



Shiv Chhatrapati Shikshan Sanstha's
Rajarshi Shahu Mahavidyalaya (Autonomous),
Chandra Nagar, Latur (Maharashtra)

MASTER OF COMMERCE
First Year (Semester – III & IV)

Course Curriculum
(w.e.f. June 2018-19)

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
M. Com. Second Year (Semester – III)

No.	Title of Program	Course Code	Total Hours			Total Credits	Total Marks		
			L	P	Total		CIA	ESE	Total
1	Account & Finance	P-ACF-386	60	-	60	5	40	60	100
2	Applied Cost Accounting	P-ACA-317	60	-	60	5	40	60	100
3	Introduction To Banking – I	P-BAF-318	60	-	60	5	40	60	100
4	Banking & Finance – II	P-BFI-319	60	-	60	5	40	60	100
5	Marketing Management – II	P-MAM-320	60	-	60	5	40	60	100
	Total		300	-	300	25	200	300	500

M. Com. Second Year (Semester – IV)

No.	Title of Program	Course Code	Total Hours			Total Credits	Total Marks		
			L	P	Total		CIA	ESE	Total
1	Advanced Financial Accounting	P-AFA-418	60	-	60	5	40	60	100
2	Research Methodology For Commerce	P-RMP-417	60	-	60	5	40	60	100
3	Banking & Finance – III	P-BAF-415	60	-	60	5	40	60	100
4	Banking & Finance – Financial Services-IV	P-BAF-416	60	-	60	5	40	60	100
5	Project Report		60	-	60	6	40	60	100
	Total		300	-	300	26	200	300	500

Semester - III

Rajarshi Shahu Mahavidyalaya (Autonomous),Latur

Faculty of Commerce

M.Com. II (Sem. III)

Accounts and Finance

No. of periods per week: 05

Max. Marks: 100

Course Code: P-ACF-386

Credits: 05

Learning objectives: To enlighten the students on the importance of Accounts and finance, Accounting standards and International Standards .To teach the students to calculate the Human Resource accounting, Inflation Accounting and Computerized Accounting. Element wise the total cost of product and services.

Teaching Outcomes: The Study and knowledge of Accounts and finance will help the student to ascertain Accounting rules. It enables student to adopt methods of cost allocation, cost control, and inventory control. The knowledge about accounting Standard will provides guideline for the decision making process like proper material purchasing, handling, pricing, optimum use of machine capacity, labor cost control, overhead variances analysis, etc., and the students can adopt cost ascertainment procedures. It may also help these students who aspire for professional courses like ICA, ICS, ICWA, etc., and B.Com, B.B.A. as the course contents is the major part of the core curriculum of these courses

Unit – I Accounting standards (12 Periods)

- 1.1 Meaning and definition of accounting standards issued by the ICAI.
- 1.2 Need of accounting standards.
- 1.3 Scope of accounting standards.
- 1.4 Formation of accounting standard board..
- 1.5 Introduction to Indian Accounting Standards - AS-1 to AS-29.

Unit – II Human resource accounting and Inflation accounting (12 Periods)

- 2.1 Meaning and definition of human resource accounting and inflation accounting.
- 2.2 Objectives of human resource accounting.
- 2.3 Methods of human resource accounting.
- 2.4 Advantages of human resource accounting
- 2.5 Methods of accounting for changing prices.

Unit – III Corporate Social Reporting (12 Periods)

- 3.1 Meaning and definition of corporate social reporting.
- 3.2 Nature of corporate social reporting.
- 3.3 Objectives of corporate social reporting.
- 3.4 Indicator of social performance.
- 3.5 Format of social income statement.

Unit – IV International Accounting Standards (12 Periods)

- 4.1 Introduction to IAS- International Accounting Standards.
- 4.2 US GAAP-Generally Accepted Accounting Principles.
- 4.3 US GAAP in India.
- 4.4 Introduction of IFRS- International Financial Reporting Standards.
- 4.5 Relationship between national and international accounting standards.

Unit – V Use of computers in accounts and finance (12 Periods)

- 5.1 Types of Accounting software's- Tally, SAP, MARG, Oracle.
- 5.2 Reason for growing popularity of accounting software.
- 5.3 Introduction to Tally software.
- 5.4 Use of computers in accounting.
- 5.5 Features of Tally Erp9 software.

Reference

1. V.K.Saxena – Advanced Accounting, Sultan Chand & Sons, Educational Publishers, New Delhi,
2. E.Gordon& K. Natrajan – Indian Financial System, Himalaya Publishing House, Mumbai.

3. S.K.Mishra&V.K.Puri – Economic Environment of Business, Himalaya Publishing House,Mumbai.
4. Dr.S.N.Maheshwari& Sunil Maheshwari – Studies in Advanced Accountancy– SultanChand& Sons, Educational Publishers, New Delhi.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Faculty of Commerce
Department of Accounts & Applied Statistics
M Com. II (Sem. III)
Applied Cost Accounting
(w.e.f. June 2018)

No. of periods per week: 05
Course Code: P-ACA-317

Max. Marks: 100
Credits: 04

Learning objectives:

- i) To enlighten students on the importance of Cost ascertainment, reduction and control.
- ii) To understand the calculations of Total Cost of Product and Service.
- iii) To understand the Methods of Costing adopted by different types of Industries.
- iv) To familiarize students with the Cost Accounting Statement.

Teaching Outcomes:

- i) The course may help to post graduate students to learn about the Cost Allocation, Cost Control and Inventory Control.
- ii) The course may also help the students for the decision making process regarding proper Material Purchasing, Handling, Pricing, Labour Cost Control, Overhead Variance Analysis.
- iii) It also helps to students for pursuing professional courses like ICA, ICS, ICWA etc. as the course contents are the major part of the core curriculum of these courses.

Unit I Standard Costing (12 Periods)

- 1.1 Meaning of Standard Costing, Standard Costing as a Management Tool
- 1.2 Historical Costing, Estimated Costing, Budgetary Control and Standard Costing
- 1.3 Limitation of Standard Costing
- 1.4 Standard Cost & Its Determinations.

Unit II Variances Analysis (12 Periods)

- 2.1 Cost Variances: Meaning of Direct and Indirect Cost, Concept of Cost Variances
- 2.2 Direct Material Variance
 - (i) Direct Material Price Variance
 - (ii) Direct Material Usage Variance
- 2.3 Direct Labour Cost Variance
 - (i) Direct Labour Rate Variance
 - (ii) Direct Labour Efficiency Variance

Unit III Overhead Variance Analysis :- (12 Periods)

- 3.1 Definition & Nature of Overheads
- 3.2 Overhead Variance Analysis
 - i) Variable Production Overhead Expenditure Variance
 - ii) Variable Production Overhead Efficiency Variance
- 3.3 Fixed Production Overhead Variance
 - i) Fixed Production Efficiency Variance
 - ii) Fixed Production Expenditure Variance
 - iii) Fixed Production Volume Variance
 - iv) Fixed Production Capacity Variance

Unit IV Job Costing and Batch Costing (12 Periods)

- 4.1 Meaning of Job Costing, Features
- 4.2 Job Costing Procedure and Preparation of Job Cost Sheet
- 4.3 Meaning of Batch Costing, Economic Batch Quantity Approach
- 4.4 Preparation of Batch Cost Sheet

Unit V Joint Product and By-Product Costing :- (12 Periods)

- 5.1 Meaning of Joint Product, Co-Product

- 5.2 Costing of Joint Product
- 5.3 Meaning of By-Product and Joint Product v/s By Product
- 5.4 Accounting Treatment of By-Product

Reference Books :-

- 1) S.P.Iyengar : Cost Accounting : Principles and Practices, Sultanchand& sons, New Delhi.
- 2) Dr.S.N.Maheshwari : Fundamentals of Cost Accounting, Sultan Chand & sons New Delhi.
- 3) Dasgupta – Advance Studesin Cost Accounting, Premier book Co,New Delhi.
- 4) Dr.P.C. Tulsian : Introduction to cost accounting, S. Chand & Co, Ltd, New Delhi.
- 5) B.S. Khanna, Arora M.N. Practical Costing, S. Chand & Co, Ltd, New Delhi.

Rajarshi Shahu Mahavidyalaya (Autonomous),Latur
Faculty of Commerce
Department of Commercial & Mercantile Law
M.Com. II (Sem. III)
Introduction to Banking – I

No. of periods per week: 05

(w.e.f. 2018)

Marks: 100

Course Code: P-BAF- 318

Credits: 05

Learning objectives: After studying this course students will in a position to understand -

1. The meaning of Banking, Functions of Bank, classification of banking.
2. Recent trends in banking & Modern Banking practices.
3. The utilization of debit and credit card.
4. To understand what is MICR, RTGS, EDI, Tele - Banking, Home Banking and online Banking.

Teaching Outcomes:

- 1) To know the various types of banks
- 2) To get the knowledge about different types of customers.
- 3) To understand the principals of lending.
- 4) To familiarize with diversification of risk in the banks.

Unit – I Evolution of Banking

(13 Periods)

- 1.1 Introduction, Meaning, Definition, Origin, Evolution of Banking.
- 1.2 Types of Financial Institutions
- 1.3 Classification of banks – Unit banking, Branch Banking, Group Banking, Chain Banking, Universal Banking & Core Banking.
- 1.4 Commercial Banks - Public Sector, Private sector and Co-Operative Structure.

Unit – II Functions of Commercial Banks :

(10 Periods)

- 2.1 Primary Functions – Acceptance of Deposits, Advancing Loans & Co-Operative Structure.
- 2.2 Credit Creation of Commercial Banks – Process & Limitations.
- 2.3 Secondary Functions of Commercial Banks.
- 2.4 Agency And General Utility Services By Commercial Banks- Credit Cards, Safe Deposit Vault, Stock Investment, Safe Custody.

Unit – III Types of Customers and types of accounts:

(11 Periods)

- 3.1 Individual Customers – Minor Customers, Joint Accounts, Accounts of Non-Resident Indians.
- 3.2 Institutional Customers – Partnership, Thrusters, Private and Public Sector Companies, Clubs.
- 3.3 Types of Accounts – Current Account, Saving Account, Fixed Deposit Account and Recurring Deposit Account.
- 3.4 Types of Advances – Bank Overdraft, Cash Credit, Loans, Bill Discounting, Money at Call and Short Notice.

Unit – IV Lending & Investment Functions of a Bank:

(13 Periods)

- 4.1 Principles of lending – Safety, Liquidity & Profitability.
- 4.2 Diversification of risk – marketability, security.
- 4.3 Secured & Unsecured loans

Unit – V Modern banking practices:

(13 Periods)

- 5.1 Bank credit cards, Debit cards.
- 5.2 Automated Teller Machine, Teller system, online banking.
- 5.3 Magnetic Ink Character Recognition, Electronic Data Interchange
- 5.4 Computerized external business, Real Time Gross Settlement (RTGS)
- 5.5 Tele-Banking, Home Banking, Mobile banking.

Reference

1. G.S. Batra – Financial Services & Market- Deep & Deep Publications, New Delhi.
2. N.D. Deshmukh – Indian Banking system. ChandralokPrakashan, Kanpoor
3. Sundaram&Varshney – Banking Theory Law & Practices – Sultan Chand & Sons, New Delhi.
4. NitinBhasin – Seventy Years of Banking System in India – New Century Publication – New Delhi.

Learning objectives:

- 1) To enable the students to understand core concepts of marketing and marketing management.
- 2) To acquaint the students with marketing mix, market segmentation.
- 3) To know product positioning consumer behavior and buying behavior process and models.
- 4) Identify core concepts of marketing and holistic marketing concepts.

Teaching Outcomes: The course will help the students to learn about the concept of marketing management, marketing mix, It may also provide the information to the students for market segmentation and product positioning as well as consumer behavior.

Unit I Introductions to Marketing (12 Periods)

- 1.1 Meaning, definition and core concepts of marketing
- 1.2 Basic characteristics of marketing
- 1.3 Evolution of marketing concept and modern marketing concepts.
- 1.4 Marketing function.
- 1.5 The Holistic marketing concepts.

Unit II Marketing Management (12 Periods)

- 2.1 Meaning and definition of marketing management & its Nature.
- 2.2 Significance of marketing management.
- 2.3 Marketing Management task.
- 2.4 Role of marketing manager.
- 2.5 Challenges before modern marketing managers in India.

Unit III Marketing Mix (12 Periods)

- 3.1 Meaning & definition.
- 3.2 Elements of marketing mix
- 3.3 Factors determining the marketing mix.
- 3.4 Essentials of an effective marketing mix.
- 3.5 Importance of marketing mix.

Unit IV Market Segmentation and Product Positioning. (12 Periods)

- 4.1 Meaning & Definition, concept of market segmentation.
- 4.2 Benefits of market segmentation.
- 4.3 Base or methods of market segmentation.
- 4.4 Target marketing.
- 4.5 Definition and meaning of product positioning, Determinants of product positioning process.

Unit V Consumer Behaviour. (12 Periods)

- 5.1 Meaning & Definition of Consumer Behaviour.
- 5.2 Need of understanding consumer Behaviour: individual and organizational.
- 5.3 Consumer buying process & Behaviour.
- 5.4 Determinants of Consumer Behaviour.
- 5.5 Consumer Buying Behaviour.

Reference

1. Marketing Management – P. Kotler-Prentice Hall Inc.
2. Basic Marketing 15th edition by William D Perreault R. Tata McGraw Hill
3. Marketing Management by Dr. C.B. Gupta, Dr. N. Rajan Nair, Sultan Chand & Sons New Delhi.
4. Marketing Management - S.A. Sherlekar
5. Fundamentals of marketing – William J. Stanton & other.

No. of periods per week: 05

Max. Marks: 100

Course Code: P-BFI- 319

Credits: 05

Learning objectives:

- 1) To get knowledge about Mutual Fund & Merchant Banking.
- 2) To understand the various non-banking services.
- 3) To make aware about credit rating system.
- 4) To make Familiar about recent trends in Stock Exchange.

Teaching Outcomes : The course may help to post graduate students to learn about the importance of Banking and Finance, recent trends in Banking & Finance. It may further help the Students for Pursuing professional studies like SET, NET, ICA, ICWA, ICS, MPSC, UPSC, MBA exams etc. as banking & finance is a part of the core-curriculum of these courses.

Unit – I Mutual Funds in India.

(12 Periods)

- 1.1 Introduction, Meaning, Definition of Mutual Fund, Fund units Vs share
- 1.2 Types/Classification of funds, important of Mutual Funds
- 1.3 Organization and operation of the fund, Facilities available to investors.
- 1.4 Net Asset value, Performance evaluation of Mutual Fund, Mutual Funds in India.
- 1.5 Reasons for slow growth, Future of Mutual Fund Industry.

Unit – II Merchant Banking

(12 Periods)

- 2.1 Definition, Origin of Merchant Banking in India, Merchant Bank & Commercial bank
- 2.2 Services of Merchant Banks, qualities required for merchant bankers, merchant bankers as lead managers.
- 2.3 Merchant bankers in market making process, progress of merchant Banking In India.
- 2.4 Problems of Merchant bankers in India, scope of Merchant banking in India.

Unit-III Credit Rating

(12 Periods)

- 3.1 Definition, Meaning, Origin of Credit Rating, functions of credit rating.
- 3.2 Credit Rating in India, Benefits & limitations of Credit Rating
- 3.3 Process and methodology of Credit Rating, future of credit rating in India.
- 3.4 Credit Rating Agencies - Moody's, Standard & Poor's, Fitch Ratings.

Unit-IV Stock Exchange

(12 Periods)

- 4.1 Meaning & Functions of Stock Exchange
- 4.2 Bombay Stock Exchange - Establishment, Equity segment, Debt segment, Derivative segment, Stock Indices.
- 4.3 NSE- Objectives, Features of NSE
- 4.4 OTCEI- Features, Promoters, participants, Trading in OTCEI, Advantages, Listing on OTCEI.

Unit-V Special Purpose Vehicles

(12 Periods)

- 5.1 Hire Purchase & Leasing
- 5.2 Factoring and forfeiting
- 5.3 Venture capital, loan Syndication
- 5.4 Securitization of Debt.

References

- 1) E.Gordon, K.Natrajan – Financial Market and Services, Himalaya Publishing House, Mumbai.
- 2) G.S. Batra – Financial Services & Market- Deep & Deep Publications, New Delhi.
- 3) N.D. Deshmukh – Indian Banking system. ChandralokPrakashan, Kanpoor
- 4) Sundaram&Varshney – Banking Theory Law & Practices – Sultan Chand & Sons, New Delhi.
- 5) NitinBhasin – Seventy Years of Banking System in India – New Century Publication – New Delhi.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
M.Com. S.Y. (Sem.IV)
Marketing Management (Paper-III)
Marketing Organization and New Trends in Marketing
(With Effect from June-2017)

No. of Periods per week : 05

Max. Marks: 100

Course Code :

Credits : 05

Learning objectives: 1) To know marketing organization
2) To know marketing services and importance of service marketing resulting in marketing process and strategy.
3) To acquaint the students with CRM and efforts of monitoring of controlling marketing.

Teaching Outcomes: The course will help the students to learn about the marketing organization, marketing information system, sales for casting and policy making, Recent in marketing and consumer relationship management.

Unit – I Marketing Organization. (12 Periods)

- 1.1 Elements of marketing organization.
- 1.2 Major alternatives for organisationing marketing units.
- 1.3 Controlling marketing activities.
- 1.4 Process of marketing control.
- 1.5 Problems in controlling marketing activities.

Unit – II Marketing Research and Marketing Information System. (12 Periods)

- 2.1 Meaning, nature and importance of marketing research.
- 2.2 Objectives and functions of marketing research.
- 2.3 Elements of marketing research.
- 2.4 Marketing research process.
- 2.5 Meaning of marketing information system and distinctions between marketing information system and marketing research.

Unit – III Sales Forecasting and Policy Making. (12 Periods)

- 3.1 Meaning, difference between selling and marketing.
- 3.2 Importance of forecasting.
- 3.3 Forecasting methods and procedure.
- 3.4 Merits and demerits of various methods.

Unit – IV Recent Trends in Marketing. (12 Periods)

- 4.1 Social Marketing : Meaning, features, advantages, Limitations.
- 4.2 Green Marketing : Meaning, features, advantages, Limitations.
- 4.3 Online Marketing : Meaning, features, advantages, Limitations.
- 4.4 Direct Marketing : Meaning, features, advantages, Limitations.

Unit – V Consumer Relationship Management. (12 Periods)

- 5.1 CRM : Meaning, Definition
- 5.2 Need & importance.
- 5.3 Steps involved in CRM.
- 5.4 Consumer Profiling

References

1. Marketing management – planning, implementation of control. – V.S. Ramaswamy and S. Namakumari – NC Millan
2. Marketing Management :Kotler Prentice Hall Inc.
3. Marketing management by Dr. C.B. Gupta Dr. N. Rajan Nair – Sultan Chand & Sons New Delhi.
4. Marketing Management – S.A. Sherlekar.
5. Fundamental of marketing – Willian J. Stanton and others.

Semester - IV

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
M.Com. S.Y. (Semester IV)
Advanced Financial Accounting
(With Effect from June-2017)

No. of Periods per week : 05
Course Code : P-AFA-418

Max. Marks : 100
Credits: 05

Learning Objectives: After studying this course students will be in position to understand-

- Accounting for holding company accounts
- To prepare investment accounting
- To become familiar with government grants
- The price level changes in inflation

Teaching Outcomes : The course will helpful to produce logic in the brain of students. After regular study of accounting, students can also learn to prepare accounting statements and records for various types of enterprises and every work is done by well panned and according to resources of society. This course will prepare the students to join courses like CA, ICWA, CS.

Unit – I Banking Company Final Accounts (12 Periods)

- 1.1 Book keeping system of Banks
- 1.2 Legal requirements affecting the preparation of Final Accounts
- 1.3 Prudential norms on Income Recognition, Asset Classification and Provisioning.
- 1.4 Preparation of Profit & Loos A/c – RBI Instructions
- 1.5 Preparation of Balance Sheet
- 1.6 Practical Problems

Unit – II Investment Accounting (12 Periods)

- 2.1 Meaning of Investment Accounting
- 2.2 Investment ledger
- 2.3 Methods of Investment Accounting
 - a) Cum interest Method
 - b) Ex interest Method
- 2.4 Practical Problems based on both the Methods

Unit – III Inflation Accounting (12 Periods)

- 3.1 Meaning & Need of Inflation Accounting
- 3.2 Limitations of Conventional Financial Statement
- 3.3 Methods of Inflation Accounting
 - a) Current Purchasing Power Method (CPPM)
 - b) Current Cost Accounting Method (CCAM)
- 3.4 Practical Problems

Unit IV Introduction to Government Accounting (12 Periods)

- 4.1 Meaning & Objectives of Government Accounting
- 4.2 Difference between Government Accounting and Commercial Accounting
- 4.3 General Principles of Government Accounting
- 4.4 Classification of Government Accounts
- 4.5 System of Financial Administration in India

Unit V Accounts for Government Grants (12 Periods)

- 5.1 Introduction to government grants with respect to accounting standards (AS-12)
- 5.2 Revenue and capital grants and its accounting treatment
- 5.3 Non-Monetary grants, grants as a compensation.
- 5.4 Refund of grants
- 5.5 Practical Problems.

Reference Books

1. V.K. Saxena, Advanced Accounting – Sultan Chand & Sons, Educational Publisher, New Delhi, Edition 2008
2. H.R. Kotalwar A new approach to Accounting – Vol III, Discovery Publishers, Latur
3. R.L. Gupta & M. Radhaswamy – Advanced Accounting, - Theory, Methods & Application, Sultan Chand & Sons, Educational Publisher, New Delhi
4. R.L. Gupta & Radhaswamy – Corporate Accounting, Sultan Chand & Sons, Educational Publisher, New Delhi.
5. S.N. Maheshwari & S.K. Maheshwari – Advanced Accounting Vol I, Ninth Edition, Vikas Publishing House, Pvt. Ltd.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur

Dept. of Commerce

M.Com. S.Y. (Sem. IV)

Research Methodology for Commerce

No. of Periods Per Week : 05

Course Code : P-RMP-417

Max. Marks : 100

Credits : 05

Learning objectives:

- 1) To understand the importance of research in commerce & management.
- 2) To know the various research methods.
- 3) To prepare the researchers to collect, classify, interpret, tabulate & present the data & information.
- 4) To develop the skill of writing of research report.

Teaching Outcomes: The course would help the students to acquire the basic knowledge about social research. It also provides them to understand how research problems are identified, hypothesis are formulated. The course also helps the students to understand how various statistical tools are used in research studies. It ultimately helps the students to develop an interest in developing research skills so that the problems affecting society will be studied scientifically.

Unit I Introduction:

(12 Periods)

- 1.1 Meaning, features & objectives of research
- 1.2 Types of social research
- 1.3 Importance of research
- 1.4 Methods of research

Unit II Formulation of Research Problem & Hypothesis:

(12 Periods)

- 2.1 Meaning & importance of formulation of research problem
- 2.2 Criteria of good research problem
- 2.3 Hypothesis – Meaning & types
- 2.4 Hypothesis testing examples.

Unit III Methods of Data Collection:

(12 Periods)

- 3.1 Concept of sampling
- 3.2 Probability & Non-Probability Sampling
- 3.3 Data Collection – Primary and Secondary
- 3.4 Methods of Primary Data Collection

Unit IV Analysis and Processing of Data:

(12 Periods)

- 4.1 Classification and tabulation of data
- 4.2 Presentation and interpretation of data
- 4.3 Statistical tools - measures of central tendency, dispersion, regression correlation, T-test, F-test, Z-test, chi square test.

Unit V Report Writing:

(12 Periods)

- 5.1 Principles of Report Writing
- 5.2 Guidelines for Report Writing – Structure.
- 5.3 Citation, reference writing.

Reference Books.

1. Dr. R.M. Bhigania, Research Methodology, Sharda Prakashan.
2. Santosh Gupta, Research Methodology, Himalaya publication, New Delhi
3. C.B. Kothari, Research Methodology – Methods & Techniques, New Age International publication, New Delhi.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Dept. of Commerce
M.Com. S.Y. (Sem. IV)
Subject: Banking & Finance – III
(w.e.f. 2014-15)

No. of Periods Per Week : 05
Course Code : P-BAF-416

Max. Marks : 100
Credits : 05

Learning objectives: 1. To make aware the students about the financial services provided by commercial banks. 2. To Understand investment Service like Mutual Fund. 3. To get familiar with credit system in India. 4. To acquaint the students with various aspect of banking terms. 5. To get Familiar with credit Rating agencies in India.

Teaching Outcomes: The course will help the students to learn about recent financial services like Mutual Funds, Merchant Banking, Discounting of Bills etc. Provided by commercial Banks. The course will also help the students for taking investment decision in MFs n Future. The course offers the post graduate students to learn about the various trends in Banking.

Unit I	Global Financial Market :-	(12 Periods)
	1.1 Meaning & Constituents of global financial market	
	1.2 Global bond market & participants	
	1.3 Fund sources, advantages & disadvantages	
	1.4 Global debt instruments & innovative debt instruments	
Unit II	Global Financial Market :-	(12 Periods)
	3.1 Meaning and new trends	
	3.2 Offshore banking – objectives, benefits	
	3.3 Developments in global equity market	
	3.4 Major global financial market – Euro, Japanese, German, Swiss, Australian, Sterling.	
Unit III	Derivatives Market :-	(12 Periods)
	2.1 Meaning, factors influencing on derivatives markets, drawbacks of derivatives market.	
	2.2 Function and categories of derivatives, forward, swap, futures, forward rate agreement.	
	2.3 Option – based derivatives – options, swaptions, and options on futures contract.	
	2.4 Participants of futures and options.	
Unit IV	Foreign Exchange Market :-	(12 Periods)
	4.1 Meaning, need for foreign exchange.	
	4.2 Foreign Exchange Management Act, 2000 (FEMA).	
	4.3 Participants in foreign exchange market, operations in foreign exchange market.	
	4.4 Spot, forward & future market, role of RBI in controlling foreign exchange.	
Unit V	SEBI and Forward Market Commission: -	(12 Periods)
	5.1 Evolution and need of SEBI	
	5.2 Objectives, powers and function of SEBI	
	5.3 Role of SEBI in capital market	
	5.4 SEBI guidelines in controlling capital market	
	5.6 Role of FMC – Functions and objectives.	

Reference:

1. Dr.S.Gurusamy - Financial Markets and Institutions-MC Graw Hill Publication (IIIrd edition)
2. H.R.Machiraju - Indian Financial System-Vikas Publishing House, New Delhi.(IInd Edition)
3. E.Gordon, K. Natranjan-Financial Market and Services-Himalaya Publishing House, Mumbai.
4. O.P.Agrawal-Modern Banking in India - Himalaya Publishing House, New Delhi
5. Study Material on Banking & Finance - YCMOU, Nashik

Rajarshi Shahu Mahavidyalaya (Autonomous),Latur
Faculty of Commerce
Department of Commercial & Mercantile Law
M.Com. II (Sem. IV)
Banking & Finance – Financial Services – IV
(w.e.f. 2018)

No. of periods per week: 05
Course Code: P - BFI - 319

Marks: 100
Credits: 05

Learning objectives:

1. To make aware the students about the financial services provided by commercial banks.
2. To Understand investment Service like Mutual Fund.
3. To get familiar with credit system in India.
4. To acquaint the students with various aspect of banking terms.
5. To get Familiar with Credit Rating Agencies in India.

Course Outcomes: After studying the course students will be able-

- 1) To learn about recent financial services like Mutual Funds, Merchant Banking, Discounting of Bills, etc.
- 2) To get the knowledge about taking investment decision in Mutual Funds in India.
- 3) To familiarize with the special financial services.

Unit I Mutual Funds.

(12 Periods)

- 1.1 Introduction, Meaning, Definition of Mutual Fund, Importance of Mutual Fund
- 1.2 Types/Classification of funds
- 1.3 Management and Operation of the fund
- 1.4 Net Asset value, Performance Evaluation of Mutual Fund – Sharpe’s Model, Treynor’s Model
- 1.5 Reasons for Slow Growth, Future of Mutual Fund Industry in India.

Unit II Merchant Banking

(12 Periods)

- 2.1 Introduction, Meaning, Definition of Merchant banking, Origin of Merchant Banking.
- 2.2 Difference between Merchant Banks & Commercial Banks.
- 2.3 Services of Merchant Banks – Issue Management, Portfolio Management, Underwriting.
- 2.4 Problems of Merchant bankers in India.
- 2.5 Scope of Merchant Banking in India.

Unit III Credit Rating

(12 Periods)

- 3.1 Meaning, Definition, Origin of Credit Rating.
- 3.2 Functions of Credit Rating, Benefits of Credit Rating
- 3.3 Process of Credit Rating, SEBI guidelines regarding Credit Rating.
- 3.4 Credit Rating Agencies - CRISIL, ICRA, CARE, Moody’s Standard & Poors.
- 3.5 Limitations of Credit Rating.

Unit-IV Stock Exchange

(12 Periods)

- 4.1 Meaning & Functions of Stock Exchange
- 4.2 Bombay Stock Exchange - Establishment, Stock Index, Equity segment, Debt segment, Derivative segment
- 4.3 NSE- Objectives, Features of NSE
- 4.4 OTCEI- Features, Promoters, Trading in OTCEI
- 4.5 Comparison between BSE, NSE & OTCEI

Unit-V Special Financial Services

(12 Periods)

- 5.1 Hire Purchase - Meaning & Concept
- 5.2 Leasing- Types of Lease
- 5.3 Concept of Factoring
- 5.4 Forfeiting & Venture Capital

References

1. Bharti V. Pathak- Indian Financial System
2. M.Y. Khan-Indian Financial Services
3. G.S. Batra- Financial Services & Market-Deep & Deep Publications, New Delhi.
4. E.Gordon and Dr.K.Natrajan, Himalaya Publishing House, Mumbai.
5. H. R. Machiraju - Indian Financial System

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
M.Com. S.Y. (Sem.III)
Marketing Management (Paper-II)
Marketing Environment & Marketing Strategies
(With Effect from June-2017)

No. of Periods per week : 05
Course Code :

Max. Marks : 100
Credits : 05

Learning objectives:

- 1) To enable the students to understand the Components and impact of marketing environment.
- 2) To acquaint the students with marketing mix variables – product, Price, Place & Promotion.
- 3) To know the marketing mix are integrated in practice & results in marketing process and strategy

Teaching Outcomes: The course will help the students to learn about the marketing Environment, Product mix decisions branding and packaging decisions, pricing, place mix as well as promotion mix.

Unit – I Marketing Environment. (12 Periods)

- 1.1 Micro environment and its components.
- 1.2 Controllable & uncontrollable forces.
- 1.3 Competitive environment and strategy.
- 1.4 Environmental scanning & analysis.
- 1.5 Mapping of marketing environment & marketing audit.

Unit – II Product Mix Management. (12 Periods)

- 2.1 Product: Meaning and concept of product.
- 2.2 Types of Product, product mix decisions.
- 2.3 New Product development and strategy.
- 2.4 Stages in new Product development.
- 2.5 Branding and packaging decisions.

Unit – III Price Mix (12 Periods)

- 3.1 Meaning.
- 3.2 Objectives of pricing.
- 3.3 Significance of pricing in marketing decision.
- 3.4 Method and pricing policies.
- 3.5 Factors influencing pricing strategy.

Unit – IV Place Mix (12 Periods)

- 4.1 Channel of distribution: Meaning, definition and significance.
- 4.2 Types of channels.
- 4.3 Selections of distribution channel.
- 4.4 Distribution policies and strategy.
- 4.5 Channel management.

Unit – V Promotion Mix. (12 Periods)

- 5.1 Meaning of promotion & promotion mix.
- 5.2 Methods of promotion.
- 5.3 Promotional planning & factors affecting promotion mix.
- 5.4 Advertising Meaning & media of advertising.
- 5.5 Sales Promotion & personal selling – personal selling process.

Reference

1. Marketing Management – P. Kotler-Prentice Hall Inc.
2. Basic Marketing 15th Edition by William D Perreault R.
3. Marketing Management by Dr. C.B. Gupta, Dr. N. Rajan Nair, Sultan Chand & Sons New Delhi.
4. Marketing Management - S.A. Sherlekar
5. Fundamentals of marketing – William J. Stanton & other.

Rajarshi Shahu Mahavidyalaya (Autonomous), Latur
Department of Commerce
M.Com. S.Y. (Sem. IV)
Marketing Management (Paper-IV)
Marketing Specialties
(With Effect from June-2017)

No. of Periods per week : 05

Course Code :

Max. Marks : 100

Credits : 05

Learning objectives: 1) To acquaint students with strategic application in industrial, consumer, service, agricultural and rural marketing.
2) To know how marketing policies & strategies are implemental under specific situation.
3) To study the relevance of marketing in developing economy.

Teaching Outcomes: The course will help the students to learn about the rural marketing, marketing of consumer products, marketing of services as well as marketing of agricultural products.

Unit- I Rural Marketing (12 Periods)

- 1.1 Meaning, Definition and significance of rural marketing.
- 1.2 Characteristic of rural marketing
- 1.3 Rural marketing opportunities.
- 1.4 Rural marketing problems.
- 1.5 Developing marketing mix for rural market.

Unit – II Marketing of Industrial Products. (12 Periods)

- 2.1 Meaning and difference between industrial marketing and consumer marketing.
- 2.2 Classification of industrial products.
- 2.3 Characteristics of market for industrial goods.
- 2.4 Channels of distribution for industrial products.
- 2.5 Marketing research and industrial products.

Unit – III Marketing of Consumer Products. (12 Periods)

- 3.1 Meaning, distinction between industrial goods and consumer goods.
- 3.2 Characteristics of market for manufacture consumer products.
- 3.3 Classification of consumer products.
- 3.4 Channels of distribution for consumer products.
- 3.5 Selection of channels of distribution.

Unit – IV Marketing of Services. (12 Periods)

- 4.1 Definition, difference between product and services.
- 4.2 Characteristics of services.
- 4.3 Classification of services.
- 4.4 Marketing Mix for services.
- 4.5 Marketing strategy for service firms.

Unit – V Marketing of Agriculture Products. (12 Periods)

- 5.1 Meaning of Agriculture goods and classification of agricultural products.
- 5.2 Characteristics of agricultural products.
- 5.3 Recent trends in the marketing of farm product.
- 5.4 Channels of distribution for agricultural goods.
- 5.5 Agricultural marketing in India: Challenges and Remedies.

References –

1. Marketing –Dr. N. Rajan Nair and Sanjth R. Nair. – Sultan Chand & Sons Publications.
2. Marketing Management – P. Kotler-Prentice Hall Inc.
3. Marketing Management by Dr. C.B. Gupta, Dr. N. Rajan Nair, Sultan Chand & Sons New Delhi.
4. Marketing Management - S.A. Sherlekar
5. Marketing Management: In the India a Background by C.N. Sontakke, Kalyani Publisher, New Delhi.
6. Marketing management : Philip Kotler Kevin Lanekeller Pearson India Education services Pvt. Ltd. Chennai.