M.com I year PG (C3 one year non-practicum)

Lateral Entry

Option A (Only Course Work)

Sem	**Paper 1** **(5 Credits)** **(CC-31)**	**Paper 2** **(5 Credits)** **(CC-32)**	**Paper 3** **(5 Credits)** **(CC-33)**	**Paper 4** **(5 Credits)** **(CC-34)**	**Seminar (100 Internal)** **(2Credits)**
Sem 1	Accounting for Managerial Decisions	Security Analysis and Portfolio Management	A- Financial Institution and Market	Advance Financial Management and Policy	
			B- Consumer Behaviour	Service Marketing	
			C- Strategic Management	Human Resource Development	
			D-Advanced Accounting	Direct Tax in India	
	Paper 1 **(5 Credits)** **(CC-41)**	**Paper 2** **(5 Credits)** **(CC-42)**	**Paper 3** **(5 Credits)** **(CC-43)**	**Paper 4** **(5 Credits)** **(CC-44)**	**VAC/CHM/EESC** **(2Credits)**
Sem 2	Institutional Accounting	Corporate Governance, Ethics and Sustainability	Financial Planning and Business Analytics	International Financial System	• Artificial Intelligence for Business • Business Ethics • Business Analytics • Employability and Entrepreneurship Skills Course
			Rural and Agricultural Marketing	International Marketing	
			Project Planning and Management	Supply Chain Management and Logistics	
			Advanced Corporate Accounting	Tax Planning and Management	

Option B (Course Work & Research)

Sem	Paper 1 (5 Credits) (CC-31)	Paper 2 (5 Credits) (CC-32)	Paper 3 (5 Credits) (CC-33)	Paper 4 (5 Credits) (CC-34)	Seminar (100 Internal) (2Credits)
Sem 1	Accounting for Managerial Decisions	Security Analysis and Portfolio Management	Financial Institution and Market	Advance Financial Management and Policy	
			Consumer Behaviour	Service Marketing	
			Strategic Management	Human Resource Development	
Sem 2	Research Thesis/ Project/ Patent (Internal or External)				

Option C (Research)

Sem 1	Research Thesis/ Project/ Patent (Internal or External) (22 Credits)
Sem 2	Research Thesis/ Project/ Patent (Internal or External) (22 Credits)

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.IV Sem.	Session: 2025-26

Subject: Institutional Accounting

1.	**Course Code**	CC41	
2.	**Course Title**	Institutional Accounting	
3.	**Course Type**	Core -I	
4.	**Pre-requisite (If any)**	M.Com. III Sem.	
5.	**Course Learning outcomes (CLO)**	On successful completion of this course, students will be able to - 1. Knowledge about the accounting system of holding company. 2. Knowledge about the preparation of final account of a banking company. 3. Knowledge about thepreparation of final account of on insurance company. 4. Knowledge about the preparation of dual accounting system. 5. Knowledge about accounting system of Government.	
6	**Credit Value**	5	
7.	**Total Marks**	Max. Marks 40+60	Mini. Passing marks: 40

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Part B- Content of the Course

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Total No. of Lectures 75

Unit	Topic	No. of Lectures
1.	Accounting for holding company(with one subsidiary company only).	15
2.	Accounting for Bank and Insurance Company (General andLife Insurance Company).	15
3.	Double Accounts System- Need, purpose, difference between single entry system and double entry system, form of presentation of final Account of Electricity, Gas, Water and Railway company. Money Inflation accounting.	15
4.	Accounting for Co-operative societies, Hotel Accounting.	15
5.	Government Accounting,(local government, municipal corporation, panchayat, colleges and universities), Human Resource Accounting (HRA).	15

Keywords/Tags: Accounting for holding company, Bank and Insurance Company, life insurance, Double Accounts System Accounting for Co-operative societies, Hotel Accounting.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Dr. Shukla, S.M.,'Institutional Accounting',.Sahitya Bhawan Publications, Agra.
2. Krugman, P., Obstfeld, M., Melitz, M. (2017). International Economics-Theory and Policy Pearson.
3. Madura, J. (2017). International Financial Management. Cengage.
4. Mishkin, F.S. (2015). The Economics of Money Banking and Financial Markets. Pearson.
5. Dr. Agrawal, B.M., 'एडवांस अकाउंट्स',एस.चंद्र प्रकाशन, रामनगर, नई दिल्ली.
6. डॉ. शुक्ला, एम.सी. 'एडवांस अकाउंट्स', एस चंद्र प्रकाशन रामनगर, नई दिल्ली

7. डॉ. शुक्ला एस. एम. 'संस्थागत लेखांकन', साहित्य भवन पब्लिकेशंस, आगरा

Suggestive Reading/ Web Links

https://sahityabhawanpublications.com/product/institutional-accounting-hindi-book/

https://dialnet.unirioja.es/descarga/articulo/7528775.pdf

https://www.stmaryscollegevidisha.edu.in/userfiles/Download/c09c830d-e972-4abd-942b-00eab0ce0b01/Institutional_Accounting(M.com)_4th_Sem.pdf

https://research.rug.nl/files/82564746/Institutional_theory_and_management_accounting_research.pdf

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance14(2)	-
External Assessment: University Exam Section Time: 3 Hours	**Section(A):** Short Question **Section (B):** Long Question	-

Any remarks/Suggestions:

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.Sem. IV	Session: 2025-26

Subject: Corporate Governance Ethics and Sustainability

1.	**Course Code**	CC42	
2.	**Course Title**	Corporate Governance Ethics and Sustainability	
3.	**Course Type**	Core – II	
4.	**Pre-requisite (If any)**	**M.Com. III Sem.**	
5.	**Course Learning outcomes (CLO)**	On successful completion of this course, students will be able to: - 1. Understand the concepts, need, and scope of corporate governance. 2. Apply the knowledge of board composition and corporate governance committees. 3. Analyze the need for legislation on Corporate Governance. 4. Recall the concepts of business ethics and social responsibilities. 5. Evaluate the concepts of sustainable development. 6. Evaluating emerging trends in corporate structure, strategy and culture.	
6	**Credit Value**	5	
7.	**Total Marks**	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures-

Unit	Topics	No. of Lectures
1.	**Corporate Governance:** Meaning and Definition - Conceptual Framework of Corporate Governance Need-Scope - Evolution of Corporate Governance Elements of Good Corporate Governance - Corporate Governance in India-National Committees on Corporate Governance CII, Code of Desirable Corporate Governance 1998, Kumar Mangalam Birla.	15
2.	**Corporate and Board Management:** Board Composition - Diversity in Board - Types of Directors-Roles and Responsibilities of the Board of Directors - Functions and Powers of the Board of Directors-Chairman-CEO-Relationship between Directors and Executives - Board Committees - Various Board Committees Composition Role and Responsibilities Contribution to Board Governance Audit Committee Shareholders Grievance Committee -Remuneration Committee - Nomination Committee Corporate Governance Committee -Corporate Compliance Committee Other Committees.	15
3.	**Need for Legislation of Corporate Governance:** Legislative Provisions of Corporate Governance in Companies Act 2013-Corporate Governance in PSUs, Banks, and Insurance Companies.	15
4.	**Business Ethics:** Meaning-Definition Nature Types Sources Ethical Principles - Ethical Dilemma - Ethics and Conflicts of Interests-Factors Influencing Business.	15
5.	**Sustainability:** Meaning - Definition-Scope Corporate Sustainability - Sustainability Terminologies Triple Bottom Line	15

	(TBL) - Sustainable Development.	
Keywords/Tags: corporate governance, board management, business ethics, sustainability, legislative provisions etc.		

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. C.A. Kamal Garg, Corporate Social Responsibility.
2. Dr. Agrawal L. Corporate Governance Vinod Kothari& company.
3. Dr. Sinha Pradeep Kumar Corporate social responsibility and sustainability, Nirali Prakashan Delhi.
4. Dr. S.S. Khanna, Business Ethics and Corporate Governance (Principal and Practices) S. Chand publications.

Suggestive digital platforms, web links:

5. https://www.wileyindia.com/corporate-governance-theory-and-practice.html
6. https://india.oup.com/product/corporate-governance-9780198062233/
7. https://mguntur.id/files/ebook/ebook_1605608321_e7d8c564877746f1948e.pdf
8. https://www.phindia.com/Books/BookDetail/9789354438325/corporate-governance-in-india-das?srsltid=AfmBOopjwBZYU4NICZAPIp7KO4mzC0-Bf63kmZ1f9Obui2njDixdC6tG
9. https://open.umn.edu/opentextbooks/textbooks/124

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation (As Per Ordinance- 14(2)	
External Assessment: University Exam Section Time: 3 Hours	**Section(A)**: Short Question **Section (B)**: Long Question	

Any remarks/Suggestions:

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.IV Sem.	Session: 2025-26

Subject: Financial Planning and Business Analytics

1.	**Course Code**	CC43
2.	**Course Title**	Financial Planning and Business Analytics
3.	**Course Type**	OFA-I
4.	**Pre-requisite (If any)**	M.Com. III Sem.
5.	**Course Learning outcomes (CLO)**	On successful completion of this course, students will be able to: 1. Enable the students to understand the premise of financial planning and identify the financial goals of investment in contemporary environment. 2. Help the students to build financial plans and budgets and install budgetary control mechanisms for business projects systematically. 3. Understand the premise of financial planning and identify the financial goals. 4. To develop skills to evaluate the key concepts of business analytics. 5. To develop skills to outline the relationship of the business analytics process within the organization's decision-making process 6. To provide understanding about Marketing analytics.

Bkb-sp

6	**Credit Value**	5	
7.	**Total Marks**	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures 75

Unit	Topic	No. of Lectures
1.	**Financial Planning;** Planning - Concept, Characteristic features, Pre-requisites, Types Operational planning. Strategic planning. Technical planning. Contingency planning, Ethical issues in strategic planning.Basic concepts in financial planning, Sources of finance, Financial institutions - Role and functions, Process of financial planning Defining financial objects and goals.	15
2.	**Financial Plan:** Concept, Components of financial plan Budgeting, Managing liquidity. Managing risk,Managing Control, Development of Financial plan, Implementation and Review, Building financial plans using spreadsheets, Evaluation of financial plan. **Building Financial Plans:** Critical analysis of investments, Insurance and tax savinginstruments, Risk assessment of individual, Building financial plans using spreadsheets, Evaluation offinancial plan.	15
3.	**Introduction to Analytics:** Introduction, Meaning & Definition, Characteristics, Applications of Analytics, Meaning of Business Analytics, SWOT of Analytics, Importance of Analytics, Tools & Techniques of Analytics, Functions of Analytics, Reports in Analytics, Relevance of Analytics in Business, List of Software for Business Analytics.	15
4	**Finance Analytics:** Introduction, Meaning & Definition,	30

	Characteristics, Objectives, Importance, Functions, Critical Financial Analytics, Risk based Pricing, Fraud Detection and Prediction, Recovery Management, Loss Forecasting, Risk Profiling, Portfolio Stress Testing, Potential Application of Analytics in Finance Department, Relevance of Financial Analytics in Business, List of Software's for Finance Analytics.	
5	**Marketing Analytics:** Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Types of Marketing Analytics, Buying Pattern Behaviour Analysis, Analysis of Trends, Identification of Target Audience, Advertising Techniques, Forecasting Demand & Supply, Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting. Use of Google Analytics in Marketing, social media and its relevance on Marketing Analytics, Potential Application of Analytics in Marketing Department, List of Software's for Marketing Analytics.	

Keywords/Tags: Marketing, Financial Planning,Budgetary Control Mechanisms Forecasting Demand & Supplyetc.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Alexander, J. Financial Planning & Analysis and Performance Management. Jhon Wiley & Sons Publication.
2. Acharya, Seema Chellappan, Subhasini. Big Data Analytics.
3. Berthold, Michael Hand, David J. Intelligent Data Analysis. Springer.
4. Keown, A. J. Personal Finance - Turning Money into Wealth. Pearson Publication.
5. Madura, Jeff. Personal Finance. Pearson Education.
6. डॉ.शर्मा, योगेश,वित्तीय नियोजन (कब, क्यों और कैसे ?)
7. डॉ. कुलश्रेष्ठ, आर.एस. डॉ.शर्मा, एफ.सी.वित्तीय और निवेश प्रबंधन, एसबीपीडी प्रकाशन

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per ordinace14(2)	-
External-Assessment: University Exam Section Time: 3 Hours	**Section(A)**: Short Question **Section (B)**: Long Question	-

Any remarks/Suggestions:

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com IVth Sem.	Session: 2025-26

Subject: International Financial System

1.	**Course Code**	CC 44
2.	**Course Title**	**International Financial System**
3.	**Course Type**	
4.	**Pre-requisite (If any)**	B.com (Honours)/ B.com(Honours with Research)
5.	**Course Learning outcomes (CLO)**	On successful completion of this course, students will be able to - 1. Understand the relevance and implications of global imbalances. 2. Understand the factors affecting exchange rates and the inter linkages among them. 3. Critically analyze the evolution of the international monetary system both in terms of historical construct and its implications for the contemporary system. 4. Understand the evolution and spread of international financial markets and the implications ofglobalized finance. 5. Understand international banking and its consequences for the international financial system. 6. Understand the causes and consequences of financial crises in

		both developing and developed countries, the similarities and differences between the crises and implications of different ways of handling the crisis.
6	**Credit Value**	5
7.	**Total Marks**	Max. Marks 40+60 / Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures- 75

Unit	Topic	No. of Lectures
1.	**Introduction:** Growing importance of international finance, costs of international investment, crisis & contagion, Balance of Payments-current account, capital account, official reserve account, the J curve, foreign exchange reserves-costs and benefits, BOP trends in major countries, persistent current account deficits & surpluses among nations (Global Imbalances) & their repercussions, Shifting global dominance of the U.S.A., Growing importance of a unified Europe and emerging Asia, Role of New Development Bank/ BRICS bank as an alternative to IMF	15
2.	**Exchange Rate Determination & Forecasting:** Measuring exchange rate movements & volatility, factors influencing exchange rates, Government intervention-direct & indirect intervention and sterilized & non-sterilized intervention, Interest rate parity, covered and uncovered interest arbitrage, Purchasing Power Parity-absolute & relative; Fisher effect & international fisher effect, Forecasting exchange rates-	15

	technical approach, fundamental approach & efficient market approach.	
3.	**International Monetary System:** Evolution of the international monetary system, bimetallism, Gresham's Law, classical gold standard, its strengths and weaknesses, inter war period, Bretton woods system, Triffin's Paradox, special drawing rights, flexible exchange rate regime, present arrangements including dollarization, TheEuropean Monetary Union & its costs & benefits, Fixed versus floating exchange rate systems.	15
4.	**International Financial Markets:** Foreign exchange markets, international money markets, international credit markets, international bond markets & international stock markets, Regulatory asymmetry & its implications, Recycling of petrodollars.	15
5.	**Financial Crisis:** Financial flows to developing countries, the problem of original sin, crisis inthe Latin American countries, growth & crisis in Asia, contagion, Capital mobility-the trilemma of the exchange rate regime or the impossible trinity, Lessons from the crisis; Role of International financial institutions like IMF & World Bank, Securitization and the financial crisis of U.S.A. (2008-09), role of credit rating agencies, Euro zone crisis and other contemporary issues.	15

Keywords/Tags:

Financial institutions, Financial flows, IMF & World, foreign exchange,Role of New Development Bank.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Eun, C. & Resnick, B. (2017). International Financial Management. McGraw Hill/Irwin Series in Finance Insurance and Real Estate.
2. Krugman, P., Obstfeld, M., Melitz, M. (2017). International Economics-Theory and PolicyPearson.
3. Madura, J. (2017). International Financial Management. Cengage.
4. Mishkin, F.S. (2015). The Economics of Money Banking and Financial Markets. Pearson.
5. डॉ. सिंघई, जी. सी., डॉ. मिश्रा,अन्तर्राष्ट्रीय व्यापार एवं वित्त,साहित्य भवन पब्लिकेशन्स
6. डॉ. उशीर, डी. जी. , डॉ. जावळे,एस. आर. जावळेवित्तीय व्यवस्था –II ,निराली प्रकाशन, नई दिल्ली

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance 14(2)	40
ExternalAssessment: University Exam Section Time: 3 Hours	**Section(A):**Short Question (5*4 = 20) **Section (B):** Long Question (5*8 = 40)	60

Any remarks/Suggestions:

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Theory Paper

Part A Introduction

Program: M.Com.	Class: M.Com.Sem. IV	Session: 2025-26

Subject: Rural and Agriculture Marketing

1.	**Course Code**	CC43	
2.	**Course Title**	Rural and Agriculture Marketing	
3.	**Course Type**	OMR B - I	
4.	**Pre-requisite (If any)**	M.Com. III Sem.	
5.	**Course Learning outcomes (CLO)**	On successful completion of this course, students will be able to- 1. Knowledge about the rural marketing system 2. Knowledge about the trends of Indian rural consumer. 3. Knowledge about the marketing of agricultural producer 4. Knowledge about the marketing management and channel Strategies of rural marketing 5. Knowledge about the regulated and irregulated rural marketing of India.	
6	**Credit Value**	5	
7.	**Total Marks**	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures 75

Unit	Topics	No. of Lectures
1.	**Indian Rural Marketing:** Meaning, Characteristics, Importance and Scope, Rural consumer-meaning, characteristics, modern trends, problems and rural market segmentation.	15
2.	**Agricultural Marketing:** Concept, Nature, Scope, Importance and Subject matter, Classification of agricultural products and their difference with manufactured goods. Problems of Agriculture market: Meaning, Components, Dimensions and Classification Market structure: Dynamics of market structure, Components of market, structure and Market forces.	15
3.	**Market Management and Channel Strategy:** Modern marketing management and agricultural products, Structured organized markets-commodity exchange and produce exchange, Cash market, forward dealing, Exchange market, Speculative market, Channels of distribution for consumer goods, marketing of agricultural consumer goods and agricultural raw materials.	15
4.	**Rural Market in India:** Regulated market. Genesis of regulated market in India, Limitations in present marketing regulation, Advantages and Limitations of regulated market. Organization of regulated market, Future of regulated and regulated markets in India. Agriculture marketing strategy.	15
5.	**Marketing of farm Products:** packing, packaging material Transportation- means of transportation in rural areas cost of transport. Grading and Standardization, Labelling and Warehousing-processing and selling.	15

Keywords/Tags: Indian rural marketing, channel strategy, genesis of market, farm products, market strategy, market structure, distribution channel etc.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Dr. Pradeep Kashyap, 'Rural Marketing'
2. Lalita Rama Krishnan, 'Cases in Rural Marketing Management'
3. डॉ. शर्मा एफ. सी. 'ग्रामीण विपणन'
4. डॉ एम. ए. सुदाती. 'Fundamental of Rural marketing'
5. जैन अशोक एवं वरुण ग्रामीण विपणन
6. सिंहमहेंद्र प्रताप भारत में ग्रामीण वितरण

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance- 14(2)	
External Assessment: University Exam Section Time: 3 Hours	**Section(A):** Short Question **Section (B):** Long Question	

Any remarks/Suggestions:

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Theory Paper.

Part A Introduction		
Program: M.Com.	Class: M.Com.IV Sem.	Session: 2025-26

Subject: International Marketing

1.	**Course Code**	CC44
2.	**Course Title**	**International Marketing**
3.	**Course Type**	OMRB-II
4.	**Pre-requisite (If any)**	M.Com. III Sem.
5.	**Course Learning outcomes (CLO)**	On successful completion of this course, students will be able to: - 1. Describe concept and nature of international marketing, international marketing environment and its components, understand the process of international market segmentation, selection and positioning, and critically assess the suitability of different modes of entry into international markets. 2. Understand decisions related to international product planning and pricing. 3. Explain methods for promoting a product in foreign markets and understand issues involved with designing of international promotion strategy. 4. Describe decisions related to international channel and physical distribution strategies.

[illegible]

		5. Identify and describe emerging trends and issues in international marketing.	
6	**Credit Value**	5	
7.	**Total Marks**	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures 75

Unit	Topics	No. of Lectures
1.	**Introduction:** Marine trade in ancient India and its marketing system, history of international marketing before and after independence of India. **International Marketing:** Meaning, Scope, Nature and Significance. InternationalMarketing Environment- Internal and External Environment, International Market. Orientation, Identification and Selection of foreign market, Functions and qualities ofan Export Manager.	15
2.	**Export Organization:** Meaning, affecting factors and types, Overseas Product and product planning Development: It's concept and methods, pricing and its factors, Methods of Pricing, Price quotation, Exim Policy in India.	15
3.	**Direct Trading and Indirect Trading:** Meaning and Methods, Methods of Payment in international Marketing.	15
4.	**International Product Planning and Pricing Decisions:** Major product decisions -productquality, design, labeling, packaging, branding and product support services; Issue of product standardization vs. adaptation; International trade product life cycle; New product development. **Pricing Decisions for International Markets:** Factors influencing international price determination; International pricing process, policies and strategies; Delivery terms and	15

	currency for export price quotations; Standardized vs. differentiated pricing strategies; Transfer pricing.	
5.	**International Distribution Decisions:** Distribution channel strategy; Different types ofinternational distribution channels, their roles and functions; Selection and management of overseas middlemen; International distribution logistics - inventory management, transportation, warehousing, and insurance. **Emerging Trends in International Marketing:** International marketing through Internet; Ecological concerns in international marketing, international marketing ethics.	15

Keywords/Tags: International Marketing, direct and indirect trading, export organisation, product planning, pricing decision, distribution decision, trends in international marketing etc.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Prasad, L. M. 2020. Principles and Practice of Management. 10th ed. New Delhi: Sultan Chand & So
2. Dr. Agrawal Shalini- 'International Marketing'. Sahitya Bhawan Publications, Agra.
3. Philip R. Cateora- 'International Marketing'. Mcgrawhill Publications.
4. Dr. Umesh U., Dr. Indrajeet Goswami- 'International Marketing Management'.
5. डॉ. जैन एस. सी.- 'अन्तर्राष्ट्रीय विपणन'साहित्य भवन पब्लिकेशन आगरा
6. डॉ. जोशी, राकेशमोहन-'अन्तर्राष्ट्रीय विपणन'ऑक्सफोर्ड यूनिवर्सिटी प्रेस, भोपाल
7. डॉ. सिंघई, जी. सी., मिश्रा जे. पी.- 'अन्तर्राष्ट्रीय व्यापार एवं वित्त'साहित्य भवन पब्लिकेशन, आगरा
8. डॉ. शर्मा राजेन्द्र,'अन्तर्राष्ट्रीय विपणन', मध्यप्रदेश हिंदी ग्रन्थ अकादमी, भोपाल

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance-14(2)	
External Assessment: University Exam Section Time: 3 Hours	Section(A): Short Question Section (B): Long Question	

Any remarks/Suggestions:

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.Sem. IV	Session: 2025-26

Subject: Project Planning and Management

1.	Course Code	CC43	
2.	Course Title	Project Planning and Management	
3.	Course Type	OMG C – I	
4.	Pre-requisite (If any)	M.Com. III Sem.	
5.	Course Learning outcomes (CLO)	On successful completion of this course, students will be able to- 1. Understand about the need and importance of project planning and management in an enterprise. 2. Understand about the sources of project identification. 3. Understand about the analyze technical and risk factor of the project. 4. Understand about the knowledge of project formulation 5. Understand about pre and post evaluation of the project.	
6	Credit Value	5	
7.	Total Marks	Max. Marks 40+60	Mini. Passing marks: 40

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Part B- Content of the Course

Total No. of Lectures 75

Unit	Topics	No. of Lectures
1.	Old tradition of business plan and project planning in ancient India Need and concept of project planning and management, classification of project, identification, sources of project ideas.	15
2.	Project formulation feasibility analysis technical and risk analysis.	15
3.	Project finance sources of project finance, project financial planning, main financial institutions of India.	15
4.	Project implementation requirements for successful implementation project management system project management information system PMIS uses of network techniques in project management.	15
5.	Pre and post project evaluation project audit environment appraisal of project, Human aspects of project management.	15

Keywords/Tags: Project planning, project management, risk analysis, technical analysis etc.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Prof. Agrawal N.P. and Mishra B.K.- 'Project Management' RBD Professional Publications, Jaipur.
2. Erik Larson, Clifford Gray, Rohit Joshi- 'Project Management', McGraw-Hill Education, Noida, India.
3. Er. Kundan Singh, Dr. M.L. Kansal- 'Project Planning and Management', HP Hamilton Ltd.
4. CA G.S. Sawhney- 'Project Management', Willey India.
5. अग्रवाल एम. आर. -'परियोजना प्रबंध', गरिमा पब्लिकेशन।
6. सज्जन सिंह बागिया- 'परियोजना प्रबंध', नीलकण्ठ पब्लिकेशन ।
7. अग्रवाल डॉ. बी. के.- 'परियोजना नियोजन एवम नियंत्रण',मे० राम प्रसाद एंड सन्स, भोपाल।

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE): 60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance-14(2)	
External Assessment: University Exam Section Time: 3 Hours	Section(A): Short Question Section (B): Long Question	

Any remarks/Suggestions:

Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.IV Sem.	Session: 2025-26

Subject: Supply Chain Management And Logistics

1.	Course Code	[illegible] CC44
2.	Course Title	Supply Chain Management And Logistics
3.	Course Type	OMG-C II
4.	Pre-requisite (If any)	M.Com. III Sem.
5.	Course Learning outcomes (CLO)	On successful completion of this course, students will be able to- 1. Describing fundamental supply chain management and logistics concepts at macro and micro levels. 2. Understanding the role of Relationship Marketing in SCM 3. Understand the foundational role of logistics as it relates to procurement, transportation, and warehousing and inventory. 4. Develop an understanding of Performance Measurement, Supply Chain Metrics (KPIs), Balanced Score Card Approach and Benchmarking. 5. Analyzing the importance of the third party and fourth party logistic outsourcing. Develop an understanding of the Technology

		in logistics and Green Supply Chain Management.	
6	**Credit Value**	5	
7.	**Total Marks**	Max. Marks 40+60	Mini. Passing marks: 40

Part B- Content of the Course

Total No. of Lectures- 75

Unit	Topic	No. of Lectures
1.	**Introduction:** Supply chain management in ancient Indian Trade, meaning, importance, scope, concept of Supply Chain Management (SCM) and trade logistics; Supply chain management as a Management Philosophy; Function of SCM, Value chain for supply chain management; Design of SCM; Logistic activities - An overview, contribution of logistics at macro and micro levels; SCM and trade logistics; Logistics and competitive advantage;Logistics mix; Concept, span and process of integrated SCM; Difference between logistics and supply chain management, demand management; Forecasting-Need, quantitative and qualitative methods, Selecting the appropriate forecasting technique; Functional applications - HR, marketing, operations, finance, IT; Logistics organization - Logistics in different industries.	15
2.	**Behavioural Issues in Supply Chain Management:** Role of relationship marketing in SCM;Managing relationships with suppliers and customers; Captive buyers and suppliers; Strategic partnerships; Supplier-retailer collaboration and alliances.	15
3.	**Focus Areas of Logistics and Supply Chain Management:** Product development process and SCM, purchasing cycle, types of purchases, JIT purchasing, strategic role of purchasing in the supply chain and total customer satisfaction; Purchasing vs.	15

	procurement, procurement strategies; Transportation: Introduction, objectives, different modes of transportation, importance of effective transportation system; Warehousing and inventory management: Reasons for warehousing, warehousing evaluation and requirements, warehousing location strategies; inventory- Introduction, objectives, concept of inventory, types of inventory, concept of inventory management, importance of inventory management, objectives of inventory management, different types of inventory costs, inventory management principles and approaches; Logistical packaging: Introduction, objectives, concept of logistical packaging, types of packaging material, packaging costs.	
4.	**Performance Measurement:** Framework of performance indicators, methods of performance measurement and the balanced score card approach, benchmarking, supply chain metrics (KPIs), performance measurement and continuous improvement.	15
5.	**Trends and Challenges in Logistics and Supply Chain Management**: Third party and fourth party logistic outsourcing- Challenges and future directions; Reverse logistics; Bullwhip effect; Pushbased and pull based systems; Green supply chain management; E-Commerce logistics: Requirements of Logistics in e-commerce, EDI, bar coding, RFID; Re-engineering the supply chain- Future directions.	15

Keywords/Tags: Organization,Organisational Behavior, Group Behavior, Conflict, Culture, work stress.

Part C- Learning Resources

Text Books, Reference books, Other Resources

1. Chopra, S. & Meindl, P. Supply Chain Management: Strategy, Planning and Operation, Pearson Education.
2. Hult, M.G., Closs, D., Frayer, D. Global. Supply Chain Management: Leveraging Processes, Measurements and Tools for Strategic Corporate Advantage. Mc Graw Hill Ltd.
3. Shapiro, J.F., Modelling the Supply Chain, Cengage Learning.
4. Simchi-Levi, D., Kaminsky, P.,Simchi-Levi, E. & Ravi, Shankar. Designing and Managing the Supply Chain. Tata McGraw Hill Education Private Limited.
5. डॉ. शर्मा, राजकुमार, आपूर्ति शृंखला प्रबंधन
6. बंगा,सुरिंदर कौर, शर्मा मोनिका,सिंघल सीमा, आपूर्ति शृंखला प्रबन्धन,वी.के.ग्लोबल,पब्लिकेशन,दिल्ली

Suggestive Readings/ Web links

- https://www.sultanchandandsons.com/book/610/logistics-and-supply-chain-management
- https://old.mu.ac.in/wp-content/uploads/2021/02/Logistics-and-Supply-Chain-Management-Martin-Christopher.pdf
- https://www.phindia.com/Books/BookDetail/9788194800286/logistics-and-supply-chain-management-ailawadi-singh?srsltid=AfmBOorvPlFTO6jyphJ1zs9aFRgoo-k_ZVgeHP_B9rGUy0GKCFFPhE9z
- https://www.accessengineeringlibrary.com/browse/supply-chain-strategy-the-logistics-of-supply-chain-management
- https://backup.pondiuni.edu.in/sites/default/files/Logistics%20Supply%20Chain%20Mgt200813.pdf
- https://backup.pondiuni.edu.in/sites/default/files/Logistics%20Supply%20Chain%20Mgt200813.pdf

Part D- Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

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Any remarks/Suggestions: