

**SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR**



**Programme: M.COM. (CBCS)
Syllabus with effective from: 2018-19
Semester: III**

COURSE TITLE: Career Planning-I		
COURSE CODE: PB03ACOM21		
Objective: To make students ready for Industry / corporate careers.		
Unit	Description in Detail	Weightage
1	Strategies in the Job Search Process The job search: Building network of contacts, Identifying appropriate job, Analyzing yourself, Finding your employer Establishing Your Values and Career Priorities Understanding the Importance of Core Values Eulogy and Priorities Exercise Encapsulating Your Values	25%
2	Investing in your CV Self-Test: Measuring Your Core Competencies Further Skills Difference : CV, Resume and Bio data Constructing the resume, Resume Critique Checklist Writing the cover page Digital resume and email cover message Follow up and ending in the application	25%
3	Handling the Interview Investigating company Pre-planning: Making good appearance Anticipating questions and preparing answers Facing the interview board Body sport for interview	25%
4	Group Discussion Qualities looked for in Group Discussion Strategies for GD – Do’s and Don’ts How to prepare for group discussion Different topic of group discussion	25%

Basic Text & Reference Books:

- Asha Kaul, Business Communication, Prentice Hall of India Private Limited, New Delhi, 2002.
- Raymond V. Leskar, Maries, E Flatley, Kathryn Rentz, Neerja Pande, Business Communication-
- Making Communication in Digital World, Tata Mc Graw Hill, 2009.
- Herb Cohen, You Can Negotiate Anything, Jaico Publishing House.

SARDAR PATEL UNIVERSITY**Programme: M.COM. (CBCS)****Semester: III**

TITLE OF COURSE: Knowledge Management - I		
COURSE CODE PB03ACOM22		
Objective: To develop limitless horizons & boundless vision for management of twenty-first century organization		
Unit	Description in Detail	Weightage
1	KNOWLEDGE MANAGEMENT: Knowledge Management- An Introduction Data, Information & Knowledge Techniques of Transforming the Knowledge Methods of Knowledge Management Function of Knowledge Management Knowledge Management Framework Knowledge Management Programme	25%
2	INTELLECTUAL CAPITAL: Introduction Meaning of Intellectual Capital Component of Intellectual Capital Understanding Intellectual Capital Human Capital, Customer Capital & Structural Capital Methods for Measuring Intellectual Capital Leadership, Motivational & Empowerment Index	25%
3	MANAGEMENT OF TIME: Introduction & Concept of Time Significance of Time Management Fundamental Truths About Time Causes of Time Wastage Effective Use of Time Pruning Time Wasters Self-Management Time management Tips for Professors, College Students & Business Consultants Steps for Effective Time Management	25%
4	EXCELLENCE IN MANAGEMENT: Organizational Effectiveness Managerial Effectiveness Effectiveness v/s Efficiency Mckinseys'7s Model (Shared Values, Strategy, Structure, Systems, Style, Staff and Skills) Culture of Excellent Organizations Goal Setting: Concept & Importance of Goal Dream v/s Goal Why Goal Setting Fails? SMART Goals (Specific, Measurable, Achievable, Realistic, Time Bound)	25%

Basic Text & Reference Books:

- Gupta C. B., Management Theory and Practice, Sultan Chand & Sons, New Delhi
- Bhanushali S. G., Managing Twentyfirst Century Organisation, Himalaya publishing House, Mumbai
- Poojara J. G. & Christian S. R., DNPGS, Gujarat, India
- Elias M. A. and Hassan M. G., Knowledge management, Pearson Education, India
- Debowski Shelda, Knowledge management, Wiley India, New Delhi

SARDAR PATEL UNIVERSITY
Programme: M.COM. (CBCS)
Syllabus with effect from: JUNE-2018
Semester: III

COURSE TITLE: Leadership Skill - I		
COURSE CODE: PB03ACOM23		
Objective: To empower the students with skills of leadership.		
Unit	Description in Detail	Weightage
01	Nature of Leadership Introduction, Definition Need or Importance of Leadership Approaches or Theories of leadership <ul style="list-style-type: none"> ➤ Trait's Approach ➤ □ Behavioral Approach ➤ □ Situational Approach ➤ □ Followers Theory ➤ □ System Theory Functions of a Leader, Types of Leaders, Qualities of Leadership Leadership and Management	25 %
02	Contemporary Issues in Leadership Inspirational Approach on Leadership <ul style="list-style-type: none"> ➤ Charismatic Leadership ➤ Transformational Leadership ➤ Authentic Leadership ➤ Self Awareness ➤ Self Regulation & Development ➤ Relational Transparency Contemporary Leadership Rules <ul style="list-style-type: none"> ➤ Mentoring ➤ Self-Leadership ➤ E-Leadership Leadership Development <ul style="list-style-type: none"> ➤ Ingredients of Leadership Development ➤ Leadership Development Process ➤ Examples of Effective Organizational Leadership in India 	25 %
03	Managerial Traits and Skills Nature of Traits & Skills Specific Traits & Skills <ul style="list-style-type: none"> ➤ Emotional Stability ➤ Defensiveness ➤ Integrity ➤ Interpersonal Skills ➤ Technical & Cognitive Skills ➤ Managerial Traits and Effectiveness ➤ High Energy Level & Stress Tolerance ➤ Self Confidence ➤ Internal Locus of Control ➤ Emotional Stability & Maturity ➤ Power Motivation ➤ Personal Integrity ➤ Achievement Orientation ➤ Need for Affiliation 	25 %

	Managerial Skills and Effectiveness ➤ Technical Skills ➤ Conceptual Skills ➤ Interpersonal Skills	
04	Developing Leadership Skills Introduction Techniques for Developing Leadership Skills (Concept, Merits and Demerits) ➤ Behaviour Role Modeling ➤ Case Discussion ➤ Business Games ➤ Executive Coaching ➤ Action Learning Personal Growth Programmes	25 %

Reference Books:

- Gary Yukl, Leadership in Organisations, Pearson (7th Edition), New Delhi (2013).
- T. Ramasamy, Principles of Management, Himalaya Publishing House, New Delhi (2009).
- Prasad L. M., Organisational Behaviour, Sultan Chand & Sons, New Delhi (2011).
- P. Guggenheima & M. Diana Szule, Understanding Leadership Competencies, Viva Books, New Delhi.

SARDAR PATEL UNIVERSITY
Programme: M.COM. (CBCS)
Syllabus with effect from: JUNE-2018
Semester: III

COURSE TITLE : Research Methodology - I		
COURSE CODE: PB03CCOM21		
Objective: To acquire basic knowledge of Research Methodology.		
Unit	Description in Detail	Weightage
01	Introduction Meaning of research Objectives of research Motivation in research Types of research Significance of research Research methods v/s Research methodology Stages of the research process	25%
02	Problem Identification, Research Proposal & Hypothesis Defining the research problem Selecting the problem Techniques involved in defining a problem Necessity of defining the problem Research proposal Hypothesis – meaning and types Hypothesis testing procedure	25%
03	Research Design Meaning of research design Need for research design Features of a good design Important concepts relating to research design Different research design Basic principles of experimental design	25%
04	Sampling What is sampling? Need for Sampling Criteria of selecting a Sampling Characteristics of a good sample design Steps in sample design Types of sample design How to select a Random Sample?	25%

Basic Text & Reference Books

1. Kothari, C. R. (2009), Research Methodology, Vikas Publishing House, New Delhi.
2. Zikmund, William G. (2009), Business Research Methods, Cengage Learning India Private Ltd., New Delhi.
3. Sachdeva, J.S. (2008), Business Research Methodology, Himalaya Publishing House, New Delhi.

SARDAR PATEL UNIVERSITY
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Syllabus with effect from: JUNE-2018
Semester: III

COURSE TITLE : Entrepreneurship Development - I		
COURSE CODE: PB03CCOM22		
Objective : To understand the basic concept of entrepreneurship		
Unit	Description in Detail	Weightage
01	Concept of Entrepreneurship <ul style="list-style-type: none"> • Concept of Entrepreneur, Intrapreneur and Entrepreneurship • Common Characteristics of successful Entrepreneurs • Types of Entrepreneurs • Economic and Industrial Contribution of Entrepreneurship in National Economy • Rural Entrepreneurship and TRYSEM • Backward Area Development 	25%
02	Women Entrepreneurship <ul style="list-style-type: none"> • Concept and Growth of Women Entrepreneurship • Rural Women Entrepreneurship • National Level Associations working for Women Entrepreneurship Development • Problems being faced by Women Entrepreneurs and Remedies • Profile of Women Entrepreneur and her Business • Success Stories of Women Entrepreneurs 	25%
03	Entrepreneurial Development <ul style="list-style-type: none"> • Concept of Entrepreneurial Training and Development • Meaning of EDP, Misconceptions about EDP • Importance, Objectives, Principles and Methods of EDP • Model of EDP • Target Groups of EDP • EDP Organizations: EDII, MDI, NIESBUD 	25%
04	Small Business <ul style="list-style-type: none"> • Concept and Classification • Small Business as a Driving Force for National Economy • Procedure to start a Small Business Unit • Problems of Small Entrepreneurs 	25%

Basic Text & Reference Books

1. Dynamics of Entrepreneurship and Management
Vasant Desai, H.P. House, New Delhi, 2016
2. Entrepreneurial Development
Gupta and Srinivasan, Sultan Chand and Sons, New Delhi, 2014
3. Business Environment
Dr. K. Ashwathappa H.P. House, New Delhi 2016

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Semester: III

COURSE TITLE : Financial Management - I		
COURSE CODE: PB03CCOM23		
Objective: The objective of this course is to acquaint students with the advanced concepts of financial management and the application of the same in the strategy formulation in the organization		
Unit	Description in Detail	Weightage
01	Financial Strategy and Reporting Financial strategy formulation, Sales Plan, Production Plan, Measurement of Income and Capital, Impairment of Fixed Assets, Brand and Goodwill, Analysis of Financial Statement, Vision Focus, Corporate Sustainability, Initiatives and Achievements, Directors Report, Corporate Governance Report, Economic Value Added, Market Value Added, Balanced Scorecard, Highest Performance Achievement Area	25%
02	Corporate Restructuring Meaning and Objectives of Corporate Restructuring, Forms of Corporate Restructuring, Mergers, Amalgamations and Acquisitions, Financial Considerations in Mergers, Amalgamation and Acquisitions, Legal and Procedural Aspects of Amalgamations or Acquisitions, Diversification versus Disinvestment Strategies, Tax Implications	25%
03	International Financial Management World Monetary System, Foreign Exchange Markets and Rates, Determinant and Select Theories of Exchange rates, International Parity Relationships, International Capital Budgeting- Examples, Financing Foreign Operations, Raising Foreign Currency finance, Financing Exports, Foreign Exchange Exposure, Management of Foreign Exchange Exposure	25%
04	Sources of International Long-Term Finance and International Trade Finance Risk associated with Project Financing, Issue of ADR/GDRs, FCCBs and FCEBs, ECBs and FDIs, Foreign Capital Markets and Instruments, QIBs and FIIs, Multilateral Agencies, Other International Finance Sources, Forms of Export Finance, Forfeiting, Documentary Control, Export Credit and Insurance, Special Economic Zones	25%

References:

1. Maheshwari. S. N., Accounting & Financial Control, Sultan Chand & Sons
2. Singh Narendra, Advanced Financial Management, Himalaya Publishing House.
3. Van Horne, Financial Management and Policy, PEARSON
4. Chandra Prasan, Financial Management, Tata McGraw-Hill
5. Kishore R. M., Financial Management, Taxmann's Publications.
6. Gordon E. and Natarajan K., Financial Markets and Services, Himalaya Publishing House.
7. Pandey I M, Financial Management, Vikas Publishing House
8. Khan & Jain, Financial Management, Tata McGraw Hill

SARDAR PATEL UNIVERSITY
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Syllabus with effect from: JUNE 2018
Semester: III

COURSE TITLE: Corporate Accounting -I		
COURSE CODE: PB03ECOM21		
Objective: To Impart the Advanced Level Knowledge of Corporate Accounting		
Unit	Description in Detail	Weightage
1	Preparation and presentation of Financial Statement of Joint Stock Companies (Theory & Example) <ul style="list-style-type: none"> • Vertically Presented Profit and Loss Account as per Schedule III • Vertically Presented Balance Sheet – The Form is given in Schedule III • International Financial Reporting Standards (IFRS) – An Introduction • Present Status of Indian Accounting Standards. 	25%
2	Preparation of Cash Flow Statement as per Indian Accounting Standard 7 (IndAS7) (Theory & Example) <ul style="list-style-type: none"> • Definition, Classification of Cash Flows, Comparison between IAS, as & US GAAP, Utility of cash flow statement, Limitations of cash flow statement • Preparation of Cash Flow Statement as per IND AS 7 	25%
3	Preparation of Consolidated Financial statement as per The Companies Act 2013 (Theory & Example) <ul style="list-style-type: none"> • Definition of Parent / Holding and Subsidiary company • Need for and Status of CFS in India • Minority Interest • Preparation of Consolidated Balance Sheet of Holding with one Subsidiary • Goodwill and Capital Reserve • Elimination of Intragroup Balances and Unrealised Profits • Contingent Liability • Revaluation of Assets of Subsidiary • Dividend = Interim and Proposed, Effects and Accounting Treatments • Cross Holding and its Accounting Treatment • Chain Holding • Consolidation of Profit and Loss Account an Balance Sheet – Examples 	25%
4	Value Added Accounting & Reporting: (Theory & Example) <ul style="list-style-type: none"> • Introduction, Meaning, Concepts of value addition- • Meaning, Utility & Disclosure of Value Added Statement (VAS) • Concept & Computation of; <ol style="list-style-type: none"> 1. Economic Value Added (EVA) 2. Gross Value Added (GVA) 3. Net Value Added (NVA) 4. Market Value Added (MVA) -Practical Questions 	25%

Reference Books:

1. David Young & Jacob Cohen: Corporate Financial Reporting & Analysis (Willy)
2. Jawaharlal: Corporate Financial Reporting (Taxmann Publications)
3. Dr. T.P.Ghosh: Illustrated Guide to Revised Schedule VI (Taxmann pub.)
4. Relevant Literature published by the Reserve Bank of India (RBI)
5. Relevant Literature published by Security Exchange Board of India (SEBI)

6. S. N. Maheshwari; Corporate Accounting : (Vikas Publishing house Pvt. Ltd. New Delhi)
7. S N Maheswari Advance accounting Vol II (Vikas Publishing house Pvt. Ltd. New Delhi)
8. Sehgal Ashok Dr and Sehgal Deepak Dr : Advanced Accounting Corporate Accounting : Taxmann's Publication

SARDAR PATEL UNIVERSITY
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Semester: III

COURSE TITLE : Integrated Marketing Communications		
COURSE CODE: PB03ECOM22		
Objective: To impart the basic knowledge of marketing communication and advertising to Students.		
Unit	Description in Detail	Weightage
01	Designing and Managing Integrated Marketing Communications <ul style="list-style-type: none"> • What is Integrated Marketing Communications? • Participants in Integrated Marketing Communications • A View of the Marketing Communication Process • Developing Effective Marketing Communications 	25%
02	An Introduction to Advertising <ul style="list-style-type: none"> • Meaning and Definition of advertising • Advertising through the ages” Origin & growth of modern advertising • Evolution of Indian advertising • Types of advertising • Advertising and Personal Selling • Advertising and Sales Promotion • Advertising and Publicity • Advertising and Public Relations 	25%
03	Fundamentals of Advertising (Advertising and Marketing Aspects) <ul style="list-style-type: none"> • Advertising and Market Segmentation • Advertising and Products • Product Positioning • Trademarks and Brand Names • Product Life Cycle • Packaging • Branding • (Brand Image – Brand Personality – Brand Equity) • Advertising and Price • Advertising and channels of Distribution • Advertising in the Promotion Mix 	25%

04	<p>Message Design and Media Planning</p> <ul style="list-style-type: none"> • Message Design, Positioning and Message Presentation • Advertising Message Structure, Message Format and Development • What is ad copy and different types of copy • Types of Advertising Appeals and Creativity in communication • Components of Advertising Layout • Ad Copy for Print Media, Radio, TV and Outdoor Advertising • Types of Media, Media Planning • Media selection and scheduling • Pre-Publication and Post Publication Methods for Evaluating Advertising Effectiveness 	25%
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References

Books

1. Chunawalla S. A. and Sethia K. C., *Foundations of Advertising Theory and Practice*, 4th edition 1997, Himalaya Publishing House, Mumbai
2. Semenik Richard J., *Promotion and Integrated Marketing Communication*, Thomson – South-Western publishing
3. Kotler Philip, *Marketing Management*, Prentice Hall of India Pvt. Ltd., New Delhi

Journals

1. Indian Journal of Marketing Management, New Delhi
2. 4 Ps, Plan Media Publication

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COURSE TITLE: Industrial Relations		
COURSE CODE: PB03ECOM23		
Objective: To Understand The Recent Trends in IR		
Unit	Description in Detail	Weightage
1	INDUSTRIAL RELATION <ul style="list-style-type: none"> • Nature of IR, Importance of Peaceful IR, Approaches to IR • Parties to IR, IR strategy • Role of HRM 	25%
2	TRADE UNIONS <ul style="list-style-type: none"> • Nature of trade unions, Strategic Choices • Why do Employees Join Unions? • Strategic choices before Unions • Union Tactics • Trade Union Movement in India • Union Legislation 	25%
3	GRIEVANCE AND DISCIPLINE, COUNSELING AND MENTORING <ul style="list-style-type: none"> • Meaning, Definition, Grievance Procedure, Need for Grievance Procedure, • The Causes of Grievance, Pre –Requisites of Grievance Procedure, • Grievance Procedure, Disciplinary Procedure, Need for Disciplinary Procedure, • Aspects of Disciplinary Procedure, Objective of Disciplinary Procedure • Red-Hot Stove Rule • Causes of Indiscipline • Domestic Enquiry and Disciplinary Procedure • Types of Punishment • Employee Counseling: Concept, Types, Objectives • Mentoring: Meaning, Functions 	25%
4	Collective Bargaining: <ul style="list-style-type: none"> • Definition of Collective Bargaining, Characteristics of Collective Bargaining 	25%

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| <ul style="list-style-type: none">• Importance of Collective Bargaining, Essential conditions for Collective Bargaining, Function of Collective Bargaining• Collective Bargaining Process, Collective Bargaining in India,• Recommendation of NCL | |
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Basic Text & Reference Books

- 1. Human Resource Management-Text and Cases**
K Aswathappa Tata McGraw Hill Publishing House, New Delhi.
- 2. Personnel and Human Resource Management-Text and Cases**
P Subba Rao Himalaya Publishing House, Mumbai.
- 3. Human Resource Management**
Dessler Gray, Person Education, Ninth Edition.
- 4. Collective Bargaining and Industrial Relations**
Kochan, T.A. & Katz Henry 4nd edition, Homewood, Illinois, Richard D Irish, 2009

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Semester: III

COURSE TITLE: PB03ECOM24		
COURSE CODE: Strategic Financial Management – 1		
Objective: To understand corporate strategy formulation with respect to investment, financing and dividend decisions and IT application for financial value creation.		
Unit	Description in Detail	Weightage
01	Financial Policy and Corporate Strategy (Theory) Financial Management - Corporate Strategy - Strategic Financial Management – Features of Strategic Financial Management – Premises of Strategic Financial Management- Strategic decision making framework - Interface of Financial Policy and strategic management - Balancing financial goals vis-à-vis sustainable growth	25%
02	Financial Planning and Strategy (Theory & Examples) Strategic Decision-Making and Planning – Strategic Financial Planning – Financial Planning – Financial Planning Process- Planning for Sustainable Growth (including small examples of sustainable growth calculation)	25%
03	Investment Decisions (Theory & Examples) Nature of Risk – Statistical techniques for risk analysis – Probability – Expected Net Present Value – Standard Deviation – Coefficient of Variation; Conventional Techniques of Risk Analysis – Payback – Risk-adjusted discount rate – Certainty equivalent – RADR vs CE – Sensitivity analysis- Decision Tree Analysis	25%
04	eFinance : (Theory) Conceptual Discussion – Meaning, What does eFinance Change?-eFinance Technology - Use of IT in Financial Decision-making - Financial Services in Internet Era	25%

Reference Books:

Financial Management, I M Pandey, Vikas Publications
 Financial Management : Prasanna Chandra, McGraw Hill
 Financial Management : Khan & Jain, McGraw Hill
 Fundamentals of Financial Management: Van Horne, Prentice Hall
 e-Finance – ICAI UNIVERSITY
 Strategic Financial Management – Dr J B Gupta, Taxmann
 Strategic Financial Management – Ravi M. Kishore, Taxmann

SARDAR PATEL UNIVERSITY
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Syllabus with effect from: JUNE 2018
Semester: III

COURSE CODE: Indirect Taxes-I		
COURSE TITLE: PB03ECOM25		
Objective: To acquire working knowledge of Goods and Services Tax (GST).		
Unit	Description in Detail	Weightage
1	Introduction to GST <ul style="list-style-type: none"> • Historical Background of GST in India • Working model – Concept of GST • Levy, Collection and Exemption • Composition Levy (Concept) • Concepts of CGST, SGST, IGST, UTGST. • GST around the world 	25%
2	Time, Value and Place of Supply <ul style="list-style-type: none"> • Meaning and Scope of Supply, Goods and Services • Time of Supply of Goods and Services Rules. • Valuation of Supply of Goods and Services Rules. • Place of Supply of Goods and Services Rules • Reverse Charge – Concept and Levy • Place of Supply in case of Goods and Services. • Examples or Case Studies wherever applicable 	25%
3	Registration Provisions <ul style="list-style-type: none"> • Registration – Requirements and Procedures • Documentations required for Registration • Registration as a job worker • Stock Transfer provisions • E-Way Bill - Concept and Process • Multiple Registration on Single Premises • Rates of some commonly traded Goods or Services under GST • Examples or Case Studies wherever applicable 	25%
4	Input Tax Credit <ul style="list-style-type: none"> • Introduction of ITC • Credit of Goods, Services and Capital Goods • Requirement of ITC • Negative list of items, items not creditable. • Transfer provisions and limitations of existing credits of erstwhile laws into GST credits. • Input Service Distributer and Person liable to pay tax • Examples or Case Studies wherever applicable 	25%

Note: Examples or Case Studies wherever applicable in All Units

Basic Text & Reference Books:

- Agrawal Raj K CA and Agrawal Shivangi CA – Taxmann’s GST for CA Intermediate – Taxmann Publication (P) Ltd
- Datey V S - GST Law & Practice with Customs and FTP – Taxmann Publication (P) Ltd
- Nitya Tax Associates - Basics of GST – Taxmann Publication (P) Ltd
- Singh Awdhesh – GST Made Simple – Centax Publication

SARDAR PATEL UNIVERSITY
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Syllabus with effect from: JUNE - 2018
Semester: III

Course Title: Project Management		
Course Code: PB03ECOM26		
Objective: To enables the students to learn about project identification, formulation, its financial appraisal and implementations. To make student understand about preparing project report.		
Unit	Description in detail	Weightage
1	Overview of Project Management <ul style="list-style-type: none"> • Meaning: Project and Project Management • Characteristics of Project • Parameters of Project • Types of Projects • Capital Budgeting and its phases • Project Development Cycle 	25%
2	Project Feasibility Study <ul style="list-style-type: none"> • Feasibility Studies • Objectives of Pre feasibility Analysis. • Pre feasibility Report • Stages in Project Formulation • Project Implementation 	25%
3	Project Analysis and Project Appraisal <ul style="list-style-type: none"> • Meaning and types of Project Analysis • Meaning and scope of Project Appraisal • Steps in Project Appraisal • Tools of Project Appraisal 	25%
4.	Project Report <ul style="list-style-type: none"> • Scope of Project Report • Importance of Project Report • Components of Project Report • Performa of Project Report 	25%

References

- Vasant Desai, Project Management, Himalaya Publication house
- Bhavesh Patel, Project Management Vikash Publication
- Prasanna Chandra, Project Management, Tata McGraw Hill

SARDAR PATEL UNIVERSITY
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Semester: III

COURSE TITLE : Operations Research		
COURSE CODE: PBO3ECOM27		
Unit	Description in Detail	Weightage
01	<p>INTRODUCTION TO OPERATIONS RESEARCH: (1) Operations Research – Quantitative Approach to Decision Making, Definitions of O.R., Characteristics of O.R., Application and Scope of O.R. , Phases of O.R., Different types of Models in O.R.(1)Physical Models:Iconic models ,Analogue Models, (2) Classification based on function:Descriptive modelsPredictive models,Prescriptive models (3) Classification based on behavior:Static models,Dynamic models (4) Classification based on degree of certainty:Deterministic models,Probabilistic models. (5) Classification based on method of solution: Heuristic Models, Analytical models,Simulation models.General methods of solving O.R. models: Analytical method,Numerical method,Monte- Carlo method.Techniques & Tools of O.R., Opportunities and Shortcoming of the O.R Approach.</p>	25%
02	<p>LINEAR PROGRAMMING AND ITS APPLICATIONS: Meaning and Definition of Linear Programming, Assumptions, Uses and Limitations of L.P.,Mathematical form of L.P.Problem, Formulations of L.P. Problem, Important Terms used in L.P, Graphical Method, Simplex method for Maximization problem, Big –M method for Minimization cases, Degeneracy, Unbounded and Infeasible cases. Application of L.P. : Production planning problem, Advertising Media selection problem, Product mix problem, Simple examples based on various methods.</p>	25%
03	<p>TRANSPORTATION PROBLEM : Meaning,General Mathematical Model of T.P., The Transportation Algorithm, Methods of finding initial solution :North-West Corner Method, LeastCost Method,Vogel’s Approximation Method, Unbalanced T.P. Test for Optimality: Modified Distribution Method (MODI Method), Degeneracy in T.P.,Prohibited routes, Maximization Problems, Simple examples based on various Methods.</p>	25%
04	<p>ASSIGNMENT PROBLEM AND SEQUENCING PROBLEM: Assignment Problem: Formulation, Hungarian Method, (Minimization and Maximization Problem),Assignment Problem with restriction, Unbalanced Assignment Problem, TravellingSalesman Problem. SEQUENCING PROBLEM: Introduction, Notations, Terminology and Assumptions, Processing n Jobs Through Two Machines, Processing n Jobs Through Three Machines, and Applications based on two Models.</p>	25%

References:

- (1) Sharma J.K.: Introduction to Operations Research
- (2) Taha H.A.: Operations Research- An Introduction
- (3) Kapoor V.K. : Problems and Solutions in Operations Research
- (4) J.K.Sharma:Operations Research Theory and Applications (3rd edition)

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Syllabus with effect from: JUNE – 2018
Semester: III

TITLE OF PAPER: Mechanics of Banking and Insurance		
PAPER CODE: PB03ECOM28		
Objective: To understand various Technicalities and procedures of bank as well Insurance sector.		
Unit	Description in Detail	Weightage
1	RESERVE BANK OF INDIA Introduction, Origin and objectives of RBI, Organizational structure and Management of RBI-Central Board of Directors, Local Board, Offices of the Reserve bank , Administrative Departments of RBI-Dept.of Currency Management, Banking ,Exchange control, industrial credit, agriculture credit, research and statistics,etc.Conventional and Promotional functions of RBI, Appraisal, achievement and failures of RBI.	25%
2	LOAN AND ADVANCES,SECURITIES MANAGEMENT Basic principles of Bank Landing, Different kinds of Fund Based - Non Fund Based Landing granted by banks, various Modes of charging Securities - Pledge- Hypothecation - Mortgage Lien-Set off-Assignment Advance against Various Property - Goods, documents of title to goods -Stock exchange securities -Corporate securities –LIC -Real estate, -Fixed deposits	25%
3	GROWTH AND DEVELOPMENT OF INSURANCE IN INDIA History, Formation and structure of LIC/GIC,General insurance Abroad,Re-insurance Business in India,Global Re-insurance capitalization, India’s share of world life insurance, SWOC Analysis	25%
4	FUND MANAGEMENT IN INSURANCE SECTOR Invest Management,Objectives of fund management,Magnitude of funds, Nature of fund investment,policy constrains on investment in stock market,Development of Expertise,Alternative investment channels Available	25%

Evaluation : Internal : 30 Marks (Theory)
: External: 70 Marks (Theory) – Three Hours Examination

Basic Text & Reference Books:

- Principles & Practice of Bank Management by P. SubbaRao.
- Principles of Management for Bankers by C.B. Gupta.
- Banking and insurance by O. P. Agarwal ,Himalaya Publishing House.
- Central Banking by IIB&F, MacMilan.
- Banking Theory Law & Practices by E Gordon &Natrajan, Himalaya Publishing House