



RAJAH SERFOJI GOVT. COLLEGE (AUTONOMOUS)
Reaccredited at 'A'Grade by NAAC
(Affiliated to Bharathidasan University, Tiruchirappalli)
Thanjavur - 613 005, TAMIL NADU, INDIA.

comdept@rsgc.ac.in

**BOARD OF STUDIES IN COMMERCE
MINUTES OF THE MEETING**

HELD ON 18th AUGUST 2022

The meeting of the Board of Studies in Commerce, for the Academic Year 2020-21, was held on 18th August 2022 at 11:00 a.m. at Department of Commerce, Rajah Serfoji Government College, Thanjavur-5.

The following members govern the Board of Studies in Commerce:

1	Dr. V.PUGAZHENTHI	Chairperson	Associate Professor Head, Department of Commerce
2	Dr. W.JAYASEELI	Subject Expert & University Nominee	Associate Professor Department of Commerce Govt Arts College for women (Autonomous) Kumbakonam-612 001.
3	Dr. T.SRINIVASAN	Subject Expert Academic Council Nominee	Professor of Commerce Annamalai University Annamalai Nagar, Chidambaram Mobile: 94420 06295.
4	Dr. L.CECIS DASTAN	Subject Expert Academic Council Nominee	Associate Professor of Commerce Presidency College Chennai - 600 005. Mobile: 94435 31543
5	Mr. D.SANTHANAM	Representative from Industry	Branch Manager The Tamil Nadu Industrial Investment Corporation Ltd., Thanjavur Mobile: 94443 96813
6	Mr. V. STALIN	PG Meritorious Alumnus	Assistant Professor of Commerce Annai Velankanni Arts and Science College. Thanjavur-7 Mobile: 95976 44707

7	Dr.R.P.RAMESH	Faculty Member	Assistant Professor, Dept of Commerce
8	Dr.R.KATHAIAN	Faculty Member	Assistant Professor, Dept of Commerce
9	Dr.S.ADAIKALA CHARLES	Faculty Member	Assistant Professor, Dept of Commerce
10	Dr.V.BUVANESWARAN	Faculty Member	Assistant Professor, Dept of Commerce
11	Dr. R.RAJASEKARAN	Faculty Member	Assistant Professor, Dept of Commerce
12	Dr.R.SWAMINATHAN,	Faculty Member	Assistant Professor, Dept of Commerce
13	Dr.C.PALANICHAMY	Faculty Member	Assistant Professor, Dept of Commerce
14	Dr.A.GOVINDARAJAN	Faculty Member	Assistant Professor, Dept of Commerce
15	Dr. R.DHARMALINGAM	Faculty Member	Assistant Professor, Dept of Commerce

Dr.V.PUGAZHENTHI, Chairperson, BoS and Head, Department of Commerce, Rajah Serfoji Government College, called the meeting to order and the following business was transacted.

1. Discussions for the new structure for B.Com, M.Com and M.Phil. Programmes, were made in the context of LOCF suggestive syllabus of UGC and proposed syllabus of Integrated Board of Studies of TANSICHE. Due care is taken in framing the syllabus in such a way that 75% of the contents of the mandatory courses as specified by the TANSICHE, are included in the present syllabus. Each course content is set by the Teacher, who is presently teaching that course or who is specialized in that particular course. The needs of the locality, relevance, and the UGC/LOCF/TANSICHE statutory requirements, are all taken into consideration while framing the syllabus and are counter-checked by the Teacher who is the immediate senior to the teacher who has set the same.

RESOLUTION [No.: BOS/COM/2022-23/1] unanimously resolved to approve the changes made in the course structure and contents of the B.Com, M.Com and M.Phil. programmes which will be implemented from the present academic year 2022-23.

2. Discussions for the revision of the course credits for the B.Com./ M.Com. Programmes incorporating the Extra Credit Courses for Advanced Learners were made extensively. The extra credit courses were implemented from the Academic year 2020-21. These courses were introduced to improve the knowledge base of the students in their own Discipline. These are self study courses and are optional. For UG, two Courses with extra credit and for PG, two courses with extra credit are included. There should be no standing arrears for opting Extra Credit Courses and similarly, Students are not permitted to write the course as arrear, if he / she fails in the courses with extra credit. In the 5th & 6th semesters of the UG Programmes and 3rd & 4th Semesters of the PG Programmes, these self-study extra credit courses are offered. On par with other part – IV courses, each self-study Extra Credit Course also carries two credits, instead of four credits, as were awarded so far. For the UG programme, Consumer Rights and Awareness and Mutual Fund Foundation Course are the two self-study courses offered during the 5th and 6th semester respectively which may be pursued to add extra credits. Similarly, for the PG programme, Entrepreneurship and Small Business Management and E-Banking are self-study courses offered during the 3rd and 4th semester respectively, which may be pursued to add extra credits.

RESOLUTION [No.: BOS/COM/2022-23/2] Unanimously resolved to introduce two new Extra Credit Courses for Advanced Learners separately for UG and PG programme which are self-study in nature. Instead of choosing one Major Elective Course as an Extra Credit Course choice, it is resolved to offer two specific Extra Credit Courses, with two credits each, for each programme, from this Academic Year 2022-23 onwards.

3. Discussions for the revision of three Discipline-specific electives were made. Two Discipline-specific electives are offered in the 5th semester and one in 6th semester. The Discipline-specific electives are to be chosen by the students, from the alternate choices. DSE1 set comprises of Principles of Life Insurance, Business Environment, and Business Mathematics. DSE2 set comprises of Practice of Life Insurance, Industrial Relations and Business Data Analytics and DSE3 set comprises of Regulations of Insurance Business, Organizational Behaviour and Business Ethics and Human Values.

RESOLUTION [No.: BOS/COM/2022-23/3] Unanimously resolved to introduce Discipline-specific electives, as mentioned in the course structure and it is suggested to add more choices in these electives in the next BoS meeting, as the contents are yet to be framed.

4. Discussions were made about the Extra Credit accumulation and Credit transfer benefits for the B.Com. Students if they pursue Professional Course from Insurance Institute of India (III),

RESOLUTION [No.: BOS/COM/2022-23/4] Resolved to give approval for retaining three major electives to the B.Com Programme (Discipline Specific Elective Course) namely, -Principles of Insurance, Practice of Life Insurance and - Regulations of Insurance Business. The contents of these electives are also unanimously approved to retain in its present form and the attempt of offering Credit transfer benefits for the B.Com. students is appreciated. The Board further recommends that Students are to be encouraged to enroll with III to avail this credit transfer benefit.

5. Discussions regarding the sector specific Skill based electives took place in the meeting. Presently, only one skill based paper in the 3rd 4th ad 5th semesters. From the batch 2022-23 onwards, introduction of sector specific skill enhancement electives were suggested. Accordingly, three sets of options namely Option A: Banking and Micro finance, Option B: Mutual Fund, and Option C: Derivatives are offered in all the three semesters. If a student chooses a skill based elective in any one of these options in the 3rd semester he has to continue with the same option electives, in the next two semesters also. In the UGC-LOCF syllabus, there is an option for Insurance in addition to Banking & Microfinance and Mutual Fund. As we have three insurance courses as Discipline Specific Electives, three Derivatives papers are given as Option C.

RESOLUTION [No.: BOS/COM/2022-23/5] Unanimously resolved to introduce nine sector specific Skill based elective courses with three sets containing three courses each, to be studied in the three semesters namely 3rd 4th and 5th semesters , in lines with the UGC-LOCF.

6. Discussions were made exhaustively on the feedback of the Students regarding the Curriculum and the need for more Practical papers/internships is understood. In the UG

programme, Internship is given as an optional extra credit opportunity, in the fifth semester. In the PG programme, Internship is now made as an essential inbuilt core course component, which is expected to give exposure to the real-world commerce and hands-on training in the field of the choice of the students.

RESOLUTION [No.: BOS/COM/2022-23/6] Unanimously resolved to recommend more Practical components in all the papers in the curriculum, wherever possible, and to introduce Internship programme as an optional extra credit course for the UG programme in the fifth semester and as a compulsory core course for the PG programme in the third semester, subject to the approval of the forthcoming Academic Council.

7. Discussions were made exploring the possibility of offering the value-added courses in the non-college hours, for the interested students of any stream, free of cost. For the students of the PG Programmes two value added courses namely Equity Derivatives and Currency Derivatives are suggested to be offered in the second and third semesters respectively, carrying two credits each. Along similar lines, at the UG level also, four value-added courses namely Stock trading, Financial Markets, Securities Market and Commercial Banking in India are suggested to be offered in the second, third, fourth and fifth semesters respectively, carrying two credits each.

RESOLUTION [No.: BOS/COM/2022-23/7] Unanimously resolved to recommend more Practical components in all the papers in the curriculum, wherever possible, and to introduce the Internship programme as an optional extra credit course for the UG programme in the fifth semester and as a compulsory core course for the PG programme in the third semester, subject to the approval of the forthcoming Academic Council.

8. Deliberations regarding offering the allied papers were made. From the academic year 2018-19 onwards, three allied courses, namely, Quantitative Techniques For Decision Making, Modern Marketing and Business Organization & Management, are being offered to the students of second year B.A. Economics Programme. The Board of Studies of Economics department may decide to continue with the commerce allied
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courses or to have three statistics courses again from the batch 2022-23 or to go for three commerce courses for the first year students from the academic year 2024-25. So, whatever be the course of action, the Board of Studies of Commerce, decided to suggest three new allied courses namely, Basic Accountancy, Principles of Commerce and Consumer Rights & Awareness, as the three allied courses to the first-year or the second-year students of other departments including economics.

RESOLUTION [No.: BOS/COM/2022-23/8] Unanimously resolved to recommend three new allied courses namely, Basic Accountancy, Principles of Commerce and Consumer Rights & Awareness in place of the three existing courses Quantitative Techniques For Decision Making, Modern Marketing Business Organization & Management.

9. Discussions to alter the non-major elective courses, offered to other discipline students, were made. At present, two non-major electives (Generic Elective Courses) namely Principles of Insurance and Fundamentals of Financial Market are offered to the students of other disciplines at the UG level, in the 5th and 6th semesters respectively. Now, in place of Principles of Insurance course, three courses namely, Accounting for Everyone, Financial Literacy and Public Administration & Business are suggested from which one course is to be chosen by the students of other disciplines in the 5th semester. Similarly, in place of Fundamentals of Financial Market course, three courses namely, Stock Market Operations, Entrepreneurship Development and Digital Marketing are suggested from which one course is to be chosen by the students of other disciplines in the 6th semester. Further, in lines with the suggestions made by the TANSCHÉ, two non-major Generic Elective Courses, namely Personal investment planning and Modern Banking are also introduced to the students of other disciplines at the PG level, in the 5th and 6th semesters respectively.

RESOLUTION [No.: BOS/COM/2022-23/9] unanimously resolved to replace the two non-major elective courses with two sets of three newly suggested elective courses in the final year of the UG programme. Further, as suggested by the TANSCHÉ, resolved to introduce two non-major Generic Elective (Supportive) Courses in the first year of the PG programme,

The meeting ended with vote of thanks, particularly to the External Members of the Board, recollecting their valuable inputs in their tenure.

Chairman:

1. Dr. V.PUGAZHENTHI

Associate Professor &
Head, Department of Commerce

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18/08/22

Members of the Board:

2. Dr. W.JAYASEELI- University Representative Nominee

Associate Professor
Department of Commerce
Govt Arts College for women (Autonomous)
Kumbakonam-612 001.

Attended Online

3. Dr. T.SRINIVASAN- Subject Expert

Professor of Commerce
Annamalai University
Annamalai Nagar,
Chidambaram
Mobile: 94420 06295.

-

4. Dr. L.CECIS DASTAN- Subject Expert

Associate Professor of Commerce
Presidency College
Chennai – 600 005.
Mobile: 94435 31543

Attended Online

5. Mr. D.SANTHANAM- Representative from Industry

Branch Manager
The Tamil Nadu Industrial Investment Corporation Ltd.,
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M. S. S. S.

6. Mr. V. STALIN - PG Meritorious Alumnus

Assistant Professor of Commerce
Annai Velankanni Arts and Science College
Thanjavur-7
Mobile: 95976 44707

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18/08/22

7. Dr. R.P. RAMESH

Assistant Professor of Commerce

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18/08/22

8. Dr. R. KATHAIAN

Assistant Professor of Commerce

-

9. Dr. S. ADAIKALA CHARLES
Assistant Professor of Commerce


18/08/2022

10. Dr. V. BUVANESWARAN
Assistant Professor of Commerce


18/8/22

11. Dr. R. RAJASEKARAN
Assistant Professor of Commerce


18/08/22.

12. Dr. R. SAMINATHAN
Assistant Professor of Commerce


18/08/22

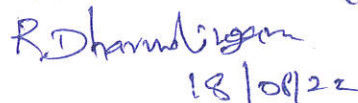
13. Dr. C. PALANICHAMY
AU-Assistant Professor of Commerce


18/08/2022

14. Dr. A. GOVINDARAJAN
AU-Assistant Professor of Commerce


18/08/22

15. Dr. R. DHARMALINGAM
AU-Assistant Professor of Commerce


18/08/22

**M.Phil.,
LOCF SYLLABUS - 2022**

WITH CHOICE-BASED CREDIT SYSTEM (CBCS)



**DEPARTMENT OF COMMERCE
RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
Accredited at 'A' Grade by NAAC & DST-FIST Sponsored College
Thanjavur - 613 005, Tamil Nadu,
India**



DEPARTMENT OF COMMERCE

VISION

Forming globally competent, committed, compassionate and holistic persons promoting a just society.

MISSION

1. Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
2. Cultivating comprehensive learning and best practices through innovative and value driven pedagogy.
3. Contributing significantly to Higher Education through Teaching, Learning, and Research and Extension activities.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)- M.Phil.

1. To Provide a conducive environment that holistically engages students through an all-encompassing knowledge impartation;
2. To Widen the scope and depth of the course enabling them to undertake further studies in commerce and its allied areas on multiple disciplines concerned with commerce;
3. To make students acquainting with recent market practices;
4. To Encourage the students to advance a range of generic skills helpful in employment, internships, and social activities;
5. To enable the students to be future-ready management leaders who are compassionate and yet efficient.

PROGRAMME OUTCOMES (POs)-M.Phil.

Upon completion of the M.Phil. in Commerce the graduates will be able to

PO-1	Become efficient teachers
PO-2	Quality research in the field of their choice
PO-3	Acquaint with recent trends in commerce and management
PO-4	Write the research articles and reports effectively
PO-5	Become good and dynamic learners

PROGRAMME SPECIFIC OUTCOMES (PSOs)-M.Phil.

Upon completion of the M.Phil. Degree Programme in Commerce, Students will be able to

PSO-1	Acquaint with the basic teaching concepts and methodologies
PSO-2	Apply the teaching and learning techniques in class room.
PSO-3	Analyse the latest corporate and contemporary issues

PSO-4	Apply the recent research methods and techniques in commerce Course
PSO-5	Draft the research outcomes effectively and efficiently

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)

(ReAccredited with A by NAAC)

THANJAVUR – 613 005

M.Phil., COMMERCE PROGRAMME

(For the candidates admitted from the Academic Year 2018-2019 onwards)

Part	Code	Course	Title	Marks		Total	Exam Hours	Credit
				IA	AE			
		I Semester						
III	S1MCO1	CC1	Research Methodology	40	60	100	3	4
III	S1MCO2	CC2	Business Environment	40	60	100	3	4
III	S1MCO3	CC3	Teaching and learning Skills	40	60	100	3	4
III	S1MCO4A	CC4 (guide paper)	Financial Management	40	60	100	3	4
	S1MCO4B		Organizational Dynamics					
	S1MCO4C		Marketing Management					
	S1MCO4D		Financial Markets and Services					
	S1MCO4E		Co-operative Management					
		Total				400		16
		II semester						
III	S2MCOT	CC5	Dissertation and viva-voce	50	150	200		8
		Grand Total				600		24

No. of Papers:

Core courses	4	(each of 4 credits)
Project	1	(8 credits)
Total	5	(24 credits)

Separate Passing Minimum is prescribed for Internal and External

- The Passing minimum for CIA shall be 40%
- The Passing minimum for Autonomous Examinations shall be 40%
- The Passing minimum not less than 50% in the aggregate

Question Paper Pattern

Exam Duration : 3 Hours Maximum Marks:75

- Part – A (10 x 2 = 20) Answer All Questions (Two questions from each unit)
 Part – B (5 x 5 = 25) Answer All Questions (Either or type – Two questions from each unit)
 Part – C (3 x 10 = 30) Answer Any THREE Questions (One question from each unit)

Credits : 4
Hours / Week :
Medium of Instruction : English

Code : S1MCO1

COURSE I RESEARCH METHODOLOGY

(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To understand the basic concepts of research methods.
2. To make the quest for social sciences research.

Unit – I

Research: Meaning – Purpose – Types of Research – Steps in Research – Selection and formulation of a research problem – Review of Literature.

Unit - II

Hypothesis – Qualities of good Hypothesis – Types of Hypothesis – Steps and procedure of testing of Hypothesis. Research Design – Concepts and importance in Research – Features of good Research Design – Types of Research Design.

Unit – III

Sampling -Meaning - Characteristics - Methods – Sampling Errors - Data collection - Primary sources and Secondary sources – Preparation of Questionnaire – Difference between Questionnaire and Schedule.

Unit – IV

Pre-test – Pilot study – Processing and analysis of Data – Checking – Editing – Coding and tabulation – Interpretation of Data – Applications of statistical tools – Descriptive test – Chi Square test - ANOVA – Correlation – Regression - Z test – t test – use of Statistical Package.

Unit – V

Report Writing - Types of reports – Contents of report – Style of reporting – Steps in drafting reports – Research Gap -Review of Business research with reference to specific areas taken up for study – practice of Plagiarism.

Text Books Recommended

1. Business Research concepts and practice – International company (1969) – Robert G.Murdick
2. Scientific Social surveys and Research – Prentice Hall of India P.Ltd Pauline V.Young.
3. Thesis and assignment writing by Anderson J.BeSy. H.D.& Poole. M.
4. Methods of social Survey and Research – Kitap Ghar, Acharya Nagar Kanpur – 3 – By S.R.Bajpal

Course Outcomes

1. Understand the basic concepts, types and process of research.
2. Identify and formulation of Research problems.
3. Frame hypotheses and prepare research design.
4. Apply different techniques of sampling techniques and suitable method of data collection
5. Learn the dynamics of different types of research reports and acquire skills of report writing and construct a research report.

Signature of the HOD

Credits : 4
Hours / Week :
Medium of Instruction : English

Code : S1MCO2

COURSE II
BUSINESS ENVIRONMENT
(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To understand the environmental theme on global view
2. To know the legal environment and corporate governance

Unit – I

Business: Environment – Concept – Classification – nature and significance – Economic and non economic environment – Social Responsibilities of Business - Ethics – Social audit.

Unit –II

Economic Environment of Business – Economic Growth and Parameters – Development Strategies and Economic plan investment – New Industrial Policy – Industries – licensing – IDPA – Industrial Sickness – Monetary and fiscal policy – Exam Policy.

Unit – III

Financial Environment – Constituents of Financial System – Money market in India Importance – Objective – Money Market Instruments – Capital Market in India feature of the capital market –SEBI – Investor protection.

Unit – IV

Environmental foreign Trade and Investment – GATT – WTO – TRIMS – Foreign investment policy – FDI – MNCs – World Bank.

Unit – V

Legal Environment – FEMA – RTI Act 2000-Competition Act 2002 – Consumer protection Act – Corporate Governance

Text Books Recommended

1. Business Environment by Dr.N.Premavathy, Sri Vishnu Publications, Chennai
2. Business policy and Environment organizational behaviour and managerial effectiveness by D.S. HRA and P.K.Gupta S.Chand & Company Ltd New Delhi
3. Economic Environment of Business – Theory and the Indian case by Dr.M.Ac Sultan Chand & Sons New Delhi
4. Business Environment by Dr.P.K.Ghoash Sultan Chand & Sons, New Delhi

Course Outcomes

1. Understand the environmental theme on global view
2. Know the economic environment of business
3. Aware the financial environment of business
4. Understand the global environment of business
5. Know the legal environment and corporate governance

Signature of the HOD

Credits : 4
Hours / Week :
Medium of Instruction : English

Code : S1MCO3

**COURSE III
SEMESTER – I**

(For Students Admitted from 2018-2019 Onwards)

TEACHING AND LEARNING SKILLS

Course Objectives

1. To understand the importance and the ways of innovative practices of ICT in the teaching and learning process
2. To impart the important teaching skills.

UNIT – I

Computer Applications Skills: Computer System: Characteristics, Parts and their functions - Different generations of computer – Operation of Computer: switching on/off/restart. Mouse control, Use of key board and some functions of key – Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, Spread sheets, Power point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations.

UNIT - II

Communication Skills: Communication Definitions – Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise – Types of Communication: Spoken and Written: Non-verbal Communication – Intrapersonal, Interpersonal, Group and Mass communication – Barriers to communication: Mechanical, Physical, Linguistic & Cultural – Skills of Communication: Listening, Speaking, Reading and writing – Methods of developing fluency in oral and written communication – Style, Diction and Vocabulary – Classroom communication and dynamics.

UNIT – III

Communication Technology: Communication Technology: Bases, Trends and Developments – Skills of using Communication Technology – Computer Mediated Teaching Multimedia, E – content – Satellite – based communication: EDUSAT and ETV Channels. Communication through web: Audio and Video applications on the internet, interpersonal communication through the web.

Unit – IV

Pedagogy: Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture – Congruence in tune with the nature of different disciplines – Lecture with power point presentation – Versatility of Lecture technique – Demonstration: Characteristics, Principles, Planning Implementation and Evaluation – Teaching – learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion – Modes of teaching: CAI, CMI and WBI

UNIT – V

Teaching Skills: Teaching Skill: Definition, Meaning and Nature: Types of Teaching skills: Skill of Set induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of

Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills.

Text Books Recommended

1. Bela Rani Sharma (2007), CuSiculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Don Skinner (2005), Teaching Training, Edinburgh University Press Ltd, Edinburgh
3. Information and Communication Technology in Education: A CuSiculum for schools and programme of Teacher development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002
4. Kumar, KL (2008) Educational Technology, New Age International Publishers, New Delhi
5. Mangal, S.K. (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana
6. Michael, D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York
7. Pandey, S.K (2005) Teaching Communication, Commonwealth Publishers, New Delhi
8. Ram Babu, A and Dandapani, S (2006), Microteaching (vol. 1 &2), Neelkammal Publications, Hyderabad
9. Singh V.K. and Sudarshan, K.N. (1996) Computer Education, Discovery Publishing Company, New York
10. Sharma, R.A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut
11. Vanaja, M. and Rajasekar, S (2006), Computer Education, Neelkamal Publications, Hyderabad

Course Outcomes

1. Understand the importance and the ways of innovative practices of ICT in the teaching and learning process
2. Know the importance of communication skills
3. Application of technology on higher education
4. Understand the teaching pedagogy
5. Impart knowledge on teaching skills.

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : SIMCO4A

**COURSE IV – ELECTIVE - I
FINANCIAL MANAGEMENT**

(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To give knowledge about business finance and its management.
2. To make students analyse about the practical utility of employment of external funds.

Unit – I

Financial Management- Meaning and Scope – Concepts in Valuation –Time Value of Money - Financial Planning – Meaning and Scope – Capital Structure – Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Capital Structure Planning.

Unit – II

Financial Statement Analysis – Comparative Statements – Common Statements – Trend Percentages- Ratio Analysis – Fund Flow Statement – Cash Flow Statement- Applications in research

Unit - III

Leverage – Meaning and Types – Significance – Operating Leverage – Financial Leverage – Combined Leverage – Dividend Policy – Theories – Relationship With Value of Firms – Stock Dividend- Scope for research

Unit – IV

Capital Budgeting – importance – payback period, Discounted Cash Flow, Net Present Value, Profitability Index Methods – Accounting Rate of Return- Applications in Management

Unit –V

Working Capital Management – Risk, Liquidity of Profitability – Trade off – Determination of Working Capital – Cash Management – Cash Budget - Concentration Banking and Lock Box System – Receivable Management – Credit Standards – Credit Policies – Inventory Management – Order Point – Safety Lock- Scope for research

Text Books Recommended

1. Financial Management By – S.N.Maheswari, Sultan Chand & Sons.
2. Fundamentals of Financial Management By Prasanna Chandra
3. Theory and Problems of Financial Management – By Khan & Jain
4. Financial Management by R.K.Sharma, Kalyan Publishers
5. Financial Management by Kulkarni

Course Outcomes

1. Describe the concepts, terms, models, frameworks and Modern Functions in the field of Management of finance.
2. Explain in detail all theoretical concepts throughout the syllabus
3. Perform all the required calculations through relevant numerical problem
4. Analyze the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals
5. Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
6. Design a Financial plan for a real world offering financial modes

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : S1MCO4B

COURSE IV – ELECTIVE - 2
ORGANISATIONAL DYNAMICS

(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To understand the fundamental and practices of organisational behaviour
2. To know the recent development in organisational dynamic

Unit – I Fundamentals of Organizational Behaviour

Historical Development of organizational Behaviour – Dynamics of people and organizations – Hawthorne Experiments and its implication – Models of organizational Behaviour – Perception – Personality – learning – Attitude – Behaviour modification

Unit –II Motivation and Job Satisfaction

Human needs and wants – Achievement motivation – Power motivation Maslow’s Hierarchy of needs – Herzberg’s two factor model ERG model – Valance model Expectancy model – Job Satisfaction – Benefits job satisfaction – Involvement organizational commitment.

Unit – III Leadership & Inter-Personal Relations

Management and leadership – Traits of effective leader positive leader and negative leader – Power styles – Autocratic, Participative, free rein leader- Managerial grid model – Situational leadership model – Path – Goal model of leadership – Qualities of an efficient leader – Transactional Analysis

Unit – IV Group Dynamics, Behaviour and team building

Definition – Concept of Group Dynamics – Group cohesiveness Group behaviour problems associated with groups, Committees – Structured approach – Potential outcome of group process – Weakness of group – Ingredients of effective team – team building process – Group conflict

Unit – V Organisational Changes and Development

The nature of work change – responses to change – costs and benefits – resistance to changes, implementing reasons for resistance – Types of resistance – Benefits of resistance – Three stages of change – Organisational Development – Characteristics – Benefits - Limitations

Text Books Recommended

1. Alexander Praveen Durai’s Human Resource Management
2. Davis and Newstorm, Human Behaviour at work, McGraw Hill Co
3. Fred Sultan’s Organisational behaviour McGraw Hill Co.,

Course Outcomes

1. understand the fundamental and practices of organizational behaviour
2. To know the recent development in organisational dynamic

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : S1MCO4C

**COURSE IV – ELECTIVE – 3
MARKETING MANAGEMENT**

(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To understand the fundamental and practices of Marketing Management
2. To know the recent development in Marketing

Unit – I

Evolution and development of marketing – recent trends in marketing – Marketing strategy and organisation for evolving Indian Market – Process of analyzing opportunities.

Unit –II

Market structure - understanding the buyer – Consumer decision - Making tools to study buyer behaviour – Finding the market niche

Unit – III

Product strategy and pricing policy – Product life – Cycle – Product positioning – Price mix – Methods of pricing – Initiating price changes meeting price changes – Global pricing.

Unit – IV

Advertising and salesmanship – Contents and plans of advertising copy – Types of advertising – Effects of advertising – Measuring the effectiveness of advertising – Measuring the effectiveness of advertising – Qualities of salesmanship – Effective salesmanship

Unit – V

Marketing research and contemporary issues in marketing – Objectives and methods of marketing research – Global marketing – rationale and principle – Product strategy and organization for Global marketing – E – Marketing – Marketing of services

Books for Reference

1. Candiff, still and Gouoni - Fundamentals of Modern Marketing prentice Hall of India
2. Still, Cundiff & Gouoni - Sales Management, Prentice Hall of India
3. R.L. Varshney - International Marketing Management Sultan Chand & Sons
4. Philip Kolter - Principles of Marketing, Prentice Hall of India

Course Outcomes

1. Understand the fundamental and practices of Marketing Management
2. Know the recent of market structure and consumer behavior
3. Understand the Pricing policies and global pricing
4. Aware of Sales Promotion techniques
5. Analyze the marketing research and product development

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : S1MCO4D

COURSE IV – ELECTIVE - IV
FINANCIAL MARKETS AND SERVICES
(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To understand the fundamental and practices of financial markets and services
2. To know the recent trends and development in financial markets and services

Unit – I

Financial Services – NBFCs- Merchant Banking- Meaning – Scope - Functions – Management of News Issue – Indian Experience – SEBI Guidelines- Thrust Areas of research

Unit – II

Mutual Funds: Meaning – Types – Functions – Advantages – Institutions Involved – UTI, LIC, Commercial Banks – Entry of Private Sector – Performance – Growth of Mutual Funds in India SEBI Guidelines- AMFI – NAV - ETF

Unit - III

Lease Financing : The Concept – Merits and Demerits of Leasing – Types – The Indian Leasing Scenario- Hire Purchase: Meaning – RBI Guidelines – Hire Purchase and Transport Industry – Lease Vs Hire Purchase – Problem and Prospects of Hire Purchase in India – Concept of reverse mortgage.

Unit – IV

Factoring: The Concept – Significance – Types – Factoring Mechanism – Factoring Vs Leasing – Factoring in India – Forfeitures – Kahyanasundaram Committee Recommendations

Unit – V

Secondary Market – Derivatives Market – Options – Futures – Commodity exchanges – Stock Market indices – Scope for research

Text Books Recommended

1. Financial Management by Kucchal S.C. Vikas Publishing House, New Delhi
2. Investment Banking and Customers Service by Kothair C.R. Srihand Publishers, Jaipur
3. Kamath K.V. Kerker S.A. and Viswanath. T The Principles and Practice of Leasing, Lease Asia, England 1990
4. Financial Management by Pandery I.M. Vikas Publishing House, New Delhi
5. Financial Decision Making, problem and Cases by Srivastava R.M. Sultan & Co

Course Outcomes

1. Understand the fundamental and practices of financial markets and services
2. Know the functions and products of mutual funds
3. Understand the concepts of leasing finance practices
4. Apply the knowledge about factoring services
5. Understand the secondary market and derivatives

Signature of the HOD

Credits : 4
Hours / Week : 6
Medium of Instruction : English

Code : S1MCO4E

COURSE IV – ELECTIVE - V
CO-OPERATIVE MANAGEMENT

(For Students Admitted from 2018-2019 Onwards)

Course Objectives

1. To understand the fundamental principles of co-operative management
2. To know the functions of co-operative management

Unit – I

Salient features of Co-operative Societies Act 1904, 1912 – Model Co-operative Societies Act 1991 – Producer companies Act 2002 – Tamil Nadu Co-operative Societies Act 1983. By – Laws, Amendment of by – Laws – Registration – Division, Amalgamation and conversion of societies – Qualification and Signification for membership – Rights, duties and liabilities – Expulsion, withdrawal – members.

Unit – II

Management of Registered Societies – General Body constitution – Representative General Body – Qualification and Disqualification for membership of Board – Election procedure.

Unit – III

Properties and Funds of societies – Loans and Advances – Borrowings – disposal of Net profits – Reserve Fund – State aid to co-operatives – privileges of registered societies.

Unit – IV

Audit – Enquiry – Inspection – Supervision of Board – Appointment or special officers.

Unit – V

Settlement of Disputes – Winding up of societies – appeals – revision – review – offered and penalties – Execution of degree – decision, awards and order – Co-operative Tribunal – Scope for research in Co-operatives

Text Books Recommended

1. Tamil Nadu Co-operative Societies Act 1983 & 1988
2. Co-operative Initiative Panel: Ahmadabad Gujarat.

Course Outcomes

1. Understand the Provisions of Co-operative Act and By-Laws
2. Know the Administration of Co-operative Societies
3. Understanding the concepts of properties and funds of societies
4. Know the co-operative audit procedures
5. Understand the winding up of the co-operatives

Credits : 4
Hours / Week : 4
Medium of Instruction : English

Signature of the HOD
Code : S5COEL2C

SEMESTER – V
(For Students Admitted from 2018-2019 Onwards)

INSURANCE MANAGEMENT

Course Objectives

1. To understand the principles and practices of Insurance Management
2. To understand the insurance products

Unit - I

Introduction : Savings and investment schemes like shares, units, capital, markets, mutual funds, etc. vis - a -vis insurance; Tax benefits under insurance policies; Life cycle needs - including solutions, matching of the customer's needs and requirements to available products; Comparison between different products offered vis a vis chargeable premium, and coverage.

Unit - II

Computation of premiums/Bonus: Premium calculation -including rebates, modes, large sum assured policies; Extra premium, under premium, Computation of benefits, Surrender value, Paid- up value.

Unit - III

Insurance Documents: Insurance documents, including proposal forms and other relevant forms; First premium receipt/renewal premium receipt; Policy contract; Endorsements; Renewal notice/bonus notices; other insurance documents related to receipt

Unit - IV

Life insurance Product - Traditional unit Linked Policies: Individual and group policies; with- profit and without profit policies; Different types of insurance products - Whole life products, interest sensitive products, term- assurance annuities, Endowment, Assurance.

Unit - V

Options and Guarantees- Group Insurance, pension plans, & health insurance.

Text Books Recommended

- 1 Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi.
2. Periasamy P, Fundamentals of Insurance; Vijay Nicole Imprints (P) Ltd
3. Insurance Regulatory Development Act 1999 3 Life Insurance Corporation Act 1956.

Course Objectives

1. Understand the principles and practices of Insurance Management
2. Practice of computation of premium and bonus
3. Know the documentation of insurance policy
4. Understand the various products of life insurance
5. Aware of group insurance, pension and health insurance

Signature of the HOD

