

Study Scheme & Syllabus of Master of Commerce (M.Com)

Batch 2018 onwards



**Department of Academics
I.K. Gujral Punjab Technical University**

**I.K. Gujral Punjab Technical University
Master of Commerce Batch 2018 Onwards**

Courses & Examination Scheme:

First Semester

| Course Code | Course Type | Course Title | Load Allocations | | | Marks Distribution | | Total Marks | Credits |
|-------------|--------------|--|------------------|----------|----------|--------------------|------------|-------------|-----------|
| | | | L* | T* | P | Internal | External | | |
| MCOP 101-18 | Core Theory | Management Principles and Organizational Behaviour | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| MCOP 102-18 | Core Theory | Managerial Economics | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| MCOP 103-18 | Core Theory | Statistical Analysis | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| MCOP 104-18 | Core Theory | Accounting Theory | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| MCOP 105-18 | Core Theory | Legal Aspects of Business | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| MCOP 106-18 | Core Theory | Business Communication | 3 | 1 | 0 | 40 | 60 | 100 | 4 |
| | TOTAL | | 18 | 6 | 0 | 240 | 360 | 600 | 24 |

MCOP101-18
MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR

Unit I

Introduction: Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills.

Evolution of management thought and Management thinkers: Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor. **Planning:** Importance, types of plans, and process of planning, business forecasting, MBO: Concept, importance, process, benefits and limitations.

Unit II

Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, Decision tree.

Organizing: Concept and process of organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization. **Delegation:** concept, importance, factors affecting delegation, effective delegation, Decentralization and centralization.

Control: Concept, importance, characteristics, process of control, types and techniques of control.

Unit III

Organizational Behaviour: Concepts, determinants, challenges and opportunities of OB; Contributing disciplines to the OB. **Understanding Individual Behaviour:** Determinants of Individual behaviour, Personality, Perception, Values, Attitudes and Learning. **Motivation:** Concept and early theories of Motivation, Applications of concept of Motivation. **Leadership:** Concept of Leadership, Theories of Leadership: Trait theory, Behavioural theories, Transactional and transformational leadership.

Unit IV

Foundations of Group Behavior: Nature & Concept of Group Formation, Stages of Group formation, Theories of Group Formation, Group properties, Individual Vs Group decision making, **Conflict Management:** Definition of Conflict, transitions in Conflict thought; Functional Vs Dysfunctional Conflict; Conflict Process; Individual & Group Level Conflict; Organization level Conflict; Conflict Management. **Power and Politics in Organization:** Nature & Concepts, Sources & Types of Power, Techniques of Politics. **Organizational Change & Development:** Meaning & Definition, Change Agents, Change Models, Resistance to Change.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.

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- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearson, 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books
- P.Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- Mukherjee, *Principles of Management and Organisational behaviour*, Tata McGraw Hill.
- Bateman, T. S., and Snell, S. A. (2008). *Management* TMH
- Robbins, *Organization Behaviour*, Pearson Education □
- Luthans ,*Organization Behaviour*,Tata McGraw Hill □
- Newstrom, *Organizational Behaviour: Human Behaviour at work*, Tata McGraw Hill

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MCOP 102-18
MANAGERIAL ECONOMICS

Unit-I

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation. **Demand forecasting**, Demand forecasting of new product.

Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit-II

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function. **Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function. **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue, Relationship between Total Revenue ,Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

Unit-III

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model. **Supply:** Introduction to supply and supply curves. **Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices. **Factor Pricing:** Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital, Measurement of profit.

Unit-IV

Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. **Money market:** Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium. **National Income:** Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. **Consumption Function:** Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications, **Inflation:** Meaning, Types, Theories, Causes, Effects and Control, Unemployment Trade off, **Trade Cycles:** Concept and Theories of trade cycles.

Note: Relevant Case Studies will be discussed in class.

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Suggested Readings/ Books:

- D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, Tata McGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi. 2.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- Goel Dean, *Managerial Economics*, Prentice Hall of India, Pvt. Ltd., New Delhi
- K.K. Dewett, *Modern Economic Theory*, S. Chand Publication

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MCOP 103-18
QUANTITATIVE TECHNIQUES

Unit I

Introduction to Statistics: Meaning, Definition in singular and plural sense, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Moments Concept, calculation and Significance. Skewness: Meaning, Measurement using Karl Pearson and Bowley Measures. Concept of Kurtosis.

Unit II

Simple Correlation Analysis: Meaning of Correlation: Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient, calculation and properties of coefficient, Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Unit III

Probability Distribution: Binomial Distribution, Poisson Distribution and Normal Distribution with their properties and applications.

Linear Programming: Formulation of linear programming problems. Solution by Graphic method and by using Simplex method algorithm including Big-M method. Business applications of LP. Degeneracy. Duality. Post-optimality analysis.

Game Theory: Two-person zero-sum games. Games of pure strategies and Games of mixed strategies. Rule of dominance. Graphic solution to games. Business applications.

Unit IV

Transportation: Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method.

Assignment Problems: Assignment problem: Solution using Hungarian Assignment Method.

Project Scheduling: PERT/CPM: Project networks. Scheduling of projects with known activity times – Critical path and scheduling of activities.

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Suggested Readings:

- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.
- Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, *An Introduction to Management Science*, South-Western.
- Taha, Hamdy A, *Operations Research – An Introduction*, Prentice-Hall of India Private Ltd., New Delhi.
- Hillier, Frederick S. and Gerald J. Lieberman, *Introduction to Operations Research*, McGraw Hill India (Pvt) Ltd.
- Vohra, N.D., *Quantitative Techniques in Management*, McGraw Hill Education Private Limited, New Delhi.
- Sharma, J. K., *Operations Research; Theory and Applications*, Macmillan Indian, New Delhi.
- Winston, Wayne L., S. Christian Albright and Mark Broadle, *Practical Management Science*, Duxbury – Thompson learning, Australia.
- Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, 23rd Edition (1995), Vikas Publications.

Note: Latest edition of the readings may be used.

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**MCOP 104-18
ACCOUNTING THEORY**

Unit I

Accounting: Introduction, history and evolution of accounting thoughts, approaches to accounting theory, difference between financial accounting, cost accounting and management accounting. Concepts of Income, Revenue, Expense, Gains and Losses. Single Entry System vs. Double Entry System. Introduction to Double Account System.

Accounting Principles: Generally Accepted Accounting Principles (GAAPs), their nature, scope, merits and limitations.

Accounting Policy: Meaning, nature and scope. Accounting and policy for depreciation of assets; accounting for Inventories.

Unit II

Accounting for Lease and Hire Purchase: Introduction, accounting treatment and their respective accounting standards. Introduction accounting for derivatives

Contemporary Developments in Accounting: Accounting for Price Level Changes, Human Resource Accounting, Social Accounting, Forensic accounting, Environmental Accounting, Accounting for crypto currencies

Unit III

Accounting for Amalgamation: Introduction, methods of accounting, accounting treatment and accounting standards.

Holding Company Accounts: Meaning, nature, scope, importance, accounting treatment and accounting standards.

Accounting Standards: Introduction to accounting standards and guidance notes, their importance and scope of application. Comparative study of International Accounting Standards, Indian Accounting Standards and US GAAPs. Harmonization of Accounting practices.

Unit IV

Financial Reporting: Introduction to Financial Reporting, Content, Scope, Issues in financial Reporting. Interim reporting, Segment reporting, Corporate social reporting, Harmonization of financial Reporting. Recent trends in financial reporting practices.

Note: Relevant Case Studies should be discussed in class. The discussion of financial reporting should be through annual reports of reputed companies in various industries.

Suggested Readings:

1. Scott, W. R., 'Financial Accounting Theory' Prentice Hall
2. Wolk, Harry I. and Tearney, M. G., 'Accounting Theory: A Conceptual and Institutional Approach' South-Western College Publications
3. Godfrey, J.; Hodgson, A.; Tarca, A.; Hamilton, J. and Holmes, S. 'Accounting Theory' Wiley Publications.

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4. Evans, T. G., 'Accounting Theory' South-Western College Publications
5. Porwal, L. S., 'Accounting Theory' Tata McGraw Hills.
6. Jawahar Lal, Accounting Theory and Practice' Himalya Publishing House

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MCOP 105-18
LEGAL ASPECTS OF BUSINESS

UNIT-I

The Contract Act, 1872: Nature, Essential elements of a valid contract. Offer and Acceptance, Consideration, Capacities of Parties, Provisions relating to free consent, Provisions relating to performance and discharge of contract. Breach of contract - Meaning and remedies. Contracts of Indemnity and Guarantee .Surety and Co-surety - Rights and Liabilities - Discharge of surety from his liability. Creation of Agency - Classification of Agents - Relationship between Principal and Agent - Agent's authority - Revocation and Renunciation - Rights, Duties and Liabilities of Agent and Principal - Termination of Agency .

UNIT-II

Sales of Goods Act, 1930: Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale - Formalities of a Contract of Sale. Conditions and Warranties. Provisions relating to transfer of property or ownership. Provisions relating to performance of Contract of Sale - Rights of Unpaid Seller – Rules as to delivery of goods.

The Negotiable Instruments Act, 1881: Negotiable Instruments: Meaning, Characteristics, Types, Parties - Holder and holder in Due Course. Negotiation and Types of Endorsements. Dishonor of Negotiable Instrument - Noting and Protest. Liability of parties on Negotiable Instrument.

UNIT-III

The Companies Act, 2013: Company - Definition, Meaning, Features and Types of companies. Incorporation of a company, Memorandum of Association, Articles of Association and Prospectus. Directors. Foreign Exchange Management Act (FEMA) 2000, Competition Act, 2002.

UNIT-IV

The Consumer Protection Act, 1986: Definitions of Consumer, Complainant, Goods, Service, Meaning of Consumer Dispute, Complaint, Unfair Trade Practices, Restrictive Trade Practices, Rights of Consumers, Consumer Disputes Redressal Agencies.

The Information Technology Act, 2000: Digital Signature, Digital Signature Certificate, Electronic Governance, Electronic Records, Patents Act, Conceptual understanding of patents, copyrights, trademarks and designs.

Suggested Readings:

1. Akhileshwar Pathak: Legal Aspects of Business, McGraw Hill Education.
2. Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi.
3. Adhikary, M: Economic Environment of Business, sultan Chand & sons, New Delhi.
4. Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, New Delhi.
5. Raj agrawal and Parag Diwan, Business Environment; Excel Books, New Delhi
6. Sengupta, N.K. Government and Business in India, Vikas Publication New Delhi.

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MCOP 106-18
Business Communication:

Unit I:

Introduction: Nature of communication; Myths about communication; Communication process and stages in communication cycle; Barriers to effective communication; Formal and informal communication; Communication channels; Choosing the means of communication, like letters, memos, reports, fax, e-mail, presentation, telephone and multimedia; Improving the communication; Verbal and non-verbal communication; Communication and ethics.

Unit II:

Communication for Managers: Importance of communication to managers; Internal and external audiences in the organization; Planning and creating business managers; Analysing the problem and defining the purpose; Analysing business communication situations; Adapting the message to the audience.

Written Communication: Planning, writing and revising business document; Designing documents; Slides and screens; Polishing the writing; Editing for grammar and punctuation; Choosing the right word; Revising sentences and paragraphs, letters, memos, emails and web writing, informative and positive message, negative messages, persuasive messages; Reports: Types, characteristics of business reports, purpose of reports; Planning and techniques of writing a report.

Unit III:

Recruitment and Employment Correspondence: Researching job; Job application letter; Curriculum vitae/ resumes; Employment; Interview; References; Offers of employment; Job description; Letter of acceptance; Letter of resignation.

Unit IV:

Interpersonal Communication: Listening, working and writing in teams; Planning, conducting and recording; Meetings; making effective oral presentation; Overcoming stage fright; Telephonic communication; Conversation and discussion; Public speaking; Seminar presentation; Conference; Group discussion.

Suggested Readings:

1. Raman and Singh, Business Communication, Oxford University Press, 2006.
- Business Communication Today, Bovee, Thill and Chaturvedi, Pearson Education, Ninth Edition
3. Deborah Britt Roebuck. Improving Business Communication Skills.
4. Lesikar and Flatley. Basic Business Communication. 11th Ed. New Delhi: Tata McGraw-Hill Publishers 2008.
5. McGraw-Hill Publishers 2008.
6. Locker, K.O., and Kaczmarek, S.K., Business Communication: Building Critical Skill, 2nd ed., Tata McGraw- Hill,2002.
7. Bovee, C.L., et al., Business Communication Today, Pearson Education.