

KRISHNA UNIVERSITY
MACHILIPATNAM
CHOICE BASED CREDIT SYSTEM (CBCS)
REGULATIONS GOVERNING
MASTER OF COMMERCE
(With effect from 2016-17)

1. Title of the Course

The course shall be called Master of Commerce which is abbreviated as M.Com.

2. Duration of the Course

The M.Com course shall be of two years' duration, and adopts choice based credit system (CBCS) and grading system in line with national policies and international practices.

3. Purpose

Students who complete the Master of Commerce should be able to

- Understand basic concepts and their applications to domestic and global commerce and trade.
- Familiarize themselves with financial concepts, analysis and reporting systems.
- Understand the political, environmental, legal, and regulatory settings of the organization.
- Acquire leadership skills, understand group and individual dynamics, and be able to work in teams.
- Enhance oral and written communication skills.

4. Internal Assessment

There will be internal Assessment for this course and it shall be 30 marks for each paper. The external assessment (Year end examination) shall be 70 marks per each paper. The internal assessment component shall be assessed with three internal assessment examinations, out of which one is an online exam (Compulsory) for 10 marks. The average of two internal examinations will be taken for 10 marks and online examination will be taken for 10 marks. The other 10 marks will be allotted for Seminars/Assignments (5 marks) and Attendance /Student performance in the class room (5 marks). Thus the total marks for internal assessment would be 30.

5. Credits

Credits can be based on various parameters such as the learning hours put in, learning outcomes and contact hours, the quantum of content/syllabus prescribed for the course.

6. Project work

All the candidates shall undertake an Internship (Project Work) of *Six weeks' duration* at the end of the Second semester but before the commencement of the third semester. The Internship should have industry orientation or practical exposure. The project report will be evaluated for 50 marks at the end of III Semester of the course.

7. **Viva-voce examination:** A comprehensive viva voce examination will be conducted at the end of the III Semester for 100 marks. The viva voce committee shall consist of one subject professor of the University nominated by honorable Vice-chancellor and dean. The Candidate should have to secure minimum 50 percent marks in the comprehensive viva-voce examination.
8. **Award of degree and class:** A candidate shall be eligible for the award of M.Com. Degree if he/she secures the minimum academic requirements in a subject (i.e. securing a minimum of 40 percent of marks in the End Examination and a minimum aggregate of 40 percent of the total marks in the End Semester Examination and Internal Evaluation taken together). Notwithstanding anything contained in the above regulations in the case of Project Report/Dissertation and Viva-Voce, a candidate shall obtain not less than 50 percent of marks to be declared to have passed in the examination.

Classes shall be awarded to the candidates who have passed in all subjects at each semester on the aggregate marks obtained by them.

- a) A candidate who secures 70 percent and above marks in aggregate in first attempt shall be declared to have passed in first class with distinction.
 - b) A candidate who secures 60 percent or more marks but less than 70 percent in aggregate in first attempt shall be declared to have passed in first class.
 - c) Candidate who secures 50 percent or more marks but less than 60 percent in aggregate in first attempt shall be declared to have passed in second class.
 - d) Candidate who secures 40 percent or more marks but less than 50 percent in aggregate in first attempt shall be declared to have passed in the examination.
 - e) First class/Second class is awarded to a candidate as per the above classification provided that he/she completes the course within three years of joining the two year M.Com. Course.
9. **Rejection of results:** A candidate may at his / her desire reject his / her latest semester results of University Examination with respect to all subjects of that particular semester examination. Rejection of result of individual subjects shall not be permitted. Rejection shall be permitted only once during the entire course provided that earlier internal assessment marks of the rejected semester shall be retained. In case of rejection of IV Semester results, the rejection shall not include project Work (internship report) and comprehensive viva-voce marks awarded.
 - a) If the rejection of the University examination results of the semester happens to be of an odd semester, the candidate can take admission to the immediate next even semester. However, if the rejection of the University result is of even semester, the candidate cannot take admission to the next odd semester.
 - b) Application for rejection shall be submitted to the Controller of Examinations of the University, through the Principal of the college, within thirty days from the date of announcement of results.

- o A candidate, who opts for rejection is eligible for the award of class and distinction.
10. **Withholding of results:** If the candidate has not paid any dues to the university or if any case of indiscipline is pending against him, the result of the candidate will be withheld and he will not be allowed into the next semester. The issue of degree is liable to be withheld in such cases.
11. **Choice Based Credit System papers at the end of II and III semesters:** Two Choice Based Credit System papers were introduced at the end of II and III semesters respectively with two credits each from 2016-17 academic year onwards. The student has to choose these two papers out of total 20 papers specified below.

M.Com CBCS subjects

1. Soft skills
2. Employability skills
3. Human Nutrition
4. Disaster Management
4. Environmental problems and sustainable development
5. Computer fundamentals
6. Internet and World Wide Web
7. Fundamentals of social work
8. Rural development
9. Horticulture and landscaping
10. Indian Economic development
11. Functional English
12. Law relating to protection of human rights
13. Human values and professional ethics
14. Basics of Hospitality management
15. Elements of event management
16. Indian constitution and welfare administration
17. Indian society
18. Sports and fitness
19. Aqua culture
20. Food standards and quality control

12. General

- The academic regulations should be read as a whole for purpose of any interpretation.
- In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
- The University may change or amend the academic regulations and syllabus at any time and the changes and amendments made shall be applicable to all the students with effect from the date notified by the University.
- Wherever the word he, him or his occur, it will also include she or her.
- There shall be no transfers within the constituent colleges of Krishna University, Machilipatnam.

Table-1
Total number of marks at the end of Course

S. No.	Year	Semester	Marks/Sem
1	First year	I Semester	600
2	First year	II Semester	650
3	Second Year	III Semester	800
4	Second Year	IV Semester	600
Total			2650

Table-2
Total number of credits at the end of the Course

S. No	Semester	CREDITS
1	I Semester	24
2	II Semester	26
3	III Semester	32
4	IV Semester	24
Total		106

Grade System: The course will be evaluated and the students will be evaluated on ten point scale with seven letter grades i.e., **O, A, B, C, D, E, and F.**

Performance in a paper

(Conversion of marks to grade points and letter grade)

S. No.	Range of Marks	Grade Points	Letter Grade
1	>85%	10.0	O
2	75%-85%	9.0	A
3	67%-74%	8.0	B
4	58%-66%	7.0	C
5	50%-57%	6.0	D
6	40%-49%	5.0	E
7	<40%	0.0	F

Calculation of SGPA and CGPA

The Semester Grade Point Average (SGPA) = $\frac{\sum(C \times GP)}{\sum C}$

The Cumulative Grade Point Average (CGPA) = $\frac{\sum(C \times GP)}{\sum C}$

Where, C = Credits of the Subject GP = Grade Points of the Subject

SGPA is calculated considering only the subjects of that semester.

CGPA is calculated considering all the subjects.

Overall Performance

(Conversion of CGPA to grade and classification of final result)

S. No.	Range of CGPA	Grade	Classification of final result
1	8.00 to 10.00	O	First Class with Distinction
2	6.50 to < 8.00	A	First Class
3	5.50 to < 6.50	B	Second Class
4	5.00 to < 5.50	C	Pass
5	< 5.00	D	Re-appear

**COURSE STRUCTURE AND SCHEME OF TEACHING AND EXAMINATION
MASTER OF COMMERCE**

I SEMESTER

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
COM 101	Business Management	4	1	Core	30	70	4
COM 102	Business Economics	4	1	Core	30	70	4
COM 103	Business Environment	4	1	Core	30	70	4
COM 104	Entrepreneurship Development	4	1	Core	30	70	4
COM 105	Information Technology for Business	4	1	Core	30	70	4
COM 106	Quantitative Techniques for Business decisions	4	1	Core	30	70	4

II SEMESTER

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
COM 201	Business Laws	4	1	Core	30	70	4
COM202	E-Commerce	4	1	Core	30	70	4
COM203	Financial Management	4	1	Core	30	70	4
COM204	Human Resources Management	4	1	Core	30	70	4
COM205	Marketing Management	4	1	Core	30	70	4
COM206	Business analytics and Research Methods	4	1	Core	30	70	4
COM207	CBCS Paper -1	4	1	Elective	50	--	2

III SEMESTER

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
COM 301	Financial Accounting & Packages	4	1	Core	30	70	4
COM302	Business Communication Skills	4	1	Core	30	70	4
COM303	Corporate Accounting	4	1	Core	30	70	4
COM304	Direct taxes	4	1	Core	30	70	4
COM305	Advanced Banking	4	1	Core	30	70	4
COM306	Insurance and Risk management	4	1	Core	30	70	4
COM 307	CBCS Paper -2	4	1	Elective	50	--	2
COM 308	Project work					50	2
COM 407	Viva-Voce					100	4

IV SEMESTER

Paper Code	Paper Title	Teaching Hours/ week		Core / Elective	Internal Marks	External Marks	No. of Credits
		Lecture	Tutorial/ Practical				
COM 401	Indian Financial System	4	1	Core	30	70	4
COM 402	International Business	4	1	Core	30	70	4
ADVANCED SPECIALISATIONS (Four papers should be chosen)							
1. Accounting & Taxation							
COM 403A	Corporate Restructuring & Accounting	4	1	Electives	30	70	4
COM 404A	Cost & Management Accounting	4	1		30	70	4
COM 405A	Indirect Taxes	4	1		30	70	4
COM 406A	Tax Planning & Management	4	1		30	70	4
2. Banking & Insurance							
COM 403B	E- Banking	4	1	Electives	30	70	4
COM 404B	International Banking	4	1		30	70	4
COM 405B	General Insurance	4	1		30	70	4
COM 406B	Life Insurance	4	1		30	70	4
3. International Business							
COM 403C	Foreign Exchange & Risk mgt	4	1	Electives	30	70	4
COM 404C	Global logistics & Supply Chain management	4	1		30	70	4
COM 405C	International Business Negotiations	4	1		30	70	4
COM 406C	India's foreign trade & documentation	4	1		30	70	4

I SEMESTER

COM 101: BUSINESS MANAGEMENT

Unit-I: **Introduction:** Management, Concept, Significance, Levels, Skills, Functions and Principles - Management as an Art, Science and Profession – Social responsibilities of business.

Unit-II: **Planning:** Nature, Purpose, Process of Planning, Types of Plans – Premising & Forecasting, Decision Making: Concept, Process, Rationality in Decision; Decision Tree Analysis - Management By Objectives: Concepts, Process, and Preconditions.

Unit-III: **Organizing:** Process - Formal and Informal Organizations -Departmentation: Methods of departmentation, Span of Control; V.A. Graicuna's Theory - Factors Determining Span of Control - Delegation: Concept, Process, Advantages and Principles of Effective Delegation; Decentralization: When to Decentralize and How to Decentralize; Line and Staff: Concept-Reasons for Conflicts between Line and Staff and Measures to Overcome; Committees, Reasons for using Committees, Conditions for Successful Operations of Committees.

Unit-IV: **Staffing:** Nature and Importance of Staffing, Factors in Selecting Lower, Middle and Upper Level Managers - Executive Development Programme (EDPs). **Directing:** Meaning, Assumptions of Human Behaviour by Douglas McGregor, Edgar Shien and Elton Mayo.

Unit-V: **Motivation:** Significance, Process-Theories of Maslow, Herzberg, McClelland, Porter and Lawler; Leadership: Trait Approach, Leadership Styles, Managerial Grid; Likerts Four Systems of Leadership- Communication: Importance, Process, Media, Channels, Barriers, Principles of Effective Communication. **Controlling:** Basis - Control Process, Pre-Requisites, Requirements of adequate Control - Techniques of control, PERT and CPM.

Suggested Books:

1. Koontz, H and Wihrich.H, *Management*, 10th ed., McGraw, New York 1995.
2. Stoner, J.etc., *Management*, 6th ed., Pearson Education, 1995.
3. Thomas S. Bateman, Scott A. Snell, *Management*, Tata McGraw Hill.
4. MaitalSeshadri, *Innovation Management*, Sage Publications.
5. Stonner, Freeman, Gilbert, *Management*, Prentice Hall of India.
6. Stephen P. Robbins, *Management*, Pearson Publications.
7. Tripathi, Reddy, *Principles of Management*, SAGE
8. J.S Chandran, *Management: Concepts and Strategies*, Vikas Publishing Pvt. Ltd.

COM 102: BUSINESS ECONOMICS

Unit I: Introduction – Definition, Nature and Scope of Managerial Economics; Economic Goals of a Business Firm: Profit Maximization Vs Wealth Maximization, Sales Revenue Maximization.

Unit II: Consumer Equilibrium under Cardinal and Ordinal Utility Theories – Indifference Curve Analysis – Income Substitution and Price Effects – Demand Analysis – Law of Demand – Demand Function and determinants of Market Demand – Concept of Price, Cross, Income and Promotional Elasticity; their measurement and relevance in Managerial Decision – Making Methods of Demand Forecasting.

Unit III: Firm's Equilibrium – Iso-quant and Iso-cost analysis; Least – Cost Combination of inputs – The law of Diminishing Marginal Returns in Production – Production Function – Total Product, Marginal and Average Product Curves, their inter – relationships – Cobb – Douglas Production Function and its relevance - Scale and proportion, Cost Functions – Derivation of total, marginal and average cost functions – Long run cost curves – Managerial uses of Cost concept: Fixed, Variables, Historical, Replacement, Opportunity Costs, Out of Pocket Costs, Sunk and Incremental Costs.

Unit IV: Market Structures and their characteristics – Pricing and output Decisions of firm under different Market structures – Perfect Competition, Pure Monopoly, Oligopoly, Monopolistic / Imperfect Competition under short and long runs. Discriminative Monopoly-Regulation of Monopoly through Prices and Taxes; King Demand Curve and Prices rigidity under Oligopoly – Non-Price Competition under Monopolistic Competition: Selling Costs and Products Differentiation – Evaluation of Market Structures from Social Perspective.

Unit V: Pricing Practices of Firms – Objectives of Pricing Policy – Approaches to Pricing New Products; Skimming Price, Penetration Pricing, Costs Plus Pricing, Managerial Cost Pricing, Psychological Pricing, Odd Number Pricing, Regulated Pricing, Predatory Pricing. Price – Quality Strategies for New Products; Premium Strategy, Good Value Strategy, over charging Strategy and Economy Strategy.

Suggested Books

1. William Baumol, "Economic theory and Operations Analysis", PHI.
2. Paul G. Keat, Philip K.Y. Young and S. Benerjee, "Managerial Economics - Tools for Today's Decision Makers", Pearson.
3. Mark Hirschey, Managerial Economics: An Integrated Approach, Cengage Learning.
4. James R. McGvigan, R.Charles Moyer and Harris, "Managerial Economics: Application, Strategy and Tactics", Cengage Learning.
5. Suma Damodaran, "Managerial Economics", Oxford University Press.
6. G.S. Gupta, "Managerial Economics", Tata McGraw-Hill
7. Atmanand, "Managerial Economics", Excel Books.

8. H. Craig Peterson, Lewis and Jain, “Managerial Economics, Pearson.
9. Chirstopher R. Thomas, S. Charles Maurice, “Managerial Economics: Concepts and Applications”, Tata McGraw-Hill.
10. E.F. Brigham and J.L. Pappas, “Managerial Economics”, The Dryden Press.
11. Donald S. Watson, “Price Theory and Its Uses”, Scientific Book Agency.
12. Ahuja, H.L., Managerial Economics, Sultan Chand& Sons, Chennai.

COM 103: BUSINESS ENVIRONMENT

Unit-I: Business Environment: Components and Significance - Nature of Business Environment - Techniques of Environmental Scanning and Monitoring – Economic Scope – Cultural, Political, Technological and External Factors Influencing Business Environment – Dimensions of International Business Environment – Challenges- Economic systems.

Unit-II: Economic Environment of Business: Significance for Business – Economic Planning – Objectives and Achievements; Government policies – Industrial policy of 1991; Fiscal policy; Foreign Trade Policy; Economic Reforms and LPG – Human Development in India.

Unit-III: Political and Legal Environment of Business: Political Institutions – Legislature, Executive and Judiciary – Changing Dimensions of Legal Environment in India; Patents Act-1970, SICA-1985, SEZ Act-2005.

Unit-IV: Cultural and Technological Environment: Elements of Socio – Cultural Environment; Impact on Business – Social Audit - Technological Environment in India; Technology Transfer – Technology Policy.

Unit -V: International and Recent Issues in Environment: Multinational Corporations; Foreign Collaborations and Indian Business; International Economic Institutions: WTO, World Bank, IMF and their importance to India; Foreign Trade Policies.

Suggested Books

1. Francis Cherunilam, *Business Environment*, Himalaya Publishing House, Mumbai.
2. Fernando, A.C., *Business Environment*, Pearson.
3. Suresh Bedi, *Business Environment*, Excel Books, New Delhi,
4. Adhikary.M. *Economic Environment of Business*, Sultan Chand & Sons, New Delhi.
5. Gulshan S.S. and G K Kapoor, *Business Law Including Company Law*, NEW AGE.
6. Aswathappa.K. *Essentials of Business Environment*, Himalaya Publishing, Delhi.
7. Justin Paul, *Business Environment*, Text and Cases, Tata McGraw Hill.
8. Saleem Shaik, *Business Environment*, Pearson Education, Delhi.
9. RuddarDutt& KPM Sundaram, *Indian Economy*, S. Chand & Co., Delhi.

10. R.S.N. Pillai, Bagavathi, "*Legal Aspects of Business*", S.Chand, New Delhi.
11. H.L.Ahuja, "*Economic Environment of Business*", S.Chand, New Delhi.

COM 104: ENTREPRENEURSHIP DEVELOPMENT

Unit-I: Introduction: Entrepreneurship – Meaning, importance- Entrepreneur characteristics- Women entrepreneurs; Classification of entrepreneurs-Myths about Entrepreneurship- Entrepreneur Vs Intrapreneur - Management Vs Entrepreneurship.

Unit-II: Idea Generation and Opportunity Assessment: Importance of Ideas in entrepreneurship- Sources of New Ideas – Techniques for generating ideas- Steps in assessing business potential of an idea- Opportunity Recognition- sources and process- Steps in tapping opportunity.

Unit-III: Project Formulation and Appraisal: Meaning and significance of Project Report - Content; Guidelines for Report preparation- Project Appraisal- Methods-Economic Analysis; Financial Analysis; Market Analysis; Technical Feasibility- Sources of Finance-Term loans and Short term Finance.

Unit-IV: Institutions Supporting Small Business Enterprises: Introduction- Central level Institutions- KVIC; SIDO; NSIC Ltd; National Productivity Council (NPC); EDII -State level Institutions- DIC- SFC-SSIDC- Industry Associations- CII ; FICCI; ASSOCHAM.

Unit-V: Government Policy and Taxation Benefits: Government Policy for SSIs- Need for tax benefits- Tax Holiday; Rehabilitation allowance ; Investment Allowance; Tax concessions for SSIs in Rural and Backward areas.

Recommended Books

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M. Ch., Entrepreneurship Development- Small Business Enterprises, Pearson, Delhi, 2009
3. Michael H. Morris, et. al., Entrepreneurship and Innovation, Cengage Learning, New Delhi, 2011
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., et. al., Entrepreneurship Development, New Age International Publishers, New Delhi , 2011
6. Khanka, SS, Entrepreneurial Development, S. Chand, New Delhi. 2011

COM 105: INFORMATION TECHNOLOGY FOR BUSINESS

Unit-I: Information Technology (IT) in Business Environment: Business in the Information Age - Pressures and Responses, Why do we need to know about Information Technology, What is an Information System, Capabilities of Information Systems - Basic concepts of Information Systems, organizations - Structures and IT support - IT support at different organizational levels, Managing IT in organizations.

Unit-II: IT Infrastructure: Computer Hardware - Input Technologies, Output Technologies - Computer Software - Types of software, general functions of Operating system, Types of application software - Managing organizational Data and Information - Basics of Data arrangement and Access, Traditional file Environment. Databases: Modern Approach, Database Management Systems - Logical Data Models, Data Warehouse. Telecommunications systems and Networks - Network communications software, Internet: Services provided by Internet, World Wide Web, Intranets and Extranets.

Unit-III: Information Systems to Support Business Functions: Transaction Processing Systems, Accounting and Finance Systems, Production Management Systems, Human Resources Management Systems, Integrated Information Systems and Enterprise Resource Planning, Inter-organizational/Global Information Systems. Electronic Commerce - Types, Benefits of E-Commerce, Infrastructure and E-commerce support, Legal and ethical issues in E-commerce. Computer-based Supply chain management and IS Integration: IT supply chain support and systems Integration: Enterprise Resource Planning.

Unit-IV: Data, Knowledge and Decision Support: Decision making and Decision support systems, Enterprise Decision support, Knowledge Management and Organizational Knowledge bases. Intelligent systems in Business: Expert systems, Intelligent Agents.

Unit-V: Strategic Advantage and Information Technology: Strategic Organizations in the Information Age, Business Process Re-engineering, Virtual corporations and Information Technology - Implementing IT: Ethics, Impacts and Society, Ethical Issues, Impact of IT on Organizations and Jobs, on Individuals at Work, Societal Impact and Internet Communities, Protecting Information Systems.

Reference Books:

1. Turban/Rainer/Potter, "Introduction to Information Technology", Willey Student Edition.
2. V. Rajaraman, Introduction to Information Technology, Prentice Hall, India.
3. Alexis Leon, Mathew Leon, Fundamentals of Information Technology, Leon Vikas.

COM 106: QUANTITATIVE TECHNIQUES FOR BUSINESS

UNIT-I: Probability: Concept of Probability: Definitions of Probability, Addition Theorem of Probability, Conditional Probability and Multiplication theorems of Probability, Baye's Theorem of Probability and its Applications.

UNIT- II: Theoretical distributions: Binomial Distribution, Poisson distribution and Normal distribution – their Properties and Applications.

UNIT-III: Testing of Hypothesis: Concept of Testing of Hypothesis, Types of Errors, Standard deviations and Proportions, Z- test for Means, T-test, F-test for two variances and Chi-Square test for goodness of fit and independent of Attributes and their Applications - Confidence intervals.

UNIT-IV: Correlation and Regression: Correlation: Types of Correlation - Simple and Rank Correlation coefficient in the case of two variables-Multiple correlation **Regression:** Meaning and importance of Regression Analysis. Estimation of Lines of Regression in the case of two variables-Multiple regression.

UNIT-V: Introduction to Operations research: Need of Operations Research Techniques in Business Decisions - Linear Programming: Basic concepts of LPP – Graphical solutions – Simplex Method.

Suggested Books

1. Sharma, J.K., Fundamentals of Business Statistics, Pearson.
2. Sancheti, Dc & V.K Kapoor, Business Mathematics, Sultan Chand.
3. Arora, P. N., S. Arora Comprehensive Statistical Methods, S. Chand.
4. Sharma, J.K., Quantitative Methods- Theory & Applications, Macmillan.
5. Sharma JK., Operations Research: Theory & Applications, Mc Milan India Ltd.
6. Miller, Introduction to Operations Research, TMH.
7. Finite Mathematics, Scham Series.
