

PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the
Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND
COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

M.COM (E COMMERCE)
3rd an&S3

PANJAB UNIVERSITY, CHANDIGARH

Mec.404	3d. Management of Channels of Distribution	100
Mec.404	4d. Advertising and sales Management	100

Group E- Accounting

Mec.404	1e. International Accounting	100
Mec.404	2e. International Financial Management	100
Mec.404	3e. Strategic Cost Management	100
Mec.404	4e. Financial engineering and Risk Management	100

Group F-Entrepreneurial Development and Small Business

Mec.404	1f. small Business Environment in India	100
Mec.404	2f. Corporate Planning	100
Mec.404	3 f. Entrepreneurial Development and New Enterprise Management	100
Mec.404	4f. Industrial Structure and Organizational Policy-2	100
Mec.405	Comprehensive Viva-Voce (1 to 4 Semester)	

700

M.Com (E-Commerce)

Third Semester

Mec.301 Legal Framework of Business in India	100
Mec.302 Legal and Regulatory Environment of E-commerce	100
Mec.303 Organisational Behaviour an Human Resource Management	100
Mec.304 Workshop on Website Management	50
Mec.305 Seminar on Money and Capital Markets	50
Electives (any one of the following groups, two papers each)	
Group A- Banking and Finance	
Mec. 306. 1a Merchant banking and financial markets	100
Mec.306.2a.security analysis and portfolio management	100
Group B-Insurance	
Mec.306.1b.Legal Framework of Insurance	100
Mec.306.2b. Innovative Insurance Products	100
Group C- Hospitality Management	
Mec.306 1c. Tourism Management	100
Mec.306.2c.Hotel Management	100
Group D-Management of Trade	
Mec.306.1d. Retail Management	100
Mec. 306.2d.Logistics	100
Group E-Accounting	
Mec.306.1e.Financial Disclosures and Corporate Governance	100
Mec.306.2e. Security Analysis and Portfolio Management	100
Group F-Entrepreneurial Development and Small Business	
Mec.306.1f Management of small Business	100
Mec.306.2f.Industrial structure and Organisational Policy	100
<hr/> Total	<hr/> 600 <hr/>

Mec.301.Legal Framework of Business in India

UNIT-I

COMPENSATION MANAGEMENT

Job evaluation: concepts, techniques, problems of job evaluation.

Nature & role of financial incentives.

Employee benefits and services: nature & significance.

REFERENCES

1. Stephan P. Robbins : Organizational Behaviour
2. Kleth Davis : Human Behaviour at Work:TMH,
3. Hersey and Blanchard : Management of Organisational Behaviour
4. UMA Sekaran : Organisational Behaviour, Text and Cases, TMH
5. Norman R.F. Maier : Psychology in Industry.
6. Gary Desslar : Organisation, Theory, Integrating Structure and Behaviour
7. Hicks and Gullet : Organisations : Theory and Behaviour.
8. Harry W.Hapner :Psychology Applied to Life and Work.
9. Singh Warrlor :Organizational Behaviour.
10. Severy Dtzioni :A Contemporary Introduction to Social Psychology.
11. Amital Urwic : Modern Organizations
12. Metcaff & Urwic :Dynamic Administration.
13. Kost & Rosenwig :Organizations & Management
14. Edgar St.Sehein : Organizational Psychology.
15. J.L. Rastogi :Organizational Behaviour

Mec.304 Workshop on Website Management

Objective A: This course aims at familiarising the students with environment for web-site management.

UNIT-1

Website design, 7-C Framework, Context, Content, Community, Customization, Communication,

Mec.305 Seminar on Money and Capital Markets

The course aims at an analytical study of the composition of nature and functioning of the money and capital markets.

UNIT-I

Function of money and capital markets-money market organizations, economic forces at work in money and capital markets; the money market-compositions; Institution and operations of sub-markets. The capital markets, compositions, Institutions and operations.

UNIT-II

Central banks and the money markets-a study of the Federal Reserve system, Bank of England and Reserve Bank of India vis-a vis their role in regulating the operations of money market and their monetary policy, the State and the Financial markets: the dynamics of money and capital markets. Financial Instruments, Merchant banking.

BOOKS RECOMMENDED:

- | | |
|----------------------|---|
| 1.R.I.Robinson | Money and Capital Market |
| 2.J.S.G.Wilson | Monetary Policy and Development of Money Market |
| 3.Norman Macaro | The London Capital market |
| 4.S.L.N.Simha | The Capital Market of India |
| 5. Nadeer and Nadeer | International Money Markets |

Mec.306 1a. MERCHANT BANKING AND FINANCIAL MARKETS

OBJECTIVE: The objective of the course to familiarize th21631()-76.087(t)-40.87()-p:-4

Mec.306 2a and Mec.306.2e SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: The objective of this course is to develop a conceptual framework for the study of security analysis and portfolio management.

UNIT-I

Investment Scenario: Concept of Investment, Investment Objectives and Constraints, Security and non Security Forms of Investment, Investment process. Securities market: Markets and their functions. Methods of raising capital. Development of stock Market in India. Organisation and management. Listing of securities. Trading and Settlement procedure, Regulations of Securities markets. Sources of financial Information. Portfolio selection. Defining Investment objectives. Risk and Investor Preferences, Investment Constraints, Investment Goals and Constraints for Institutional Investor.

UNIT-II

Valuation of Fixed Income Investments and valuation of Equity Shares Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis: Theory of Technical Analysis, Dow Theory, bar Charts, Point and Figure Charts, Contrary Opinion Theories, Relative strength Analysis. Moving Average Analysis. Efficient Market Hypothesis: Weak, semi strong and strong forms of efficiency, Empirical test of E.M.H.in Indian Context.

UNIT-III

Capital Market Theory, CAP M.SML, Applications of SML, Empirical evidence of CAPM, APT. Portfolio Analysis Diversification. Portfolio Risk and Returns. Markowitz Risk-return optimization, Single Index Model, Portfolio Beta Generating the Efficient Frontier. Bond Portfolio Management Strategies. Equity Portfolio Management, Passive Versus Active Management strategies.

UNIT-IV

Managed Portfolio and Performance Measurement: Classification. Advantages of Managed

Portfolio Management Performance Evaluation Methods for Calculating Rate of Return Sharpe's. Traynor's and Jensen's Performance measure for Portfolios. Portfolio Revision,

5. V.K. Bhalla

Investment Management. S. Chand and
Company Limited

Mec306. 1b and

Mec 306 2b Innovative Insurance Product

Objective: The objective of this course is to acquaintant the participant with the different types of insurance products and encourage them to familiarize with the process of products development in insurance business.

UNIT-I

Meaning, Nature and Historical Development of Innovative Insurance Products. Planning and Marketing Motor Insurance, Burglary Insurance. All Risk of innovative product. Jweelery and valuable Insurance. Personal Accident Insurance.

UNIT-II

Mobile phone Insurance, Inland Marine Floatere. Insurance on Pleasure Boats. Title Insurance. Personal umbrella policy, Aviation Insurance. Television Insurance, Sports Insurance.

UNIT-III

Cattle Insurance, Live stock Insurance, crop Insurance poultry Insurance. Agricultural Pump sets Insurance, Plantation Horticulture Insurance, Fish Insurance, Failed Well Insurance. Cattle Insurance, Agriculture Insurance.

UNIT-IV

Engineering Policy, Biolesan Pressure Plant Insurance, travel Policy, Electronic equipment polcies, Jewelry Bioc Insurance, Gun Insurance, shop Keeper Insurance, Pedal cycle Insurance. Research Education and training of Innovative Products.

REFERENCES

1. M.N. Mishra : Insurance Principles and Practice
2. : IC 41
- 3.M.J. Methew : Insurance
- 4.George E.Rejda : Principles Risk Mgt. & Insurance
5. Julia Holyake : Insurance
- 6.Anand Ganguly : Insurance Mgt.
7. Journal : * Chartered secretary
* Udyug yug
*Mgt. Accountant
* Yojna

Mec 306.I C TOURISM MANAGEMENT

UNIT-I

Tourism recreation and leisure: definition, meaning and differentiation. Meaning of tourist, traveler, visitor, transient and excursionists. Travel and tourism history, inter/trans disciplinary approach to tourism. Tourism models.

UNIT-II

Tourism product. Special elements and difference from other consumer products,. Concept of resource/attraction, Product/ Destination and Market.

UNIT-III

Types and forms of tourism. Concept of sustainable/alternate/mass and new tourism (importance), future tourism scenario (Projections, trends, changes and forms.).Demand and supply in tourism; travel motivations, factors affecting demand and supply factors inhibiting growth of tourism.

UNIT-IV

Tourism organizations: WTO,PATA,IATA,IATO,ICAO, and UFTAA.
Approaches to tourism development (System/Integrated/Community).

REFERENCES:

Tourism dimensions	S.P. Tiwari
Development of tourism in India	Lajipathi Rai
Tourism management in India	Chopra
Dynamic of modern tourism	Ratan deep singh
Tourism management	Bljendra Punia
Dynamics of modern tourism	Pushpinder Gill
Tourism Dimensions in India	Chopra

MEC. 306 2C HOTEL MANAGEMENT

UNIT-I

Classification, registration and gradation of hotel, motels and resorts-concept; Requirement and procedure in Indian context.

Functional department of a hotel: front office, catering, housekeeping, accounts, marketing, personnel, maintenance, safety and security.

UNIT-II

Range of services extended by an International hotel essential and allied.

Organizational infrastructure of hotels, models and resorts.

Manpower requirement in hotel sector, training facilities available in India.

UNIT-III

Role and input in multinationals in hoteliering sector; leading multinationals and public sector hotel chains in India.

Public and private enterprise managment in India with reference to hotels-case of ITDC, Oberoi and Welcome group.

UNIT-IV

Fiscal and non-fiscal incentives offered to hotel industry in India; overall policy perspective; ethical and regulatory aspects. International hotel regulations. Elements of hotel marketing, professionalisation of hotel marketing.

Hotel project planning- conceptual framework.

REFERENCES

Tourism and travel concepts and principles	Jagmohan Nagi
Dynamics of tourism	R.N.Kaul
Manuals on Hotels operations	Sudhir Andrews
Marketing of travel and tourism	Victor Middleton
Regional development, tourism hotels and travel trade	
Tourism dimensions	S.P.Tiwari
Tourism development in India	Leela shelly
Principles of grading, classifications of restaurants, Resorts and hotels	Jagmohan Nagi

Mec.306.1d RETAIL MANAGEMENT

Objective: The objective of the course is to acquaint the students with the emerging developments in the field of retail management.

UNIT-1

Introduction to the Retail Management: The functions of retailing, retail formats,
Successful retailing. The contest of retail business planning.
Structural change in the Retail environment: R fnnin

References:

1. Logistics – Bloomberg, Lemay, Hanna-PHI (2002)
2. Basics of Distribution Mgt.- A Logistical Approach- Satish Kapoor and Purva Kansal-PHI (2003)
3. Logistics and Supply Chain Management- Christopher Martin- Pearson (1998)
4. Logistical Management –Bowersox and Closs-TMH (2000)
5. Supply Chain Mgt.- Sunil Chopra and Peter Meindi- Pearson (2001).

JOURNALS

Harvard Business Review
Journal of General Management

Chartered Accountant
Chartered Financial Analyst
Chartered Secretary
Management Accountant
SEBI and Corporate Laws

Mec. 306. 1f, MANAGEMENT OF SMALL BUSINESS

Objective:

M.Com. E-Commerce Fourth semester

Mec. 401 E-Commerce Strategy and Management	100
Mec 402 Workshop on Applied Costing and Computers Application In Costing	50
Mec. 403. Seminar on Security and Privacy Issues in E-Commerce	50

Electives (the students have to take one of the groups which they opted in the third semester.
Each group consist of four papers)

Group A - Banking and Finance

Mec. 404 1a. Multinational Banking	100
Mec.404.2a Financial Engineering and Risk/Management	100
Mec.404.3a Management of Financial Services	100
Mec. 404.4a International Financial Management	100

Group B - Insurance

Mec. 404 1b. Marketing Insurance	100
Mec.404.2b Management of life Insurance	100
Mec.404.3b Management of .s(c)9.21764.217o9.217644-215(c)-1221.9b sura Inn-	I lfe In37391(m)58.6urani

Mec 404. 2a and Mec.404. 4e Financial engineering and Risk Management

Objective: This course aims at enabling the students to understand and analyze financial problems and developing their skills for the solutions of these problems with the help of innovative financial processes instruments and strategies.

UNIT-I

Introduction to financial engineering factors contributing to the growth of financial engineering- Knowledge base and skills required for financial engineering.

UNIT-II

Determination of value of financial instruments and products. Time value of money, the required rate of return. Absolute valuation versus relative valuation. Measuring Return and Risk. Portfolio Consideration and Investment horizons. Speculation, arbitrage and market efficiency.

UNIT-III

Physical tools of the financial manager, product development, futures, forwards, swaps and options, Debt market innovations, Equity and Equity related instruments.

UNIT-IV

Financial Engineering processes and strategies, asset liability management, hedging and related risk management techniques, corporate restructuring, leveraged buyouts, tax driven deals, takeovers, synthetic instruments.

UNIT-V

Future directions in financial engineering. Effect of globalization and technology on financial engineering Legal aspects of innovative financial products.

References:

1. John F, Marshall and Vipul K. Bansal
2. P.G. Apte

:Financial Engineering, P.H.I.

International Journal of Finance and Economics 9(2)16d

return of Mutual Funds, SEBI guidelines, Performance of Mutual Funds in India, Current developments.

UNIT-III

Housing Finance: Introduction, Growth and Types, NHB & other housing finance institutions. Prudential norms for housing finance companies, Securitisation of housing loans; Consumer

- | | |
|------------------------|--|
| 3. V.K. Bhalla | : International Financial Management |
| 4. James C.Baker | : International Finance |
| 5. Allen Shapiro | : Multinational Financial Management |
| 6. Fredorick D.S. Choi | : International Accounting and finance |

Mec 404.1b Marketing of Insurance

Objective: The objective of this course is to expose the students to the technicalities in the marketing of insurance services.

UNIT-I

Meaning Definition and Evolution of Insurance Markets Operational aspects of Insurance Marketing. Insurance and Marketing Environment.

UNIT-II

Consumer Behaviour- An Enigma, Marketing Mix in Insurance Services: Product Development and Strategies, Pricing Decisions, Promotions, Distribution Channel, Process and People.

UNIT-III

Insurance Agents- Development staff-Brokers. Insurance Intermediaries as Middlemen Sellers of Suppliers of Insurance, Personnel selling and sales promotion. Advertising.

MEC: 404.3b Management of Fire, General and Marine Insurance

OBJECTIVES:

MEC: 404. 4b Management of Rural Insurance

OBJECTIVES: The objective of this course is to expose the students towards different aspects of management of rural insurance.

UNIT-I

Meaning of Rural, Rural Consumer, Definition of Rural Insurance:

- Rural Environment
- Rural Demand
- Problems and Prospects in the Rural Insurance Marketing
- Legal Provisions of Rural Insurance

UNIT-II

Rural Insurance Marketing Mix:

- Product Development
- Price Decisions
- Distribution and
- Promotion

UNIT-III

- Rural Insurance Marketing Strategies
- Role of International Players in Rural Insurance
- Rural Insurance Policies
- Rural Insurance Business

MEC: 404. 1c. Legal Framework of Tourism and Hotel Management

OBJECTIVES: The objective of this course is to expose the students towards provisions of different Laws affecting tourism and hotel management.

UNIT-I

Laws relating to accommodation, travel agencies and tour operation sector. Laws and regulations relating to and railways. Laws relating to surface transport. DGCA formalities for business and recreational flying in India.

UNIT-II

Special permits to restricted areas for foreign tourists in India, restricted areas in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild areas and their procedure.

UNIT-III

Laws designed for adventure tours, special permits for rafting, paragliding, heliskiing and angling. Peak booking formalities, Rules for mountain expeditions. Cancellation of permits and bookings.

UNIT-IV

Trade Insurance and Consumer Protection Act, International Consumer Protection Acts in tourism evaluation and international insurance business. Foreigners Act, Passport Act and visa extension.

REFERENCES:

1. Tourism Guidelines published by GOVT of India, Ministry of Tourism
2. Tourism Guidelines issued by Department of Tourism for hotel and restaurant operation.

MEC: 404.2C. Environmental Tourism and Cultural interactions

OBJECTIVES: The objective of this course is to expose the students to the environmental and cultural factors affecting tourism business.

UNIT-1

Science of ecology and its significance. Ecological concepts, niche, habits, ecosystems, food chain, succession processes and web of life.

p7u07(o)-19.998n

ness. 2TJ -273.12 -13.68 Td ()Tj /R10 12 2(e)-5(o).

Tourism – environmental relationship – case studies of Kullu Manali, Lahaul-Spiti, UP Himalayas.

UNIT-3

Quality recreating and environmental compatibility, impact evaluation techniques, assessment of socio-cultural impact of tourism, concept of tourism carrying capacity (bio-physical-socio-cultural) relevance and implications of ca

UNIT-3

Handicrafts of India- important handicrafts objects and centers, crafts mela, souvenir industry.

Created tourist attractions-academic, scientific and industrial.

UNIT-4

UNIT-V

Advertising decisions; meaning and advertising process. Role of advertising in Tourism, Advertising Objectives and budgets. Copy formulation and advertising appeals and their execution. Media selection and measurement of advertising effectiveness. Personal selling meaning and its role in tourism promotion.

REFERENCES:

1. Tourism Marketing by S.M. Jha
2. Marketing Management by Phillip Kotler
3. Dynamics of Tourism by Rattan Deep Singh

MEC: 404.1D. International Marketing

OBJECTIVES: The objective of the course is to acquaint the students with the entire range of concepts, fundamentals and practicalities of International Marketing with particular emphasis on export marketing.

UNIT-I

Meaning and Scope of International Marketing. International Marketing tasks. Reasons for entering export market.

UNIT-II

International Economic Environment-Regional Economic Cooperation World Trade Trends Tariffs and non-tariff restrictions.

UNIT-III

The selection of export markets, planning of export marketing strategy – product, pricing, promotion and distribution channels. Preparation of Export Marketing Plan.

UNIT-IV

Indian export and import policy, Export promotions organizations. Export Incentives. The procedures and practices in the context of processing of an export order – producing for export Quality Control.

Export finance, Shipment and procedures thereof: Export documents: processing of an export order.

REFERENCES:

1. Miracle and Albaum : International Marketing Management
2. John Fayerweather : Management of International Operations
3. Martin T. Sliiper : Accessing Export Potential
4. R. Vernon : Manager in the International Economy
5. G.S. Lall : Finance of Foreign Trade and Foreign Exchange
6. Kriplani V.H. : International Marketing

7. Rathore B.S. : Export Marketing

8. S.C.Jain : Export Procedures and Documents

MEC: 404.2D. Workshop on Export Documentation & Procedure

OBJECTIVES: The course aims at providing an understanding of Foreign Exchange, Export Financing, export-import procedures etc. The main emphasis is laid on developing a systematic approach to handle foreign trade transacti

3. Beusar P. Shapdiro, Sales Programme management
4. Pingali Vanugopal, Marketing Channel Management

MEC: 404.4D. Advertising and Sales Management

OBJECTIVES: The objective of this course is to acquaint the students with the fundamentals of Advertising and Sales Management.

UNIT-I

Advertising: As an element in Marketing mix, its role and importance. Advertising as a means of communication, feeling response to advertising. Setting advertising objective and contribution of DAGMAR to setting objectives.

UNIT-II

Preparing advertising plan, developing, U.S.P. and Preparat

MEC: 404.1E. International Accounting

OBJECTIVES: To expose the students to various accounting issues relating to international business operations.

UNIT-I

Internationalization of accounting profession; Need for international accounting standards and critical review of major stands set by the international accounting standards committee Harmonization of accounting stands.

UNIT-II

Accounting for multinationals accounting for currency transition, foreign exchange and procedural issues. Transfer pricing in international business-methods and problems.

UNIT-III

Consolidation of accounts of subsidiaries and affiliates: Managing International Information Systems: Analyzing foreign financial statements.

UNIT-III

Value Chain Analysis: Concept, strategic application of value chain analysis, strategic positioning analysis: A framework for strategic competitive analysis. Critical success factors and SWOT analysis, Differentiating cost management systems.

UNIT-IV

Performance Evaluation: Traditional Framework. Balanced scorecard. Variance analysis with a strategic focus.

UNIT-V

Cost: management through TQM system. Cost of quality and its reporting. Life cycle

Institutional set up for small industry development in India.

Small Industries development organization (SIDO)

National Small Industries Corporation (NSIC)

Commissioner for Industrial Cooperatives.

Specialized Institution for training and development.

State level Institution.

Directorate of industries.

Industrial Development Corporation.

State Financial Corporation.

Changing role of small business in selected countries Italy, Japan, China, South-Korea,

Corporate Governance practices in U.S.A./U.K.

References:

1. Business and Society , James Post, Anne Lawrence and J.Weber inwin-Mc Graw Hill.
2. Values,Nature and Culture in American Corporate-William C. Frederick, Oxford University.
3. The Social Challenges to Business-Robert Ackerman, Harvard University Press.
- 4.

References:

1. Deshpande: Entrepreneurship of small-scale industries, Deep and Deep, New Delhi, 1980.
2. Peter Kilby: Entrepreneurship and economic development. The Free Press, New York, 1971.
3. Rehman A.H.M., Hablbur, 1979: Entrepreneurship and small Enterprise Development in Bangladesh, University of Dacca.
4. Sharma , K.L. 1981 Entrepreneurship and Industrial development in Punjab P.S.E. Economic Analysis Volume II, No. 2.
5. David H. Holt. Entrepreneurship-New Venture creation. Prentice-Hall, New Delhi, 1998.

Mec.404. 4f. Industrial structure and Organizational Policy-2**Objective**

