Sales promotion, public relations, personal selling, event markets, customer-experience and value creation-database marketing	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki Philip Kotler
02/04/2018 07/04/2018	5	V	STRATEGI C EVALUATI ON	Meaning, objectives and methods of strategic marketing evaluation, strategic evaluation-marketing control -social marketing-green marketing	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
09/04/2018 13/04/2018	5			Global marketing- ethical issues and dilemmas in marketing, customer-Life time value measurement	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
16/04/2018 21/04/2018	5	VI	INTERNATI ONAL MARKETIN G	Nature, importance and scope of international marketing, international distributon and logistics management	Lecture, chalk and talk, PPT	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover C.N. Sontakki
23/04/2018 28/04/2018	5			Inventory management, advertising, and international marketing through internet	Lecture, chalk and talk	Bhagavathi&R. S.N.Pillai T.N.Chhabra & S.K.Grover

					C.N. Sontakki
30/04/2018 02/05/2018	5		Revision	Interactio n with the students	



# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / II Semester
Subject Code	CMS454 / Business, Industry & Commerce
Total number of Hours	60 Hours

Planned Date	No of Hours	Unit	Unit Heading	<b>D</b> etai <b>ls</b>	Method	Reading/ Reference
03/01/2018 06/01/2018	3	6 IT A	An Overview of Indian Economy	The Structure of Indian Economy, Pillars of Economic Development, Role and contribution of Agriculture	a ll l	Osama Lari, "Industrial Sociology"
08/01/2018 13/01/2018	5			Industry, Commerce and Services, Performance, recent trends in business	1	Vaidhyanath an. R "Reforming the Reforms Process"
15/01/2018 20/01/2018	5	<b>*</b>	nowles	Industry, Commerce and Future Scenario of these sectors in Indian economy	35	Osama Lari, "Industrial Sociology"
22/01/2018 27/01/2018	5	п	Essentials of Business, Industry and Commerce	Nature, Role and Importance of Business, Industry and Commerce, Functions and Processes, Internal and External Influences		AshwaniMah ajan and GauravDatt "Datt and Sundaram Indian Economy"
29/01/2018 03/02/2018	5			Different Forms of Enterprises, Interaction and Linkages with Government and Civil Society, Macro Environment and its		Osama Lari, "Industrial Sociology"

05/02/2018 10/02/2018	5			impact on Business,     Industry and     Commerce, Types of     Productive Systems  The Manorial Or     Feudal System, The     Guild System,     Characteristics of the     Domestic/putting-     out/ outsourcing     Systems, the Factory     System	AshwaniMah ajan and GauravDatt "Datt and Sundaram Indian Economy"
12/02/2018 17/02/2018	5		ade Co	Causes and Consequences of Industrialization, The IT System of Industrialization- Services, enabled services, Linkage with Manufacturing and Agriculture	Dr. Yogesh M. Kulkarni "Performanc e of Indian Industrial Sector"
19/02/2018 24/02/2018	5	H	Evolution of Business and Industry in India	Structure of Indian Society, Glimpse of Economic Activity in Ancient Times, British Raj, Swadeshi Movement	Osama Lari, "Industrial Sociology"
26/02/2018 03/03/2018	Cultural and sports		1		7
05/03/2018 10/03/2018	5		nowled	Post-Independence scenario, Licence- Permit Raj, LPG Era, Economic Reforms Since 1991,	AshwaniMah ajan and GauravDatt "Datt and Sundaram Indian Economy"
12/03/2018 17/03/2018				Entrepreneurship Culture in India , Industrial Policy, 2014 and Changing economic policy era	C V Madhavi "Business in Crisis"
19/03/2018 24/03/2018	5	IV	Structure and Status of Business and Industry in India	Unregistered firms/ Bagedari sector, Start- ups and MSME sector, Large Scale Enterprises, Export Oriented Companies, MNCs in India, Family Business, Industry	AshwaniMah ajan and GauravDatt "Datt and Sundaram Indian Economy"

			associations and bodies, Profile of eminent industry persons and houses, Present Status and Performance of Agriculture and allied fields like horticulture, food processing, animal husbandry, fishing, contract farming,		
26/03/2018 31/03/2018	5		Industry sectors like textiles, chemicals, sugar, paper, machine tools, auto components, engineering products, pharmaceutical, biotechnology, semiconductor, hardware products, coal, mining, consumer durables, FMCG, Service sectors like information technology, hospitality, tourism, health care, banking, financial services, insurance, tourism, retail	A PRODUCTION OF THE PROPERTY O	Dr. Yogesh M. Kulkarni "Performanc e of Indian Industrial Sector"
02/04/2018 07/04/2018	5 V	Growth of Business, Industry and Commerce	Nature and types of Crisis, Physical damage crisis, Stages of crisis like pre crisis stage, acute crisis, post crisis, consequences of and strategies for managing crisis	35	AshwaniMah ajan and GauravDatt "Datt and Sundaram Indian Economy"
09/04/2018 13/04/2018	5		Management of human and other resources, changing manpower requirements, Growth Dimensions and phases, growth barriers, Succession and Exit strategies.		PRIA " Defining the Sector in India- Voluntary, Civil or Non- profit"

16/04/2018 21/04/2018	5	VI	Interface with Voluntary Organisatio ns	Provisions of Companies Act 2013, CSR Rules, 2013, characteristics and role of non- governmental organisations (NGOs), Voluntary Organisations (VOs), Non- profit Organisations (NPOS), Civil Society Organisations (CSOs), Types of NGOs by Orientation, level of		Dr. Yogesh M. Kulkarni "Performanc e of Indian Industrial Sector"
		10	ate Col	co-operation, scope and coverage, Present status of third sector in India		
23/04/2018 28/04/2018	5		Powler	Confederation of Indian Industry (CCI), Federation of Indian Chamber of Commerce and Industry (FICCI), Kanara Chamber of Commerce and Industry (KCCI), PHD Chamber of Commerce and Industry, (PHDCCI), Associated Chamber of Commerce and Industry in India (ASSOCHAM), International Chamber of Commerce (ICC).	STATE OF THE STATE	PRIA " Defining the Sector in India- Voluntary, Civil or Non- profit"
30/04/2018 02/05/2018	5			Revision	Interactio n with the students	

# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / II SEMESTER
Subject Code	CMH 455 (BUSINESS RESEARCH METHODS)
Total number of Hours	60 Hours

Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/ Reference
03/01/2018 10/01/2018	5	1	Introduction	Meaning of BR ,Scope of BR, Types of BR, An Overview of Research Process, Secondary Data, Experience survey	Lecture	Business Research Methods- Cooper D R and Schindler P S Statistical Methods- Gupta S P
15/01/2018 17/01/2018	5	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Introduction	Sampling Design, Measurement and attitude, scaling, The sources and collection of data, Secondary data, Observation, Survey Questionnaires and interview schedules	Lecture Chalk & talk	Business Research Methods- Cooper D R and Schindler P S Statistical Methods- Gupta S P
22/01/2018 24/01/2018	5	1	Introduction	Analysis and Presentation of data, Univariate statistical Analysis , Bivariate analysis, Interpretation, The Research Report	Lecture Chalk & talk	Business Research Methods- Cooper D R and Schindler P S Statistical Methods- Gupta S P

29/01/2018 31/01/2018	5	2	Regression And Correlation Analysis	Meaning of CA, Significance of the Study of Correlation, Types of Correlation, Methods of studying Correlation: SDM, GM,KPC of Correlation of grouped data	Lecture, Chalk & talk	Statistical Methods- Gupta S P Fundamentals of Statistics – Gupta S C
05/02/2018 13/02/2018	5	2	Regression And Correlation Analysis	Rank Correlation Coefficient, Probable error of correlation coefficient and interpreting coefficient of correlation, Multiple correlation analysis	Lecture, Chalk & talk	Statistical Methods- Gupta S P Fundamentals of Statistics – Gupta S C
14/02/2018 21/02/2018	5	2	Regression And Correlation Analysis	Meaning of RA, Linear and non- linear R\egression , Lines of Regression, estimation using the regression line, Multiple RA	Lecture, Chalk & talk	Statistical Methods- Gupta S P  Fundamentals of Statistics – Gupta S C
26/02/2018 03/03/2018	Cultural and sports				×1	
05/03/2018 07/03/2018	5	3	Sampling Theory and Statistical Inference	ST, The two Concepts: Prameter and statistic, Objects of ST, Sampling distribution, The concept of SE,PE and IE, Method of estimation	Lecture Chalk & talk	Statistical Methods- Gupta S P  Fundamentals of Statistics – Gupta S C
12/03/2018 17/03/2018				I INTERNAL ASSESSMENT		
19/03/2018 21/03/2018	5	3	Sampling Theory and Statistical Inference	Hypothesis Testing Procedure, Null Hypothesis and Alternative Hypothesis, Test	Lecture, Chalk & talk	Statistical Methods- Gupta S P Fundamentals

				of Significance , Type I and Type II errors , Two-tailed and One-tailed tests of hypothesis		of Statistics – Gupta S C
26/03/2018 28/03/2018	5	3	Sampling Theory and Statistical Inference	The T-test, Z-test, The F-test and Analysis of Variance, One-way and Two-way Classifications	Lecture Chalk & Talk	Statistical Methods- Gupta S P Fundamentals of Statistics – Gupta S C
02/04/2018 04/04/2018	5	4	Non- Parametric Tests	Meaning of NPT, Advantage of NPT, The Chi-Square test, The Sign test, The Mann-Whitney U Test	Lecture Chalk & talk	Statistical Methods- Gupta S P  Fundamentals of Statistics – Gupta S C
09/04/2018 13/04/2018	John Jan			II INTERNAL ASSESSMENT	a la	
16/04/2018 23/04/2018	5	4	Non- Parametric Tests	The Kruskal-Wallis H Test, The Runs Test for Randomness, The Wilcoxon Matched Pairs Signed- Ranks test	Lecture Chalk & Talk	Statistical Methods- Gupta S P  Fundamentals of Statistics - Gupta S C
24/04/2018 02/05/2018	5	5	The Research Report	The Importance of the Report, Types of WRR, WRR Components, considerations in the Report- Writing Process	Lecture, Chalk & talk	Business Research Methods- Cooper D R and Schindler P S Statistical Methods- Gupta S P

# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

## January 2018 - May 2018

PROGRAMME /SEMESTER	M.COM / II SEMESTER
Subject Code	CMH 456: INTERNATIONAL BUSINESS
Total number of Hours	60 HOURS

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Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/
03/01/2018 06/01/2018	5	1	International business environment	Nature, scope & importance of IBE, framework for analysis international business environment-geographical, economics	Lecture	Ananth K Sundaram / J.Stewart Black - the international business environment - Text & cases - Prentice hall of India - New Delhi - 1999
08/01/2018 13/01/2018	5	1	International business environment	Socio- cultural, political and legal environment. Home and host country relationship	Chalk & talk	Ashwathappa.K, International business, Tata McGraw Hill education: 6 <sup>th</sup> edition 2015
15/01/2018 20/01/2018	5	1	International business environment	Ethic in international business, political & cultural risk in international business and six sigma in international business	Lecture	Charles W.L.Hill: International business, 8 <sup>th</sup> edition Tata McGraw hill education pvt.ltd., 2016
22/01/2018 27/01/2018	5	2	International business decisions	World trading environment, globalization, historical background of globalization,	Lecture, Chalk & talk	DeoSom- multinational corporations &third world – Ashish (New Delhi) 1986

				drivers of international business decisions, reason for the firm to go Abroad		
29/01/2018 03/02/2018	5	2	International business decisions	Deciding to go global, choosing the mode of entry, strategies for going international, globalization and developing countries, the changing demographics of the global economy the globalization debate Anti globalization protests	Lecture	Akira Takayama – International trade – (Holt, Rinehart & Winston, Inc, Newyork) - 1972
05/02/2018 10/02/2018	5	2	International business decisions	Globalization and national sovereign globalization world's poor & managing the firm in global scenario	Lecture, Chalk & talk	Charles W.L.Hill, Global business today: Tata McGraw hill, 6th edition
12/02/2018 17/02/2018	5	3	Managing global business risk	Enterprise risk mgt., key success involvement of ERM, steps in ERM, strategic risk assessment	Chalk & talk	Ananth K Sundaram / J.Stewart Black - the international business environment - Text & cases - Prentice hall of India - New Delhi - 1999
19/02/2018 24/02/2018	5	3	Managing global business risk	International corruption risk, fraud, cracking international business crimes & crisis mgt. planning	Lecture, Chalk & talk	Ashwathappa.K, International business, Tata McGraw Hill education: 6 <sup>th</sup> edition 2015
26/02/2018 03/03/2018				Cultural and sports		

05/03/2018 10/03/2018	5	4	Foreign exchange market	The functions of foreign exchange market, the nature of foreign exchange market, capital flows, foreign investment flows & barriers, currency convertibility	Lecture	Charles W.L.Hill: International business, 8 <sup>th</sup> edition Tata McGraw hill education pvt.ltd., 2016
12/03/2018 17/03/2018				I INTERNAL ASSESSMENT		
19/03/2018 24/03/2018	5	4	Foreign exchange market	Capital account convertability, current account convertability, exchange rate convertability, appreciation, depreciation, premium & discount of currencies	Chalk & talk	DeoSom- multinational corporations &third world – Ashish (New Delhi) 1986
26/03/2018 31/03/2018	5	4	Foreign exchange market	Foreign currency features, revenues & pricing strategies, 3P theory, rupee dollar convertability background, direct & indirect quotes	Lecture	Akira Takayama – International trade – (Holt, Rinehart & Winston, Inc, Newyork) - 1972
02/04/2018 07/04/2018	5	5	Regulatory environment of international business	International trading environment, bilateral, trilateral &multi lateral treaties, international economic institutions - GAAT, ASB, WTO, BRICS, UNCTAD, IMF, IBRD	Lecture, Chalk & talk	Ashwathappa.K, International business, Tata McGraw Hill education: 6 <sup>th</sup> edition 2015
09/04/2018 13/04/2018				II INTERNAL ASSESSMENT		

16/04/2018 21/04/2018	5	5	Regulatory environment of international business	International laws, international trading arrangements of India, Pakistan & china. Free trade area, regional economic integration	Chalk & talk	DeoSom- multinational corporations &third world – Ashish (New Delhi) 1986
23/04/2018 28/04/2018	5	6	Multinationals in international business	MNC's & TNC's issue in investment, technology transfer, pricing, regulations, international collaboration & strategic alliances	Lecture	Ananth K Sundaram / J.Stewart Black - the international business environment - Text & cases - Prentice hall of India - New Delhi - 1999
30/04/2018 02/05/2018	5	6	Multinationals in international business	Defenders & critics of MNC's & TNC's corporate social responsibility & contemporary development & issues in international business	Chalk & talk	Akira Takayama – International trade – (Holt, Rinehart & Winston, Inc, Newyork) - 1972

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# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / II SEMESTER
Subject Code	CMH 457: ADVANCED COST ACCOUNTING
Total number of Hours	60 HOURS

Planned	No of	1	Unit	37. 1.7.	11/3/	Reading/
Date	Hours	Unit	Heading	Details	Method	Reference
03/01/2018 06/01/2018	5	1	Inventory system	Turnover of material: ABC analysis; VED analysis, JIT, aims & objectives of JIT	Lecture	Dr.S.N.Maheshwari  - Advanced cost accounting, Sultan Chand & sons, New Delhi
08/01/2018 13/01/2018	5	1	Inventory system	Methodology in implementation of JIT, impact of JIT on production price, JIT's effect on costing system	Chalk & talk	LalJawahar: Cost accounting, Tata McGraw hill, New Delhi
15/01/2018 20/01/2018	5	1	Inventory system	Material Rquirement Planning (MRP – 1), aims, methodology, methods of operation	Lecture	R.S.N.Pillai& V Bagavathi – Cost accounting, S.Chand&Co.ltd. New Delhi
22/01/2018 27/01/2018	5	1	Inventory system	Requirement for implementation of MRP - 1, MRP - 1 & inventory mgt., zero inventory system	Lecture, Chalk & talk	Ravi M Kishore: Advanced cost accounting & cost systems taxman, New Delhi
29/01/2018 03/02/2018	5	2	Process costing	Comparison of process costing & job costing	Lecture	S.P.Iyangar, Cost accounting – Sultan chand& sons, New Delhi
05/02/2018 10/02/2018	5	2	Process costing	Inter process profit, work in progress & equivalent production	Lecture, Chalk & talk	S.P. Jain &R.L.Narang – Advanced cost accounting, kalyani publisher, Ludhiana

12/02/2018 17/02/2018	5	3	Marginal costing & break even analysis	Calculation & interpretation of a break – even point & margin of safety	Lecture, Chalk & talk	N.K.Prasad: Principles & practice of cost accounting, Book syndicate pvt. Ltd., Calcutta
19/02/2018 24/02/2018	5	3	Marginal costing & break even analysis	Marginal costing & CVP analysis – preparation of various break even charts	Lecture	S.P.Iyengar: Cost accounting principles & practices, Sultan Chand & sons, New Delhi
26/02/2018 03/03/2018				Cultural programs		
05/03/2018 10/03/2018	5	4	Standard costing & variance analysis	Concept of standard cost, uses of standard product cost	Lecture, Chalk & talk	Dr.S.N.Maheshwari  – Advanced cost accounting, Sultan Chand & sons, New Delhi
12/03/2018 17/03/2018	-/-	£/		II INTER <b>N</b> ALS		
19/03/2018 24/03/2018	5	4	Standard costing & variance analysis	Fixation of standard cost – material – labour – overhead	Chalk & talk	LalJawahar: Cost accounting, Tata McGraw hill, New Delhi
26/03/2018 31/03/2018	5	4	Standard costing & variance analysis	Profit & sales variances leading to decision making & reporting	Lecture	R.S.N.Pillai& V Bagavathi – Cost accounting, S.Chand&Co.ltd. New Delhi
02/04/2018 07/04/2018	5	5	Managerial decisions & cost accounting	Pricing, accepting special offer, profit planning, make or buy decision	Lecture, Chalk & talk	Ravi M Kishore: Advanced cost accounting & cost systems taxman, New Delhi
09/04/2018 13/04/2018		3	<u> </u>	II INTERNALS		
16/04/2018 21/04/2018	5	5	Managerial decisions & cost accounting	Determining key – factor determining sales – mix, determining optimum activity level	Lecture, Chalk & talk	S.P.Iyangar, Cost accounting – Sultan chand& sons, New Delhi
23/04/2018 28/04/2018	5	5	Managerial decisions & cost accounting	Performance evaluation, alternative method of production	Lecture	S.P. Jain &R.L.Narang – Advanced cost accounting, kalyani publisher, Ludhiana

30/04/2018 02/05/2018	5	5	Managerial decisions & cost accounting	Cost reduction & cost control	Chalk & talk	LalJawahar: Cost accounting, Tata McGraw hill, New Delhi
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# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

## January 2018 - May 2018

PROGRAMME /SEMESTER	M.COM / IV SEMESTER
Subject Code	CMS 551: RETAIL MANAGEMENT
Total number of Hours	60 Hours

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Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/ Reference
03/01/2018 06/01/2018	5	1	Introduction to retail	Retail in India - retail models & theories of retail development	Lecture	Pradhan, Swapna, Retail mgt. Tata McGraw Hill, New Delhi
08/01/2018 13/01/2018	5	1	Introduction to retail	Types of retailers - ethical & security issues in retail - retailing in other countries - opportunity in retailing - multi channel retailing	Chalk & talk	Bajaj, Chetan, Tuli, Rajanish&Srivastava, Nidhi, Retail mgt., OUP, New Delhi
15/01/2018 20/01/2018	5	2	Strategic retail planning	Strategic retail planning process - understanding the retail customer - delivery value through retail formats	Lecture	Berman Barry & Evans, retail mgt. – A strategic approach, Pearson Education, New Delhi
22/01/2018 27/01/2018	5	2	Strategic retail planning	Role of customer services & relationship market in retail - Retail franchising	Lecture, Chalk & talk	Levi, Michel &Weitz, retailing mgt. Tata McGraw Hill, New Delhi
29/01/2018 03/02/2018	5	2	Strategic retail planning	Retail location & site decision - retail buying - retail market	Lecture	Pradhan, Swapna, Retail mgt. Tata McGraw Hill, New Delhi

				segmentation		
05/02/2018 10/02/2018	5	3	Retail marketing	Product merchandise - pricing decision in retailing - promotion & communication mix in retail - multi channel retailing	Lecture, Chalk & talk	Berman Barry & Evans, retail mgt. – A strategic approach, Pearson Education, New Delhi
12/02/2018 17/02/2018	5	3	Retail marketing	Managing retail services - merchandise mgt. process overview - considerations in setting up retail prices - store design objectives	Chalk & talk	Lamba, A.J. The art of retailing, Tata McGraw Hill, New Delhi
19/02/2018 24/02/2018	5	4	Retail operations	Supply chain mgt. & vendor relations role in retail - mgt. of human resources - financial mgt. issues in retail	Lecture, Chalk & talk	Berman Barry & Evans, retail mgt. – A strategic approach, Pearson Education, New Delhi
26/02/2018 03/03/2018				Cultural and sports		7
05/03/2018 10/03/2018	5	4	Retail operations	The strategic profit model - the profit path - store operations - size & place allocation - store maintenance - inventory mgt FDI in retailing	Lecture	Levi, Michel &Weitz, retailing mgt. Tata McGraw Hill, New Delhi
12/03/2018 17/03/2018				I INTERNAL ASSESSMENT		
19/03/2018 24/03/2018	5	5	Retail structure	Enterprise density - market concentration - product sector - innovation employment structure - merging structure - global	Chalk & talk	Legal aspects of business – AkhileshwaraPathak, The McGraw Hill Companies

				structure developing markets		
26/03/2018 31/03/2018	5	5	Retail structure	Stages in development of international operations - export - mgt. contracts - franchising - acquisition & mergers - organic growth - choice of market entry - domestic market - retail	Lecture	Pradhan, Swapna, Retail mgt. Tata McGraw Hill, New Delhi
02/04/2018 07/04/2018	5	5	Retail structure	operations  No domestic market - retail positioning & brand image - measurement of store image - open ended techniques - attitude scaling techniques - multi attribute model - multi dimensional scaling - conjoint analysis	Lecture, Chalk & talk	Lamba, A.J. The art of retailing, Tata McGraw Hill, New Delhi
09/04/2018 13/04/2018				II INTERNAL ASSESSMENT		
16/04/2018 21/04/2018	5	6	Legal & compliances for a retail store legal & compliances	License - contracts & recovery - legal process - PF/ ESIC & Exemptions food & restaurants - PPF - IR - Law shops & establishments	Chalk & talk	Allan M Findlay, Roman paddsion& John A Dawson retailing environments in developing countries - Rutledge

23/04/2018 28/04/2018	5	6	Legal & compliances for a retail store legal & compliances	IPR Patents - Copyright & Trade marks - inclusion of service mark - procedure & duration of regn collective mark - certification mark	Lecture	Legal aspects of business – AkhileshwaraPathak, The McGraw Hill Companies
				Procedural compliance for establishing an		
30/04/2018 02/05/2018	5	6	Legal & compliances for a retail store legal & compliances	retail store - customer rights - consumer protection acts - unfair trade practices - procedures applicable for a retail stores	Chalk & talk	Pradhan, Swapna, Retail mgt. Tata McGraw Hill, New Delhi

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# Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / IV SEMESTER
Subject Code	CMH 554 : INTERNATIONAL
	FINANCIAL MANAGEMENT
Total number of Hours	60 HOURS

Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/ Reference
03/01/2018 06/01/2018	5	day a	Global financial environment	Evolution of international monitory system, bimetallism, classical gold standard, interwar period	Lecture	Alan Shapiro: multinational financial mgt. Prentice hall
08/01/2018 13/01/2018	5	1	Global financial environment	Bretton wood system, flexible exchange rate rigime, the current exchange rate agreement	Chalk & talk	Apte, Prakash, international finance – A business perspective, Tata McGraw hill
15/01/2018 20/01/2018	5	1	Global financial environment	Europian monitory system, fixed v/s flexible exchange rate rigime	Lecture	Rita M Rodriguez L Bigame Carter: international financial management
22/01/2018 27/01/2018	5	2	Balance of payments	Introduction, accounting principles in balance of payment, valuation & timing	Lecture, Chalk & talk	Jain, Peyrard&Yadav, International financial management, MacMillan
29/01/2018 03/02/2018	5	2	Balance of payments	Components of the balance of payments, 'surplus' & 'deficit' in balance of payments	Lecture	V.A.Avadhani: International finance – Theory & practice, Himalaya publishing house
05/02/2018 10/02/2018	5	2	Balance of payments	Importance & limitations of BOP statistics, relationship of balance of	Lecture, Chalk & talk	Alan Shapiro: multinational financial mgt. Prentice hall

12/02/2018 17/02/2018	5	3	International financial markets	payment with other economic variables  Motives for using international financial markets. Foreign exchange markets - history & transactions	Chalk & talk	Apte, Prakash, international finance – A business perspective, Tata McGraw hill
19/02/2018 24/02/2018	5	3	International financial markets	Interpreting foreign exchange quotations, international money markets	Lecture, Chalk & talk	Rita M Rodriguez L Bigame Carter: international financial management
26/02/2018 03/03/2018			ade.	CULTURAL & SPORTS		
05/03/2018 10/03/2018	5	3	International financial markets	International credit markets & international bond markets, comparison of international financial markets	Lecture	Jain, Peyrard&Yadav, International financial management, MacMillan
12/03/2018 17/03/2018	18.	a3		I INTERNALS	Zp L.	
19/03/2018 24/03/2018	5	4	Exchange rate determination	3P theory, interest rate parity theory	Chalk & talk	V.A.Avadhani: International finance – Theory & practice, Himalaya publishing house
26/03/2018 31/03/2018	5	4	Exchange rate determination	International fisher's effect, pure expectation theory	Lecture	Apte, Prakash, international finance – A business perspective, Tata McGraw hill
02/04/2018 07/04/2018	5	5	Foreign exchange risk & risk hedging strategies	Transaction risk, translation risk, economic risk. Risk hedging strategies: Internal – netting, leads & lags	Lecture, Chalk & talk	Jain, Peyrard&Yadav, International financial management, MacMillan
09/04/2018 13/04/2018				II INTERNALS		

16/04/2018 21/04/2018	5	5	Foreign exchange risk & risk hedging strategies	External – forwards, futures, options, money – market hedging, currency swaps	Chalk & talk	V.A.Avadhani: International finance – Theory & practice, Himalaya publishing house
23/04/2018 28/04/2018	5	6	Interest rate risk & risk hedging strategies	Interest rate swaps, forward rate agreements, interest rate futures	Lecture	Alan Shapiro: multinational financial mgt. Prentice hall
30/04/2018 02/05/2018	5	6	Interest rate risk & risk hedging strategies	Interest rate options, Caps, floors & collars, swaption	Chalk & talk	Rita M Rodriguez L Bigame Carter: international financial management



# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / IV SEMESTER
Subject Code	CMS 555 : FINANCIAL DERIVATIVE
	MARKET
Total number of Hours	60 HOURS

Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/ Reference
03/01/2018 06/01/2018	5	15	Introduction	Meaning of derivatives, forwards and future contract	Lecture	I.M.Pandey, Adv. Financial Mgt, Vikas publishing house, New Delhi.
08/01/2018 13/01/2018	5	1	Introduction	Option, Traders in futures and option markets, functions of derivatives market	Chalk & talk	I.M.Pandey, Adv. Financial Mgt, Vikas publishing house, New Delhi.
15/01/2018 20/01/2018	5	1	Introduction	World derivatives market	Lecture	SSS Kumar, Derivatives
22/01/2018 27/01/2018	5	1	Introduction	Evolution of derivatives market in India	Lecture, Chalk & talk	Parasuraman, Derivatives
29/01/2018 03/02/2018	5	2	Forwards &Futures contract	Valuation of forwards & futures	Lecture	R Mahajan, Futures & options, Vision books pvt.ltd. New Delhi
05/02/2018 10/02/2018	5	2	Forwards &Futures contract	Stock index futures, Valuation of stock index futures	Lecture, Chalk & talk	D C Patwari, Options & futures in an Indian perspective, Jaico publishers
12/02/2018 17/02/2018	5	2	Forwards &Futures contract	Hedging using futures contract & stock index futures contract	Chalk & talk	Franklin R Edwards, Futures & options Tata McGraw Hill, New Delhi
19/02/2018 24/02/2018	5	2	Forwards &Futures contract	Adjusting the beta of portfolio using stock index futures	Lecture, Chalk & talk	R Mahajan, Futures & options, Vision books pvt.ltd. New Delhi
26/02/2018 03/03/2018				Cultural and sports		
05/03/2018 10/03/2018	5	3	Options contracts	Characteristics of option contracts, buyer & seller attitudes, option pricing	Lecture	John C Hull, Fundamentals of futures & options markets, Pearson Eduation, New Delhi

12/03/2018 17/03/2018				I INTERNAL ASSESSMENT		
19/03/2018 24/03/2018	5	3	Options contracts	Risk & return on equity option, Payoff-on options, option trading strategies	Chalk & talk	N.D.Vohra&B.R.bagri, Futures & Options, Tata McGraw Hill, New Delhi
26/03/2018 31/03/2018	5	4	Valuation of options	A graphic analysis of call & put values, characteristics of option values	Lecture	William F Sharpe, Gordon J Alexander & Jeffery V bailey, Investments, Prentice Hall New Delhi
02/04/2018 07/04/2018	5	4	Valuation of options	Models of valuation of option, binomial option pricing model	Lecture, Chalk & talk	V K Bhalla, Financial derivatives & risk mgt., S Chand, New Delhi
09/04/2018 13/04/2018			The s	II INTERNAL ASSESSMENT	0	
16/04/2018 21/04/2018	5	4	Valuation of options	Applicability of black & Scholes model	Chalk & talk	Prafulla Kumar Swain, Fundamentals of derivatives, HPH
23/04/2018 28/04/2018	5	5	Trading risks & regulations	Trading mechanism, types of orders, risk in derivative trading	Lecture	V K Bhalla, Financial derivatives & risk mgt., S Chand, New Delhi
30/04/2018 02/05/2018	5	5	Trading risks & regulations	Regulations on derivatives & recent trends in derivative market in India	Chalk & talk	Chance, Introduction to derivatives & risk mgt., Thomson learning

Knowledge is Power

# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

#### January 2018 - May 2018

PROGRAMME /SEMESTER	M.COM / IV SEMESTER
Subject Code	CMS 556 : PORTFOLIO MANAGEMENT
Total number of Hours	60 HOURS

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Planned		Madhad	Reading/			
Date	Hours	Unit	Heading	Details	Method	Reference
03/01/2018 06/01/2018	5	1	Portfolio construction	Markowitz model – efficient frontiet – graphical presentation	Lecture	Francis Jack Clark, Investment - analysis & mgt. (McGraw hill)
08/01/2018 13/01/2018	5		Portfolio construction	Portfolio diversification – indifference curves – utility analysis	Chalk & talk	Machiraju, Indian financial system (Vikas publishing house)
15/01/2018 20/01/2018	5	1	Portfolio construction	Sharp's single index model – diversification – constructing optimal portfolio	Lecture, Chalk & talk	Sharpe William F, Alexander Gordon J, Bailey Jeffrey V, investments (Prentice hall)
22/01/2018 27/01/2018	5	2	Capital market theory	Capital asset pricing model (CAPM) : Assumption of CAPM – risk free asset	Lecture, Chalk & talk	Hampton John, Financial decision making (Prentice hall)
29/01/2018	5	2	Capital	Risk free lending	Lecture	Van Horn

03/02/2018			market theory	&borrowing – Capital Market Line (CML) – Security Market Line (SML)		James C, Financial mgt. & policy (Prentice hall)
05/02/2018 10/02/2018	5	2	Capital market theory	Shifts in security market line – empirical tests of CAPM – zero beta version of CAPM	Lecture, Chalk & talk	Sharpe William F, Alexander Gordon J, Bailey Jeffrey V, investments (Prentice hall)
12/02/2018 17/02/2018	5	2	Capital market theory	Imposing restriction on risk - free borrowing - consumption oriented CAPM, multi beta CAPM	Chalk & talk	Machiraju, The working of stock exchange in India (Wiley)
19/02/2018 24/02/2018	5	3	Factor models	Factor models & return generating process – One factor models – Multiple factor models	Lecture, Chalk & talk	Van Horn James C, Financial mgt. & policy (Prentice hall)
26/02/2018 03/03/2018				Cultural and sports		
05/03/2018 10/03/2018	5	3	Factor models	Sector factor models – factor models & equilibrium	<b>L</b> ecture	Prasanna Chandra, Investment – analysis& mgt.
12/03/2018 17/03/2018				I INTERNAL ASSESSMENT		
19/03/2018 24/03/2018	5	4	Arbitrage pricing theory	Principle of arbitrage – constructing arbitrage portfolios	Chalk & talk	Francis Jack Clark, Investment – analysis & mgt. (McGraw hill)

26/03/2018 31/03/2018	5	4	Arbitrage pricing theory	Pricing effects & interpreting APT pricing equations – synthesis of APT & CAPM	Lecture	Sharpe William F, Alexander Gordon J, Bailey Jeffrey V, investments (Prentice hall)
02/04/2018 07/04/2018	5	5	Portfolio performance evaluation & portfolio revision	Measures of return – rupee weighted returns	Lecture, Chalk & talk	Sharpe William F, Alexander Gordon J, Bailey Jeffrey V, investments (Prentice hall)
09/04/2018 13/04/2018	-/	12/20		II INTERNAL ASSESSMENT	# 1884 W	
16/04/2018 21/04/2018	5	5	Portfolio performance evaluation & portfolio revision	Time weighted returns – risk adjusted measures of performance	Chalk & talk	Van Horn James C, Financial mgt. & policy (Prentice hall)
23/04/2018 28/04/2018	5	5	Portfolio performance evaluation & portfolio revision	Sharpe's measures, Treynor's measures, Jensen's measures &Fama's measures	Lecture	Machiraju, The working of stock exchange in India (Wiley)
30/04/2018 02/05/2018	5	5	Portfolio performance evaluation & portfolio revision	Portfolio revision – formula plans	Chalk & talk	Hampton John, Financial decision making (Prentice hall)

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#### **JANUARY 2018\_MAY 2018**

PROGRAMME /SEMESTER	M.COM / IV
Subject Code	CMS557, Organisational Behaviour
Total number of Hours	60 Hours

			ade C	ollege, Shan		
Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/ Reference
03/01/2018 06/01/2018	3		An Overview of Organisati onal Behavior	Concepts, approaches, Consistency Vs Individual Differences in Human Behaviour	Lecture Method, PPT	Robbins S.P., and Judge T.A., Essentials of 'Organizationa 1 Behaviour', Pearson.
08/01/2018 13/01/2018	5			Tools for Learning about Behaviour in Organisations, Psychological contract	Lecture Method, PPT	Jex S.M., 'Organisational Psychology', John Wiley
15/01/2018 20/01/2018	5	\$	(now)	Challenges and opportunities for organizational behaviour	Lecture Method, PPT	Robbins S.P., and Judge T.A., Essentials of 'Organizationa 1 Behaviour', Pearson.
22/01/2018 27/01/2018	5	п	Individual Behaviour	biographical characteristics, ability, job fit, traits and determinants of personality	Lecture Method, PPT	Adler N.J., International Dimensions of Organisational Behaviour, (Kent)
29/01/2018 03/01/2018	5			Personality-Job fit Theory- person- organization fit, Perception,	Lecture Method,CA SE STUDY	Senge Peter M., The Fifth Discipline

				Hallucination, Learning, Adult Learning CURVE, Values and attitudes, sources and types of values and attitudes,		(Doubleday)
05/02/2018 10/02/2018	5	/0	rade C	emotional intelligence, pygmalon effect, job satisfaction,job involvement and organisational commitment, Attribution theory, stereotypes, coaching mentoring and counseling, Employee Involvement and Empowerment,	Lecture Method,CA SE STUDY	Robbins S.P., and Judge T.A., Essentials of 'Organizationa 1 Behaviour', Pearson.
12/02/2018 17/02/2018	13	5 / A		I INTERNAL ASSESSMENT		
19/02/2018 24/02/2018	5	ш	Group behaviour	Concept of Group, Stages of Group Development, Group Behaviour Model, Group Decision Making, Teams Vs Groups, Team Effectiveness Model	Lecture Method,CA SE STUDY	Senge Peter M., The Fifth Discipline (Doubleday)
26/02/2018 03/03/2018	Cultural and sports				1	
05/03/2018 10/03/2018	5	\$	(VOW)	Interpersonal Relations, Johari Window, TA, Conflict Process, Negotiation and Bargaining	Lecture Method,CA SE STUDY	Adler N.J., International Dimensions of Organisational Behaviour, (Kent)
12/03/2018 17/03/2018				II INTERNAL ASSESSMENT		
19/03/2018 24/03/2018	5	IV	Bases of Power	Power and Influence, Power Tactics, Organisation System; Organisation Design, New Work Designs and Technology, Tasks Characteristics	Lecture Method,CA SE STUDY	Schein E H ., Organisational Psychology, (Prentice- Hall)

				Theories, Work Space Design, organizational designs and employee behaviour		
26/03/2018 31/03/2018	5			Flex time, quality of work life and workplace stress, Telecommuting, work- life balance, Learning Culture.	Lecture Method,CA SE STUDY	
02/04/2018 07/04/2018	5			Alcoholism and Drug Abuse Organisation Culture, Types and Functions of Culture,	Lecture Method,CA SE STUDY	
09/04/2018 13/04/2018	5	V	Organizati on Change	Forces for Change, Lewin's 3-step Model, Kotter's 8 -step plan, Managing Change, Impression Management.	Lecture Method,CA SE STUDY	Luthans F., 'Organizationa 1 Behaviour', McGrow- Hill.
16/04/2018 21/04/2018	OVE	-		ASSIGNMENTS	$\leq  \hat{\gamma} $	
23/04/2018 28/04/2018	Billing			Innovation in Organizations, Organizational Citizenship Behaviors, Psychological Capital.	Lecture Method,CA SE STUDY	Cranny C J, Smith P.C. and Stone E F (eds), Job Satisfaction (Lexington Books)
30/04/2018 02/05/2018	5		3	REVISION	Interaction with the students	P7

# (Affiliated to Mangalore University) Kundapura Taluk, Udupi District, Karnataka - 576227 Department of Commerce

PROGRAMME /SEMESTER	M.COM / IV
Subject Code	CMS558 / Labour Legislation
Total number of Hours	60 Hours

Planned Date	No of Hours	Unit	Unit Heading	Details	Method	Reading/
03/01/2018 06/01/2018	3		Labour Laws	Growth of Labour Legislation in India, Principles of Labour Legislation, Scope, Indian Constitution and Labour Legislation	Lecture Method, CASE STUDY	Malik P L, Handbook of Industrial and Labour Law,- Manas
08/01/2018 13/01/2018	5			Administration of Labour Legislation in India	Lecture Method, CASE STUDY	Mishra S N, Labour and Industrial Law- Allahabad Law Agency
15/01/2018 20/01/2018	5	P	Know	Enactment and Enforcement of Labour Laws, ILO and Labour Legislation Recent Trends	Lecture Method, CASE STUDY	Maheshwari, Industrial Law,- National Publishing House
22/01/2018 27/01/2018	5	п	Legislation Regulating Working Conditions in Factories	The Factories Act, 1948, Preliminary, Inspecting Staff, Health, Safety and Welfare	Lecture Method, CASE STUDY	Chawla and Garg, Industrial Law- Kalyani
29/01/2018 03/02/2018	5			Hazardous Process, Working Hours of Adults, Employment of young Person	Lecture Method, CASE STUDY	Kapoor N D, Handbook of Industrial Law,- Sultan Chand and Sons
05/02/2018 10/02/2018	5			Annual Leave, Penalties	Lecture Method, CASE	Malik P L, Handbook of Industrial and

					STUDY	Labour Law,- Manas
12/02/2018 17/02/2018	5			I INTERNAL ASSESSMENT		Chawla and Garg, Industrial Law- Kalyani
19/02/2018 24/02/2018	5	Ш	Social Security Legislation	The Workmen's Compensation Act, 1923 Important Provisions, New Pension Scheme, Recent amendments	Lecture Method, CASE STUDY	Maheshwari, Industrial Law,- National Publishing House
26/02/2018 03/03/2018	Cultur al and sports					
05/03/2018 10/03/2018	5	The state of		The Employees Provident Funds and Miscellaneous Provisions Act, 1952, The Payment of Gratuity Act, 1952, The Maternity Benefit Act, 1961, The Employees State Insurance Act, 1948	Lecture Method, CASE STUDY	Kapoor N D, Handbook of Industrial Law,- Sultan Chand and Sons
12/03/2018 17/03/2018	0	Š	1 - 2	II INTERNAL ASS <b>ES</b> SMENT		
19/03/2018 24/03/2018	5	IV	Legislation Pertaining to Wages and Bonus	The Payment of wages Act, 1936, The Minimum Wages Act, 1948, The Payment of Bonus Act, 1965	Lecture Method, CASE STUDY	Kapoor N D and Tripathi P C, Industrial Laws and Practice,- Sultan Chand and Sons
26/03/2018 31/03/2018	5		Knows	Main Provisions, Recent amendments and Case Laws.	Lecture Method, CASE STUDY	Maheshwari, Industrial Law,- National Publishing House
02/04/2018 07/04/2018	5	v	Legislation Governing Industrial Relations	The Industrial Disputes Act, 1947, Preliminary Authorities, Strikes and Lockouts- Lay- offs, Retrenchment	Lecture Method, CASE STUDY	Chawla and Garg, Industrial Law- Kalyani
09/04/2018 13/04/2018	5			Unfair Labour Practices, Penalties, The Industrial Employment (Standing Orders) Act, 1946	Lecture Method, CASE STUDY	Kapoor N D, Handbook of Industrial Law,- Sultan Chand and Sons

16/04/2018 21/04/2018	5		The Trade Unions Act, 1926, Provisions, Interpretations and Case Laws, General Understanding of Other Labour Laws	Lecture Method, CASE STUDY	Kapoor N D and Tripathi P C, Industrial Laws and Practice,- Sultan Chand and Sons
23/04/2018 28/04/2018	5		The Child Labour (Prohibition and Regulations) Act, 1986, The Apprentices Act, 1961, Recent Amendments and case Laws	Lecture method, chalk and talk	Mishra S N, Labour and Industrial Law- Allahabad Law Agency
30/04/2018 02/05/2018	5	Grade 6	Revision	Interacti on with the students	

