

**NATIONAL EDUCATION POLICY-2020**  
**Dr. B.R. AMBEDKAR UNIVERSITY, AGRA**  
**PAPER CODING AND CREDIT DISTRIBUTION**  
**M.Com. (APPLIED BUSINESS ECONOMICS)**

S.No.	Name of Degree	SEMESTER	TITLE OF PAPER		CREDITS	CODE NUMBER
1	Bachelor (Research) in Commerce (Applied Business Economics)	VII	Managerial Economics(ME)		5	C030701T
			Economics Environment Of Business		5	C030702T
			Management Concept and Organisational Behaviour(MCOB)		5	C030703T
			Statistical Analysis(SA)		5	C030704T
			Research Project(RP)			
VIII		Financial Analysis and Control(FAC)		5	C030801T	
		International Business Environment (IBE)	Choose ANY ONE	5	C030802T	
		Industrial Economics (IE)		5	C030803T	
		Tax Planning(TP)		5	C030804T	
		Modern Marketing-Strategies & Applications (MM-SA)	Choose ANY ONE	5	C030805T	
		Consumer Behaviour and Marketing Research		5	C030806T	
		Research Project(RP)		8	C030807R	
One Minor Paper to be selected from OTHER FACULTY in VII or VIII Semester				4/5/6		
3	Master in Commerce (Applied Business Economics)	IX	Security Analysis & Portfolio Management (SAPM)	Choose ANY ONE	5	C030901T
			Financial Institutions and markets(FIM)		5	C030902T
			International Marketing	Choose ANY ONE	5	C030903T
			Business Policy & Strategy(BPS)		5	C030904T
			Foreign Trade-Policy, Procedure and Documentation(FT-PPD)		5	C030905T
			Corporate Tax Planning & Management(CTPM)		5	C030906T
			Research Project			
		X	Financial Service Marketing(FSM)	Choose ANY ONE	5	C031001T
			Customer Relationship Management (CRM)		5	C031002T
			Research Methodology(RM)		5	C031003T
International Financial Management(IFM)			Choose ANY ONE	5	C031004T	
Indian Financial System (IFS)				5	C031005T	
		Business Project Planning & Control(BPPC)	Choose ANY ONE	5	C031006T	
		Economics Development and Rural Finance (EDRF)		5	C031007T	
		Research Project		8	C031008R	

*TR Agarwal*

Students of Commerce Faculty may choose MINOR paper from Faculty of Science/ Arts, Humanities and Social Sciences/ Languages/Fine Arts and Performing Arts/Education/Rural Science.

**Course Structure  
for  
M.Com. (Applied Business Economics)  
Under Semester System (NEP-2020) W.e.f  
Academic Session 2022-23.**

*R. Agarwal*

**Dr. Ajay Tyagi  
KR College, Mathura  
Dean  
Faculty of Commerce**

**Dr. Rajeev Agarwal  
SRK(PG) College, Firozabad  
Convener  
BOS, App. Bus. Economics**

**Prof. Manukant Shastri  
RBS, College Agra  
Member  
BOS, App. Bus. Economics**

**Prof. Mridula Singhal  
RBS, College Agra  
Member  
BOS, App. Bus. Economics**

**Dr. Raju Thomas  
St. John's College, Agra  
Member  
BOS, App. Bus. Economics**

**Dr. Divya Dwivedi  
KR College, Mathura  
Member  
BOS, App. Bus. Economics**

# DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA

## M.COM. (APPLIED BUSINESS ECONOMICS)

### SEMESTER SYSTEM

#### COURSE STRUCTURE

SEVENTH SEMESTER		MARKS	CREDITS
PAPER- C030701T	Managerial Economics (ME)	100	5
PAPER -C030702T	Economic Environment of Business (EEB)	100	5
PAPER – C030703T	Management Concept and Organisational Behaviour(MCOB)	100	5
PAPER – C030704T	Statistical Analysis (SA)	100	5
PAPER – C030705T	MINOR (OTHER FACULTY)	100	4

*R. Agarwal*

# DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA

## M.COM. (APPLIED BUSINESS ECONOMICS)

### SEVENTH SEMESTER

#### PAPER –C030701T MANAGERIAL ECONOMICS

(75 MARKS EXTERNAL+25 MARKS INTERNAL)

- Unit-I:** Meaning and importance of Economic Analysis in Business, Managerial Economist's Role and Responsibilities, Business Decision making, Business decision making under Risk and Uncertainty.
- Unit-II:** Demand Analysis: Law of Demand, Elasticity of Demand, Demand Forecasting- Significance and Methods-Least Square Method.
- Unit-III:** Cost Analysis: Cost Concepts, Cost and Output relationship, Cost Measurement, Kinds of Cost - Fixed, Variable and Semi Variable costs, Numerical problems in measurement of cost.
- Unit -IV:** Profit Planning and Control: Nature of Profit, Difference between Accounting profit and Economic Profit ,Break-Even-Analysis-Meaning, Significance and Techniques, Profit Volume Analysis, Application of P/V Ratio.
- Unit-V:** Capital Management: Capital Budgeting- Meaning , Methods of Appraising Project Profitability, Calculation of Pay-Back-Method, ARR method. Present Value Method and IRR Method, Cost of Capital- Equity, Preference, Borrowed Capital, Retained Earnings and weighted Average Cost of Capital.

**NOTE: This course cannot be opted as an elective by the students of other Faculty.**

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. शर्मा एवं केजरीवाल प्रबन्धकअर्थशास्त्र, साहित्य भवन पब्लिकेशन्स, आगरा
2. BL. Ojha Managerial Economics AdarshPrakashan, Jaip
3. Varshney & Maheshwari Managerial Economics.
4. Spencer & Sigelman: Managerial Economics.
5. Dr. G.K, Gupta and J.K. Saxena , Managerial Economics, Jawahar Publications ,Agra
6. Dr.V.C. Sinha , Pankaj Varshney, B.B. Maheshwari, Amit Bhargava, Sanjay SBPD Publishing House,Agra (Also Available in Hindi )
7. A.K. Agrawal , Vyavsayik Arthashatra , Sakshi Prakashan , Meerut
8. J.P. Mishra , , Vyavsayik Arthashatra , Sahitya Bhawan , Agra
9. D.N. Dwivedi, Managerial Economics, Vikas Publications, Delhi
10. D.M. Mithani , Managerial Economics – Theory and Application , Himalaya Publications, Delhi
11. G. Gupta, Managerial Economics, Tata Mc Grow Hill Private Limited, Delhi
12. H.L. Ahuja , Managerial Economics, S Chand & Co.

*Agarwal*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **SEVENTH SEMESTER**

#### **PAPER –C030702T ECONOMIC ENVIRONMENT OF BUSINESS**

**(75 MARKS EXTERNAL+ 25 MARKS INTERNAL)**

**Unit-1:** Theoretical Framework of Business Environment: Concept, Significance and nature of business environment, Elements of Business environment internal and external changing dimensions of Business Environment.

**Unit-II:** Economics Environment of Business: Significance and elements of Economic Environment, Economics systems and Business Environment, Government Policies-Industrial Policy, Fiscal Policy, Monetary Policy and EXIM policy, Economic Reforms-LPG Policies.

**Unit-III:** Political and Legal Environment of Business: Changing Dimensions of Political and legal Environment in India, Competition Act ,2002, Foreign Exchange Management Act (FEMA),1999 Consumer Protection Act,1986.

**Unit - IV:** Socio-Cultural Environment: Critical Elements of Socio-cultural Environment, Problems of uneven income distribution, emerging rural sector in India, Social responsibilities of business –CSR.

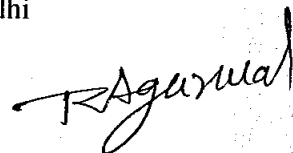
**Unit-V:** International and Technological Environment: Multinational Corporations Vs Transnational Corporations, Foreign collaborations and Indian business, International Economic Institutions – World Bank, IMF and ADB and their Importance to India, Technological Environment in Indian- Technology Transfer.

**NOTE: This course cannot be opted as an elective by the students of other Faculty.**

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Adhikary. M Economic Environment of Business. Sultan Chand & Sons, New Delhi
2. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi
3. Ghosh Bishwanath Economic Environment of Business, Vikas Pub, New Delhi
4. Raj Agarwal and Parag Diwan, Business Environment, Excel Books, New Delhi
5. Sengupta NK Government and Business in India. Vikas Publication, New Delhi
6. Dr. Amit Kumar, Business Environment , Sahitya Bhawan ,Agra
7. Francis Cherunilum, Business Environment, Himalaya Publications, Delhi



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **SEVENTH SEMESTER**

#### **PAPER –C030703T MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I:** Managerial Function: Management Concept and Functions, Organisation- Concept, Features, Organisation as a System , Organisational Behaviour- Concept and significance, Relationship between Management and Organisational behaviour.

**Unit-II:** Motivation: Concept and Significance, Monetary and Non- Monetary Motivation, Theories of motivation- Maslow's need hierarchy theory, McGregor's Participation Theory, Herzberg's Two Factor Theory, Vroom's Expectancy Theory.

**Unit - III:** Leadership: Concept, Styles and Theories- Trait Theory , Transactional Theory, Behavioural Theory, Fiedler Contingency Theory

**Unit-IV:** Interpersonal and Organisational Communication: Concept of two-way communication, Communication Process, Barriers to Effective Communication, Types of organisational communication, Ways of Effective Communication.

**Unit -V:** Organisational Conflict: Introduction, Concept, Levels of Conflicts, Outcome of Conflicts, Approaches to Conflict Resolution.

**NOTE: This course can be opted as an elective by the students of other Faculty.**

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Luthans, Fred Organizational Behaviour McGraw-Hill, New York
2. New Storm. John W. and Keith Davis Organizational Behaviour: Human Behaviour atWork, Tata McGraw-Hill, New Delhi
3. Robbins, Stephen P. Organizational Behaviour, Prentice Hall, New Delhi.
4. Sukla. Madhukar Understanding Organisations Organisation Theory and Praticce in India, Prentice Hall, New Delhi.
5. S. Chayandar - Organisational Prchawari, M. Pramod, Management and AgamisationelBehann
6. L.M. Prasad, Organisational Theory and Behaviour, S. Chand & Co.
7. R.K. Ojha, Industrial Psychology.
8. B.K. Shah And B.D. Tated, Managerial Concept And Organisational Behavioural, Sahitya Bhawan , Agra(In Hindi)
9. Kavita Singh, Management Concept And Organisational Behavioural, Vikas Publications , Delhi



# DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA

10. P.N. Yadav, Management Concept And Organisational Behavioural, Sahitya Bhawan Publications, Agra(In Hindi)

## M.COM. (APPLIED BUSINESS ECONOMICS)

### SEVENTH SEMESTER

### PAPER –C030704T STATISTICAL ANALYSIS

(75 MARKS EXTERNAL+25 MARKS INTERNAL)

**Unit-1:** Interpolation and Extrapolation : Meaning, Utility, Graphic and Algebraic Methods- Methods of Fitting a Parabolic Curve, Direct Binomial Expansion Method , Newton's method of Advancing Differences and Lagrange's method.

**Unit - II:** Association of Attributes: Meaning, Importance, Classification according to attributes, consistency of data, Association of Attributes, Methods of determining Association, Yules Co-efficient of Association, Co-efficient of Contingency including chi-square Test.

**Unit-III:** Element of Probability : Concept and Significance , Theorems of Simple, Total and Compound probability- Addition and Multiplication Theorem of Probability, Conditional Probability, Permutation And Combination, Bernoulli's Theorem.

**Unit-IV:** Sampling Theory: Characteristics, Importance, Sampling Design, Large and Small sample Analysis, Different Test of Significance.

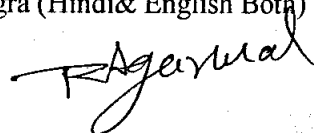
**Unit-V:** Statistical Quality Control: Concept, Utility and Methods.

**NOTE: This course cannot be opted as an elective by the students of other Faculty.**

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Dr. KL Gupta Statistical Analysis, Navyug Publications , Agra(Hindi& English Both)
2. D.N. Elhance, Fundamantals of Statistics, Kitab Mahal, Allahabad.
3. Gupta C. B.: Statistics, S.Chand & Co., New Delhi
4. Gupta B.N. Statistical Methods, Sanjay Sahity Bhawan, Agra (Hindi& English Both)
5. K. N. Nagar, Advanced Statistics, Meenakshi Prakashan, Meerut
6. 6: R.P. Varshney, Statistical Analysis, Jawahar Publications ,Agra (Hindi& English Both)
7. S.M. Shukla and S.P. Sahai, Statistical Analysis, Sahitya Bhawan ,Agra (Hindi& English Both)



**Course Structure  
for  
M.Com. (Applied Business Economics)  
Under Semester System (NEP-2020) W.e.f  
Academic Session 2022-23.**

*R. Agarwal*



**DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**  
**M.COM. (APPLIED BUSINESS ECONOMICS)**  
**SEMESTER SYSTEM**  
**COURSE STRUCTURE**

**EIGHT SEMESTER**

**MARKS    CREDITS**

PAPER- C030801T	Financial Analysis and Control (FAC)	100 MARKS	5
PAPER C030802T	International Business Environment (IBE)	100 MARKS	5

**OR**

PAPER C030803T	Industrial Economics (IE)		
PAPER C030804T	Tax Planning (TP)	100 MARKS	5
PAPER C030805T	Modern Marketing - Strategies & Applications (MM-SA)	100 MARKS	5

**OR**

PAPER C030806T	Consumer Behaviour and Marketing Research (CBMR)		
PAPER C030807R	RESEARCH PROJECT (RP)	100 MARKS	8

*R. Agarwal*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **EIGHT SEMESTER**

#### **PAPER – C030801T FINANCIAL ANALYSIS AND CONTROL**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I: Financial Statements:** Meaning of Financial Statements, Types of Financial Statements- Position Statement Income Statement, Statement of Change in Owner's Equity, Statement of Changes in Financial Position.

**Unit-II: Financial Analysis and Interpretation:** Meaning, Objectives and Importance, Ratio Analysis- Meaning, Utility, Classification of Ratios-Profitability Ratios, Activity Ratios, Ratios to judge the financial position of business.

**Unit-III: Fund Flow Statement:** Meaning, Uses, Limitations and Preparation of Fund Flow Statement, Schedule of Changes in Working Capital, Profit from Operations and Fund Flow Statement, Cash Flow Statement- Uses and preparation of Cash Flow Statement, Difference between Fund Flow and Cash Flow Statement.

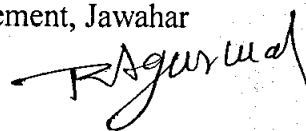
**Unit -IV: Business Budgets and Budgeting :** Meaning, Nature, Advantages, Essential of an effective Budgeting, Types of Budgets- Sales Budget, Flexible Budget, Cash Budget and their applications.

**Unit-V: Marginal Costing:** Concept, Significance, Marginal and differential costing as a tool for decision making, Make or Buy Decision change in Product Mix Pricing, Shut down decision.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Dr. S.P. Gupta Prabandhkiya Lekhavidhi, Sahitya Bhawan, Agra. (Eng. & Hindi).
2. Agrawal and Agrawal Financial Management, Ramesh Book Depot, Jaipur.
3. Dr. D.C. Sharma Managerial Accounting Kedarnath Ram Nath Meerut.
4. Pandey, I.M. Financial Management, Pearson Education, Noida.
5. Kulshrtha, R.S. Financial Management, Sanjay Sahitya Bhawan, Agra (Eng. & Hindi).
6. Gupta, Maheshwari and Tyagi, Financial Management, Sanjay Sahitya Bhawan, Agra (Eng. & Hindi).
7. M.Y. Khan and P.K. Jain, Financial Management Text, Problems and Cases, McGraw Hill Publication, Delhi
8. Dr. S.K. Sharma and Dr. Rachan Sareen, Fundamental of Financial Management, Sultan Chand & Sons, Delhi.
9. Prasanna Chandra, Financial Management Theory and Practices, McGraw Hill Publication, Delhi
10. Vipin Mehrotra and Naveen Agrawal, Chaturvedi, Financial Management, Jawahar Publications, Agra



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **EIGHT SEMESTER**

#### **PAPER– C030802T INTERNATIONAL BUSINESS ENVIRONMENT**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-1 :** International Business: Nature, Importance and scope, Framework for analysing international Business Environment-Geographical, Economic, Socio-Cultural, Political and Legal Environment.

**Unit-II:** Economics Institutions and Agreements: Regional Economic Co-operation- Types and Rationale of Regional Economic Groups, UN, NAFTA, ASEAN, SAFTA, BRICS, SCO, APEC AND Other groupings

**Unit-III:** Multinational Corporation: Conceptual framework of MNCs, MNCs and host and home Country Relations. Global Companies Vs MNCs.

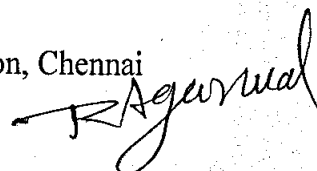
**Unit - IV:** Foreign Exchange Markets: Determining exchange Rates: Fixed and flexible exchange rate system, Participants in the foreign exchange markets, Foreign exchange market- cash and spot exchange market.

**Unit-V:** Foreign Investment: Capital flows- types and theories of foreign investment, Foreign investment flows and barriers.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. AdhikaryManag: Global Management, Macmillan, New Delhi
2. Black and Sundaram: International Business Environement, Precentice Hall of India, Delhi
3. Gosh, Biswannath, Economics Environment of Business, South Asia Book, New Delhi.
4. Letiche, John M: International Economics Policies and Theoretical foundation, Academic press, New York.
5. Sodersten, B.O. International Economics, MacMillan, London.
6. Tayeb, Monis H: The Global Business Environment An Introduction, Sage Publication, New Delhi.
7. V.K. Bhalla, Intenational Business , S.Chand &Co., Delhi.
8. S.K.Anant and Black Stewart , The Internatinal Business Enviornment-Text and Cases, , Pearson Education,Noida.
9. V.P.Singh and S.Srivastva, Internatinal Business Environment and Foreign Exchange Economics, New Age International Publications, New Delhi.
10. S.Sankaran, International Business Environment, Margham Publication, Chennai



**M.COM. (APPLIED BUSINESS ECONOMICS)  
EIGHT SEMESTER**

**PAPE– C030803T INDUSTRIAL ECONOMICS**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I** Introduction and scope of Industrial Economics; Types and choice of organizational firm – ownership and control; The Firm and its objectives; Market structure and market conduct; optimum size of a firm; Market concentration, its measurement and effects on market performance; Diversification, Integration and Merger, Research & Development and Innovation; Product differentiation and advertisement.

**Unit-II** Product pricing (in practice): mark-up price, incremental price, target rate of return price, transfer price, two part tariff, bundling, pricing in public enterprises; Determinants of profitability; Industrial Efficiency: concept, determinants, measurement and decision making process; Theories of growth of firm: Downie, Penrose and Marris.

**Unit-III** Industrial finance: need type and sources of industrial finance; Industrial location Analysis: determinants of Industrial location; Theories of Industrial location-Weber and sergeant Florence; Industrial Productivity - Partial and Total productivity, Measurement and Determinants

**Unit-IV** Government regulation of Indian industries: Industrial policy and Competition Act; Trends in industrial growth since 1991; Performance and problems of Micro, Small, Medium Enterprises; Role of MNC's in India; Technology and Foreign Collaboration Policy; NRI Investment Issue; Joint Ventures in India; Global Competition emerging trend; Government's recent policies;

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Barthwal, R.R. – Industrial Economics: An Introduction Text Book (2e)
2. Dhingra and Dhingra – Industrial Economics
3. Hay, A.D. and D.J. Morris – Industrial Economics and Organization: Theory and Evidence
4. Panagariya, Arvind – India: The Emerging Giant
5. Andreosso, Bernadette , Jacobson, David. – Industrial Economics and Organization
6. Das, Satya P. – Microeconomics for Business
7. Martin, Stephen – Advanced Industrial Economics
8. Philips, Louis (Ed.) – Applied Industrial Economics.
9. Stead et al. – Industrial Economics

*R. Aganwal*

**DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**M.COM. (APPLIED BUSINESS ECONOMICS)**

**EIGHT SEMESTER**

**PAPER- C030804T TAX PLANNING**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I:** Tax Planning-Meaning and Characteristic: Importance Difference between Tax Planning and Tax Management, Types of Tax Planning, Problems and methods of Tax Planning, Residential Status and Tax Planning, Exemptions from Tax, Incidence of Tax.

**Unit-II:** Income from Salaries, Tax Planning for the salaried employees.

**Unit-III:** Income from House Property, its computation, Tax Planning relating to House Property Computation of Profit from Business and Profession, Tax Planning pertaining to Business and Profession, Capital Gains and Tax Planning Income from other Sources

**Unit-IV:** Deductions from Gross Total Income Computation of total Income of Individuals.

**Unit -V:** Computation of Tax, Advance Payment of Tax

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. SripalSaklecha-KarNiyojan
2. Dr. H.C. Mehotra-Income Tax and Taxation (Hin& Eng.)
3. Dr. B.K. Agarwal Income Tax Law & Practice (Hindi & English)
4. Dr. R.K. Jain: Income Tax Law and A/cs
5. Singhania, V.K.: Direct Tax Planning & Management.
6. Lakhotia, R.N.: Corporate Tax Planning
7. Kanga &Palkhiwal: Income Tax Law.
8. Bhagwati Prasad Income Tax Law & Practice.

*Agarwal*

**M.COM. (APPLIED BUSINESS ECONOMICS)  
EIGHT SEMESTER**

**PAPER – C030805T MODERN MARKETING-STRATEGIES AND APPLICATIONS**  
**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-1:** Introduction: Concept, Nature, Scope of Modern Marketing, Function of Modern Marketing, Micro and Macro Marketing Environment.

**Unit-II:** Market Analysis: Marketing Research, Meaning and Scope of Marketing Research, Marketing Research Process.

**Unit-III:** Product and Pricing Decisions: Major Products Decisions, Product Life Cycle, New Product Development and Launch, Factor affecting Price determination, Pricing Policies and Strategies, Price and Non Price Competition, Pricing for Global Market.

**Unit-IV:** Promotion Decisions: Marketing Communication Process, Promotion Mix-Advertising, Personal Selling, Sales Promotion, Public Relations, Sales Promotion Tools and Techniques.

**Unit-V:** Distribution Channel Decisions: Nature, Function and types of Distribution, channels, Distribution Channel intermediaries, supply Chain Management.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Philip Kotler, Marketing Management
2. Philip Kotler, Garry Armstrong, Prafull Aginhotri, Principles of Marketing, Pearson Education, Noida
3. Phelps & Estarg Marketing Management
4. Jhonson, Lewis K.: Sales and Marketing Management
5. Lazo and Corbin: Management Marketing.
6. S.C. Jain, Marketing Management, Sahitya Bhawan ,Agra(Eng & Hindi)
7. Nama Kamari, Marketing Management
8. Neelmegham Marketing Management
9. C.B. Gupta and N. Rajan Nair, Marketing Management –Text and Cases, Sultan Chand & Sons, Delhi
10. Amit Kumar, Marketing Management, Sahitya Bhawan Publications, Agra

*R. Aggarwal*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **EIGHT SEMESTER**

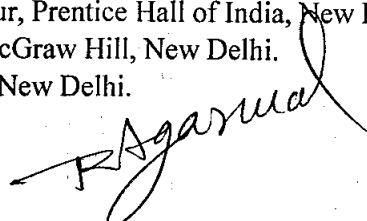
#### **PAPER – C030806T CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

- Unit 1.** Consumer Behaviour : Nature, importance and scope of Consumer Behaviour; Consumer Satisfaction, Consumer Loyalty, Consumer Retention. Application of Consumer Behaviour in Marketing; Consumer Decision Making –Factors influencing consumption decisions, Process and Models of Consumer Decision Making.
- Unit 2.** Individual Determinants of Consumer Behaviour : Needs and Motivation, Perception, Learning and Learning Theories, Attitude and Attitude Change, Personality and Life Style
- Unit 3.** External Determinants of Consumer Behaviour : Group Dynamics, Reference Groups and their influence, Family – Role and functions, Social Class, Culture and Sub-culture, Cross Cultural understanding of Consumer Behaviour, Impact of Information Technology on Consumer Behaviour.
- Unit 4.** Marketing Research : Definition, Nature, Scope, Significance, Types; Customer insight, Ethics, Structure of Marketing Research, Marketing Research Process. Research Design : Types and sources of data; Hypothesis Testing, Pre-testing Pilot study. Sampling, Questionnaire Schedules.
- Unit 5.** Collection and interpretation of data. Presentation of Results and Research Report; Motivational Research, Advertising Research, Product Research, Market Research Applications : Product Research, Advertising Research, Sales and Market Research; International Market Research; Market Research in India.
- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
  - **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

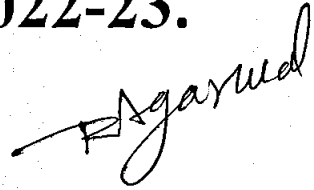
#### **Books Recommended:**

1. Nair, Suja R. : Customer Behaviour and Marketing Research, Himalaya House Publications, Delhi
2. S. Sumathi and P. Saravanel, Marketing Research And Consumer Behaviour, Vikas Publications, Delhi
3. श्रीवास्तव एंड दिवेदी, उपभोक्ता व्यवहार एवं विपणन शोध ,साहित्य भवन पब्लिकेशन , आगरा
4. Beri, G.C. : Marketing Research, Tata McGraw Hill, New Delhi.
5. Naresh K. Malhotra : Marketing Research : An Applied Orientation, Pearson
6. Education, Asia
7. Bernnett, P.D. and H.H. Kassarijion : Consumer Behaviour, Prentice Hall of India, New Delhi
8. Hawkins, Best and Coney : Consumer Behaviour, Tata McGraw Hill, New Delhi.
9. Laudon, D.L. : Consumer Behaviour, Tata McGraw Hill, New Delhi.



**DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**Course Structure  
for  
M.Com. (Applied Business Economics)  
Under Semester System (NEP-2020) W.e.f  
Academic Session 2022-23.**

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**DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**  
**M.COM. (APPLIED BUSINESS ECONOMICS)**

**SEMESTER SYSTEM**

**COURSE STRUCTURE**

NINTH SEMESTER		MARKS	CREDITS
PAPER –C030901T	Security Analysis and Portfolio Management (SAPM)	100	5
OR			
PAPER–C030902T	Financial Institutions and Markets (FIM)	100	5
PAPER –C030903T	International Marketing (IM)	100	5
OR			
PAPER –C030904T	Business Policy & Strategy(BPS)		
PAPER –C030905T	Foreign Trade- Policy, Procedure and Documentation(FT-PPD)	100	5
PAPER –C030906T	Corporate Tax Planning & Management (CTPM)	100	5

*[Handwritten Signature]*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**M.COM. (APPLIED BUSINESS ECONOMICS)**

**NINTH SEMESTER**

## **PAPER –C030901T SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I :** Portfolio Management : Meaning Importance, objective and various issues in portfolio construction, revision of portfolio and evaluation

**Unit-II:** Portfolio Analysis: Estimating rate of return, Effects of combining securities, Portfolio total risk, portfolio market risk and unique risk, Sharpe's optimization solution.

**Unit- III :** Capital Market Theory: Capital market line, Risk free lending and borrowing, Recent developments. Factors Models, Arbitrage pricing theory

**Unit -IV :** Portfolio Construction : Techniques of portfolio construction. Portfolio Performance

Evaluation : Measure of return, risk adjusted measures of performance evaluation,

market timing, evaluation criteria and procedures.

**Unit V:** Market Efficiency : Concept importance and status of Indian capital market

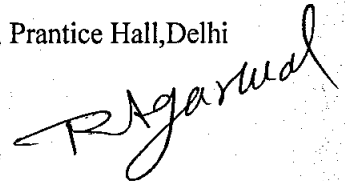
- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1 Barua, Raghunathan and Verma: Portfolio Management, Tata McGraw Hill Delhi

2 Clark, James Francis: Investments Analysis and Management, McGraw Hill, International Edition, New York

3 Facher. D.E. and Jordan R.J. Security Analysis and Portfolio Management., Prantice Hall, Delhi



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **NINTH SEMESTER**

#### **PAPER-C030902T FINANCIAL INSTITUTIONS AND MARKETS**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I** Indian Financial System: Money Market -Meaning, constituents, functions of Money Market; Money Market Instruments- Recent trends in Indian Money Market; Capital Market-Meaning, Constituents and Functions of Capital Market.

**Unit-II** Reserve Bank of India: Organization, Management and functions; credit creation and Instruments of credit control; Monetary Policy and it significance in economy.

**Unit-III** Commercial Banks: Meaning, Functions Recent development in Commercial Banking.

**Unit IV** Development Banks: Concept and Meaning, Objectives and Functions of Development Banks; Operational and Promotional activities of Development banks; IFCI, ICICI, IDBI, SIDBI, SFCs.

**Unit-V** Unit Trust of India: Objectives, Role of UTI in industrial finance. Insurance Sector- objectives, Role, investment practices of LIC and GIC.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Bhole L.M. : Financial Markets and Institutions, Tata McGraw Hill, Delhi.
2. Ghosh D. : Banking Policy in India, Allied publications, Delhi.
3. Khan M.Y. : Indian Financial System, Tata McGraw Hill Olfni.
4. Reserve Bank of India : Various Reports, RBI publication, Bombay.
5. varshney P.N. : Indian Financial system, sultan chand.& sons, Delhi.
6. Averbach, Robert D.: Money, Banking & Financial Markets.
7. Srivastav, R.M. : Management of Indian Financial Institutions.
8. Avdham V.A. Investment & Securities Market in India.

*Pragat*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **NINTH SEMESTER**

#### **PAPER –C030903T INTERNATIONAL MARKETING**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit I.** Introduction to International Mdrketing: Nature and significance; International market orientation-EPRG framework; International Marketing Environment: Internal environment.

**Unit II.** Foreign Market Selection: Selection of foreign markets; Product Decisions: Product planning for global markets; New product development.

**Unit III.** Pricing Decisions : Environmental influences on pricing decisions; International pricing policies and strategies.

**Unit IV.** Distribution Channels and Logistics: Functions and types of channels; Channel selection decisions; Selection of foreign distributors/agents and managing relations with them.

**Unit V.** Marketing Ptanning, Organizing and Control : Issues in international marketing planning; International marketing information system; Organising and controlling.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Fayerweather, John: International Marketing, Precentice Hall, New Delhi.
2. Jain, S.C. Internatonal Marketing Sahitya Bhawan Agra.
3. Jain, S.C. International Marketing, CBS Publications, New Delhi.
4. Shalni Agrwal and Gaurav Sankalp, Internatonal Marketing Sahitya Bhawan Agra.
5. Keegan, Warren, J. : Global Marekting Management, Prantice Hall New Delhi.
6. Onkvisit, Sak and John, J. Shaw : lhernational Marketing Analysis and Strategy, Prantice Hall, New Delhi.
7. Vsudeva P.K. International Marketing : Excel Books, New Delhi.

*R. Agarwal*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **NINTH SEMESTER**

#### **PAPER-C030904T BUSINESS POLICY AND STRATEGY**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit I.** Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objective and goals.

**Unit II.** Environmental Analysis and Diagnosis: Concept of environment and its components: Environment scanning and appraisal; organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

**Unit III.** Strategy and Structure: Structural considerations, structures for strategies; Strategy Evaluation: Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

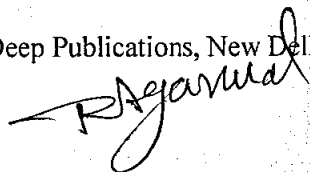
**Unit IV.** Strategy Formulation and Choice of Alternatives: Strategies modernization, diversification, integration, Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice.

**Unit V.** Functional Strategies: Marketing, production/operations and R&D plans and policies. Personnel and financial plans and policies.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. : Bhattachary, s.K. and N Venkataramin; Managing Business Enterprises: strategies, Structure and systems, Vikas Publishing House, New Delhi.
2. Budhiraja, s.B. and M.B. Athreya: cases in strategic Management, Tata McGraw Hill, New Delhi.
3. Glueck, william F. and Lawrence R. Jauch: Business policy and strategic Management, McGraw-Hill, International Edition.
4. Kazmi, Azhar: Business Policy, Tata McGraw Hill, Delhi.
5. Michal, E Porter : The competitive Advantage of Nations, Macmillan, New Delhi.
6. Newman, william H. and James P. Logan: strategy, policy and central Management, South Western Publishing, Co., Cincinnati, Ohio.
7. sharma, R. A.: strategic Management in Indian companies, Deep and Deep Publications, New Delhi.



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **NINTH SEMESTER**

#### **PAPER –C030905T FOREIGN TRADE-POLICY, PROCEDURE AND DOCUMENTATION**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit I** Introduction : Features of International Trade, Theories of International Trade Theory of comparative costs  
Modern Theory of Trade-Heckscher Ohlin.

**Unit-II** Foreign trade and protection technique of Tariff making Bilateral and multilateral trading.

**Unit-III** India's Foreign Trade and Policy : Composition and Direction of foreign trade; India's foreign Trade Policy; Export promotion infrastructure and the institutional set up; Export assistance and promotion measures EPCG Scheme, Import facilities.

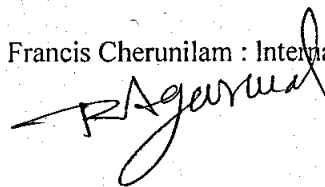
**Unit-IV** Cargo Credit and Exchange Risks: Marine insurance procedures and documentation for cargo loss claims, EPCG schemes for risk coverage and procedure for filing claims; Institutions for credit pre and post shipment.

**Unit-V** Documentation Framework: Types and characteristics of documents, Export contract and incoterms: Processing of an export order. Export Financing Methods and Terms of Payments; Methods of Payment ; Negotiations of export bills, Documentary credit and collection Pre and Post shipment export credit, Bank guarantees.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Kindlberger : International Economics,
2. Herberler : Theory of International Trade.
3. Verma M.L. : International trade, ViKas Publishing House, New Delhi.
4. Raj Agarwal : International Trade
5. Raj Agarwal : Indian Foreign Trade.
6. D.M. Mithani : International Economics NABHI : Exports Manual Francis Cherunilam : International Business.



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **NINTH SEMESTER**

#### **PAPER –C030906T CORPORATE TAX PLANNING AND MANAGEMENT**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit I INTRODUCTION:** Company, Indian Company, Domestic Company, Company in which public are substantially interested, Public sector company, Foreign Company, Residential Status and Incidence of Tax of a company.

**Unit II.** Computation of Total Income of Companies- Computation of Tax of companies, Indian company, Foreign company.

**Unit III.** Tax Planning for new Business: Location and nature of business, Forms of Business Organization.

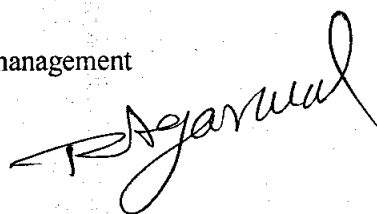
**Unit IV.** Tax Planning and financial Management Decisions: Tax Planning relating to Capital structure decision, dividend policy.

**Unit V** Tax Planning and Managerial Decisions: Tax planning in respect of own and lease assets, sale of assets in respect of scientific research, Make or Buy decision, Shut Down or continue decision .

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

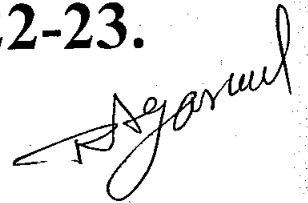
#### **Books Recommended:**

1. Mehrotra H. C., Goyal S. P, -Corporate Tax Planning and management
2. Singhanian V. K- Direct Tax Planning and Management
3. Lakhota R. N- Corporate Tax Planning



**DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**Course Structure  
for  
M.Com. (Applied Business Economics)  
Under Semester System (NEP-2020) W.e.f  
Academic Session 2022-23.**

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**DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**  
**M.COM. (APPLIED BUSINESS ECONOMICS)**

**SEMESTER SYSTEM**

**COURSE STRUCTURE**

<b>TENTH SEMESTER</b>		<b>MARKS</b>	<b>CREDITS</b>
PAPER –C031001T	Financial Services Marketing (FSM)	100	5
OR			
PAPER –C031002T	Customer Relationship Management(CRM)		
PAPER –C031003T	Research Methodology (RM)	100	5
PAPER –C031004T	International Financial Management (IFM)	100	5
OR			
PAPER –C031005T	Indian Financial System(IFS)		
PAPER –C031006T	Business Project Planning & Control (BPPC)	100	5
OR			
PAPER –C031007T	Economic Development and Rural Finance (EDRF)		
PAPER –C031008R	RESEARCH PROJECT	100	8

*R. Agarwal*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**M.COM. (APPLIED BUSINESS ECONOMICS)**

**TENTH SEMESTER**

**PAPER –C031001T FINANCIAL SERVICES MARKETING**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit – I:** Financial Services: Role, concepts, nature and characteristics; Financial Service marketing versus Goods marketing; Strategic financial service marketing planning- an overview.

**Unit-II:** Marketing Environment: Analysing Financial services Marketing Environment- Macro and Micro Components; Understanding financial service customer;

**Unit –III :** Market Segmentation and Positioning: Segmenting financial service markets- Need and basis; Market selection; Positioning of financial service-Need, Process and basis, Marketing Mix Strategy- Development and Project Planning;

**Unit –IV:** Pricing, Promotion and Distribution Decisions: Price determination-factors, process and strategies and channel Alternatives.

**Unit-V:** Customers Relationship Management, Service Marketing Applications: Marketing and Retention strategies of some special fund and non-fund based Financial Services-Leasing and Hire Purchase Services, Insurance Factoring, Mutual Funds and Credit Cards.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Auerbach, Robert, D: Money, Banking and Financial Markets, Macmillan publishing Co.; New York and Collier MacMillan publisher, London
2. Avadhani, V.A. : Investment and Securities Market in India. Himalaya Publishing House; 3.
3. Bombay. Gosney, John W. and Thomas P. Boehm : Customer Relationship Essential, prentice Hall, New Delhi.
4. Khan, M.Y. : Indian Financial System-Theory and Practice; Vikas publishing House, New Delhi.

*R. Aggarwal*

# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **TENTH SEMESTER**

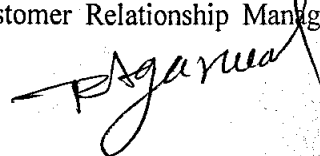
#### **PAPER-C031002T CUSTOMER RELATIONSHIP MANAGEMENT**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

- Unit 1.** Introduction to Customer Relationship Management: Concept, Evolution of Customer Relationship, Customers as strangers, acquaintances, friends and partners, Objectives and Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM.
- Unit 2.** Relationship Marketing and CRM: Relationship Development Strategies -Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements; Relationship Challenges; CRM Marketing Initiatives, Customer Service and Data Management.
- Unit 3.** CRM Marketing drives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modelling, Channel Optimization, Personalization and Event-Based Marketing; E-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM.
- Unit 4.** CRM and Customer Service: Call Centre and Customer Care- Call Routing, Contact Centre Sales-Support, Web Based Self Service; Customer Satisfaction Measurement; Call-Scripting, Cyber Agents and Workforce Management.
- Unit 5.** CRM and Data Management: Types of Data - Reference Data, Transactional Data, Warehouse Data and Business View Data; Identifying Data Quality Issues, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting, Ethical Issues in CRM.
- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
  - **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group.
2. Anderson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw- Hill.
3. Ed Peelen, Customer Relationship Management, Pearson Education
4. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.
5. Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.
6. Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education.



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**M.COM. (APPLIED BUSINESS ECONOMICS)**

**TENTH SEMESTER**

**PAPER –C031003T RESEARCH METHODOLOGY**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I** Concept, Features, Objectives and Significance of Research, Problems in Economic Research, Types of Research- Pure and Applied Research, Conceptual and Empirical Research, Qualitative and Quantitative Research, Descriptive and Analytical Research, Exploratory Research, Experimental Research, Evaluative Research, Historical Research, Ethical considerations in research

**Unit-II** Research Problem- Problem Definition and Formulation, Process of Formulation of Research Problem, Sources of Identifying Research Problem, Research Design- Meaning and Scope, Research Design for Descriptive, Exploratory and Experimental Research, Critical Literature Review .

**Unit-III** Data Collection and Organization - Techniques and Methods of Data Collection, Measurement and Scaling- Levels of Measurement-Nominal, Ordinal, Ratio and Interval Scale, Scaling Techniques,

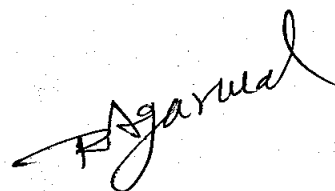
**Unit-IV** Presentation of Data-Variou forms and methods of data preparation and presentation, Testing of Hypothesis.

**Unit-V** Report writing and presentation- Meaning and Purpose of a Research Report, Types of Report, Format of Report, Essentials of a Good Report.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. William G. Zikmund -Business Research Methods
2. Kothari C R and Garg Gaurav- Research Methodology
3. Krishnaswami O R-Methodology of Research in Social Sciences
4. Naresh K. Malhotra & Satyabhushan Dash- Marketing Research



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **TENTH SEMESTER**

#### **PAPER-C031004T INTERNATIONAL FINANCIAL MANAGEMENT**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit I.** International Financial Management: Growth and importance of international finance; Types of risk in international finance; Rewards in international finance.

**Unit II.** International Working Capital Management : Short-term overseas financing sources; International management of cash, accounts receivables and inventory management.

**Unit III.** Financing Decision : Cost of capital for foreign investment and designing financial structure. Equity financing, bond financing, bank financing, direct loans, Government and development bank lending.

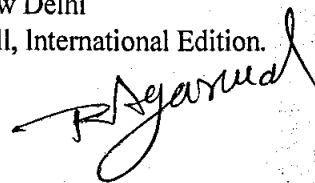
**Unit IV.** Portfolio Investment: Benefits of international portfolio investment, spreading risk international capital assets pricing, international diversification.

**Unit V** International Accounting and Reporting: Foreign currency transactions; Multinational transfer pricing and performance measurement; consolidated financial reporting; international accounting standards.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Apte, P.G. International Financial Management, Tata McGraw Hill, New Delhi
2. V.K. Bhalla, International Financial Management, S. Chand & co. Delhi.
3. Buckley, Adrian : Multinational Finance, Prentice Hall, New Delhi.
4. Henning, C.N., W. Piggot and W.H. Scott : International Financial Management, McGraw Hill, Int. Ed., New York.
5. Levi, Maurice D. : International Finance, McGraw-Hill, International Edition.
6. Rodriquefe, R.M. and E.E. Carter: International Financial Management Prentice Hall, International Edition.
7. Shaprio, Alan, C. : Multinational Financial Management, Prentice Hall, New Delhi
8. Zneff, D. and J. Zwick : International Financial Management, Prentice Hall, International Edition.



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**M.COM. (APPLIED BUSINESS ECONOMICS)**

**TENTH SEMESTER**

**PAPER –C031005T INDIAN FINANCIAL SYSTEM**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit –I** Concept of Financial system, Evaluation of financial System, Structure & Function of Indian Financial System, Role of the Financial System in the Economy, Reforms in Financial System, Mobilisation of resources from International Markets.

**Unit –II** Money Market: Composition, Function and Instruments. Indian Capital Markets: Features, Function, Structure and Instruments. Primary Market: Functions & Issue Mechanism (IPO, Book Building, Stock Option etc.), & SEBI guideline. Recent Marketing Strategies for Public Issues, Intermediaries in Primary Market. Secondary Market: Functions and Organization, Trading and Settlement, Stock Exchange Index, Internet Trading. Concept of Derivative and Debt Market in india.

**Unit –III** SEBI: Purpose & Functions, Measures taken by SEBI. Stock Exchanges: Type of Operation and Operation in Stock Exchanges, Demutualisation of Stock Exchange. Listing of Securities: Types, Procedure and Guidelines. Investor's Protection: Need Common Grievances of Investors, Method of redressal of Grievances, Grievances Redressal Authorities.

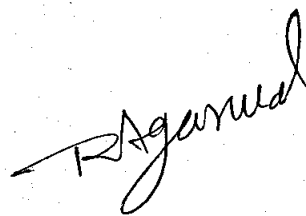
**Unit –IV** Investment Bank, Merchant Bank, Depository and Custodians, Credit Rating Agencies, Factoring and Forfeiting, Lease, Hire Purchase, Housing Finance, Mutual Funds, Insurance Institutions and Regulatory Framework.

**Unit:V** Venture Capital: Meaning, Origin, Objectives, Stages, problems of venture capital financing, Growth of venture capital services in India.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Bhole, L. M. – Financial Markets and Institutions.
2. Khan, M. Y. – Indian Financial System
3. Jaiswal Bimal – Indian Financial System
4. Srivastava, R M. – Management of Indian Financial Institutions
5. Jaiswal B & Venkatraman – Financial Market Operations



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

**M.COM. (APPLIED BUSINESS ECONOMICS)**

**TENTH SEMESTER**

**PAPER-C031006T BUSINESS PROJECT PLANNING AND CONTROL**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit-I** Introduction. Concept of Business Project Planning Identification of Potential Business opportunity, Decision Making.

**Unit- II** Business Forecasting: Definition, Objectives Theories, Importance, Limitations and methods of Business Forecasting- Business Barometers, Extrapolation, Time Series, Regression Analysis, Input-Output Put Analysis.

**Unit-III** Role of Development Financial Institution in project Financings: Planning Capital Structure of a New Unit Optimum Capital Structure, Factors in deciding capital structure by a project a manager- Trading on Equity, Capital Gearing, Debt Equity Ratio, Cost of Capital.

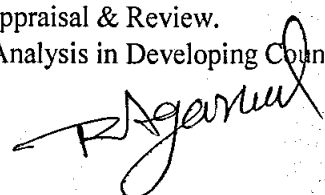
**Unit-IV** Project Organization structure: Types of Project organization structure, setting of a project organization, project manager- Role, qualities selection and training, authorities and responsibilities of a project manager, managerial costing and differential costing as a tool of project decision, Techniques for project management- PERT and CPM.

**Unit-V** Institution Arrangement: Agencies Promoting Entrepreneurship Development, Organising Entrepreneurship Development Programme, State Agencies in Financing of Project, Technical and Management Consultancy.

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

**Books Recommended:**

1. Chandra, Prasanna : Project Preparation, Appraisal and Implementation.
2. T. Rajesh, Fundamentals of Entrepreneurship and Project Planning, Sahitya Bhawan Publication, Agra
3. Ditale, R.L. : Project Appraisal Techniques. Timothy & Sewell : Project Appraisal & Review.
4. Chaudhary S. : Project Management. IDBI : Manual of Industrial Project Analysis in Developing Countries.
5. Planning Commission : Manual for Preparation of Feasibility Report.



# **DR. BHIM RAO AMBEDKAR UNIVERSITY, AGRA**

## **M.COM. (APPLIED BUSINESS ECONOMICS)**

### **TENTH SEMESTER**

#### **PAPER-C031007T ECONOMIC DEVELOPMENT AND RURAL FINANCE**

**(75 MARKS EXTERNAL+25 MARKS INTERNAL)**

**Unit -I Economic Development - Economic Development and Economic Growth, Under Development and Development, Changing Paradigm of Development, Characteristics of a Developing Economy, Nature and Problems of India Economy, Determinant of Economic Development, Obstacles to Development.**

**Unit -II Economic and Non- Economic factors in Development, Natural Resources, Human Capital and Manpower Planning, Employment, Infrastructure, Capital formation, Agriculture and Industrial Sector, National Income.**

**Unit -III Reforms for Development in India - Economic Reforms and Liberalisation- Rationale for Internal and External Reforms, Key Reforms introduced in India and Their Impact, The Future Reforms Agenda.**

**Unit -IV Economic Planning in India – Meaning, Types, Rationale, Historical Perspective, Strategy, Techniques of Planning, Regional Planning, NITI Ayog.**

**Unit – V Rural Finance: Sources of Rural Finance, Role of RBI in Rural Credit, Refinancing through NABARD, Regional Rural Banks, Cooperative and Commercial Banks.**

- **Suggested Continuous Evaluation Methods: Continuous Internal Evaluation will be based on Assignment/Test/ Quiz(MCQ)/Seminar/Presentations of the students(20 marks)**
- **Overall performance throughout the Semester (including Attendance, Behaviour, Discipline and Participation in various Activities) (05marks)**

#### **Books Recommended:**

1. Bhagwati J. & Desai P – Planning for Industrialisation.
2. Todaro M.P – Economic development in the Third World
3. Meier G.M. – Leading Issues in development Economics
4. Thirwal A.P. – Growth and Development.
5. Ghatak S. – Development Economics
6. Kurihara K.K. – Keynesian Theory of Economic Development.
7. Seth M.L. – Theory and Practice of Economic Planning.
8. Misra S.K. & Puri V.K. – Development and Planning Theory and Practice.
9. Jhingan M.L. – Economics of Development and Planning.
10. Government of India – Five Year Plan and Economic Survey.
11. Dutt and Sundaram – Indian Economy
12. Mishra and Puri – Indian Economy

*Agarwal*