

**SYLLABUS**  
**MBA (Financial Markets)**  
**Five Year Integrated Course (Part-I)**  
**Semester I and II**  
**For 2013-2014 and 2014-2015 Sessions**

**SEMESTER- I**

		<b>Theory</b>	<b>Internal Assessment</b>
AM 101	Foundations of Management	50	50
AM 102	Foundations of Business Economics	50	50
AM 103	Foundations of Business Mathematics	50	50
AM 104	Foundations of Financial Accounting	50	50
AM 105	Functional Punjabi	50	50
AM 105 A	Elementary Punjabi		
AM 106	Workshop on Soft Skills and Personality Development		50
AM 107	Introduction to Financial Markets (To be conducted by NSE)	100	
AM 108	Viva Voce		50

**SEMESTER- II**

		<b>Theory</b>	<b>Internal Assessment</b>
AM 201	Foundations of Cost and Management Accounting	50	50
AM 202	Introduction to Mutual Funds (To be conducted by NSE)	100	
AM 203	Foundations of Business Environment	50	50
AM 204	Foundations of Business Laws	50	50
AM 205	Business Communication Skills	50	50
AM 206	Workshop on Computer Applications		50
AM 207	Seminar on Business and Government		100
AM 208	Viva Voce		50

## SEMESTER I

### AM 101 FOUNDATIONS OF MANAGEMENT

Max. Marks: 100  
Internal Evaluation 50  
External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

#### UNIT-I

Introduction – Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach; Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO; decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization

#### UNIT-II

Organizing–Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization; leadership – nature and significance, leading and managing, leadership styles, leadership theories. Management Control; nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques.

#### SUGGESTED READINGS:

1. Koontz & Weihrich: Essentials of Management, Tata McGrawHill
2. Griffin, Ricky W, Management, Biztantra, New Delhi
3. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
4. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGrawHill
5. Robbins Stephen P, Organizational Behaviour, Pearson Education, 12<sup>th</sup> Edition
6. Davis, Keith, Human Behaviour at Works, Tata Mc Graw Hill, New Delhi.

## AM 102 FOUNDATIONS OF BUSINESS ECONOMICS

Max. Marks: 100

Internal Evaluation 50

External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

### UNIT-I

Introduction to Business economics; The Economic Problem, Resources, Scarcity, Opportunity Cost, Market system, Microeconomic Theory of Demand and Supply, Consumer Behavior; Demand, Utility; Individual and Market demand curves-Factors affecting demand, Income and substitution effects. Supply; Derivation of short run supply curve, Individual and market supply curves, Changes in supply conditions. Marginal utility analysis, Consumer behavior, choice and equilibrium. The Households; The consumption decisions--budget constraints, Consumption and income/price changes, Demand for all other goods and price changes, Preferences with indifference curves - Properties of Indifference curves, The investment decision - investment alternatives for a household.

### UNIT II

Cost of Production; Resource combinations, cost of production, Diminishing Returns, Cost Curves, Economies of scale, Return to scale, Market, Competition and equilibrium of firm; Imperfect Market Structure, Market structures, Perfect competition, Imperfect competition, Monopoly and Monopolistic Competition, Price and non-price competition, Equilibrium in perfect and imperfect competition, Short and long run equilibrium of firms.

Introduction to Macroeconomics; Macroeconomics analysis, Business cycle, Circular flow of income and spending, Equilibrium in economy, Economic growth, Measuring GDP, Inflation and Unemployment, Measuring GDP, National Accounts; Money in the Modern Economy, Characteristics of a monetary economy, Evolution and functions of money; Fiscal Policy; Objectives of Government, Inflationary and Recessionary Gaps, tools of fiscal policy. Monetary Policy, Inflation and Real output, Impact of interest rate on saving and investment, Tools of monetary policy

### SUGGESTED READINGS:

1. Koutsoyiannis, A, Modern Micro Economics, McMillan press
2. Dominick Salvatore, Microeconomics Theory and Application, Oxford University Press
3. Rudiger Dornbusch, Fisher and Startz , Macro Economics, Tata McGraw-Hill.
4. Edward Shapiro, Macro Economics Analysis, Galgotia publishers Pvt. Ltd

## AM 103 FOUNDATIONS OF BUSINESS MATHEMATICS

Max. Marks: 100

Internal Evaluation 50

External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

### UNIT-I

Business Mathematics and its applications; Sets: Definition, types, Equality of sets, sub sets, Null set, Power set, Operations on sets, Union, Intersection; complements, Algebra of sets, Venn diagram, Applications of set theory. Determinants and Matrices: Introduction, Minors, Cofactors, properties of determinants, types of matrices, operations on matrices, transpose of a matrix, adjoint of a matrix, inverse of a matrix, solutions of a system of linear equations: Cramer's rule and Gauss elimination method. Applications of Matrices to business problems.

### UNIT-II

Introduction to Statistics-Definition, Importance and Limitations. Functions and scope. Measures of Central Tendency : Mean, Median, Mode. Analysis of Time Series : Causes of variations in time series multiplicative models; Determination of trends, Moving averages method and method of least squares (including linear, second degree, parabolic and exponential trends); Computation of seasonal-indices by simple averages, ratio-trend, ratio-to-moving average and link relative methods. Correlation : Meaning, types and measurement of correlation (Karl Pearson's methods and Spearman's rank correlation). Regression; Meaning, Regression Equation of X on Y and Y on X.

### SUGGESTED READINGS:

1. Business Mathematics, Sancheti, D.C., Malhotra, A.M. and Kapoor, V.K. , Sultan Chand & Sons, New Delhi.
2. Business Mathematics, Zameerudin, Qazi, Khanna, V.K. & Bhambri, S.K. , Vikas Publishing House Pvt. Ltd, New Delhi
3. Fundamentals of Mathematical Statistics, Gupta and Kapoor , Sultan Chand and Sons, New Delhi.
4. Fundamentals of Statistics, Gupta, S.C., Himalya Publishing House

## AM 104 FOUNDATIONS OF FINANCIAL ACCOUNTING

Max. Marks: 100

Internal Evaluation 50

External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

### UNIT-I

Nature and purpose of Accounting; Accounting as an information system, definition of Accounting. The Financial Accounting framework; Accounting as language, Nature of Principles, Criteria and Sources of Accounting principles. Financial statements; The Balance Sheet, The Income Statement, Financial Statement Objectives. Basic Accounting Concepts. Accounting records and systems: Recordkeeping Fundamentals;, Accounting Process, Transaction Analysis, Adjusting and closing entries, Computer based Accounting.

### UNIT-II

Revenue and Monetary Assets: Timing of revenue recognition, Amount of Revenue recognized, Monetary Assets, Difference in reporting Monetary and Non-Monetary assets, The Nature of Depreciation. Depreciation Methods, Accounting for Depreciation, Income tax considerations, natural resources, Intangible assets, Disposal of depreciable assets - change of method. Salient features of Accounting Standard (AS): 6 (ICAI). Inventories: meaning. Significance of Inventory Valuation. Inventory Record systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average. Salient features of Accounting Standard (AS): 2 (ICAI)

### SUGGESTED READINGS:

1. Anthony, R.N., Hawkins, D.F, Merchant, K.A., **Accounting – Text and Cases**, The McGraw-Hill Companies
2. Anthony and Reece, **Accounting Principles**; Richard Irwin Inc.
3. Gupta and Radhaswamy, **Financial Accounting**; Sultan Chand, New Delhi.

## AM 105 FUNCTIONAL PUNJABI

Max. Marks: 100  
Internal Evaluation 50  
External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

ਭਾਗ ਪਹਿਲਾ ਪੰਜਾਬੀ ਸਾਹਿਤ

- (ੳ) ਕਵਿਤਾ
- (ਅ) ਕਹਾਣੀ
- (ੲ) ਨਾਟਕ

ਭਾਗ ਦੂਜਾ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਅਤੇ ਲੋਕਧਾਰਾ

ਭਾਗ ਤੀਜਾ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ

ਸਿਲੇਬਸ ਲਈ ਨਿਰਧਾਰਿਤ ਪੁਸਤਕ:

ਪੰਜਾਬੀ ਦੀ ਪਾਠ ਪੁਸਤਕ (ਮੁੱਖ ਸੰਪਾਦਕ : ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ)  
ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ

ਅੰਕ ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਾਠ ਪੁਸਤਕ ਦੇ ਭਾਗ ਪਹਿਲਾ ਦੇ (ੳ) ਕਵਿਤਾ ਖੰਡ ਵਿਚੋਂ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। ਦੋ ਕਾਵਿ ਟੁਕੜੀਆਂ ਵਿਚੋਂ ਇਕ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਕਰਨੀ ਹੋਵੇਗੀ। 10 ਅੰਕ
2. ਪਾਠ ਪੁਸਤਕ ਦੇ ਭਾਗ ਪਹਿਲਾ ਦੇ (ੳ) ਕਵਿਤਾ ਖੰਡ ਵਿਚੋਂ ਕਵਿਤਾ ਦਾ ਸਾਰ ਜਾਂ ਕੇਂਦਰੀ ਭਾਵ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। ਦੋ ਵਿਚੋਂ ਇਕ ਕਰਨਾ ਹੋਵੇਗਾ। 10 ਅੰਕ
3. ਪਾਠ ਪੁਸਤਕ ਦੇ ਭਾਗ ਪਹਿਲਾ ਦੇ (ਅ) ਕਹਾਣੀ ਅਤੇ (ੲ) ਨਾਟਕ ਖੰਡ ਵਿਚੋਂ ਇਕ ਰਚਨਾ ਦਾ ਸਾਰ ਜਾਂ ਰਚਨਾ ਦੇ ਕਿਸੇ ਇਕ ਪਾਤਰ ਦੀ ਜਾਣ ਪਛਾਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। ਦੋ ਵਿਚੋਂ ਇਕ ਕਰਨਾ ਹੋਵੇਗਾ। 15 ਅੰਕ
4. ਪਾਠ ਪੁਸਤਕ ਦੇ ਭਾਗ ਦੂਜਾ ਵਿਚੋਂ ਇਕ ਪਾਠ ਦਾ ਸਾਰ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। ਦੋ ਵਿਚੋਂ ਇਕ ਕਰਨਾ ਹੋਵੇਗਾ। 15 ਅੰਕ

## AM 105 A ELEMENTARY PUNJABI

ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁਢਲਾ ਗਿਆਨ)  
ਪੰਜਾਬ ਹਿਸਟਰੀ ਐਂਡ ਕਲਚਰ ਦੀ ਥਾਂ 'ਤੇ ਪੜ੍ਹਾਇਆ ਜਾਣ ਵਾਲਾ ਪਾਠ ਕ੍ਰਮ  
ਸਮੈਸਟਰ ਪਹਿਲਾ

ਕੁੱਲ ਅੰਕ: 50  
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ: 10  
ਬਾਹਰੀ ਮੁਲਾਂਕਣ: 40

ਪਾਸ ਅੰਕ : 35 ਪ੍ਰਤੀਸ਼ਤ  
ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ  
ਕੋਰਸ ਸਮਾਂ : ਛੇ ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ

- ਗੁਰਮੁਖੀ ਵਰਨਮਾਲਾ ਤੇ ਲੇਖਣ ਪ੍ਰਬੰਧ  
(ੳ) ਅੱਖਰ ਸਿਖਿਆ : ਤਰਤੀਬਾਰ ਤੇ ਭੁਲਾਵੇਂ ਅੱਖਰ।  
(ਅ) ਅੱਖਰ ਬਣਤਰ : ਅੱਖਰ ਰੂਪ ਤੇ ਲੇਖਣ ਦੇ ਨਿਯਮ।
- ਗੁਰਮੁਖੀ ਅੱਖਰ ਤੇ ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਦਾ ਪ੍ਰਬੰਧ  
(ੳ) ਸਵਰ ਤੇ ਵਿਅੰਜਣ : ਵਰਗੀਕਰ ਦੇ ਸਿਧਾਂਤ ਤੇ ਉਚਾਰਣ  
(ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ੲ) ਵਿਅੰਜਣ ਸੂਚਕ ਅੱਖਰਾਂ ਤੇ ਧੁਨੀਆਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ਸ) ਲਗਾਮਾਤਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।  
(ਹ) ਲਗਾਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ।
- ਲਿਪੀ ਦੇ ਅੱਖਰਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਨਿਯਮ  
(ੳ) ਪੂਰੇ ਤੇ ਅੱਧੇ ਅੱਖਰਾਂ ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਅ) ਸਵਰ ਸੂਚਕ ਅੱਖਰਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ੲ) ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ  
(ਸ) ਮਾਤਰਾ ਤੇ ਸਵਰ ਵਾਹਕਾਂ ਦੀ ਸਾਂਝੀ ਵਰਤੋਂ  
(ਹ) ਮਾਤਰਾ ਦੀ ਵਿਅੰਜਣ ਸੂਚਕਾਂ ਨਾਲ ਵਰਤੋਂ
- ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਜਾਣ ਪਛਾਣ  
(ੳ) ਗਿਣਤੀ  
(ਅ) ਹਫ਼ਤੇ ਦੇ ਦਿਨ  
(ੲ) ਰੰਗਾਂ ਦੇ ਨਾਂ  
(ਸ) ਪਸ਼ੂ ਪੰਛੀਆਂ ਦੇ ਨਾਂ  
(ਹ) ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ  
(ਕ) ਘਰੇਲੂ ਵਸਤਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ

ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

ਹਰ ਭਾਗ ਨੂੰ ਬਰਾਬਰ ਅੰਕਾਂ ਦੀ ਪ੍ਰਤੀਨਿਧਤਾ ਦਿੱਤੀ ਜਾਵੇ।  
(ਵਿਦਿਆਰਥੀ ਪਹਿਲੀ ਵਾਰ ਗੁਰਮੁਖੀ ਲਿੱਪੀ ਸਿੱਖ ਰਹੇ ਹਨ। ਹੋ ਸਕਦਾ ਹੈ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੋਂ ਵੀ ਅਨਜਾਣ ਹੋਣ, ਸੋ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਪੱਧਰ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਇਸ ਸੀਮਾ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰੱਖਿਆ ਜਾਵੇ।

## **AM 106 WORKSHOP ON SOFT SKILLS AND PERSONALITY DEVELOPMENT**

Internal Evaluation 50

Objectives: To provide students written and oral communication skills that enable them to get them placed in good corporate positions. No Theory examination is to be conducted for this paper.. Internal evaluation will be based on class performance and attendance. Internal Evaluation will be done after the completion of each Module. Pre and Post Test for each Module, Classroom tasks, Activities, Quiz, Case Studies will used for evaluation.

Course Contents:

Module I: Writing and Speaking English, Parts of Speech, Resume Writing, Business Letters. Vowels, Diphthongs, Consonants, Consonant Clusters, Stress, Syllable, Syllabic Division, Connected Speech, Making Presentations

Module II: The Art of Communication ;Verbal Communication: Effective Communication, Effective/Active listening paraphrasing, Feedback Non Verbal Communication: Personality Enhancement, Body Language

Module III: The Hidden Data of Communication ; The importance of feelings in communication, dealing with feelings, The importance of developing assertive skills, developing self-confidence, developing Emotional Intelligence, Dealing with People,

Module IV: Group Activities and World of Teams ; Importance of Team work, working with Groups, Group Discussions, Group Decision-making

Module V: Getting Ready for Interviews, Corporate Dressing, Business Etiquettes, Media Etiquettes, Table Etiquettes.

Module VI: Ethical Orientation

Ethical Dilemmas and Choices

Note: (The workshop paper will be evaluated by the teacher concerned internally based on various performance evaluation indicators out of 50 marks)

Recommended Books:

1. The Seven Habits of Highly Effective People - Stephen R. Covey.
2. Who Moved My Cheese - Dr. Spenser Johnson.
3. Seven Spiritual Laws of Success - Deepak Chopra.



4. I'm OK are OK – Erric Seghal
5. Emotional Intelligence - David Goleman
6. Working with Emotional Intelligence - David Goleman.
7. *Good To Great - Jim Collins*
8. Goal - Eliyahu Goldratt.
9. Only the Paranoid Survive - Andrew Grove
10. All the books in the “Chicken Soup for the Soul” series.
11. “Effective Group Discussion: Theory and Practice” by Gloria J. Galanes, Katherine Adams ,  
John K. Brillhart
12. “Effective Presentation”, 3<sup>rd</sup> Edition by Ros Jay, Antony Jay published by Pearson
13. Effective Presentation Skills (A Fifty-Minute Series Book) by Steve Mandel
14. EatiQuette”s The Main Course on Dining Etiquette””: A step-by-step guide to dining with  
confidence in the 21<sup>st</sup> Century, by David Rothschild
15. “The Complete Idiot”s Guide to Etiquette” by Mary Mitchell – Published by Alpha Books
16. “Strategic interviewing” by Richaurd Camp, Mary E. Vielhaber and Jack L. Simonetti –  
Published by Wiley India Pvt. Ltd
17. Essentials of Effective Communication, Ludlow and Panthon; Prentice Hall of India.
18. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
19. Developing Communication Skills by Krishna Mohan and MeeraBanerji; MacMillan India Ltd.

**AM 107 INTRODUCTION TO FINANCIAL MARKETS**  
**(To be conducted by NSE)**

**Max. Marks 100**

**Objectives:** This course is designed to give the students a basic understanding of the products, players and functioning of financial markets, particularly the capital market.

**Course Contents:**

**1. Introduction**

Investment basics terms like need for investment, equity, derivative, mutual fund, depositories etc. and various options available for investment. Securities, securities market and how one can invest in securities and role of regulator - SEBI. Primary market, procedure for buying shares through IPO, how to raise capital from foreign countries? Depository, difference compared to bank and dematerialisation of securities.

(12 Hours)

**2. Secondary Market**

Introduction, stock exchange, stock trading, products in the secondary, equity investment, debt investment. Derivatives – types, options, commodity derivatives and financial derivatives. Debt Funds - Salient features, debt mutual fund schemes, fixed maturity plans. Capital protection funds, gilt funds etc. Liquid Funds – Salient features, portfolio churning etc.

(16 Hours)

**3. Analysis and Regulation in Financial Markets**

Introduction to regulations governing equity market, techniques of analysis in stock market like ratio analysis, income tax and capital gains having direct relevance for investment / trading in stock market.

(16 Hours)

**4. Market Simulation Lab**

Market simulation lab sessions on internet based software to develop basic numeric and keyboarding skills.

(12 Hours)

**P.S.:** Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

**Text Books:**

1. Financial Markets: A Beginners' Module, Workbook from NSE

**Reference Books:**

1. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi,1997.
2. Dalton, John M: How the stock Markets works,3<sup>rd</sup> edition,2001, New York Institute of Finance
3. I.M. Bhole, Financial Institutions and Market, 5<sup>th</sup> edition, 2<sup>nd</sup> reprint in 2009 Tata McGraw Hill.
4. Vasant Desai, Indian Financial System, 2<sup>nd</sup> edition, 1997, Himalaya Publisher.

**AM 108 VIVA VOCE**

## **SEMESTER II**

### **AM 201 FOUNDATIONS OF COST AND MANAGEMENT ACCOUNTING**

Max. Marks: 100

Internal Evaluation 50

External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

#### **UNIT -I**

Cost Accounting – meaning, importance, nature and its role in decision making. An introduction to cost terms and purposes, Cost behavior patterns, cost drivers, relevant range, relationship of various types of costs. CVP Analysis, Decision Making and relevant information, Job costing, Budgeting systems, Master budget and Responsibility Accounting. Flexible budgets, Variance Analysis. Elementary knowledge of target costing.

#### **UNIT- II**

Meaning of Management Accounting; Nature; Scope; Objectives; Functions of Management Accounting; Relationship between Financial and Management Accounting; Meaning of Financial Statement; Importance and Limitations of Financial Statement; Meaning and Objectives of Financial Statement Analysis; Ratio Analysis: Meaning of Ratio; Interpretation of Ratios; Significance of Ratio Analysis; Analysis of Short-term and Long term financial position. Fund Flow Analysis: Meaning and Concept of Funds; Procedure of Preparing Fund Flow Statement; Cash Flow Analysis: Meaning; Classification of Cash Flow; Comparison between Fund Flow Statement and Cash Flow Statement; Difference between Cash Flow Statement and Cash Budget

#### **Suggested Readings:**

1. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
2. Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi
3. Hansen & Mowen, Cost Management, Thomson Learning

**AM 202 INTRODUCTION TO MUTUAL FUNDS**  
**(To be conducted by NSE)**

**Max. Marks 100**

**Objectives:** This course is designed to give the students a basic understanding of mutual fund, different products and their advantages.

**Course Contents:**

**1. Mutual Funds**

Introduction, mutual fund structure in India, custodian, AMC, NFO, role of registrar and transfer agents, investor rights and obligations. Mutual fund products and features – equity funds open ended & close ended, index fund, diversified large cap funds, midcap funds, sectoral funds. Equity schemes, ELSS, entry and exit load, expense ratio, portfolio turnover, AUM affect portfolio turnover etc.

(14 Hours)

**2. Gold ETFs, Debt and Liquid Funds**

Introduction to exchange traded funds (ETF), salient features, working, NFO, market making by APS, creation units, portfolio deposit and cash component. Debt funds - salient features, interest rate and credit risk, pricing of debt instrument, debt mutual fund schemes. Liquid funds - salient features, floating rate scheme, portfolio churning.

(16 Hours)

**3. Methods for Investment in Mutual Funds**

Overview, objectives of AMFI, advantages of mutual funds, systematic investment plan (SIP), systematic transfer plan (STP), systematic withdrawal plan (SWP), choosing between dividend payout, dividend reinvestment and growth options. Capital gains taxation, indexation benefit, FMPS, without indexation, with indexation

(14 Hours)

**4. Market Simulation Lab**

Market simulation lab sessions on internet based software to develop keyboarding skills for cash market.

(12 Hours)

**P.S.:** Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

**Text Books:**

1. Mutual Fund: A Beginners' Module, Workbook from NSE

**Reference Books:**

1. Sundar Sankaran. Indian Mutual Funds Handbook – A Guide For, VISION BOOKS PVT LTD.
2. Amitabh Gupta, Mutual Funds in India, 1<sup>st</sup> Edition , 2002, Anmol Publications
3. P Mohana Rao, Working of Mutual Fund Organisations in India,1998, Kanishka Publications
4. Paul B. Farrell, The Winning Portfolio: How to choose the best Mutual Funds, 2008, Vision Books



## AM 203 FOUNDATIONS OF BUSINESS ENVIRONMENT

Max. Marks: 100

Internal Evaluation 50

External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

### Unit I

The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, technological, social and cultural environment. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Techniques for environmental analysis, SWOT analysis. The process of environmental scanning. The changing dimensions of various Industrial policies in India particularly after 1980. Monetary policy and its relevance to business, Fiscal Policy in India.

### Unit-II

Liberalisation, Globalisation. Growth of infrastructure. The impact of electronic media on Indian culture and values. Corporate social responsibility, the ecological issues and Indian business. The International business environment. The role and importance of MNC's in India. Foreign Direct Investment in India. Industrial sickness. Balanced regional development.

#### Suggested Readings

1. Mishra S.K. and Puri V.K., Economic Environment of Business, Himalaya Publishing, New Delhi.
2. Francis Chernulim, Business Environment- Text and Cases, Himalya Publications
3. Govt. of India, Economic Survey (latest year), Govt. of India, New Delhi
4. Sengupta N.K., Government and Business, Vikas Publication, New Delhi

## AM 204 FOUNDATIONS OF BUSINESS LAWS

Max. Marks: 100  
Internal Evaluation 50  
External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

### UNIT I

Law of Contract 1872, Nature of contract, types of contract, offer and acceptance: essentials of a valid offer, revocation of offer, essentials of valid acceptance. Consideration : Essentials of valid consideration, exceptions to the rule of No consideration, No contract, Free Consent, Capacity of parties to contract, Discharge of contract, Remedies for breach of contract. Special contracts: Guarantee, Bailment and pledge and Agency.

Sale of Goods Act 1930: Formation of contracts of sale; Goods and their classification, price; conditions, and warranties, Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

### UNIT II

Negotiable Instrument Act 1881: Definition of negotiable instruments; Features; Promissory note, Bill of exchange, cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing. Negotiation; Dishonor and discharge of negotiable instrument.

Companies Act, 1956 : Meaning, nature, characteristics of a company, Types of companies, memorandum of Association, Articles of Association, Prospectus and statement in lieu of prospectus, Membership of a company, Duties of Directors of a company, Types of meetings, company winding up: methods.

The Consumer Protection Act 1986: Salient features, Definition of consumer; Grievance redressed machinery.

### SUGGESTED READINGS

1. Desai T.R. Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd, Kolkata
2. Khergamwala J.S. The Negotiable Instruments Act: N.M. Tripathi Pvt. Ltd, MuMFi.
3. Singh AvtarL The principles of mercantile law Eastern Book Company, Lucknow.
4. Kuchal M.C. Business Law, Vikas Publishing House, New Delhi
5. Kapoor N.D., Business Law, Sultan Chand & Sons, New Delhi.



## **AM 205 BUSINESS COMMUNICATION SKILLS**

Max. Marks: 100  
Internal Evaluation 50  
External Evaluation 50

**Note:** The External examiner will set 9 questions in the Question paper selecting at least four questions from each unit. Each question will be of 10 marks. In case, a case study is to be included it may carry marks equivalent to two questions. The candidates will be required to attempt five questions in all selecting not more than two questions each from unit I and unit II respectively. Question number 1 will be compulsory and will contain 5 short answer questions of 2 marks each covering whole of the syllabus.

### **UNIT-I**

Listening skills – Cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language. Parts of Speech ,speeches and Presentations, Documentation, Preparation of Extempore speech, Group Discussion, Debates, Declamation; Stage Confidence. Vowels, Diphthongs, Consonants, Consonant Clusters, Stress, Syllable, Syllabic Division, Connected Speech, Making Presentations

### **UNIT II**

Introduction to Basics of communication, seven Cs of effective communication, barriers to communication, ethical context of communication. Business communication at workplace: Component, layout and process, e-mail communication, bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting. Business Correspondence: Definition, Importance Business letters: Essential features, Parts and Layout, Types: Purchase order letter, Enquiry Letter, Quotation Letter, Acceptance Letter, Refusal Letter, Follow up Letter and Cancellation of order letter.

#### **SUGGESTED READINGS:**

1. Murphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New delhi
2. Konera, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

## AM 206 WORKSHOP ON COMPUTER APPLICATIONS

Internal Evaluation 50

**Objectives:** *The objective of this course is to develop acquaintance with basic computer functions and concepts. The course attempts to build potential to use appropriate applications in business decisions.*

**Computer Introduction Functions and Classification of Computer:** Overview of Software and Hardware, Input and Output devices, Computer Memory: RAM, ROM, Number System and its Inter Conversion Introduction to Operating System, DOS and WINDOWS, working with files and folder. Understanding the control panel, Opening and exiting Windows applications, Copying and moving.

**Operating System, Concepts :** Definitions, Concept of OS Introduction to windows (Overview of working of windows Using Mouse and Manipulation of Icons. Menus and Opening different applications simultaneously), Basic Commands of windows (Creating, moving, remaining, deleting files/folders).

**Introduction to MS Word:** Basic, Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents. Introduction to MS Power Point : Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.

**Introduction to MS Excel :** Creating spread sheets by entering text formulas and numbers, Introduction to financial functions in Excel, Making Graphs in Excel, Sorting data in Excel, Conditional calculation using IF, IF... AND, if Or, Basic introduction to Internet and its applications: Search Engines and email.

### **Suggested Readings:**

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

**Note:** (The workshop paper will be evaluated by the internal and external examiner jointly based on various performance evaluation indicators out of 50 marks)

## AM 207 SEMINAR ON BUSINESS AND GOVERNMENT

## AM 208 VIVA VOCE