

**ELECTIVE FOUNDATION**  
**M.Com. - II**  
**Semester - III**  
**COMPUTER APPLICATION IN COMMERCE**  
**(PCC3E03)**

- **Level of knowledge :** Basic Knowledge
- **Objectives :** To develop conceptual understanding of the fundamentals of Entrepreneurial development and procedure requirements. To impart skills in Development.

**CONTENTS**

**Unit- I :      **Computer Hardware: -****

Computer system as information processing system, types of computer system, Block diagram of computer, CPU, input devices, output devices, storage devices, configuration of hardware devices, CPU, RAM, ROM, and secondary storage devices, other peripherals used with PC; Factors influencing PC performance; PC as a virtual office. Virus, types of viruses, antivirus utilities.

**Unit- II :      **Computer Software :-****

Operating system, System Software needs, Types of Operating system Batch processing, Real time processing, Multitasking, Multiprogramming, Multiprocessing, application software's, Programming languages; features of DOS; windows operating system, print manager, control panel & setting. Types of file organization, types of files.

**Unit III :      **Networking : -****

Network topology, Local Area Networks(LAN) and Wide Area Network (WAN); E-mail; internet technologies, access devices, concept of a world wide web and internet browser; search engines.

Internet services and Applications, Web Services, E-Learning, Web information system. Web Based Software, Agent-Oriented Computing, E-Business, E-Governance, M-commerce.

**Unit VI :      **Introduction to MS-Office :-****

Word Processing - Introduction and working with MS-Word in MS-Office; word basic commands; Formatting - text and documents; Sorting and tables; Working with graphics; introduction to mail-merge.

Spread Sheet - Working with EXCEL - formatting functions., Chart features; Working with graphics in Excel; Using worksheets as database in accounting, marketing, finance and personnel areas.

Power -Point = Basics, creating presentations the easy way; working with graphics in Power Point; Show time, Sound effects and animation effects.

## **BOOKS RECOMMENDED**

- 1) I.T. today (encyclopedia) by S. Jaiswal (Text book)
- 2) Computer today by donald senders
- 3) Computer fundamentals by P.K.Sinha
- 4) Office automation by K.K. Bajaj (Macmilan)
- 5) Business on the net an introduction to the whats and hows of e-comerce by K.N.Agrawala and others (Macmilan)
- 6) Information technology by S. B. Kishor (Dsganu Prakashan)
- 7) Computer Applications in Management - Usha Dahiya, Sapna Nagpal (Taxmann's pub)
- 8) Information Technology - Dr. Sushila Madan (Taxmann's)
- 9) Bhushan Diwan - E-commerce - S.Chand & Co.
- 10) Fundamentals of Computers - ITI Education Solutions Ltd. (Pearson)

**M.com.II**

**Semester-**

**III**

**Service Sector Management (PCC3E04)**

Theory : 80 Marks

Internal Assessment :20 Marks

---

**Unit – I Introduction of Service Sector**

Definition of Service, Characteristics of services, Growth of Service Sector, Career Opportunities of Service Sector

**Unit II Services Sector in the Indian Economy**

Reason for Growth of Services in India, service Tax, Emerging key Service Businesses in India : Insurance, Transport, Postal Service, Telecommunication, Software, Electricity, Tourism, Health Care, Education.

**Unit III Service Demand Management**

Variation in Demand for Services, Formulation of Strategies for demand management, Flexing Capacity to meet demand

**Unit IV Consumer Protection in Services**

Consumer Rights, Consumer Movement in India, The consumer Protection Act 1986, Protection to Consumers of Services.

Reference Books :-

- 1) Service Marketing- K. Rama Mohan Rao, Pearson Education
- 2) Service Marketing , S. M. Jha Himalaya Publishing House.

## MIRPM SEM. III

### ECONOMICS OF LABOUR

(PCI3E04)

Unit-I: Nature and Scope: Nature and Scope of Labour Economics Peculiarities of Labour. Labour as a Factor of Production Labour Force. Labour Supply. Labour Demand.  
Labour Supply Overtime.

Unit-II: Labour Market : Concept of Labour Market, Commodity Market and Labour Market. Imperfection in Labour Market, Labour Market Equilibrium, Labour Discrimination.

Unit-III: Labour and Change : Labour and Technological Change, Impact of Rationalisation, Automation, Modernization and Computerisation. Labour Mobility, Human Capital Education and earning, On the job Training and the Wages.

Unit-IV: Labour in India. Labour and Trade Union Labour Market ,Contract and work Incentives, Unemployment.

Unit-V: Labour in India - Labour in Indian context, Organised labour, Unorganized Labour, Labour from Agriculture, Industry and Service Sector.

### REFERENCE BOOKS:

Dr.R.Singh & I.C. Singhal Labour  
Problems. A.N.Agrawal Labour  
Problems.

R.A.Lester	Economics of Labours.
T.N.Rastogi	Indian Industrial Labour.
Bhagoliwal	Industrial Relations & Economics of Labour.
R.C.Saxena	Labour Problems.

# **RESEARCH METHODOLOGY (PCI3E05)**

Unit-I: Introduction to Research Methodology, Meaning and purpose of Research, Importance of Research, Types of Research, Research Problem, Selection & Formulation, Hypothesis.

Unit-II: Data Collection-Review of literature, Methods and techniques of Data collection, Sampling and sampling Designs, Attitude Measurement and scales.

Unit-III: Presentation and Analysis of Data, Data Processing, Statistical Analysis and Interpretation of data, Model Building and Decision Making.

Unit-IV: Presentation of Report, formats of reports, report writing, substance of report.

Unit-V: Research Paper-Concept, Importance, Preparation and Presentation of Research paper.

## **REFERENCE BOOKS:**

- M.R.Cohen & E.Nagar    An Introduction to Logic & Scientific Methods.  
A.K.Das Gupta    Methodology of Economic Research.  
Yong Pauline    Scientific Social Surveys and Research.  
W.J.Good    Methods in Social Research.  
Wilkinson & Bhandarkar    Methodology & Techniques of Social Research.

## **POOL OF SUBJECTS SEM. IV**

### **M. COM. PART II**

### **SEMESTER IV**

#### **INTERNATIONAL BUSINESS ENVIRONMENT (PCC4E02)**

**Objectives:** This Course develops ability to understand and scan business environment in order to analyses opportunities and take decisions under uncertainty.

**Unit–I-Theoretical frame work of Business Environment:** Meaning, Nature, Types and Importance of International Business. Levels of Environment, Internal and External Environment.

**Economic Environment of Business:** Nature, Significance and Elements of Economic Environment; Economic Systems and Business Environment; Government Policies, Industrial Policy, Fiscal Policy, Monetary Policy ,Public Sector and Economic Development;

**Unit–II-Demographic Environment:** Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects.

**Political and Legal Environment a Business:** Critical Elements of Political Environment; Government and Business; Changing Dimensions of Legal Environment in India; MRTP Act, FEMA and Licensing Policy; Consumer Protection Act.

**Socio-Cultural Environment:** Critical Elements of Political Environment; Social Institutions and Systems; Social values and Attitudes; Emerging Rural Sector in India; Indian Business System; Social Responsibility of Business; Consumerism in India.

**Unit–III-International Economic Cooperation and Agreements:- Regional Economic Integration:** Types of Integration, Theory of Customs Union, European Union, India-EU trade, the Euro, Other Regional Groupings, Economic Integration. South–south Co-operation SAARC; SAPTA; Indo-Lanka Free Trade Agreement .International Commodity Agreements, GSP and GSTP.

**International Economic Institutions:-** International Monetary Fund, World Bank, World Trade Organization. Objective, Functions; role guiding Principles; Lending programmes; International Development Association; World Bank Assistance to India; an Evaluation of IMF-World Bank.

**Unit–IV-International Trade and Investment Theories:-** Comparative Cost Theory; Complementary Trade Theories–Stopper–Samuels on Theorem, Theory of Capital Movements; Market Imperfections Theory; Internalization Theory.

**Government Influence on Trade:-** Protectionism: Tariff Barriers; Non-Tariff Barriers(NTBs); State Trading; Exam Policy; Regulation of Foreign Trade; Export Promotion; EPZs EOUs, TPs& SEZs; Export Houses and Trading Houses; an evaluation.

**Globalization And International Investments:-** Meaning and Dimensions, Features and Factors favoring of Globalization. Stages of Globalization, Essential Conditions for Globalization, Foreign Market Entry Strategies, Exporting; Licensing and Franchising, Pros and Cons of Globalization. Social Issues in International Business, Types of Foreign Investment, Significance of Foreign Investment, FDI and production linkages; trade and investment Growth, Dispersion of FDI.

**RECOMMENDED BOOKS:**

1. International Business Environment by Francis Cherunilam – Himalaya Publishing House.
2. The International Business Environment by Anant K.Sundaram/J.Stewart Black- Prentice Hall.
3. International Business K.A swathappa Mc graw hill education.
4. International Businesses environments and Operations John DDaniel, LeeH Rad ebaugh, Daniel P Sullivan-Pearson Education,
5. Dynamics of Successful International Business Negotiations by Robert T. Moran,William G Stripp– JAICOV
6. Business Economics and Business EnvironmentBy G. Kohcar, Das Ganu Prakashan
7. The International Environment of Business byGeraldM.Meier–OxfordPress,2006

# ENTREPRENEURIAL DEVELOPMENT

(PCC4E03)

- **Level of knowledge** : Basic Knowledge
- **Objectives** : To develop conceptual understanding of the fundamentals of Entrepreneurial development and procedure requirements. To impart skills in Development.

## CONTENTS

### **Unit- I : Entrepreneur Entrepreneurship -**

Conceptual issues. Entrepreneurship vs. Management. Roles and functions of entrepreneurs in relation to the enterprise and in relation to the economy. Entrepreneurship - Creativity and Innovation, Relationship with the Economic Development, Barriers to Entrepreneurship (Factors affecting Growth of Entrepreneurship), Women Entrepreneurship, Social Entrepreneurship.

### **Unit- II : Entrepreneurship Trends -**

Types of Entrepreneurship, Career Planning, Choice of Entrepreneurship as a Career.

#### **Opportunity scouting and idea generation :**

Role of creativity and innovation and business research. Sources of business ideas. Entrepreneurial opportunities in contemporary business environment. Developing Entrepreneurial Potential, Business Ideas Generation Process, Evaluation of Business Idea. Business Plan - The ED Cycle, Building the Business Plan, Venturing an Enterprise, Financial Considerations (Cash Flow Management, Financial Plan, Business Plan). Cases from Indian Industries

### **Unit III : Entrepreneurship in India -**

Entrepreneurship Development in India Issues and Opportunities, Small Scale Sector in India, The NGO Factor in EDP-INDIA Corporate Social Responsibility (CSR) : NGO's in India, Social Responsibility of Entrepreneurs, CSR. Entrepreneurial behaviour - Socio - psychological factors influencing entrepreneurship development.

### **Unit IV :**

The concept and issues in small business marketing. The idea of consortium marketing, competitive bidding/tender marketing, negotiation with principal customers. The Industry and Ancillarization Entrepreneurship & Industry, Ancillarization, Ancillarization in India. Ancillaries & Industrial Development, Ancillary Opportunities in different Economic Sectors : Agro Industries, Logistics,



BPO, Banking and Finance, Sub-contracting System, Supplier Organization Network  
Global Aspect of Entrepreneurship.

### **BOOKS RECOMMENDED**

- Entrepreneurship 6th edition. Robert D Hisrich, Tata McGraw-Hill.
- Kuratko-Entrepreneurship - A Contemporary Approach, (Thomson Learning Books)
- Chary - Business Gurus speaks (Macmillan)
- S.S. Khanka - Entrepreneurial Development (S. Chand & Co.)
- Brandt, Steven C. , The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
- Bhide, Amar V., the Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
- Desai, Vasant, Small Scale Enterprises Vols 1-12, Mumbai, Himalay publishing House. (Latest edition).
- Dollinger, Mare J., Entrepreneurship : Strategies and resources, Illinois, Irwin, 1955.
- Holt, David H., Entrepreneurship : New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
- Panda, Shiba Charan, Entrepreneurship Development, New Delhi, Anmol Publications. (Latest edition).
- Patel, V. G., The Seven Business Crises and How to Beat Them, Tata-McGraw, New Delhi, 1995
- SIDBI Report of Small Scale Industries Sector (latest Editions)
- Taneja, Satish and Gupta. S.L. Entrepreneurship Development - New Venture Creating, Galgotia Publishing House, New Delhi, Latest Edition
- Verma, J.C., and Gурpal Singh, Small Business and Industry - A Handbook for Entrepreneurs, New Delhi, Sage, 2002 Vesper, Karlsh, New Venture Strategies, (Revised Edition), New Jersey, Prentice - Hall, 1990.

MIRPM PART II  
SEM. IV

**REGULATION OF INDUSTRIAL DISPUTES (PCI4E02)**

Unit-I: Industrial Disputes-Definition, forms of disputes, causes of disputes, Labour Welfare Officer, Need, functions and duties.

Unit-II: Preventive Measures. Works Committee, Joint Management Councils Standing orders, Grievance, Grievance Procedure, Misconduct, Disciplinary action.

Unit-III: Preventive Measures-Code of Discipline, workers participation in Management-concept, meaning, aims and objectives, Forms and levels of participation, Wage Policy & wage boards.

Unit-IV: Settlements Machinery-Conciliation- functions and process of Mediation, conciliation Machinery, conciliation officer, Arbitration- concept, Advantages, Limitations, type, Arbitrator, Adjudication, importance, Types, labour court, Industrial tribunal, National Tribunal, Procedure for settlement of Disputes.

Unit-V: Tripartite bodies for prevention of Disputes, Indian labour conference and standing labour committee, National commission on labour.

**REFERENCE BOOKS:**

Dale, Yoder	Personnel Management & Industrial Relations.
Northcott	Personnel Management Principles & Practice.
Filippo	Personnel Management.
Sen-Gupta & others	Personnel Management & Industrial Relations.
Strauss & Sayle	Personnel Management & Industrial Relations.
Indian Institute of Personnel Mgt.	Personnel Management in India
Charles Myer	Industrial Relations in India.
Rudra Basavraj	Personnel Administration Practices in India.
R.S.Davar	Personnel Management & Industrial Relations.
C.B.Mamoria	Personnel Management & Industrial Relations.
P.G.Shejwalkar	Personnel Management & Industrial Relations.

## **WAGE AND SALARY ADMINISTRATION (PCI4E03)**

Unit-I: Concepts and Theories Terminology and Concepts Need, Objective and Principles of Wage Salary Administration, Mechanism Wage Theories, Types of Wages, Wage Fixation institutions in India.

Unit-II: Wage Differentials : Wage Differentials as Corollary of Factor Differentials Basic for Differentials-Occupation, Industry Region , Causes of Wage Inequality, Organisational Wage Structure, Wage Differential Social Programming of Wages.

Unit-III: Wage Determination : Need for Rational Wage Structure, Prerequisite for wage Standardisation, Wage Board- Constitution, Function and Critical Study Wage Determination, Determining the Wage Rate, Role of Trade Union.

Unit-IV: Wage Incentives : Incentives, Incentive Wage System, Individual and Group incentives, Financial and Nonfinancial Incentives, Profit Sharing, Participation in Management, Performance Appraisal, Merit rating, Attitudes of Workers Union.

Unit-V: Bonus and fringe benefits : Bonus Provisions Under Bonus Act, Fringe Benefits- Meaning and Need, Objectives of Fringe Benefit, Types of Fringe Benefit, Utilization of Staff and Productivity.

### **REFERENCE BOOKS :**

Dale, Yoder	Personnel Management & Industrial Relations
Northcott	Personnel Management Principles & Practices.
Filippo	Personnel Management.
Sen Gupta & Others	Personnel Management & Industrial Relations.
Strauss & Sayle	Personnel Management & Industrial Relations.
Indian Institute of	Personnel Management in India. Personnel Mgt.
Charles Myer	Industrial Relations in India.