M.Com. Syllabi

Under
Choice Based Credit System (CBCS)
&
Continuous Assessment Grading Pattern (CAGP)

w.e.f. August 2012

Department of Commerce
School of Economics, Management and Information Sciences
Mizoram University, Aizawl
<table>
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<tr>
<th>SEM</th>
<th>S. No</th>
<th>Course Code</th>
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GRAND TOTAL (ALL 4 SEMESTERS) (CC=64; SC=16; OE=08) | 120 | 56 | 19 | 13 | 88 | 2400 |

CC – Core Courses
SC – Soft Courses
OE – Open Elective Courses
L – Lecture
T – Tutorial
P – Practical

Master of Commerce (M.Com.) Programme under the Choice Based Credit System (CBCS) & Continuous Assessment Grading Pattern (CAGP)
COM/1/CC/01  Business Environment  (Five Credits – Core Course)

[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: To acquaint the students with the Indian and global environment pertaining to business.

Course Inputs:  (L=4; T=1; P=0)

Unit- 1

Unit - 2
3. Privatization: concept; Disinvestment- concept and forms; Role of public sector.
4. Globalization: Meaning, factors facilitating and impeding globalization in India; Impact of globalization on Indian industry, globalization of Indian business.

Unit - 3
5. Socio- Cultural environment: Critical elements of socio- cultural environment; Social institutions and systems; Emerging rural sector.

Unit - 4
8. Technological Environment: Elements, significance and its impact.

Unit - 5
9. International Environment: Foreign Investment: FDI, FPI and FII; India’s policy towards FDI.
10. WTO: Principles and agreements, Regional Trade Agreements; India’s EXIM policy.

Suggested Readings:
1. Adhikary M, Economic Environment Business Theory & Indian Case; Sultan Chand & Sons.
11. North East Vision 2020, DoNER.
Objective: The objective of this course is to enable the students understand the dimensions of organizational behaviour.

Course Inputs: (L=4; T=1; P=0)

Unit – 1:
1. Introduction: Management functions, management roles, management skills
2. Organizational Behaviour: Meaning and significance; challenges and opportunities.

Unit - 2

Unit-3
6. Motivation-II: McClelland’s theory of needs, Equity theory, and Expectancy theory; Their implications for managers.

Unit-4
7. Foundations of Group Behaviour: Importance and types of groups; differences between groups and teams; Group decision making: groups vs the individual, groupthink and groupshift, group decision making techniques.
8. Organisational Communication: Functions and direction; Interpersonal communication; Barriers to effective communication; Cross-cultural communication.

Unit-5
10. Organisational Culture: Concept; Characteristics and functions; Strong vs. weak cultures; Creating an ethical organizational culture; Spirituality and organizational culture.

Suggested Readings:
1. Aswathappa, Organisational Behavior, Himalaya Publisher.
9. Robbins P. Stephen & Timothi, Organisational Behavior, PHI.
Objective: The objective of this course is to help students to understand the conceptual framework of financial management and its applications

Course Inputs: (L=4; T=1; P=0)

Unit – 1 Introduction
1. Financial Management: nature and scope, goal - profit vs. wealth maximization. (Theory)
2. Sources of Finance: Long-term, medium-term, and short-term; Finance functions - Investment financing and dividend decisions, time value of money (Theory)

Unit – 2 Capital Budgeting & Capital Structure Theories
3. Nature of investment decisions, investment evaluation criteria - Net present value, ARR, Internal rate of return, profitability index, payback period; Capital rationing, risk analysis in capital budgeting. (Theory + Numerical)

Unit – 3 Leverages
5. Operating and Financial Leverage: Measurement of leverages; Effects of operating and financial leverage on profit; analysing alternate financial plans; combined financial and operating leverage, EPS. (Theory + Numerical)

Unit – 4 Dividend Policies
7. M-M hypothesis: dividend and uncertainty, relevance of dividend. Forms of dividends; Stability in dividend policy; corporate dividend behaviour. (Theory)

Unit – 5 Working Capital Management
8. Principles of Working Capital Management: Concepts- Gross Working Capita, Net Working Capital, Operating cycle, permanent and Variable working capital; Determinants of working capital, working capital policies- Matching, conservative and aggressive; Calculating operating cycle period and estimation of working capital requirements; factoring services. (Theory + Numerical)
9. Management of Cash, Receivables and Inventory: Cash Management, Motives for holding cash, optimum cash balance- Baumol and Miller- Orr models; Receivables Management, nature of credit policy, collection policy and procedures. Inventory management, Objectives and techniques (Theory)

Suggested Readings:
COM/1/CC/04  Business Statistics and Applications  (Five Credits – Core Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective:  The objective of this course is to provide an understanding of Statistics and application of relevant software in managerial decision making.

Course Inputs:  (L=4; T=0; P=1)

Unit -1  Fundamentals
1. Statistical terms and concepts; Levels of Measurement, Data, variables, population, sampling, descriptive statistics, inferential statistics, statistics in business management (Theory)
2. Sampling and sampling distribution; sample statistics as estimation of population parameter, errors, sampling distribution, Central Limit Theorem, Law of inertia of large numbers, characteristics of good sample (Theory)

Unit – 2  Parametric tests
3. Statistical estimation & testing; Testing hypothesis and errors, assumptions of parametric tests, sample size,; Large and small sampling tests, z- test and t- test (Theory and numerical)
4. Analysis of variance: Rationale behind ANOVA, degree of freedom, F Distribution, computation of F, ANOVA Table (Theory and numerical)

Unit – 3  Non-parametric tests
5. Chi-square test, Sign test, Wilcoxon Signed-Rank test
6. Wald-Wolfowitz test, Kruskal-Wallis test, Friedman’s Two-way ANOVA, Man-Whitney U Test

Unit – 4  Correlations and Regression
7. Correlation Analysis; Spearman rank, Pearson, part, partial, multiple, special correlation
8. Multiple Regression; standard error of estimate, test of significance of regression analysis

Unit – 5  Working with SPSS (practical)
9. Fundamentals of SPSS; interpretation and representation of data, overview of SPSS functions, data entry, testing assumptions with SPSS
10. Parametric and non-parametric tests using SPSS

Suggested readings:
2. Andy Field: Discovering Statistics using SPSS, Sage Publication
3. Gupta, SP: Statistical Methods, Sultan Chand & Sons

COM/1/CC/05  Participative Learning - I  (Two Credits – Core Course)
(L=0; T=2; P=0)

Objective:  To develop soft skills among the students

This two (2) credits course, with only tutorial component, will be evaluated by the course-in-charge(s), based on presentations/participations of the students in seminars, group discussions, mock interview, presentations, quiz etc.
Human Resource Management
(Four Credits – Core Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective:
The objective of the paper is to enable the students to familiarize with the main aspects of Human Resource Management at the organizational level and apply the same in management of Human Resources.

Course Inputs:
(L=3; T=1; P=0)

Unit – 1
1. Human Resource Management (HRM): Concept, Scope, objectives, importance of HRM; Role of HR Manager.
2. Human Resource planning: Objectives, Process, factors affecting HR planning; Problems in HR planning.

Unit – 2
3. Concepts of job design, job rotation, job enlargement, job enrichment and job analysis.
4. Recruitment: objectives and sources of recruitment; Selection: process; placement, induction, promotion and transfer.

Unit – 3
5. Training and Development: Identification of training needs, methods and evaluation of training; Techniques of management development, Evaluating effectiveness of development programmes.
6. Performance Management: Concept; Performance Appraisal: Concept, Traditional and Modern methods of appraisal; Concepts of potential appraisal and career planning and development.

Unit – 4
7. Compensation Management: Objectives; Job evaluation: Concept, methods.
8. Essentials of sound wage structure; Concepts of minimum wage, living wage and fair wage; Wage differentials.

Unit – 5
10. Participative management: Objectives, types; Brief introduction to forms of Workers Participation in Management in India; Concept, specific issues in Quality of Work Life (QWL).

Suggested Readings:
COM/2/CC/07  Marketing Management  (Four Credits – Core Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: The objective of this course is to develop an understanding of the concepts, strategies and issues involved in marketing.

Course Inputs: (L=3; T=1; P=0)

Unit – 1:
1. Introduction: Meaning and scope of marketing; Evolution of Marketing; Analysing the micro and macro environment in Indian context.
2. Connecting with Customers: Customer relationship management (CRM); consumer behavior- Factors influencing consumer behavior; Market segmentation and its bases; positioning strategy; Rural marketing.

Unit – 2
3. Shaping the Market Offerings: Product strategy - product levels; Product classifications; Product mix decisions; Creating brand equity - building brand equity; Choosing brand elements; Devising a branding strategy; Brand positioning; Product-life-cycle marketing strategies.
4. Pricing strategy: Factors determining the price; Pricing policies and strategies.

Unit – 3
5. Designing and Managing Channels: Importance and types of channels; Channel-design decisions; Channel management decisions.
6. Concepts of Retailing, wholesaling, supply chain management, and logistics; Types of retailers - marketing decisions; Recent trends in retailing in India.

Unit – 4:
7. Designing an Integrated marketing communications (promotion strategy): Marketing communications mix and their characteristics; Hierarchy-of-effects model; Steps in developing effective communications; Factors in setting the marketing communications mix.

Unit – 5:
8. Developing and managing advertising programme – setting the objectives, advertising budget, advertising campaign, reach, frequency and impact, major media types.
9. Personal communications – direct marketing; Interactive marketing; Principles of personal selling.

Suggested Readings:
2. Majumdar, R. Product Management in India, Prentice Hall.
7. Ramaswamy and Namakumari, Marketing Management, Macmillan,

COM/2/CC/08  Participative Learning – II  (Two Credits – Core Course)
Objective: To develop soft skills among the students (L=0; T=2; P=0)
This two (2) credits course, with only tutorial component, will be evaluated by the course-in-charge(s), based on presentations/participations of the students in seminars, group discussions, mock interview, presentations, quiz etc.
COM/2/SC/09a: Security Analysis and Portfolio Management (Four Credits—Soft Core Course)
Continuous Assessment: 40 marks; Semester end exam: 60 marks.

Objective: The objective of this course is to help students understand various issues in security analysis & portfolio management.

Course Inputs: (L=3; T=1; P=0)

**Unit – 1:**
1. Investments: Concept of investment, investment vs. speculation, investment decision process, avenues of investment; Effect of combining securities; Derivatives (Theory)
2. Stock Market Indices; Concept, Procedure for Computation of BSE SENSEX, NIFTY. (Theory + Numerical)

**Unit – 2**
3. Security return and risk analysis, measurement of return and risk. (Theory + Numerical)
4. Valuation of securities: bonds, debentures, preference shares, equity shares, and Derivatives. (Theory + Numerical)

**Unit – 3**
5. Fundamental Analysis: Economic analysis, Industry analysis and Company analysis (Theory)
6. Technical Analysis: Concept; Dow Theory, Price charts patterns, Elliot Wave theory, Market indicators (Theory)

**Unit – 4**
7. Efficient Market Hypothesis; Portfolio Analysis (Theory + Numerical)
8. Portfolio selection: Markowitz Risk-return optimisation; Sharpe's Single Index Model; multi factor model (Theory + Numerical)

**Unit – 5**
9. Capital Asset Pricing Model: Concept, assumptions, Capital market line, security market line (Theory)
10. Portfolio Revision and Evaluation: Concept; Sharpe Ratio, Treynor Ratio, Jensen measure, Fama’s net selectivity; Arbitrage pricing theory (Theory)

**Suggested Readings:**
Entrepreneurship (Four Credits – Soft Core Course)

[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective

This course gives the students an insight to the entrepreneurial culture and provides them basic knowledge about various aspects of entrepreneurship in setting up of business ventures.

Course Inputs:

(L=3; T=1; P=0)

Unit 1:
1. Introduction: The Entrepreneur-Meaning and Characteristics; The entrepreneurial decision process, Role of entrepreneurship in economic development.
2. Theories of Entrepreneurship; Emergence of entrepreneurial class in India.

Unit 2:
3. Entrepreneurial Behaviour: Entrepreneurship and Innovation; Creativity as a prerequisite to innovation.
4. Seven sources of innovation (Peter Drucker); Myths of entrepreneurship; Social responsibility of entrepreneurs.

Unit -3:
5. The Entrepreneurial and Intrapreneurial mind: The entrepreneurial process; Managerial vs entrepreneurial decision making.
6. Intrapreneurship: Causes, intrapreneurial culture; intrapreneurial leadership characteristics and establishing intrapreneurship in the organisation.

Unit 4:
7. The Individual Entrepreneur: Entrepreneurial feelings- locus of control, independence and need for achievement, risk taking.
8. Entrepreneurial background and characteristics: childhood, education, values, age, work experience, motivation, role models and support systems, male v/s female entrepreneurs.

Unit 5:
9. Reasons for failure of entrepreneurs; ten deadly mistakes of entrepreneurship (Zimmerer and et al), the four entrepreneurial pitfalls (Peter Drucker); Measures to avoid pitfalls.

Suggested Readings:
COM/2/SC/10a  Accounting for Services – I  
(Four Credits–Soft Core Course)  
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective:  To enable the students develop an understanding into accounting practices practiced by service sector organizations

Course Inputs:  (L=3; T=1; P=0)

Unit – 1:
1. Accounting for Professionals: Accounting books and documents to be maintained by doctors, lawyers, engineers and accountants as per the provision of Income Tax Act; Precautions to be taken in maintaining accounts. (Theory + Numerical)  
2. Accounts of professionals and their household accounts; Preparation of final accounts. (Theory + Numerical)

Unit – 2:

Unit – 3:
5. Accounting for Hotels: Accounting for cash, accounting for sales, allowances to guest, preparation of Final Accounts, Special Adjustments and features and ratios (Theory + Numerical)
6. Accounting for Hospitals: Types of hospitals, Items of income and expenditure, Preparation of financial statement, Profit & Loss A/c and Balance Sheet (Theory + Numerical)

Unit – 4:
7. Government Accounting: Fundamentals; Switch over from cash to accrual basis accounting. (Theory)
8. Local Government: Municipal Department, Panchayat. (Theory + Numerical)

Unit – 5:
9. Farm Accounting: Introduction; Farm accounting vs Firm Household accounting; various concepts of agro-costs; classification of cost; Application of double entry principles (Theory + Numerical)

Suggested Readings:
5. Kulkarni, G. R.: Managerial Accounting for Hotels,
9. Piland, Neill F. & Glass, Kathryn P.: Chart of Accounts for Health Care Organisations, Medical Group management Association (AMACOM)
Objective: The objective of the course is to enable the students to craft a winning business plan for his/her venture.

Course Inputs: (L=3; T=1; P=0)

Unit 1:
1. Business Idea: Creativity, innovation and entrepreneurship; Creative thinking; Barriers to creativity; Enhancing creativity – organizational and individual.
2. Business plan: importance, format (elements) and presentation, groups interested in business plan

Unit 2:

Unit 3:
4. Financial Plan I: Cash management, avoiding the cash crunch; Basic financial statements - balance sheet and profit and loss account; Creating projected financial statements; Interpreting ratios; Break-even analysis.

Unit 4:
5. Financial Plan II: Planning for capital needs – fixed capital, working capital and growth capital; Equity capital versus debt capital; Sources of equity financing – personal savings, friends and family members, angels, corporate venture capital; Debt financing – sources.

Unit 5:
6. Location and Layout: Factors determining the location of the enterprise; Location as a source of competitive advantage – retail, service and manufacturing units.
7. Layout and design considerations – principles, layout for retailers and manufacturers.

Suggested Readings:
5. Drucker, Peter, F, Innovation and Entrepreneurship, East West Press (P) Ltd.
Com/2/OE/11a Management of NGOs (Two Credits – Open Elective Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: To acquaint the students with the issues concerning the NGO management.

Course Inputs: (L=2; T=0; P=0)

Unit – I
1. Introduction: Concept, meaning, definition, kinds, importance and characteristics; Formation: Important documents, bye-laws and registration; Taxation and NGOs: section 11, 12, 35AC and 80G.
2. Functional areas: Marketing, Finance, HRM etc; Managing NGOs: Environment, Governance, Ethical issues and challenges.

Unit – II
3. Budgeting: Concept, advantages, key factors, kinds, budgetary control; Preparation of Cash Budget

Suggested Readings:
COM/2/OE/12a  Creativity and Innovation  
(Two Credits – Open Elective Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: To enable the students learn the skills of creativity and innovation, in problem solving.

Course Inputs: (L=2; T=0; P=0)

Unit – 1
1. Introduction: Creativity and innovation – meaning, process; Components - intrinsic motivation, task skills, creative thinking; Innovation and entrepreneurship linkage, dimensions of innovation and the innovation arena; Doblin’s 10 types of innovation.
2. Searching and selecting business ideas – methods of generating new ideas, dynamics of project identification, matching products and entrepreneurs; Setting the stage for success - Basic philosophy, having a vision, setting the right attitude, recognizing and avoiding mental blocks, avoiding mindsets, risk taking, paradigm shift and paradigm paralysis, Individual and team work.

Unit – 2
3. Problem solving- understanding, representing; Pattern Breaking - thinking differently, changing your point of view, watching for paradigm shift, challenging conventional wisdom, lateral thinking, provocation, mind stimulation.
4. Creativity techniques: Idea generation – Brainstorming/brain-writing, SCAMPER method, thought mapping, word play, metaphorical thinking, TRIZ Methodology, Do It methods; Decision making and evaluative exercises - Focused thinking framework, Six thinking hats, PMI (Plus, Minus, Interesting), ladder of inference, reactive decision making.

Suggested Readings:
1. Brian Clegg, Crash Course in Creativity, Kogan Page
2. Adair, Leadership for Innovation, Kogan Page
3. Plsek, Creativity, Innovation and Quality, Prentice Hall India
4. Jacob Goldenberg, Creativity in product Innovation, Cambridge University Press
5. Felix Janson, Age of Innovation , Prentice Hall India, 2000
8. Mind Tools- The ebook
10. Laldinliana, Facilitator’s Primer in Entrepreneurship and Group Dynamism, Akansha Publishing House
COM/3/CC/13  Advanced Cost and Management Accounting  
(Four Credits – Core Course)

[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

Course Inputs:  
(L=3; T=1; P=0)

Unit – 1 Introduction
1. Management accounting as an area of accounting; Objectives, nature and scope of management accounting; Management accounting vs Financial accounting; Management accounting vs Cost accounting; Management accountant's role and responsibilities. (Theory)
2. Objectives of reporting, reporting needs at different managerial levels; Types of reports, modes of reporting. (Theory)

Unit – 2 Fundamentals of Budgeting
3. Definition of budget; Essentials of budgeting; Types of budgets, Budgetary control; Zero-base budgeting; Performance budgeting. (Theory)
4. Cash budget, production budget, sales budget (Theory + Numerical)

Unit – 3 Standard Costing
5. Standard Costing as a control technique; Setting of standards and their revision; Variance analysis - meaning and importance; Disposal of variances; Relevance of variance analysis to budgeting and standard costing; and Overhead variances. (Theory)

Unit – 4 Marginal Costing
7. Concept, features, advantages and disadvantages of marginal costing; Marginal costing vs absorption costing. (Theory)
8. Cost-volume-profit analysis and Break-even analysis: Assumptions and practical applications; decisions regarding sales-mix and discontinuation of a product line. (Theory + Numerical)

Unit – 5 Contemporary Issues
9. Responsibility Centers: Concept and types; transfer pricing; Cost Audit: Concept, objectives, scope, types and advantages. (Theory)
10. Value chain analysis; Activity-based costing; target costing, life cycle costing; Cost Reduction: Concept, scope, advantages and techniques. (Theory)

Suggested Readings:
8. Maheshwari, SN, Cost and Management Accounting , Sultan Chand
10. Pandey, IM, Management Accounting, Vikas.
COM/3/CC/14 Financial Services (Four Credits – Core Course)  
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: To acquaint the students with innovative financial services offered to meet the varied requirements of both the corporate and individual customers.

Course Inputs: (L=3; T=1; P=0)

Unit-1:
1. Financial services: Meaning and classifications; Financial sector reforms and financial innovations in India.
2. Overview of financial products and services; Loan syndication; Custodian services; Advisory services; Depository services; Securitization; Under-writing services (Banks and Insurance); Credit cards; Services in foreign exchange market; Micro credit services; Challenges facing the financial market.

Unit-2:
3. Hire-Purchase: Concept, salient features, advantages, terms of agreement in hire-purchase; Hire-purchase and Installment sales; Legal Framework.
4. Leasing: Meaning and types of Leasing; Advantages and disadvantages of Leasing; Leasing and Hire-purchase; Legal aspects of Leasing.

Unit-3:
5. Housing finance: Housing finance policy and role of National Housing Bank (NHB); Housing and Urban Development Corporation (HUDCO); Role of housing finance corporations and the housing schemes.
6. Venture capital: Meaning, features, scope and significance; Venture capital guidelines; Methods of venture financing; Indian venture capital scenario.

Unit-4:
7. Credit Rating: Meaning, functions and significance of credit rating; Rating process and methodology; Credit rating agencies in India; Debt rating systems of CRISIL, ICRA and CARE.
8. Discounting, Factoring and Forfeiting: Concepts and role of banks in providing discounting, factoring and forfeiting services; Terms and conditions in factoring agreement; Types of factoring; benefits factoring to the clients; Forfeiting: advantages and limitations of forfeiting, forfeiting in India; factoring vs. forfeiting.

Unit-5:
9. Mutual Funds: Meaning, importance and classification of mutual funds; Organization of the Funds; Facilities available to investors, guidelines from the government of India; Net Asset Value (NAV); Mutual funds in India.
10. Merchant Banking: Meaning and Origin; Merchant banks and commercial Banks; Services of merchant banks; Regulation by SEBI.

Suggested Readings:
Objective: The objective of the course is to enable students to understand the methods of research.

Course Inputs:

Unit – 1
2. Problem & Hypotheses: Concept of research problem; Types, qualities of workable hypotheses.

Unit – 2
4. Interpretation & Report: Pre-requisites of interpretation; Errors in interpretation; Essentials of a Good Research Report; Types of reports.

Suggested Readings:
2. Bryman, Alan & Bell, Emma: Business Research Methods, Oxford University Press.
Objective: The objective of this course is to enable students learn the process and issues relating to preparation, appraisal, review, and monitoring of projects.

Course Inputs: 

(L=3; T=1; P=0)

Unit – 1
1. Identification of Investment Opportunities: Project ideas, screening of ideas; Environment scanning and opportunity analysis; SWOT and ETOP analysis.

Unit - 2
2. Market and Demand Analysis: Information required for market and demand analysis; Sources of information - primary and secondary; Demand forecasting.
3. Technical Analysis Materials and inputs; Production technology; Product mix; Plant location and layout; Selection of plant and equipment.

Unit - 3
4. Cost of Project and Means of Financing: Major cost components; Means of financing; Planning capital structure.
5. Profitability and Financial Projections: Cost of production; Projected balance sheet, profit and loss account and cash flows statement.

Unit - 4
7. Social Cost Benefit Analysis; Rationale for social cost benefit analysis; Methodology of SCBA; L&M and UNIDO approach; Measurement of the impact on distribution.

Unit - 5
8. Network Techniques for Project Implementation, Monitoring and Control: PERT and CPM techniques; Critical path, event slacks and activity floats
9. Measures of variability and probability of completion by a specified date; Project implementation practices in India.

Suggested Readings:
5. I.D.B.I: Manual of Industrial Project Analysis in Developing Countries.
6. Little I.M.D. and Mirrless JA: Project Appraisal and Planning for Developing Countries; Heinemann
8. Pitale, R.L: Project Appraisal Techniques, Oxford and IBH.
COM/3/SC/16b New Venture Creation (Four Credits – Soft Core Course)

[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: The objective of this course is to help students to understand the conceptual and legal framework in launching of micro, small and medium enterprises in the Indian context by case study method.

Course Inputs: (L=3; T=1; P=0)

Unit 1:
1. Introduction: Concepts, meaning and definition of Micro, Small, Medium enterprises, rural entrepreneurship, cooperative entrepreneurship, women entrepreneurship.

Unit 2:
4. Project Appraisal, concept and methods

Unit 3:
5. Launching the Enterprise: Registration; Approvals and Clearance, Product specific, environment and pollution related clearances; Quality certification - ISO, World Intellectual Property Organization and impact of intellectual property rights on MSMEs; Legal formalities to be complied with (with reference to Mizoram).
6. Global aspects of entrepreneurship: Exporting- need, strategies, legal formalities, export procedure and documentation, incentives; Barriers to exporting; Role of APEDA (Agricultural and Processed Food Products Export Development Authority), EXIM Bank and other government agencies.

Unit 4:
7. Case Studies: Successful entrepreneurial ventures; Failed entrepreneurial ventures; Turnaround entrepreneurial ventures.

Suggested Readings:
2. Akhouri, M. M: Cases on Entrepreneurship, NIESBUD.
12. Sharma, D. D: The Enterprise Edge: They Succeeded Like Success, Abhishek.
Objective: To enable the students develop an understanding into accounting practices practiced by service sector organizations

Course Inputs: (L=3; T=1; P=0)

Unit – 1
1. Accounting Standards: Concept, accounting boards, procedure for setting standards.

Unit – 2
3. Accounting for Public utility: Transport and electricity companies: Types of transport companies, Preparation of Financial Statement of Transport Companies (Theory+Numerical)
4. Legal provisions of Electricity Companies, Preparation of Final accounts of Electricity Companies. (Theory + Numerical)

Unit – 3
5. Preparation of Financial Statements of Banking sector companies: Certain restrictions and legal requirements of Banking Companies; Main characteristics of bank’s Book keeping system; Principal books of accounts and Preparation of Financial Statements. (Theory + Numerical)

Unit – 4

Unit – 5
8. Cooperative Organisations: Introduction, kinds; Basic books of accounts, forms of final accounts and financial statements (Theory + Numerical)

Suggested Readings:
1. Coltman, MM & Jagels, MG: Hospitality Management Accounting, John Wiley & Sons Inc. USA
5. Kulkarni, G. R.: Managerial Accounting for Hotels,
9. Piland, Neill F. & Glass, Kathryn P.: Chart of Accounts for Health Care Organisations, Medical Group management Association (AMACOM)
Entrepreneurship Policy and Support

(Four Credits – Soft Core Course)

[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective:
The objective of this course is to impart practical knowledge about the public policy and institutional support provided to the entrepreneurs in India in post-liberalization period.

Course Inputs:

Unit 1:
1. Introduction: Government policy for small scale enterprises in India, industrial estates, industrial districts, growth centers, and micro, small and medium enterprises (MSMEs).

Unit 2:
2. Policies for MSMEs: Institutional support; Promotional schemes and incentives (post-liberalization period only).

Unit 3:
3. Role of Agencies in MSME Development: DIC (District Industries Centre), National Small Industries Corporation (NSIC), State Small Industries Development Corporation (SSIDCs), MSMEDI, KVIC (Khadi and Village Industries Commission), NIESBUD (National Institute for Entrepreneurship and Small Business Development), Indian Institute of Entrepreneurship and Small Business Development, Indian Institute of Entrepreneurship and Small Business Development, Indian Institute for Micro, small and Medium Enterprises (NIMSME), Technical Consultancy Organizations (TCOs) and other agencies (with reference to Mizoram).

Unit 4:
4. Microfinance: Concept, micro finance services - savings and insurance; Institutional Development Services - Self Help Groups (SHG), SHG federations, Micro Financial Institutions (MFIs), Role of government and non-government agencies; Recent trends.

Unit 5:
5. Policies for North Eastern Region: Look East policy, and Industrial Policy; North Eastern economy: features, strengths, weaknesses, opportunities and threats; Role of government and non-government agencies in entrepreneurship development; Recent trends, Vision 2020.

Suggested Readings:

3. Desai, Vasant, Dynamics of Entrepreneurial Development and Management; Himalaya.
5. Fisher Thomas and Sriram, MS: Beyond Micro-Credit – Putting Development Back into Micro-Finance, Vistica.
8. Indian Institute of Entrepreneurship, Problems and Prospects of Women Entrepreneurship in the North East: A Critical study, IIE.
12. Mali,D.D. Entrepreneurship Development in North East, IIE.
COM/3/OE/18a  Personal Finance (Two Credits – Open Elective Course)  
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: To introduce the students with the basics of financial education and make them able to take rational financial decisions.

Course Inputs: (L=2; T=0; P=0)

Unit – I   Basics of Personal Finance
1. Introduction: Personal Finance: Concept, scope, need and importance, Concept of budgeting and net worth; Conceptual Theories of Behavioral Finance: Mental Accounting etc
2. Functioning: Concept of fungibility of money; Time Value of Money; Calculation of Returns

Unit – 2   Applications of Personal Finance
3. Assessing Fitness and Setting Goals: Avoiding common money mistakes, Measuring your financial health, Determining where your money goes; Establishing and achieving financial goals; Prioritizing Savings Goals; Dealing with Debt
4. Financial Products: Investment concerns, Avenues of investment: physical and financial assets; Choice criterion for avenues; Risk-return relationship

Suggested Readings:
Entrepreneurship for Women  
(Two Credits – Open Elective Course)  
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: To promote entrepreneurship among women by developing their entrepreneurial competencies

Course Inputs: 
(L=2; T=0; P=0)

Unit – 1 Woman as an Entrepreneur:
1. Traditional gender roles-stereotypes; gender equality and gender impact indicators- material welfare, access to economic resources, active participation in development projects, role in community.
2. Factors affecting women entrepreneurs; barriers to effective women entrepreneurship development; Empowerment through enterprise. Exercises & case Studies.

Unit – 2 Developing Entrepreneurial Competencies in Women:
3. Entrepreneurship - A Theoretical Perspective; Myths & Realities about women entrepreneurs.
4. Entrepreneurial competencies in Women- behavioral competencies-achievement motivation, risk taking, initiative and persistence a, self confidence; enterprise launching competencies and enterprise management competencies. Exercises & Case Studies.

Suggested readings:
COM/4/CC/20  Services Marketing (Four Credits – Core Course)

[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: This course intends to provide the student the importance of marketing in services, management of service business, challenges faced by the service organizations and strategy development with practical applications.

Course Inputs:  

(L=3; T=1; P=0)

Unit-1

1. Introduction: Concept and characteristics of services; Growth of services sector and reasons for growth with reference to the Indian economy; Key service businesses in India; Service tax.
2. Service Strategy: Strategic planning process; Services marketing mix; Application of consumer behaviour, market segmentation and positioning in services.

Unit-2

3. Service Demand Management: Demand situations and patterns, Strategies for demand management; The service product; The basic service package; The flower of service; The service product mix, and service differentiation.
4. Service Quality Management: Service quality audit, GAP model of service quality; Total quality services marketing; Pricing of service, pricing strategies linked to value perception.

Unit-3

5. Services Distribution: Service transactions, service location and service providers; Distributors for service delivery; Strategies for channel management.
6. Internal and External Marketing: Concepts; Strategies for internal marketing; Components in promotion (External Marketing); Word-of-month communication.

Unit-4

7. Special Aspects of Services Marketing: Interactive marketing - management of moments of truth; the service interaction process; Service deficiencies and consumer grievance recovery strategies.

Unit-5

8. Special Aspects of Services Marketing: Managing physical evidence - service scape and dimensions; Role of evidence in services marketing; Guidelines for developing physical evidence strategy.
9. Consumer protection in Services: Relevant provision of the consumer protection Act 1986, protection to consumer of services professional services, educational services, disrupting of services by illegal services, public sector undertaking.

Suggested Readings:

COM/4/CC/21 Taxation (Four Credits – Core Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: The objective of the course is to enable the students to know the provisions of income tax laws in India and relevant tax laws in Mizoram

Course Inputs: (L=3; T=1; P=0)

Unit – 1:
1. Basic Concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, residence and tax liability, exempted income, tax planning. (Theory)
2. Tax administration: Income tax authorities, procedure of assessment, appeals and penalties. (Theory)

Unit – 2:
3. Computation of Income under the head Income from Salaries. (Theory + Numerical).

Unit – 3:
5. Computation of Income under the head Income from Business and Profession. (Theory + Numerical)

Unit – 4:
6. Computation of Income under the head Capital Gains and Income from other Sources (Theory + Numerical).
7. Clubbing of Income and Aggregation of Income, Set off and Carry forward of Losses, Deductions from Gross Total Income, Deduction and Collection of Tax at Source, Advance Payment of Tax. (Theory)

Unit – 5:

Suggested Readings:
COM/4/CC/22 Computer Applications in Business (Four Credits – Core Course)
[Continuous Assessment: 40 marks; Semester end exam: 60 marks.]

Objective: The objective of this course is to provide an understanding of computers, computer operating system and application of relevant software in managerial decision making.

Course Inputs: (L=0; T=0; P=4)

Unit 1 Introduction
1. Introduction to computer concepts – elements of computer, characteristics of computer system, input/output devices, storage devices, basic computer architecture
2. Introduction to software and operating system concepts – types of software, software nature and qualities, application software: DOS, windows operating system functions

Unit 2 MS Office in business applications
3. Applications of MS Word in business correspondence, letters, mail merge, tables and formatting. Applications of MS Excel, structure of spreadsheets, formatting and functions, graphs and charts
4. Applications of Powerpoint; show time and animation effect, designing presentations and using templates, printing presentations.

Unit 3 E-commerce and website designing
5. Fundamentals of the internet and world wide web, global publishing concept, internet protocols, business models of e-commerce, e-payments using e-cash, e-cheques, credit cards, debit cards, smart cards
6. Designing websites using HTTP and Web designing software (Web Expressssion)

Unit 4 Fundamental applications of Tally
7. Introduction to the accounting package: preparation of vouchers, maintenance of accounting books
8. Final accounts; Generation of financial reports (without inventory)

Unit 5 Advanced Applications of Tally
9. Inventory master, inventory voucher, invoicing, invoice reports and register
10. Final accounts; generation of financial reports (with inventory)

Suggested Readings:
1. Date, C.J: An Introduction to Database Systems, Addison Wesley, Massachusetts.
8. Smith, Katherine; Smith, L. Murphy & Smith, Lawrence C. Jr: MS Excel for Accounting, Prentice Hall, New Jersey.
COM/4/CC/23  Participative Learning - III  (Two Credits – Core Course)  
(L=0; T=2; P=0)

Objective: To develop soft skills among the students

This two (2) credits course, with only tutorial component, will be evaluated by the course-in-charge(s), based on presentations/participations of the students in seminars, group discussions, mock interview, presentations, quiz etc.

COM/4/CC/24  Project Work  (Eight Credits – Core Course)  
(L=0; T=0; P=8)

Objective: The objective of this project work is to develop self guided learning and analytical skills among the students and to provide them opportunity to interact with the business world

Evaluation: Project Work will carry 100 marks, 60 marks for project report and 40 marks for viva-voce. This will be evaluated by the evaluation board to be headed by the Head of the Department and one external examiner & one internal examiner as members of the board.