Organizational Behaviour

Course Code : COM-101
M.Com : 1st Semester
Max. Marks : 100
Term End Exam : 80
Cont. Assessment : 20

Course Objectives: This course is designed to equip the students with the tools necessary to understanding the dynamics of individual and group behavior for efficient and effective utilization of human resources in the organizations. Broadly, the course intends to help the students to:

- be able to understand and analyze the individual needs, feelings, aspirations;
- develop skills needed to plan for the implementation of change in an organization;
- identify and develop effective motivational and leadership skills.

Unit - I
Organisational Behaviour the human context of a managerial job, Contributing disciplines, Emerging trends in OB; The five anchors of OB; Perception: Process & errors, Improving perceptions; Personality development, Determinants of Personality, Personality traits relevant to OB; Learning, Theories & Principles of Learning, Contingencies & Schedules of Reinforcement.

Unit - II
Motivation: Early theories, contemporary theories, Stress Management, Concept of stress, Sources & Effects of stress on humans, Management of Stress; Concept of Group Dynamics and Teams, Theories of Group Formation, Team Development, Communication: Concept of two-way & Open Communication, Transactional Analysis.

Unit - III

Unit - IV

Suggested Readings:

Course Objectives: The main aim of this course is to familiarize the students with the concepts and techniques of Managerial Accounting. Specifically, the course is designed to acquaint the students:

- to have a good knowledge of various accounting concepts and techniques used for managerial decision making;
- to understand the application of these techniques in managerial decision making;
- to build the capacity of the students for better decision making in the practical business-settings.

Unit-I

Unit - II
Marginal Costing and Management Decisions, Marginal vs. Absorption Costing, Tools of Marginal Costing, Cost-volume - Profit- Relationship, Break-even Analysis, Methods and Applications. Differential Costing and Management Decisions: Special Applications in Make or Buy, Change vs. Status quo, Optimum Sales Mix, Selling or further Processing, Shutdown or Continue, Exploring New Market, and Adding or Dropping a Product.

Unit - III

Unit - IV

Note: The question paper shall contain 60% numerical & 40% theory questions.

Suggested Readings:

2. Atkinson, Banker, Kaplan, and Young, Management Accounting, Pearson Education
3. Kaplan and Atkinson, Advanced Management Accounting, Pearson Education
4. Young S Mark, Readings in Mgt. Accounting, Prentice Hall
5. Kishore, R. M., Advanced Mgt. Accounting, Taxman publications,
6. Sharma & Gupta, Management Accounting, Kalyani Publications.
Quantitative Techniques

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<tr>
<th>Course Code : COM-103</th>
<th>Max. Marks : 100</th>
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<td>M.Com : 1st Semester</td>
<td>Term End Exam : 80</td>
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<td>Cont. Assessment : 20</td>
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**Course Objectives:** Quantitative techniques represents an effective approach in handling complex business decision situations. Therefore, understanding and application of QT tools becomes imperative. This course is therefore designed with the objective to:

- employ mathematical models in business decision making;
- analyze and solve business decision problems.

**Unit - I**
Quantitative Techniques, Theory of Games: Management and decision making, decision making and quantitative techniques (QT), historical development of operations research (OR), nature and characteristic features of OR, methodology of OR. Theory of games, the game model, two-person zero-sum game, when no saddle point exists, solution of 2xn and mx2 games using graphical method, limitations of the game theory.

**Unit - II**
Linear Programming: Requirements, assumptions, formulation of linear programming problems, the maximization and minimization cases, graphic method, simples method, duality, and post optimality analysis, Transportation problems- north-west corner rule, Vogel’s approximation method, stepping stone method, the modified distribution method, unbalanced transportation problems, degeneracy, transportation problems- the maximization type. The assignment problems, Hungarian method, constrained assignment problems, unbalanced assignment problems, maximization case.

**Unit – III**
PERT/CPM networks, rules of network construction, determination of ES and EF times, determination of LS and LF times, determination of float, PERT, determination of optimistic time, most likely time, pessimistic time, Time- cost trade-off. Simulation – process, Monte Carlo simulation, simulation of an inventory system, simulation of queuing system, advantages and disadvantages.

**Unit – IV**

**Suggested Readings:**

Course Objectives: The course provides the basic Economic, legal and regulatory framework used in the management decision making process and is specifically aimed to achieve the following objectives:

- to develop an in-depth understanding about the conceptual knowledge of the students in various economic concepts, laws and theories;
- to educate the students about the basic structure of Indian economy and change in it over the period of time.

Unit - I

Unit - II

Unit - III
Market Structure: Concept and conditions of profit maximisation. Short run and long run optimal output and price determination under perfect competition, Monopoly and monopolistic competition at firm and industry level. Oligopoly–Cornot and swazy models. Cartels and price leadership.

Unit - IV

Suggested Readings:

5. A. Koutsayanis, Micro Economics.
**Course Objectives:** The overriding objective of the course is to enhance the ability, comprehensive understanding and analysis of the Concept of Database Management Systems and E-Commerce. Specifically, the course aims at:

- clarifying the conceptual & theoretical framework regarding the various aspects of E-Commerce and Database.
- acquainting the students with the application of E-Commerce and Database in the field of business.

**Unit - I**
Basic concept of Database and Database users, characteristics of database, database systems, concept & Architecture, DBMS Architecture & database independence. Data base language &interface, Data modeling using ER approach, Data definition language, Data manipulation language.

**Unit - II**
Relational Data base systems (RDBMS), Function dependences & normalization for RDBMS, normal forms based on primary keys (1NF,2NF,3NF,4NF,5NF) entity relationship model, concept of entities & attributes, different types of relationship.

**Unit - III**
Introduction to standard query language, creation of tables, inserting data & values, dropping of tables, deleting data, relations, operators, select statements, sample queries, data retrieval & ordering, join queries, union queries.

**Unit - IV**

**Note:** The practical examination of this course comprising of 40 marks shall be conducted by an external examiner to be approved by the Vice-Chancellor from the panel of examiners to be submitted by the Head of the Department for the purpose. The said practical examination shall be held in the Department of Business & Financial Studies, University of Kashmir, for all the students including the students of the affiliated colleges where M.Com. is offered and the students of Directorate of Distance Education, University of Kashmir. Moreover, the continuous Assessment comprising of 20 marks in this course shall be purely based on the practicals of the paper to be conducted by the concerned teachers in their respective places of teaching.

**Suggested Readings**
4. Date C.J. Introduction to Database Systems Addisson Wesley publication
The list of practical’s to be performed in the subject Database Management and E-Commerce are given below:-

1. Development of E-R Model
2. Introduction about SQL
3. Concept of different Keys
4. Creation of Table
5. Inserting values in Tables
6. viewing tables
7. Dropping tables
8. Deleting data from tables
9. Joining different Tables
10. Hierarchical Model
11. Introduction about E-Commerce
12. Online Railway reservation
13. Online Airline reservation
14. Filling of Online return of income tax
15. Filling of Online Passport Application Form
16. Use of Credit Card, Debit Card for online purchase
17. Use of E. Banking
18. Use of Electronic Fund Transfer
19. Mobile Banking.
20. Fund transfer through Cell Phones.
Course Objectives: Business ethics is intended to provide the knowledge base for understanding & increasing the awareness of a wide range of ethical challenges that can arise in business. Therefore, the course is designed to make students to:

- identifying the possible ethical problems in business contexts;
- generating ideas for programs and practices to solve ethical problems;
- understanding several ethical issues facing businesses and business people; and
- Critically assessing ethical arguments relevant to such issues.

Unit – I
Ethics, Principles of Personal Ethics, Principles of Professional Ethics, Value & Ethics in Business, Roots of Unethical Behavior, Ethical Decision Making, Ethics and Morality, Moral versus non-moral standards, Personal and Business Ethics, Arguments for & Against Business Ethics.

Unit - II
Ethical Theories in Business: Theory of Utilitarianism, Egoism, Kantian Ethics, Rights and Duties, Justice and Fairness, The Ethics of Care, Virtue Ethics. Ethics & Religion, Ethics & Law,

Unit – III

Unit - IV
Corporate Governance: Historical Perspective of Corporate Governance, Issues, Strategies & Techniques, Basis to Sound Corporate Governance: Benefits to Society, Benefits to Corporations; Indian Model of Corporate Governance, Pioneers in Good Governance Practices, Future of Corporate Governance in India.

Suggested Readings:

2. A.C. Fernando, Business Ethics, Pearson.
4. C.S.V. Murthy, Business Ethics, Himalaya Publisher.
**Course Objectives:** The basic aim of this course is to familiarize the students with various concepts, techniques and methods of Managerial Accounting which help in planning and control of organizations. The course is designed to achieve the following objectives:

- to have a good knowledge of various accounting concepts and techniques for planning and controlling the activities of an organization;
- to learn how these techniques are actually applied in real-life business situations of managerial planning and control;
- to build the capacity of the students and prepare them as future executives to ensure better planning and control in organizations.

**Unit - I**

**Unit - II**

**Unit - III**
Decentralization and Divisional Performance planning and Control: Responsibility Accounting-identifying responsibility centres; Cost, Revenue, Profit and Investment centres. Reporting under responsibility accounting. Controlling performance in a divisionalised company-Total profit, ROI, RI, and EVA as control measurements. Transfer pricing in a divisionalised company: Methods of transfer price and corporate policy.

**Unit - IV**
Operational Planning and Control: Standards for operations as instruments of planning and control, standard setting for various components of cost as well as sales. Computation and analysis of variances, investigation of variances, control and disposition of variances, Revision of standards. Internal audit, operational audit and management audit as instrument of control.

*Note: The question paper shall contain 60% numerical & 40% theory questions.*

**Suggested Readings:**
1. Lynch Richard and Williamson Robert, Accounting for Managerial planning and Control, Tata McGraw Hill.
2. Kaplan Robert S and Atkinson Anthony, Advanced Management Accounting, Pearson Education
3. Horngren, Sundram and Stratton, Introduction to Management Accounting, Pearson Education
4. Young S Mark, Readings in Mgt. Accounting, Prentice Hall
5. Kishore, R. M., Advanced Mgt. Accounting, Taxman Publications,
6. Sharma & Gupta, Management Accounting, Kalyani Publications
**Business Statistics**

<table>
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<tr>
<th>Course Code: COM-203</th>
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<td>M.Com : 2nd Semester</td>
<td>Term End Exam : 80</td>
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**Course Objectives:** The objective of this course is to provide students with the tools and skills necessary to solve business problems by applying the basics of research. More specifically, the course aims at acquainting the students with:

- definitions and applications of different statistical tools & techniques;
- understanding the techniques through computer software's.

**Unit – I**

**Unit – II**

**Unit – III**
Probability & Probability Distributions: History and relevance of probability theory, basic concepts, classical probability, relative frequency approach, subjective probabilities, probability rules, probability under condition of statistical independence, probability under condition of statistical dependence, Bay’s theorem, random variables, expected value of a random variable, probability distributions, types of probability distributions- binomial distribution, Poisson distribution, normal distribution.

**Unit – IV**
Hypothesis Testing: Testing hypothesis: basic concepts, interpreting significance level, selecting a significance level, type I and type II errors, two tailed and one tailed test of hypotheses, hypothesis test of means when the population standard deviation is known, hypothesis testing using the standard scale.

(Note: The students shall be taught user-friendly statistical softwares like SPSS/Minitab in this course.)

**Suggested Readings:**
1. R Panneerselvam, Research Methodology, PHI Learning Private Limited, New Delhi
Course Objectives: With faster communication, transportation, and financial flows, the world is rapidly shrinking thus resulting in high scope for understanding and analyzing the dynamics of business at the local as well as global levels. In view of this, the course is designed to:

- develop knowledge about international business concepts and practices used for managerial decisions;
- develop skills needed to tackle issues involved in international business, balance of payment and economic integration;
- develop students understanding for managing and organizing international business.

Unit – I

Unit II
Theoretical foundation of international business, Balance of payments. Structure of India’s foreign trade: Composition and direction, EXIM bank, Current EXIM Policy of India. Regulations and promotion of foreign trade.

Unit-III
Foreign direct investment and multinational Corporations, MNCs and LDCs, Joint Ventures. Foreign Exchange-Exchange rate, Exchange Rate Determinants. Risk Management Tools-Forwards, Futures and Options, Transfer of International Payments, Convertibility of Rupee. ADRs and GDRs, FIIs- their role in Indian capital Market. India’s Double Taxation Policy.

Unit IV

Suggested Readings:

Corporate Tax Planning & Management

Course Objective: The course is aimed at acquainting the students with various aspects of direct and indirect taxes in vogue in the country. The main objectives of the course are to acquaint the students with:

- understanding the provisions of direct and indirect tax laws;
- gaining necessary knowledge of various incentives and benefits under direct and indirect taxes available to business firms.

Unit – I
Corporate Tax Planning: Concept and Scope and methods of Tax Planning. Tax planning with regard to specific management decisions - Lease and Buy, retain or replace. Tax Planning & Financial Management Decisions: Tax planning and tax implications in developing capital structure; Dividend policy and tax as a variable for calculation of cost of capital.

Unit – II

Unit – III

Unit – IV
Service Tax: Taxable services and their classification, registration procedure, records to be maintained. Valuation of taxable services and payment of service tax. Central Excise: The central excise law, goods, excisable goods, manufacture and manufacturer, classification, valuation, related person, captive consumption, assessment, refund and exemptions.

Note: This paper shall have 60% numerical and 40% theoretical questions.

Suggested Readings:

6. Datey, V.S.: Service Tax &VAT.
Course Objectives: This course is designed to acquaint the students with the ever increasing importance of human resources as the vital source of competitive advantage for today’s organizations. Specifically the course is designed:

- to equip the students with requisite skills & tools to undertake HR & its allied functions;
- to encourage students to develop a holistic HR perspective to achieve organizational goals;
- to develop students as the change agents fraught with social and ethical concerns.

Unit - I
Origin and Development of Human Resource Management (HRM); Roles & Responsibilities of HR Departments; Discrepancies between Academic Research & HRM Practice; HRM & Personnel Management; Financial Impact of HR activities; Employee Behaviors & HR Strategies; Strategic HRM; Trends enhancing the Importance of HRM; Global HR Practices.

Unit – II

Unit - III

Unit – IV
Developing Careers: Challenges in Career Development; Meeting the Challenges of Effective Career Development; Self-Development. Managing Compensation: Designing a Compensation System; Job Vs. Individual Pay; Compensation Tools; Pay for Performance: The Challenges; Meeting the Challenges of Pay-for-Performance Systems; Types of Pay-for-Performance Plans.

Suggested Readings:


Marketing Management

Course Code: COM-302
M.Com : 3rd Semester

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<td>Term End Exam : 80</td>
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Course Objectives: The course is designed to acquaint the students with various marketing concepts and strategies for developing marketing decision making skills in them. Specifically the course is designed to:

- develop knowledge of various marketing concepts and techniques used for managerial decisions;
- develop skills for the application of marketing decision making under various environmental constraints;
- develop students understanding necessary for successful marketing.

Unit - I
Concept, Scope and Importance of Marketing; Marketing Concept and its Evolution; Marketing Environment-Micro and Macro Components and their Impact on Marketing Decisions; Future Challenges to Marketing. Consumer Behaviour-Factors Affecting Consumer Behaviour; Consumer Decision Making Process.

Unit - II

Unit - III

Unit - IV
Marketing Channels: Scope and Types of Distribution Channels; Channel Choice, Channel Conflict-Types, Resolution to Channel Conflict. Promotional Decisions: Promotion as Communication. Elements of Promotional Mix; Promotional Objectives and Strategies.

Suggested Readings:


### Production & Materials Management

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<th>Course Code: COM-303</th>
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<td>M.Com : 3rd Semester</td>
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#### Course Objectives:
The course provides a managerial framework used in the management of production functions including materials management of a manufacturing concern and is specifically aimed to achieve the following objectives:

- to develop an in-depth understanding of the basic concepts of production management and materials management.
- To make the students understand the theories and considerations needed to take into account plant location and plant layout decisions.
- To develop the knowledge and skills needed to plan and control manufacturing of goods and services in an industrial setting.

#### Unit-I
Production Management: Nature and Significance of Production Management; Types in manufacturing systems: project, jobbing, batch, line, mass, continuous. Production Models, Automation and its impact

#### Unit-II
Inventory Management: Meaning, Definition and Objectives of Inventory management, Types of inventories and cost of inventories. Inventory management and control, process of inventory management and control, Techniques of Inventory Control, Perpetual and periodic inventory systems; Materials Requirement Planning MRP), Just in time system. Materials management: Integrated concept, material planning and budgeting. Materials Budget, management of Supply –Bayesian Analysis. Purchasing: Vendor Selection, Vendor Rating, Negotiating, Learning Curve Concept, Make or Buy Decision.

#### Unit-III
Production Planning & Control: Need and objectives of Production Planning & Control, Techniques of production control, routing, scheduling, dispatching and follow-up.
objectives of quality control. Quality costs; Tools and techniques for quality improvement and control; Quality Audit, Bath Tub Curve, Total Quality Management. ZD Approach. Concept of Six Sigma and its application.

#### Unit-IV
Suggested Readings:

5. Morton- Production and Operations Management (Vikas).

Financial Management

Course Code: COM-304

M.Com : 3rd Semester

Course Objectives: The course introduces the students to the basic concepts of financial management, mathematics of finance and to the framework used in the management of working capital. The specific objectives of this course include:

• to educate the students about the corporate financial goals and how the goal of shareowners’ wealth maximization is socially compatible;
• to make the students understand the financial tools and techniques used in financial decision making in the “real world”;
• to introduce the students to the concepts of working capital and acquaint them with various aspects related to estimation of working capital, financing of working capital and in the management of individual current assets.

Unit- I

Unit- II

Unit – III

Unit – IV
Receivables Management: Meaning and objectives of Receivables management, Credit policy variables and Collection Policy, Credit Granting decision process, Control of Accounts receivables. Cash Management: Meaning of Cash, Motives for Holding Cash, Methods of accelerating and Decelerating cash flows; Methods of determining optimum Cash Balance, Forms of Liquidity, Choosing the Liquidity Mix, Management of Surplus Cash.

Note: 1. This paper shall have 50% numerical and 50% theoretical question.
2. Necessary mathematical calculations will be taught to the students through Microsoft Excel as well.

Suggested Readings:
Course Objectives: The course is intended to acquaint the students with necessary analytical skills in the area of management of risk in business with the following objectives:

- to build conceptual understanding about various financial risks;
- to learn measurement and management of principal financial risks;
- to understand risk adjusted performance measurements in business.

Unit - I

Unit - II

Unit - III
Unit - IV
Asset-Liability Management: Concept, evolution, significance, scope and objectives of ALM, Liquidity Risk, dimensions of liquidity risk, measurement of liquidity gaps, static gaps, dynamic gaps, Sources of interest rate risk, measurement of interest rate gap, The Repricing Gap Model, The Duration Model. Case Studies on financial risk management failures.

Note: The term end examination paper in this subject shall have 50% weightage to numerical and 50% weightage to the theoretical questions.

Suggested Readings:


Project Report
Course Code: COM-306
M.Com : 3rd Semester

This paper would be of 100 marks divided into two components viz,
(a) Project Report Writing and (b) Viva-Voce.
Component (a)

Preparation of Project Report: Marks 80.

The student would be required to submit a project report on a topic identified by the Department. For this purpose the students would be allotted to various teachers of the Department who would guide and supervise their project work. Preparation of the report should follow the guidelines given below:

(1) The topic should be related to Business/Commerce/Management.
(2) The report should be Presented in the format as under:
   (a) Introduction of the problem,
   (b) Objective & Methodology,
   (c) Results & Discussions.
(3) The report may be based on a survey/Internship training/Library Material (Descriptive).
(4) Minimum of 20 pages must be computerized in A4 size.
(5) All the students of M.Com who complete the project report shall be required to submit the report in office of the Head Department of Business & Financial Studies. In case of Directorate of Distance Education and other affiliated colleges of the University where M.Com. is being offered, the concerned Coordinator/Head of the Department shall receive the Project Reports of his/her students & forward them to the Head, Department of Business & Financial Studies, University of Kashmir for evaluation.

Evaluation of Project report: The project report would carry 80 marks for report writing. This shall be evaluated by an external examiner nominated by the department.

Component (b)

Viva-Voce:-Marks 20.

The above Project report would be followed by a comprehensive viva-voce conducted by an external expert/examiner to be approved by the Vice-Chancellor from the panel of examiners to be submitted by the Head of the Department for the purpose. The said Comprehensive Viva Voce shall be held in the Department of Business & Financial Studies, University of Kashmir, for all the students including the students of the affiliated colleges where M.Com. is offered and the students of Directorate of Distance Education, University of Kashmir.

Industrial Relations
Course Code: COM-401
M.Com : 4th Semester
Term End Exam : 80
Cont. Assessment : 20

Course Objectives: This course intends to develop necessary understanding among students of various labour management relation issues and policies in the Indian Context in particular. Specifically, the course aims at:

• making students to understand industrial relations systems;
developing awareness among students of various actors of IRS (mgt, workers, union & Govt.).

Unit-I
Introduction to Industrial Relations: Industrial Relations Perspectives; Concept, Importance, Scope & Aspects of Industrial Relations, Causes & effects of Poor Industrial Relation in India; Trade Unions: Historical Evolution of Trade Unions in India, Role & Functions of Trade union, Essentials for success of Trade Union.

Unit – II
Discipline and Grievance Management: Employee discipline; Causes of indiscipline, essentials of a good disciplinary system, Hot-Stove Rule and kinds of punishment; Grievance procedure: Settlement of grievance in Indian industry; Model grievance procedure, Meaning & structure of collective bargaining; Bargaining stages and processes, Collective bargaining in India.

Unit – III
Industrial Disputes & Employee Participation: Industrial Disputes in India; Causes of disputes, Methods for the settlement of industrial disputes; Definitions and aims of Workers participation, Worker participation in Management in India; The participation of workers in Management Bill, 1996.

Unit – IV

Suggested Readings:

5. C.P. Tripathi, Personnel Management, Sultan Chand, Delhi.
Course Objectives: The foundation of the subject is the recognition that services present special challenges that must be identified and addressed for successful marketing. The subject focuses on knowledge needed to implement service strategies and customer relationship management for competitive advantage. Specifically the course aims at:

- developing knowledge for services marketing concepts and practices used for managerial decisions.
- developing skills needed to tackle issues involved in marketing of services and customer relationship management.
- develop students understanding necessary for successful marketing of service.

Unit-I
Importance of Services Sector; Characteristics of Services; Classification of Services; Goods Verses Services Marketing. The Services Marketing Triangle. Environment for Services Marketing - Micro and Macro Environments.

Unit-II
Consumer Behaviour in Services; Customer Expectations of Service; Customer Perceptions of Service; Service Quality, Customer Satisfaction and loyalty. GAP Model-A Conceptual Tool to Identify and Correct Service.

Unit-III
Services Marketing Mix: Services Offer; Pricing and Revenue Management; Promotion and Distribution of Services; Management of People, Process and Physical Evidence; Matching of Demand and Capacity; Strategies for Matching Capacity and Demand.

Unit-IV

Suggested Readings:
Strategic Management

Course Objective: This course is designed to acquaint the students with the challenges the business establishments are confronted with and the strategies resorted to by them in meeting those challenges. Specifically, the course aims at achieving the following objectives:

- to get students fully acquainted with the conceptual and theoretical background of the strategic management;
- to develop a competitive outlook & an entrepreneurial mindset in the students;
- to improve their understanding of a rapidly changing business environment both globally & domestically.

Unit – I

Unit – II

Unit – III

Unit – IV
Implementation & Controlling Phase: Corporate Performance & Corporate Governance; Corporate Social Responsibility & Ethics; Designing Organizational Structure, Organizational Culture, and Organizational Leadership, Strategic Role of an organizational Leader, Strategy Linkages with Power & Politics, Designing Organizational Controls, Strategic And Operational Controls.

Suggested Readings:

Advanced Financial Management

Course Code : COM-404                               Max. Marks : 100
M.Com : 4th Semester                                Term End Exam : 80
                                                  Cont. Assessment : 20

Course Objectives: Advanced topics in financial decision making like: capital investment decision, capital structure decisions, dividend decisions, acquisitions, mergers and reorganization are covered in this course. The specific objectives of this course include:

- to develop in the students an in-depth knowledge of how capital investment projects are evaluated to assess the financial viability;
- to develop necessary skills and understanding among students as to how to design an appropriate capital structure in real life situations;
- to make the students understand the significance of dividend decision and acquaint them with different dividend policies.

Unit - I

Unit - II
Leverages: Operating leverage and Financial Leverage; Degrees of Leverage, and uses of leverage. Capital Structure: Theories of capital structure. Factors affecting Capital Structure, Assessment of Capital structure Decision; EBIT-EPS Analysis, ROI-ROE analysis, Ratio analysis and cash flow analysis

Unit - III

Unit - IV

Note: This paper shall have 50% numerical and 50% theoretical question

Suggested Readings:

Course Objectives: This course will provide the student the ability to understand and utilize the skills of optimizing returns. Specifically the Course is designed:

- to acquaint the students about various investment alternatives and how investment in financial securities is compared with other investment alternatives;
- to equip the students with the knowledge of techniques of fundamental & technical analysis so as to enable them to select the right type of economy, sectors and companies and timing of investment;
- to develop the detailed understanding of the framework involved in the management of investment portfolio.

Unit-I

Unit-II

Unit - III

Unit - IV

Suggested Readings:

Course Objectives: The objective of this course is to test the comprehension of students in different courses.

In this course, an individual student shall be required to present himself for viva-voce before a Board of Examiners comprising of the concerned teachers, which shall test his/her knowledge and understanding of the subjects taught to him/her in the programme.

The comprehensive viva of the students of the affiliated colleges, Directorate of Distance Education of University of Kashmir where M.Com., programme is offered shall also take place in the Department of Business & Financial Studies, University of Kashmir, Srinagar and the concerned teachers in this case shall mean the teachers teaching the concerned subject/s of the programme in the Department of Business & Financial Studies, University of Kashmir, Srinagar. The Coordinator M.Com programme Directorate of Distance Education shall however coordinate the Comprehensive Viva for the students of Distance Education.