

Shri Rawatpura Sarkar University, Raipur



**Examination Scheme & Syllabus
For
MASTERS OF COMMERCE
II Semester**



RAWATPURA SARKAR UNIVERSITY

[Recognized by UGC under Sec (12) (f)]

Dhaneli, Raipur, Chhattisgarh

Faculty of Commerce and Management

Master of Commerce

Semester-II

(Effective from the session: 2021-22)

Faculty of Commerce
Shri Rawatpura Sarkar University, Raipur
Master of Commerce
Semester-II
Examination Scheme
(Effective from the session: 2021-22)

| Sl. No. | Course Code | Th/Pr | Subject | Type of Course | Teaching hours per week | | | T C | Examination Scheme | | | | Total Marks |
|--------------------------------------|-------------|-------|-----------------------------------|----------------|-------------------------|---|---|--------|---------------------|----|-----------|----|-------------|
| | | | | | L | T | P | | Theory | | Practical | | |
| | | | | | | | | | EX | IN | EX | IN | |
| | CMC201 | Th | Advanced Cost Accounting | Core | 4 | 1 | - | 5 | 70 | 30 | - | - | 100 |
| 2 | CMC202 | Th | Advanced Financial Management | Core | 4 | 1 | - | 5 | 70 | 30 | - | - | 100 |
| 3 | CMC203 | Th | Marketing Management | Core | 4 | 1 | - | 5 | 70 | 30 | - | - | 100 |
| 4 | CMC204 | Th | Strategic Management | Core | 4 | 1 | - | 5 | 70 | 30 | - | - | 100 |
| 5 | CMC205 | Th | Financial Institution and Markets | Core | 4 | 1 | - | 5 | 70 | 30 | - | - | 100 |
| Total Contact hr per week: 20 | | | | | Total Credit: 25 | | | | Total Marks: | | | | 500 |

Signature

Signature
20/5/22

Signature
20/5/22

HEAD OF DEPARTMENT
FACULTY OF COMMERCE & MANAGEMENT
SHRI RAWATPURA SARKAR UNIVERSITY
RAIPUR (C.G.)

Signature
Co-opted member

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|--------------------------|---|----------|----------|-----------|--|
| Course Title | Advanced Cost Accounting | | | | |
| Course Code | CMC201 | | | | |
| Course Credits | L | T | P | TC | |
| | 4 | 1 | - | 5 | |
| Prerequisites | Basic concept of cost accounting | | | | |
| Course Objectives | To acquaint the students with advance concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems. | | | | |
| Course Contents | <p style="text-align: center;">UNIT-I</p> <p>Cost Accounting Introduction Definition and importance of Cost Accounting. Objects and classification of cost accounts Elements of cost and their accounting. Stores - control and record methods of issue of materials Analysis and Accounting for works and sales expenses, Different Methods of allocating indirect expenses.</p> <p style="text-align: center;">UNIT-II</p> <p>Labour cost accounting: Record of wages, Methods of remunerating labour and their effect on cost. Output cost accounts and operating costing. Financial and costing, records, their reconciliation</p> <p style="text-align: center;">UNIT-III</p> <p>Methods of Costing Process cost accounts. Uniform costing & Estimate costing. Contract cost accounts profit and loss on in completed contracts and the valuation of work in progress.</p> <p style="text-align: center;">UNIT-IV</p> <p>Standard costing: Standard costing & Variance Analysis (Material, Labour and overheads) Budgetary control Importance of budgets in accounting. Nature of budgetary control Organization for budgetary control preparation of fixed variable budgets. Cash Budget, Production and sales Budget.</p> <p style="text-align: center;">UNIT-V</p> <p>Marginal costing - Contribution Marginal analysis Vs. Net Profit analysis, Cost-volume-Profit analysis: profit studies and break even charts. Managerial Decisions Tasted on Marginal and differential costing.</p> | | | | |
| Course Outcomes | After completion of the course the students will able to use cost accounting concepts, various methods involved in cost ascertainment and cost accounting book keeping systems. | | | | |
| Text Book | 1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan , Cost Accounting: A Managerial Emphasis, Pearson Education. | | | | |
| Reference Book | 2. Jawahar Lal, Cost Accounting. McGraw Hill Education 3. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. PHI Learning 4. Rajiv Goel, Cost Accounting. International Book House 5. Singh, Surender. Cost Accounting, Scholar Tech Press, New Delhi. 6. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers 7. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi. 8. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi. 9. Iyengar, S.P. Cost Accounting. Sultan Chand & Sons | | | | |

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|--------------------------|---|----------|----------|-----------|--|
| Course Title | Advanced Financial Management | | | | |
| Course Code | CMC202 | | | | |
| Course Credits | L | T | P | TC | |
| | 4 | 1 | - | 5 | |
| Prerequisites | Basic knowledge of financial management | | | | |
| Course Objectives | To familiarize the students with the Advanced principles and practices of financial management. | | | | |
| Course Contents | <p style="text-align: center;">UNIT-I</p> <p>Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions. Finance as a strategic function. Role of finance manager. Agency problem. Stock price maximization and agency costs. Alternatives to stock price maximization. Stakeholders' wealth maximization. Risk-return framework for financial decision making.</p> <p style="text-align: center;">UNIT-II</p> <p>Capital Budgeting: Nature, significance and kinds of capital budgeting decisions. Cash flow estimation. Capital budgeting techniques- ARR, Payback period, Discounted payback period, NPV, Equivalent annual NPV, IRR, Incremental IRR and Modified IRR. Capital budgeting decisions under constraints and with multiple objectives using mathematical programming models (Linear programming and Integer Programming). Capital rationing. Capital budgeting decision under inflation. Capital budgeting decision under uncertainty. Techniques for incorporating risk and uncertainty in capital budgeting decisions- RADR, Certainty equivalent method, DCF Break even analysis, Simulation method, Probability distribution method, Decision tree analysis, Sensitivity analysis and Scenario analysis. Real options.</p> <p style="text-align: center;">UNIT-III</p> <p>Capital Structure: An overview of cost of capital- Specific and WACC. Financial leverage and evaluation of financial plans (EBIT-EPS analysis). Theories of capital structure- NI, NOI, MM Hypothesis without and with corporate taxes, Merton Miller argument with corporate and personal taxes, Trade off theory, Pecking order theory, Signalling theory and effect of information asymmetry on capital structure. Optimal capital structure. Determinants of Capital structure in practice.</p> <p style="text-align: center;">UNIT-IV</p> <p>Dividend Policy: Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation (Walter's model, Gordon's Model, MM Hypothesis, Bird-in-hand theory and Dividend signaling theory).Relevance of dividend policy under market imperfections. Traditional and Radical position on dividend. Issues in dividend policy. Types of dividend polices in practice (constant rupee dividend policy, constant dividend payout policy, smooth stream dividend policy etc.) Determinants of dividend policy. Lintner's Model on corporate dividend behaviour.</p> <p style="text-align: center;">UNIT-V</p> <p>Working Capital Planning and Management: Concept and types of working capital. Operating and the cash cycle. Estimation of working capital requirement. Working capital financing. Determinants of working capital. Components of working capital management. Cash management- Baumol's Model and Miller-Orr Model of managing cash. Receivables management- dimensions of credit policy of a firm and evaluation of credit policies; credit analysis. Inventory management. Unit VI- Corporate Restructuring and Contemporary Issues in Financial Management: Corporate restructuring. Mergers and Acquisitions- types, sources</p> | | | | |

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| | of takeover gains, valuation and financing of M&As. Leveraged buyouts; Spin offs; demerger. Contemporary issues in financial management. |
| Course Outcomes | After completion of the course the students will able to apply the advanced principles and practices of financial management in an organisation. |
| Text Reference Books | <p>1. Van Horne, James C., Financial Management and Policy, Prentice Hall of India.</p> <p>2. Pandey, I. M., Financial Management, Vikas Publishing.</p> <p>3. Ross S.A., R.W. Westerfield and J. Jaffe, Corporate Finance, McGraw Hill.</p> <p>4. Brealey R.A. and S.C. Myers, Principles of Corporate Finance, McGraw Hill.</p> <p>5. Damodaran, A., Corporate Finance: Theory and Practice, John Wiley & Sons.</p> <p>6. Chandra, P. Financial Management, Tata McGraw Hill.</p> <p>7. Khan, M.Y & Jain, P.K Financial Management: Text, Problems and Cases, Tata McGraw Hill.</p> <p>8. Ehrhardt, M. C. & Brigham E. F, Corporate Finance, Indian Edition, Cengage Learning</p> <p>9. Srivastava, Rajiv and Misra. Anil, Financial Management, Oxford University Press. 10. Arthur J. Kewon, John H. Martin, J. William Petty & David F. Scott, Financial Management: Principles & Application, Pearson.</p> <p>11. Meyer. et.al, Contemporary Financial Management, Cengage Learning.</p> |

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| Course Title | Marketing Management | | | | |
| Course Code | CMC203 | | | | |
| Course Credits | L | T | P | TC | |
| | 4 | 1 | - | 5 | |
| Prerequisites | Basic knowledge of marketing | | | | |
| Course Objectives | To provide a sound understanding of the basic principles of Human Resource Management and their applications in the business and industry. | | | | |
| Course Contents | <p style="text-align: center;">UNIT – I</p> <p>Market Analysis and Selection : Marketing environment and its impact on marketing decisions, Market segmentation and positioning; Buyer behavior; Consumer and organizational buyers and their decision making process.</p> <p style="text-align: center;">UNIT – II</p> <p>Product and Pricing Decisions: Product - concept and classification; Major product decisions; New product development; Packaging and labelling; Product support services; Branding decisions; Product life cycle – concept and appropriate strategies adopted at different stages. Pricing- Objectives, Factors affecting price of a product, Pricing policies and strategies. Ethical issues in product and pricing decisions.</p> <p style="text-align: center;">UNIT – III</p> <p>Supply Chain Management : Introduction; Generalized supply chain model, Supply chain and networks; Global supply chain integration; International sourcing; Management of supply chain relationships.</p> <p style="text-align: center;">UNIT – IV</p> <p>E-marketing: Meaning of e-marketing, Objectives, Importance and advantages of e-marketing, e-retailing practices, On-line merchandising.</p> <p style="text-align: center;">UNIT – V</p> <p>Marketing Research:Meaning and scope of Marketing Research, Marketing Research process.</p> | | | | |
| Course Outcomes | After completion of the course the students will able to understand the basic principles of Human Resource Management and their applications in the business and industry. | | | | |
| Text Reference Books | <p>1) Supply Chain Logistics Management : Bowersox, Closs & Cooper, McGraw Hill, II Indian ed</p> <p>2) Principles of Marketing : Philip Kotler and Gary Armstrong, XII ed.</p> <p>3) Marketing Management : Stanton.</p> <p>4) Marketing Management : Rajan Saxena.</p> <p>5) Marketing Management : V.S.Ramaswamy and S. Namakumari.</p> <p>6) E-Retailing – Principles and Practice : D.P.Sharma, Himalaya Publication House.</p> | | | | |

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| Course Title | Strategic Management | | | | |
| Course Code | CMC204 | | | | |
| Course Credits | L | T | P | TC | |
| | 4 | 1 | - | 5 | |
| Prerequisites | Basic knowledge of management theories. | | | | |
| Course Objectives | The objective of this course is to enhance decision-making abilities of students in situation of uncertainty in a dynamic business environment | | | | |
| Course Contents | <p style="text-align: center;">UNIT – I</p> <p>Introduction to Strategic Management: Definition of Strategic Management, Nature of Strategic Management, Dimensions of Strategic Management, Need for Strategic Management, Strategic Management – Process, Vision, Mission and Business Definition</p> <p>Models of Strategic Management: Mintzberg, Ansoff, Porter, Prahalad and Gary Hammel, McKinsey’s 7’S Framework: A Tool to Evaluate and Control an Organisation</p> <p style="text-align: center;">UNIT – II</p> <p>Strategic Management in Global Environment: Need for Globalization, Different Types of International Companies, Development of a Global Corporation, Complexity of Global Environment, International Culture, Implementing Global Strategies</p> <p>Competitive Analysis: Competitor Analysis Framework, Rivalry Analysis, Competitive Dynamics, Competitive Rivalry</p> <p>Industry Analysis: Formulation of Strategy, Five Competitive Forces that Shape Strategy, PESTLE Analysis, Competition and Value, Industry Structure, Technology Lifecycle, Industry Analysis in Practice, Defining the Relevant Industry</p> <p style="text-align: center;">UNIT – III</p> <p>Strategic Management Process: Purposes of Strategic Management Process, Steps involved in the Strategic Management Process, Strategic Management Process, Strategy Formulation, Constraints and Strategic Choice, Strategy Implementation, Strategic Control and Assessment</p> <p>Formulating Corporate-Level Strategy: Balanced Scorecard: A Balanced Approach, Grand Strategies: Strategic Alternatives, Growth/Expansion Strategy, Diversification Strategy, Stability Strategy, Retrenchment Strategy, Turnaround Strategies, Combination Strategies</p> <p>Formulating Business Level Strategy: Porter’s Competitive Strategies, Competitive Advantage, Competitive Advantage Factors, How to Build or Acquire Competitive Advantage? Acquiring Core Competence, Low Cost Strategies, Differentiation Strategies, Focus Strategies.</p> <p style="text-align: center;">UNIT – IV</p> <p>Analyzing Resources and Capabilities: Factors affecting the Internal Environment, Resources and Capabilities as Sources of Profit, Resources of the Firm, Organizational Capabilities, Appraising Resources and Capabilities, Putting Resource and Capability Analysis to Work, Developing Resources and Capabilities</p> <p>Formulating Functional Level Strategy: Putting Strategy into Action, Structural Design, Information and Control System, Human Resources</p> <p style="text-align: center;">UNIT – V</p> <p>Corporate Goals and Strategic Gap: Corporate Goals, Strategic Gap, Porter’s Generic Strategies</p> <p>Managing Internal Organization for Strategy Implementation: Issues in Strategy Implementation, Strategy–Structure Relationship, Divisionalisation: Product and Geographic</p> | | | | |

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| | Forms, Diversification, Strategic Business Units (SBUs), Project Organisation, Matrix Organisation Structure, New Design Options, Factors Influencing Organisation Structure, Structure and Strategy Implementation |
| Course Outcomes | After completion of the course the students will able to apply decision-making abilities in situation of uncertainty in a dynamic business environment |
| Text Reference Books | <p>1. Thompson, Arthur A. and A. J. Strickland, Strategic Management, McGraw Hill, New York.</p> <p>2. Hitt, Michael A., Ireland, R. D., Hokisson, Robert E. and S. Manikutty, Strategic Management: A South-Asian Perspective, Cengage Learning, India</p> <p>3. Bartlett, C.A., Ghoshal, S. and P. Beamish, Transnational Management: Text, Cases, and Readings in Cross-Border Management, McGraw Hill.</p> <p>4. Porter, Michael E., Competition in Global industries, Harvard University Press, New York, 1986.</p> <p>5. Porter, Michael E., The Competitive Advantage of Nations, Macmillan, London, 1990.</p> <p>6. Frynas, J.G. and K. Mellahi, Global Strategic Management, Oxford University Press.</p> <p>7. Henry, Anthony E., Understanding Strategic Management, Oxford University Press, New York.</p> <p>8. Wheelen, Thomas L., Hunger, J. David, Hoffman, Alan N. and Charles E. Bamford, Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Prentice Hall, New Jersey.</p> <p>9. Sengupta, N. and J.S. Chandan, Strategic Management: Contemporary concepts and Cases, Vikas Publishing.</p> <p>10. Ghosh, P.K., Strategic Management- Text & Cases, Sultan Chand & Sons.</p> <p>11. Nag, A., Strategic Management- Analysis, Implementation, Control, Vikas Publishing.</p> <p>.</p> |

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| Course Title | Financial Institution & Markets | | | | |
| Course Code | CMC205 | | | | |
| Course Credits | L | T | P | TC | |
| | 4 | 1 | - | 5 | |
| Prerequisites | This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. | | | | |
| Course Objectives | To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India. | | | | |
| Course Contents | <p style="text-align: center;">UNIT – I</p> <p>An Introduction to the Financial System and its Components Financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of the Indian financial system. Financial Regulators in India: RBI, Ministry of Corporate Affairs, SEBI, IRDA, Financial Conglomerates.</p> <p style="text-align: center;">UNIT – II</p> <p>Financial Markets Money market-functions, organization and instruments. Role of central bank in money market; Indian money market-An overview. Capital Markets-functions, organization and instruments. Indian debt market; corporate debt market; slow growth of corporate debt market; Development of corporate bond market abroad. Indian equity market primary and secondary markets; Role of stock exchanges in India.</p> <p style="text-align: center;">UNIT – III</p> <p>Financial Institutions Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs). Regional Rural Banks. Urban Cooperative Banks, Rural Cooperative Credit Institutions, Pension Fund Regulatory and Development Authority.</p> <p style="text-align: center;">UNIT – IV</p> <p>Risk of Financial Intermediation: Introduction; Interest Rate Risk; Refinancing Risk; Reinvestment Risk; Market Risk; Credit Risk; Operational Risk; Liquidity Risk.</p> <p>Risk Management in Financial Institutions: Managing Credit Risk; Liability and Liquidity Management; Managing Interest Risk; Managing Operational Risk; Managing Risk through Sale of Assets and Securitization, Derivatives.</p> <p style="text-align: center;">UNIT – V</p> <p>Special Financing: Introduction and meaning of special finance. Lease Financing : Introduction and meaning types, advance. Venture capital Introduction and meaning types, advance. Factoring, Foreign Direct Investment, Merchant Banking: Introduction and meaning types, advance, classification, functions. Credit Rating: Introduction and meaning objectives</p> | | | | |
| Course Outcomes | After completion of the course the students will able to explain about financial markets and institutions and have knowledge of major financial services in India. | | | | |
| Text Reference Books | <p>1. Kohn Meir, Financial Institutions and Markets, Oxford University Press.</p> <p>2. Madura Jeff, Financial Markets and Institutions, South Western Cengage Learning.</p> <p>3. Mishkin, Fredrick S. and Stanley G. Eakins, Financial Markets and Institutions, Pearson Education India.</p> | | | | |

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| | <p>4. Kidwell, David S., Backwell, David W., Whidbee, David A. and Sias, Richard W., 'Financial Institutions, Markets and Money', Wiley.</p> |
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5. Reserve Bank of India – Various publications