

Part B
Programme – Master of Commerce (Semester III)

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
M.Com 31	Research Methodology	75

Course Outcomes:

The students will be able –

1. To understand basics and methods of research.
2. To evaluate research problems and apply to decide sampling techniques.
3. To Comprehend Sources of Data Collection.
4. To define & write Review of Literature.
5. To apply data analysis and interpretation methods.
6. To write a Research Report.

Unit	Topics	No. of Periods
I	Introduction to Research: Meaning, Definitions, Objectives, Scope, Significance, Features Limitations, Qualities of Good Research, Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods, Application of ICT in research, Research ethics.	15
II	Research Plan, Design and Process of Research: Research Problem- Concept of Research Problem, Criteria of Good Research Problem, Selection and Formulation of Research Problem. Research Design- Meaning & Definitions of Research Design, Factors Affecting Research Design, Steps in Preparation of Research Design, Features of a Good Research Design, Hypothesis: Meaning, Definitions of Hypothesis, Functions and Classification of Hypothesis, Criteria of Workable Hypothesis, Formulation of Hypothesis, Difficulties in Formulation of Hypothesis, Testing of Hypothesis Sampling Techniques: Meaning, Definition and Significance of Sampling. Principles of Sampling Technique, Essentials of Good Sampling, Advantages of Census, Types of Sampling- Probability & Non-probability, Sampling Errors- Biased & Unbiased Errors.	17
III	Data Collection & Literature Review Data Collection: Meaning and objectives of Data Collection, Sources and Methods of Data Collection Primary Data: Meaning, and Importance of Primary Data, Methods of Primary Data- Observation, Interview, Questionnaire and Schedule. Limitations of Primary Data Collection. Secondary Data: Meaning, Importance, Sources and Methods of Secondary Data and Limitations of Secondary Data. Literature Review: Definition and purpose of a literature review, Importance of literature reviews in research, Literature Search and Selection, Effective search strategies and techniques Evaluating and selecting relevant sources, utilizing academic databases, libraries, and online resources, Writing the Literature Review.	16
IV	Analysis & Interpretation of Data: Steps of Data Processing, Steps in Data Analysis & Processing. Editing, Coding, Classification, Transcription of Data, Tabulation, Construction of Tables, Graphs, Charts, & Diagram, Interpretation of Data & Information, Comparison in Interpretation, Statistical Analysis & Inference, Generalisations and Conclusion. Application of Statistical Tools: Basic Statistical Techniques, Use of Computer base Statistical Packages in Research-Excel & SPSS.	14
V	Research Report Writing: Meaning, Definition and Significance of Research Report, Types of Report- Written and Oral, Format & Contents of Research Report, Stages in Preparing Research Report, Guidelines for Research Report Writing. Criteria of Good Research Report.	13

Books recommended:-

1. W. J. Good-methods in social research
2. Mr. Cohen and nagar- an introduction to logic and scientific methods
3. K. Dasgupta-methodology of e-commerce research
4. A. R. Kothari wishwa prakashan , new delhi.
5. डॉ. सुधीर बोधनकर , डॉ. विवेक अलोनी, श्रीनाथ प्रकाशन धरमपेठ, नागपूर
6. प्रा. रा. ना. घाटोळे,- समाजशात्रीय, संशोधन - तत्वे व पद्धती - श्री. मंगेश प्रकाशन- रामदासपेठ, नागपूर.
7. सी . एम . चौधरी - अनुसंधान प्रविधिया - सबलाईन पब्लिकेशन- जयपूर

Part B

Programme: Master of Commerce (Semester III)

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com.- 32	Statistical Analysis	75

Course Outcomes: After going through the subject Statistical Analysis, the student will be able to:

1. Understand the concept, identify and describe the types of correlation (positive, negative, zero) and explore and explain the methods used to study correlation.
2. Understand the concept and solve problems involving regression equations and calculate regression coefficients.
3. Understand the concept of sampling and different sampling methods (random sampling, stratified sampling, cluster sampling, etc.). Differentiate between sampling and non-sampling errors. Identify and explain common sources of non-sampling errors. Understand the concept of sampling distributions and their properties (mean, variance, shape). Calculate and interpret sampling distribution characteristics.
4. Understand the concepts of statistical estimation and hypothesis testing
5. Differentiate between point estimation and interval estimation. Solve problems related to point and interval estimation of population mean. Calculate point estimates and construct confidence intervals for population means.
6. Calculate variance for proportions
7. Conduct statistical tests of hypotheses and identify type I and type II errors.
8. Solve problems involving the F-test for comparing variances or testing model significance.
9. Apply the t-test for small samples and z-test for large samples to test hypotheses about population means.
10. Understand the chi-square test for goodness of fit and its applications. Also understand, apply and interpret degrees of freedom in the context of chi-square tests.
11. Solve problems using the parabolic curve and binomial expansion method for interpolation and extrapolation.
12. Understand the concept and types of index numbers (price index, quantity index, composite index, etc.). Solve problems involving the simple (unweighted) aggregate method and weighted index number methods (Laspeyre's, Paasche's, Fisher's, Marshall-Edgeworth) for constructing index numbers.
13. Understand the concept of statistical quality control and different quality control methods (control charts, process capability analysis, acceptance sampling). Determine and set up control limits for control charts. Construct control charts (X-bar chart, R-chart, p-chart, c-chart) and interpret the results.
14. Understand the importance and applications of time series analysis. Identify and describe the components of time series (trend, seasonality, cyclical variations, irregular variations). Apply different methods (moving averages, least squares) to measure and analyze trends in time series data. Choose appropriate trend models (linear, exponential, quadratic) based on the merits and limitations of each model. Use methods (simple averages, ratio-to-moving-average) to measure and analyze seasonal variations in time series data, considering their merits and limitations.

Unit	Contents	No. of Periods
I	1.1 Correlation 1.1.1 Meaning and definition of Correlation, Types of Correlation, Methods of studying Correlation 1.1.2 Problems on Spearman's Rank Correlation Method (when ranks are given, when ranks are not given and when ranks are repeated). 1.1.3 Problems on Concurrent Deviation Method 1.2 Regression Analysis: 1.2.1 Problems on Regression Equations; Regression co-efficient.	15
II	2.1 Sampling and Data collection: 2.1.1 Sampling and Sampling Method 2.1.2 Sampling and non-sampling errors 2.1.3 Sampling distributions and their characteristics 2.1.4 Statistical Estimation and Testing 2.1.5 Point and interval estimation of population mean 2.1.6 Proportion variance; Statistical testing-hypotheses and errors 2.1.7 Problems on F test	15
III	3.1 Small and Large Sampling:	15

	3.1.1 Problems on t test (Small Sampling) 3.1.2 Problems on Z test (Large Sampling) 3.2 Chi Square Test: 3.2.1 Chi-square Test and Goodness of fit, Meaning of Degree of freedom, uses of Chi-square test. 3.2.2 Problems on Chi-square test.	
IV	4.1 Interpolation and Extrapolation: 4.1.1 Problems on Parabolic Curve Method 4.1.2 Problems on Binomial Expansion Method 4.2 Index numbers: 4.2.1 Meaning and types 4.2.2 Methods of constructing Index numbers 4.2.3 Problems on Simple (unweighted) Aggregate Method 4.2.4 Problems on Weighted Index numbers: Laspeyre's Price Index, Paasche's Method, Fisher's Ideal Index Method, Marshall Edgeworth Index numbers 4.2.5 Time reversal test and factor reversal test satisfied by Fisher's Ideal Index Numbers 4.2.6 Consumer Price Index Numbers (Cost of Living Index)	15
V	5.1 Statistical Quality Control : 5.1.1 Concept, Quality control methods 5.1.2 How to set-up the control limits 5.1.3 Constructing control charts. 5.2 Analysis of Time Series : 5.2.1 Utility of Time series Analysis; 5.2.2 Components of Time series, 5.2.3 Methods of measuring Trend with merits and limitations; Selecting the type of trend with merits and limitations; Methods of measuring seasonal variations with merits and limitations. 5.2.4 Problems on Least Square Method to fit straight line trend, 5.2.5 Problems on Moving Average Method 5.2.6 Problems on Seasonal Variations (Method of Simple Averages)	15

Reference Books:

- 1) Statistics for Business and Economics: By Hood R.P (Publisher : Macmillon, New Delhi)
- 2) Statistics for Management: By Levin Richard I and Devid S. Rubin (Publisher-Prentice Hall, Delhi)
- 3) Fundamentals of Statistics: By D.N.Elhance.
- 4) Statistics: Theory, Methods and Application: By D.C.Sancheti, V.K.Kapoor (Publisher - S.Chand)
- 5) सांख्यिकीकेसिद्धांत : By Dr.Shukla & Sahay.
- 6) सांख्यिकीय: By B.N.Gupta.
- 7) सांख्यिकीकेमूलसिद्धांतGupta.P.By S :Statistical Methods .8Kapoor .N.By K :
- 8) Fundamentals of Applied Statistics: By S.C.Gupta & V.K.Kapoor. Applied Statistics: By Bowley.
- 9) Modern Approach to Statistics: By Dr. Varsha S. Sukhadeve, Sugawa Prakashan, Pune 30.
- 10) A Text Book on Business Mathematics & Statistics: Dr. Varsha S. Sukhadeve, Sugawa Prakashan, Pune.
- 11) सांख्यिकीतत्वआणिव्यवहार:एस. एस. कोलते, पिंपळापुरेअँडकं. पब्लिशर्स, नागपूर.

Part B
Programme: - Master of Commerce (Semester III)

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
M. Com. 33	Corporate Tax Planning & Management	75

Course Outcome

Students will be able to:

1. Understand basic concepts of Corporate Tax.
2. Computation of Tax liability of company.
3. Knowledge about the capital structure of a company.
4. Awareness about advance tax payment.

Unit	Topics	Number of Period
Unit-I	1.1 Provisions of Residence for Companies and its Tax liability, Income exempt from Income Tax for Companies. 1.2 House Property, Profits and gains for Business/Profession, Capital gains and Income from other Sources with special reference to companies. 1.3 a) Deductions to be made in computing total Income of the company and b) Set off and carry forward losses. (Theory & Problem)	15
Unit-II	2.1 Problems on computation of total income of companies and tax liability. (Problem Only)	15
Unit-III	Tax Planning: 3.1 Tax Planning for New Business: Tax Planning with reference to location, nature and form of organization of new business. 3.2 Tax Planning and Financial Management Decisions: Tax Planning relating to capital structure decision, dividend policy, inter-corporate dividends and bonus shares. 3.3 Tax Planning and Managerial Decisions: Tax Planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions, Repair, replace, renewal or renovation and shut down or continue decisions. (Theory & Problem)	15
Unit-IV	4.1 Special Tax Provisions: Tax Provisions relating to free trade zones, infrastructure sector and areas, Tax incentives for exporters. 4.2 Introduction to Tax Management: Concept of Tax Planning, Tax avoidance and Tax evasions, Corporate Taxation and dividend tax. (Theory & Problem)	15
Unit-V	5.1 Tax Issues Relating to Amalgamation: Tax Planning with reference to amalgamation of Companies. 5.2 Tax payment: Tax deductions and collection at source, Advance Payment of Tax. (Theory & Problem)	15

Books Recommend:

1. Ahuja G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi.
2. Circulars issued by C.B.D.T.
3. Income Tax Act. 1961.
4. Income Tax Rules, 1962.
5. Lakhotia, R.N.: Corporate Tax Planning, Vision Publications, Delhi
6. Singhanian, V.K. : Direct Taxes : Law and Practice, Taxman's Publication, Delhi.
7. Singhanian, Vinod K. : direct Tax Planning and Management, Taxmann Publication, Delhi.
8. Dr. N. W. Jaswante, Dr. B. T. Gawande, Dr. P. M. Tayde, Prof. K. N. Tayde, Prof. V. W. Jaswante, Corporate Tax Planning and Management, Adhar Publication, New Hanuman Nagar, Behind V. M. V. College, Amravati

Part B

Program: Master of Commerce

Semester III

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
M.Com. – 34	E-Commerce and Legal Security	45

Course outcomes:

1. Analyze the impact of E-commerce on business models and strategy.
2. Describe the major types of E-commerce.
3. Explain the process that should be followed in building an E-commerce presence.
4. Identify the key security threats in the E-commerce environment.
5. Describe how procurement and supply chains relate to B2B E-commerce.
6. To understand Electronic Payment Systems and Unified Payment Interface System

Unit	Content	No. of Periods
I	1.1 Introduction to E-Commerce: Meaning and concept; Electronic commerce versus traditional commerce; Media convergence; E-commerce and E-business; Channels of E-Commerce; Business applications of E-Commerce; Needs for E-Commerce, E-Commerce as an electronic trading system special feature. 1.2 Internet Concepts and Technologies: Concept and evolution of internet; Web technologies-global publishing concept, universal reader concept and client server concept, Hypertext publishing and hypertext information network, Benefits of hypertext, URLs, HTTP, HTTPD servers, HTML, HTML Forms and CGI gateway services.	9
II	2.1 Business to Consumer E-Commerce: Cataloguing, order planning and Order generation, cost estimation and pricing, order receipt and accounting, order selection and prioritization, order scheduling, order fulfilling and delivery, order billing and payment management; Post sales services. 2.2 Web-site Design: Role of web site in B2C e-commerce; Website strategies and web-site design principles; Push and pull technologies, alternative methods of customer communication.	9
III	3.1 Business to Business E-Commerce: Need and alternative models of B2B e-commerce Technologies, EDI, and paperless trading; EDI architecture, EDI standards, VANs, Internet based EDI and FTP-based messaging. 3.2 E-Business: Workflow management, mass customization and product differentiation; Organization restructuring; Integrated logistics and distribution; Knowledge management issues and role of e-commerce infrastructure. .	9
IV	4.1 Electronic Payment Systems: Special features required in payment systems for e-commerce; Types of e-payment systems; E-cash and currency servers; e-cheques, credit cards, smart cards, electronic purses, and debit cards; Business issues and economic implications; Operational credit and legal risks of e-payment systems; Risk management options in e-payment systems; Components of an effective electronic payment system. 4.2 Unified Payment Interface System: UPI Concept, Features, Virtual Payment Address (VPA) meaning and benefits, UPI QR code concept, how to generate UPI QR code, BHIM app. Concept and history, Features, methods of payment in BHIM, how to accept IPO mandate in BHIM.	9
V	5.1 Security issues in E-Commerce: Security risks of ecommerce, exposure of resources, types of threats, sources of threats, security tools and risk-management approach, ecommerce security and a rational security policy for ecommerce; Corporate Digital Library; I.T. Act 2000. 5.2 Regulatory and Legal Framework of E-Commerce: Cyber laws-aims and salient provisions; Cyber-laws in India and their limitations; Taxation issues in e-commerce.	9

BOOKS RECOMMENDED:

- 1 Agarwal. K.N. and Deeksha Agarwal: Business on the Net: What's and How's of E-Commerce: Macmillan, New Delhi.
- 2 Agarwal. K.N. and Deeksha Agarwal: Business on the Net: Bridge to the Online storefront: Macmillan, New Delhi.
- 3 Cady, Glcc Harrab and Mcgregor Pat: Mastering the Internet, BPB Publication, New Delhi.
- 4 Diwan Parag and Sunil Sharma: Electronic Commerce-A Manager's Guide to E-Business, Vanity Books International, Delhi.
- 5 Janal. D.S.: On-line Marketing Handbook, Van Nostrand Reinhold, New York.
- 6 Kosivr, David: Understanding Electronic Commerce, Microsoft Press, Washington.
- 7 Minoli and Minal: Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
- 9 Schnelder. Gary P: Electronic Commerce, Course Technology, Delhi.
- 10 Young, Margaret Levine: The Complete Reference to Internet, Tata McGraw Hill, New Delhi.

- 11 O'Brien J: Management Information Systems, Tata McGraw Hill, New Delhi.
- 12 Parag Diwan and Sunil Sharma: E-Commerce A Manager's Guide to E-Business; Excel Books, New Delhi.
- 13 C.S.V. Murthy: E-Commerce- Concepts, Models, Strategies, Himalaya Publishing House.
- 14 Electronic Commerce - By Bharat Bhaskar, Tata Mc Graw Hill Publication, New Delhi.
- 15 E-Commerce - By Bhushan Diwan, S.Chand & Co. Ltd. New Delhi55.
- 16 Computer Applications in Business and Banking: By R.S. Virmal, K.M. Gupta-Umesh Publication, 5-B, Nath Market, Nai Sarak- Delhi6.

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
M.Com. -34	E-Commerce and Legal Security (Practical)	30

List of Practical's:

1. Using HTML Tags; Marq, List, Hyperlink, insert image Table and onlineForms tags.Prosses of Save HTML document.
2. Prosses of online buying, online railway/ aviation reservation booking
3. Prosses of e-payment systems; E-cash and currency servers; e-cheques, credit cards, smart cards, electronic purses, and debit cards; Operational credit and legal risks of e-payment systems.
4. Create Unified Payment Interface, Virtual Payment Address (VPA), UPI QR code, how to generate UPI QR code, methods of payment in BHIM, how to accept IPO mandate in BHIM.

Division of Marks for Practical's

Record Preparation	10 Marks
Practical Performance	10 Marks
Viva-Voce	10 Marks
Description	10 Marks
Practical Total	40 Marks

Part B

Name of Programme – Master of Commerce (Semester IV)

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com. 41	Entrepreneurship and Skill Development	75

COs

1. The objective of the course is to improve entrepreneurship quality for self-employment.
2. To gives knowledge for start their own start-up.
3. This course is also guiding them how business skill developed for achieving business goals

Unit	Content	
Unit I	Unit-I: 1.1- Entrepreneurship: meaning, Concept, Definition, Entrepreneurial Characteristics and skill, 1.2- Reasons for growth of Entrepreneurship in India, Types of Entrepreneurs. Growth of Business ideas, Factors affecting Entrepreneurial growth. 1.3- Intellectual property: Trademark, registration, infringement of Trademark, Passing-off, Copyright, Patents, Designs.	15
Unit II	Unit-II: 2.1 Entrepreneurial Support: Policies, types of policies, business incubation, Entrepreneurial Environment, business cluster 2.2 Business Plan: use of business plan, kinds of business plan, 2.3 Rural Entrepreneurship: Meaning, need, problems, Role of NGOs in rural entrepreneurship. Entrepreneurial movements. 2.4 Women entrepreneurship: Concept, functions, growth of women entrepreneurs, problems of women entrepreneurs,	15
Unit III	Unit-III: 3.1 Start-up: small Enterprises, project identification and selection Project formulation and selection. Project appraisal 3.2 Entrepreneurial Finance: Source of Debt Finance, Securing debt finance. Venture Capital, Structure of funds venture capital investment. 3.3 Institutional finance to Entrepreneurs: Industrial Development Bank of India(IDBI), Industrial Finance Corporation (IFCI), Industrial Credit and Investment corporation of India (ICICI), Industrial Reconstruction Bank of India (IRBI)	15
Unit IV	Unit-IV: 4.1 Entrepreneurial Skill: elements of entrepreneurial skills, major sources of acquiring entrepreneurial skills. 4.2 Communication Skill & Personality development: Intra personal communication and body language. Inter personal communication and relationship. Leadership Skill. Team Building and Public Speaking	15
Unit V	Unit-V: 5.1 Techniques in personality development: Self Confidence, Mnemonics, Goal setting. Time Management and effective planning. Stress management, Mediation and concentration techniques. 5.2 Self Motivation, self acceptance and self growth. 5.3 Entrepreneurial Skill Development: Skill development of rural industrial sector, small scale industries. Skills required for rural industries	15

REFERENCE BOOKS:

1. Entrepreneurship: Rajeev Rai; Oxford University Press, New Delhi.
2. Entrepreneurial Development: Dr. S.S. Khanka; S. Chand & Company Ltd. Delhi.
3. Entrepreneurship and Employment: S.B. Verma; Deep and Deep Publications Pvt. Ltd. Delhi.
4. Entrepreneurship Development Programmes & Practices: Jasmer Singh Saini; Deep and Deep Publications Pvt. Ltd. Delhi.
5. Entrepreneurship Development and Project Management: Neeta Baporikar; Himalaya Publishing House, New Delhi.
6. Business Communication: S.G. Krishnamacharyulu & R Lalitha Himalaya Publishing House, New Delhi.
7. Developing Presentation Skills: Dr. R.L. Bhatia; Wheeler Publishing , New Delhi / Allahabas.
8. Managerial and Skill Development: Puneet Varshney and Amita Dutta; Alfa Publication, New Delhi.
Encyclopedia off skill Development(Vol 1,2,3,): M.K. Gupta; Satyam Publisher and Distributers Jaipur.

Part B

Programme: Master of Commerce (Semester IV) Group A Finance

Code of Subject	Name of Subject	Total No. of Periods
M.Com. 45 A	International Financing	75

Course Outcomes:

1. To understand the structure & function of International Financing.
2. To provide the knowledge of international flow of fund.
3. To make aware students about developments in International Monetary System.
4. To study the global financial markets.
5. To make aware students about World Bank and other International Financial Organization.

Unit	Contents	No. of Periods
Unit-1 1.1 1.2 1.3 1.4	International Financing: Nature, Scope and Significance of International Finance Emerging Challenges & Responsibilities of Manager in International Finance Cost of Capital and Capital Structure of a Multinational Firm Multinational Capital Budgeting	15
Unit-2 2.1 2.2 2.3 2.4	International Flow of Fund: International Monetary Fund, its functions, Global Economy, its benefits International Financial Institutions Types of International Capital Flows (Primary), Overview, Objectives Factors Affecting International Trade Flows	15
Unit-3 3.1 3.2 3.3 3.4	Developments in International Monetary System: Gold Standard, Advantages, Disadvantages & its Suspension, Bimetallic Standard Bretton Woods System of Exchange Rates Financial Asset, Exchange Rate Regime International Liquidity & its Importance	15
Unit-4 4.1 4.2 4.3 4.4	Global Financial Markets: Meaning of Global Financial Markets, Types of Markets. Euromarkets, Meaning, Overview & History. Interest Rate in Global Money Markets. Money Market Instruments, Types, Objectives & Importance.	15
Unit-5 5.1 5.2 5.3 5.4	International Finance: International Bank for Reconstruction and Development (IBRD), International Development Association (IDA) International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA), International Centre for Settlement of Investment Disputes (ICSID) Asian Development Banks –Structure & Functions. Types of International Crisis	15

Reference Books:-

1. Gupta S.B. :- Monetary Planning Of India
2. G.N. Halm :- Monetary Theory
3. Vyuptakesh Sharan, International Financial Management, Fifth Edition, PHI Learning Pvt. Ltd.
4. P.G.Apte, International Financial Management, Tata McGraw Hill Education Pvt. Ltd. Fifth Edition, New Delhi
5. V.A.Avadhani:International Finance, Himalaya Publishing House, New Delhi.
6. Kishore Rani M: Financial Management, Taxmann's Publication, New Delhi.
7. Machiraju H.R.: International Financial Management, Himalaya Publishing House, New Delhi.
8. एस. एम. कोलते : भारतीय वित्तीय प्रणाली.
9. डॉ. सुभाष गुजर , बैंकिंग संकल्पना आणि कार्यप्रणाली.

Part B

Name of Programme – Master of Commerce (Semester IV) Group B Management

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com. 43 B	Sales and Distribution Management	75

COs

The objective of the course is to improve marketing skill and Distribution management avenues.

To gives knowledge for strategy, planning budgeting, and forecasting of Sales.

This course is also guiding them how to manage inventory control system within an organization of Business Concern and Individual.

Unit	Content	Periods
Unit I	Unit-I: 1.1 Sales management: Meaning, objectives, nature. Phases of evolution of Sales management. 1.2 Sales Organization: Characteristics, structure, Types and classification and importance. Sales management cycle and control. 1.3 Duties and responsibilities of General sales Manager. Steps in setting up the sales organization. 1.4 Sales forecast: meaning, objectives, sales forecast method, limitations. Market Analysis and sales planning. Marketing strategy	15
Unit II	Unit-II 2.1 Salesmanship: Meaning, attributes of salesmanship, essentials of good salesmanship. Merits and limitations of personal selling, 2.2 Sales territory: concept and purpose, sales territory- design criteria and process. 2.3 Sales promotion: sales promotion strategy and structure, sales promotion programme. Promotion mix, sales and brand promotion. 2.4 Management of Sales Force: Unique operating environment for sales field, sales force, Sales job analysis, Sales force recruitment. Sales Force selection process and Training.	15
Unit III	Unit-III 3.1 Selling Skills-Meaning, Concept, Objectives & Need 3.2 Tools and techniques for building sales relationship 3.3 Sales force motivation and compensation 3.4 Sales quotas, Selling Budget, Sales Audit and cost analysis.	15
Unit IV	Unit-IV 4.1 Sales Distribution: Physical distribution concept and its importance, Physical distribution and coordination, physical distribution- as a total logistic system. 4.2 Distribution audit: concept, components role of intermediaries in distribution management, network planning. Strategic decision 4.3 Classification of distribution channel, design of distribution channel 4.4 Distribution channel for services, channels conflicts for services. Performance and evaluation of channel.	15
Unit V	Unit-V 5.1 Warehousing and Inventory control: warehousing objectives and functions classification of warehouses. Order processing system. Inventory control and management 5.2 Wholesalers: wholesaling nature scope classification of wholesalers, distribution services and functions of wholesalers. Marketing strategy of wholesaler, marketing mix decisions by wholesalers 5.3 Transportation: Transportation role and modes, transportation origination and co-ordination, transportation mix and selection criteria. 5.4 Retailing: nature, scope, function and classification store and non-store retailing. Strategy to sustain competitive advantages in retailing. Franchising strategies, agreement terms of payment. Obligations of franchisers.	15

REFERENCE BOOKS:

1. Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi
2. Sales management: Douglas J Dalrymple, William L. Corn & Thomas E. Decarlo; John Wiley & sons Inc.
3. Sales Management with personal selling & salesmanship: S.A. Chunawalla; Himalaya Publishing House, New Delhi.
4. Sales Management Decision, strategies and cases: Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni; Prentice Hall of India Pvt. Ltd. New Delhi.
5. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.
6. Sales Promotion and Advertisement Management: M.N. Mishra; Himalaya Publishing House, New Delhi.
7. Salesmanship & Sales Management: P.K.Sahu and K.C.Rout' Vikash Publishing House, Pvt. Ltd. New Delhi.
8. Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi.
9. Sales and Distribution Management: K. Shridhara Bhat; Himalaya Publishing House, New Delhi.

Part B

Name of Programme – Master of Commerce (Semester IV) Group B Management

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com.44 B	Cooperative Management	75

COs

- 1 To develop understanding about the functioning of cooperative industry
- 2 To develop understanding about functioning of Agricultural Cooperative Societies
- 3 To develop understanding about functioning of Sugar Cooperative Societies
- 4 To develop understanding about Government policy on cooperation
- 5 To develop understanding about cooperative legislation in India

Unit	Content	
Unit I	1.1 Meaning & Definition of Co-operation. 1.2 Principles of Co-operation. 1.3 Characteristics of Co-operation. 1.4 Importance & need of Co-operation. 1.5 Origin & development of Co-operative movement in India.	15
Unit II	Working & functions of – 2.1. Agricultural credit Co-operative Societies. 2.2 Marketing Co-operative Societies. 2.3 Industrial Co-operative Societies. 2.4 Consumer Co-operative Societies.	15
Unit III	Working & functions of – 3.1. Sugar factories of Maharashtra. 3.2 State Co-operative Bank. 3.3 District Central Co-operative Bank. 3.4 Student Consumer Co-operative Societies.	15
Unit IV	4.1 Govt. policy on co-operation 4.2 Financial Assistance to Cooperative sector from Govt., 4.3 S.B.I., N.C.D.C. & Co-operative Banks. 4.4 Co-operative Education & Training.	15
Unit V	5.1 Brief history of co-operative legislation in India. 5.2 Formation of M.S. Co-operative Act. 1960, 5.3 Registration, Byelaws, Membership, Capital, 5.4 Meetings, Meeting Notice, Agenda, Quorum, Minutes & method of Resolution.	15

BOOKS RECOMMENDED

1. Theory & practice of co-operation in India & abroad. Vol.I,II,III : Kulkarni R.K.
2. Co-operation in India by C.B.Memoria& R.D. Saksena.