

NOTIFICATION

No. 133 /2018

Date : 13, December, 2018

Subject : Syllabus for subjects of M.Com. Semester- IV as per semester and credit & Grade System in the Faculty of Commerce & Management from the session 2018-2019 & onwards.

It is notified for general information of all concerned that, the authorities of the University has accepted syllabi of **M.Com. Semester-IV** subjects, (i) **Entrepreneurship and Skill Development**, (ii) **Saving and investment planning**, (iii) **International Financing**, (iv) **Sales and Distribution Management**, which is to be implemented from the Academic Session 2018-2019 and onwards for semester IV of M.Com. as per Direction No. 14/2017, appended (Appendix-A) to this notification, along with change in title of subject "Foreign Trade Policy, Procedures and Documentation" as "Foreign Trade" with same subject contents.

Sd/-
Registrar
Sant Gadge Baba Amravati University
Amravati.

Appendix – A
M.Com. – II (Semester-IV)
ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Time – 3 Hours

Marks – 80

Objective:- The objective of the course is to improve entrepreneurship quality for self-employment. To gives knowledge for start their own start-up. This course is also guiding them how business skill developed for achieving business goals.

Unit-I :

- 1.1- Entrepreneurship: meaning, Concept, Definition, Entrepreneurial Characteristics and skill,
- 1.2- reasons for growth of Entrepreneurship in India, Types of Entrepreneurs. Growth of Business ideas, Factors affecting Entrepreneurial growth.
- 1.3- Intellectual property: Trademark, registration, infringement of Trademark, Passing-off, Copyright, Patents ,Designs.

Unit-II:

- 2.1 Entrepreneurial Support: Policies, types of policies, business incubation, Entrepreneurial Environment, business cluster
- 2.2 Business Plan: use of business plan, kinds of business plan,
- 2.3 Rural Entrepreneurship: Meaning, need, problems, Role of NGOs in rural entrepreneurship. Entrepreneurial movements.
- 2.4 Women entrepreneurship: Concept, functions, growth of women entrepreneurs, problems of women entrepreneurs,

Unit-III:

- 3.1 Start-up: small Enterprises, project identification and selection Project formulation and selection. Project appraisal
- 3.2 Entrepreneurial Finance: Source of Debt Finance, Securing debt finance. Venture Capital, Structure of funds venture capital investment.
- 3.3 Institutional finance to Entrepreneurs: Industrial Development Bank of India(IDBI), Industrial Finance Corporation (IFCI), Industrial Credit and Investment corporation of India (ICICI), Industrial Reconstruction Bank of India (IRBI)

Unit-IV:

- 4.1 Entrepreneurial Skill: elements of entrepreneurial skills, major sources of acquiring entrepreneurial skills.
- 4.2 Communication Skill & Personality development: Intra personal communication and body language. Inter personal communication and relationship. Leadership Skill. Team Building and Public Speaking.

Unit-V:

- 5.1 Techniques in personality development: Self Confidence, Mnemonics, Goal setting. Time Management and effective planning. Stress management, Mediation and concentration techniques.
- 5.2 Self Motivation, self acceptance and self growth.
- 5.3 Entrepreneurial Skill Development: Skill development of rural industrial sector, small scale industries. Skills required for rural industries.

REFERENCE BOOKS:

1. Entrepreneurship: Rajeev Rai; Oxford University Press, New Delhi.
2. Entrepreneurial Development: Dr. S.S. Khanka; S. Chand & Company Ltd. Delhi.
3. Entrepreneurship and Employment: S.B. Verma; Deep and Deep Publications Pvt. Ltd. Delhi.
4. Entrepreneurship Development Programmes & Practices: Jasmer Singh Saini; Deep and Deep Publications Pvt. Ltd. Delhi.
5. Entrepreneurship Development and Project Management: Neeta Baporikar; Himalaya Publishing House, New Delhi.
6. Business Communication: S.G. Krishnamacharyulu & R Lalitha Himalaya Publishing House, New Delhi.
7. Developing Presentation Skills: Dr. R.L. Bhatia; Wheeler Publishing , New Delhi / Allahabas.

8. Managerial and Skill Development: Puneet Varshney and Amita Dutta; Alfa Publication, New Delhi.
9. Encyclopedia off skill Development(Vol 1,2,3,): M.K. Gupta; Satyam Publisher and Distributers Jaipur.
10. भरत मे उद्यमिता विकास : डॉ.एस.पी.माधुर ; हिमालया पब्लिशिंग हाऊस, नई दिल्ली.
11. व्यवसायिक संचार : भगवती प्रकाश शर्मा; राजीव जैन पुरुषोत्तम दयाल; हिमालया पब्लिशिंग हाऊस, नई दिल्ली
12. कौशल्य विकास : डा. जयंत कुमार गुप्ता, डा. कमलकिशोर गुप्ता एवं डा.आनंद जी थदानी श्री बालाजी प्रकाशन, नागपूर.
13. उद्योजकता विकास : डॉ.अरुण येवले, डॉ. छाया सुखदाणे एवं डॉ अरविंद चौधरी; हिमालया पब्लिशिंग हाऊस, नई दिल्ली.
14. उद्योजकता आणि विकास : डॉ.किशोर वांगळ साई ज्योति पब्लिकेशन, नागपूर.

**M.Com. (Semester IV)
Group- A (Paper III)
Saving and Investment Planning**

Time – 3 Hours

Marks – 80

Objectives: To develop understanding towards saving and investment premises.

UNIT I

- 1.1 Saving: Definition, Need, Objectives & Importance
- 1.2 Investment: Definition, Features, Types, Factors of Sound Investments
- 1.3 Investment, Speculation & Gambling
- 1.4 Risks in Investment

UNIT II

- 2.1 Time Value of Money: Time Line & Notations
- 2.2 Future Value of a Single Amount
- 2.3 Present Value of a Single Amount
- 2.4 Future Value of an Annuity
- 2.5 Present Value of an Annuity

UNIT III

- 3.1 Investment Avenues-Gold and Bullion
- 3.2 Investments in Bank Schemes
- 3.3 Investments in Post Office Schemes
- 3.4 Investment through Insurance Schemes

Unit IV

- 4.1 Mutual Fund: Definition, Features, Importance
- 4.2 Mutual Fund Schemes
- 4.3 Systematic Investment Plan & Systematic Withdrawal Plan
- 4.4 Growth of Mutual Fund Industry in India

Unit V

- 5.1 Real Estate Investment: Objectives & Characteristics
- 5.2 Determinants of Value of Real Estate
- 5.3 Approaches Estimating Market Value of Real Estate
- 5.4 Market Value versus Investment Analysis of Real Estate

Books:

- 1) Investment Management-V.K.Bhalla, S.Chand & Co. Ltd., New Delhi
- 2) Financial management-M.Y.Khan & P.K.Jain, Tata McGraw Hill Publishing Company, New Delhi
- 3) Investment Management Theory & Practice-Dr. R.P.Rustagi, Sultan Chand & Sons, New Delhi
- 4) Financial Manangement-Prasanna Chandra, Tata McGraw Hill Publishing Company, New Delhi
- 5) Investment Management-Preeti Singh, Himalaya Publishing House, New Delhi
- 6) Financial Management-Ravi M. Kishore, Taxmann's Publication, New Delhi

**M.Com. (Semester-IV)
Group-B (Paper-III)
International Financing**

Time – 3 Hours

Marks – 80

Unit I International Financing- An Overview

- 1.1 International Finance Function- Nature & Scope
- 1.2 Emerging challenges & Responsibilities of Manager- International Finance
- 1.3 Objectives of the firm, Risk Management V/s Wealth Maximization
- 1.4 International Finance v/s Domestic Finance

Unit II International Flow of Fund-Balance of Payment

- 2.1 Structure of Balance of Payment
- 2.2 Equilibrium, Disequilibrium and Adjustments
- 2.3 Different Approaches to Adjustment
- 2.4 Capital Account Convertibility

Unit III Developments in International Monetary System

- 3.1 Gold Standard & Its Suspension-Global Finance
- 3.2 Bretton Woods System of Exchange Rates
- 3.3 Exchange Rate Regime
- 3.4 International Liquidity

Unit IV Global Financial Markets

- 4.1 Domestic and Offshore Markets
- 4.2 Evolution and Economic impact of Euromarkets
- 4.3 Interest rate in global money markets
- 4.4 Global Money Market Instruments

Unit V

- 5.1 World Bank-Loans/Credits
- 5.2 International finance Corporation-Working & Functions
- 5.3 Asian Development Banks- Structure & Functions
- 5.4 International Monetary Fund-Solution for Financial Crisis

Reference Books:

1. Vyuptakesh Sharan, International Financial Management, Fifth Edition, PHI Learning Private Limited, New Delhi
2. P.G. Apte, International Financial Management, Tata McGraw Hill Education Private Limited, Fifth Edition, New Delhi
3. V.A. Avadhani: International Finance Himalaya Publishing House, New Delhi
4. Kishore Rani M: Financial Management, Taxmann's Publication, New Delhi
5. Machiraju H.R.: International Financial Management, Himalaya Publishing House, New Delhi
6. Agrawal O.P.: International financial Management; Himalaya Publishing House, New Delhi
7. Madura Jeff: International Financial Management; Cengage learning India Pvt. Ltd. New Delhi
8. Rao Subba P: International Business; Himalaya Publishing House, New Delhi

**M.Com. – (Semester-IV)
Group –B (Paper-I)
SALES AND DISTRIBUTION MANAGEMENT**

Time – 3 Hours

Marks – 80

Objective:- To acquaint the students with sales operation, selling strategy and distribution management.

Unit-I:

- 1.1 Sales management:** Meaning, objectives, nature. Phases of evolution of Sales management.
- 1.2 Sales Orgination:** Characteristics, structure, Types and classification and importance. Sales management cycle and control. Duties and responsibilities of General sales Manager. Steps in setting up the sales organisation .
- 1.3 Sales forecast:** meaning, objectives, sales forecast method , limitations. Market Analysis and sales planning. Marketing strategy.

Unit-II

- 2.1 Salesmanship:** Meaning, attributes of salesmanship, essentials of good salesmanship. Merits and limitations of personal selling, secrets of success in selling line olden and modern salesmanship. Selling points for different products.
- 2.2 Sales territory:** concept and purpose sales territory- design criteria and process.

- 2.3 **Sales promotion:** sales promotion strategy and structure, sales promotion programme. Promotion mix, sales and brand promotion.
- 2.4 **Management of Sales Force:** Unique operating environment for sales field, sales force, Sales job analysis, Sales force recruitment. Sales Force selection process and Training

Unit-III

- 3.1 **Sales force motivation and compensation**
- 3.2 **Sales quotas, Selling Budget**
- 3.3 **Sales Audit and cost analysis.**

Unit-IV

- 4.1 **Sales Distribution:** Physical distribution concept and its importance , Physical distribution and co-ordination, physical distribution- as a total logistic system.
- 4.2 **Distribution audit:** concept, components role of intermediaries in distribution management, network planning. Strategic decision
- 4.3 Classification of distribution channel design of distribution channel, distribution channel for services channels conflicts for services. Performance and evaluation of channel.

Unit-V

- 5.1 **Warehousing and Inventory control:** warehousing objectives and functions classification of warehouses. Order processing system. Inventory control and management
- 5.2 **Wholesalers:** wholesaling nature scope classification of wholesalers, distribution services and functions of wholesalers. Marketing strategy of wholesaler, marketing mix decisions by wholesalers
- 5.3 **Transportation:** Transportation role and modes, transportation origination and co-ordination, transportation mix and selection criteria.
- 5.4 **Retailing:** nature, scope, function and classification store and non-store retailing. Strategy to sustain competitive advantages in retailing. Franchising strategies, agreement terms of payment. Obligations of franchisers.

REFERENCE BOOKS:

1. **Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi.**
2. **Sales management: Douglas J Dalrymple, William L. Corn & Thomas E. Decarlo; John Wiley & sons Inc.**
3. **Sales Management with personal selling & salesmanship: S.A. Chunawalla; Himalaya Publishing House, New Delhi.**
4. **Sales Management Decision, strategies and cases: Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni; Prentice Hall of India Pvt. Ltd. New Delhi.**
5. **Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.**
6. **Sales Promotion and Advertisement Management: M.N. Mishra; Himalaya Publishing House, New Delhi.**
7. **Salesmanship & Sales Management: P.K.Sahu and K.C.Rout' Vikash Publishing House, Pvt. Ltd. New Delhi.**
8. **Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi.**
9. **Sales and Distribution Management: K. Shridhara Bhat; Himalaya Publishing House, New Delhi.**
