

# SYLLABUS

## ASSISTANT PROFESSOR OF COMMERCE

### **Module 1- Research Methodology & Quantitative Techniques**

History of Social Science Research-types of research – research process- scaling – reliability and validity tests- types of research designs – cross-sectional and time series research designs - types of data- sampling - variables – Research Hypotheses – parametric and nonparametric tests- Analysis of data-statistical tools, univariate, bivariate and multivariate-Measures of central tendency, dispersion, correlation, regression, t-test, Chi-square test, factor analysis - Regression assumptions and types of regressions–Analysis of Variance-Assumptions of ANOVA- Techniques of ANOVA-Econometrics- Methodology of Econometrics- Econometric Models- Ordinary Least Squares (OLS) – Simple and Multiple Regression –Normality of Distributions – Normality Test using descriptive statistics –Linear Relationship of Variables - Report writing – APA and MLA Format in writing references and Bibliography- Citation – Plagiarism in researches- measures to overcome plagiarism- Research ethics in social science- citation and impact factor

### **Module 2- Financial Markets and Services & Investment Management**

Indian financial system- capital market- money market- stock exchanges – types of financial services – capital market services & money market services – intermediaries- role of SEBI- depository system- online trading- insider trading - fund based services- fee-based services –dimensions of investment- corporate and personal investment- various investment avenues- components of personal finance- financial literacy- behavioural finance- theories -rationality in decisions- theories of modern finance and behavioural finance- behavioural biases on financial decision making – ways to overcome biases- financial modelling

### **Module 3- Portfolio Management & Derivatives**

Security Analysis- fundamental analysis – technical analysis- EMH- Capital Market theory – Capital Asset Pricing Model(CAPM) – Markowitz Portfolio Theory– Assumptions – Markowitz Portfolio Construction Process — Sharpe’s Single Index Model – Construction of Efficient Portfolio — Concept of Risk free Assets and Risky Assets — Concepts of Lending & Borrowing in Construction of Portfolio – Application of CAPM (CML & SML) – Factor Model – Fama French Three Factor Model - Arbitrage Pricing Theory (APT) - portfolio risk- portfolio revision- Portfolio Evaluation- formula plans- Performance Evaluation – Benchmarks, Sharpe Reward to Variability Ratio–Treynor Reward to Volatility- Ratio – Jensen’s Performance Index – Fama’s Decomposition Model- History and Economic Benefits of

Derivatives – Underlying Asset - Margin Requirements-Settlement of Transactions-Lot Size – Classification of Derivatives -Exchange Traded and OTC Derivatives Market, Commodity and Financial- Derivatives Trading in stock exchanges – Currency Derivatives Market– Commodity Exchanges - Forward Contracts – Future Contracts – Option Contracts - Payoff and settlement of Option Contracts, forward and future contracts- Swaps-development-structure of swap dealing for risk management-Hedging through derivatives

#### **Module 4 - Income Tax & Goods and Service Tax**

Residential Status of different assesses- Incidence of tax- Exempted Income- Income from Salary– Allowances- Income from House Property- Basis of Charge- Deemed ownership –Exemptions- profits and gains of business or profession- Depreciation – Block of assets – Computation of allowable depreciation – capital gain – income from other sources- computation of Gross Total income and Total Income- Deductions-clubbing - setoff and carry forwards- assessment of companies, firms, HUF and co-operative societies-Tax planning, Tax Evasion, Tax avoidance, Tax management - Precautions in Tax Planning- Need for Tax Planning-Limitations- Tax Audit- Tax Planning in relation to Heads of Income -Concept of TDS &TCS -Advance payment-income tax authorities- Types of return of income- types of assessment-Indirect Tax-GST-Stages and evolution of GST in India-GST Bill-GST Council-Need for GST in India- Challenges for the introduction of GST in India- Benefits of GST -Subsuming of taxes-Framework of GST in India-CGST-SGST-UTGST-IGST- Computation-GSTN-GST Common Portal -HSN-SAC-GSTIN-Goods outside the scope of GST - Levy and collection of tax, time, value and place of supply and input tax credit.

#### **Module 5- Advanced cost and Management Accounting**

Material – Labour – overhead- Marginal costing- Role of Marginal costing in decision making-fixation of selling price- Accepting additional orders- Make or buy decisions- Key Factor Analysis- Own or Lease- Sell or further process- Closing down or suspending activities- Process Costing and its applications in different situations- Inter process profits- Work-in-Progress- Accounting for Equivalent Production- Standard Costing and Variance Analysis- Uniform costing -Transfer Pricing Applications - Pricing Methods – Cost Plus Pricing – Pricing to earn targeted Profit - Variable Cost -Cost volume profit analysis – Computation of PV Ratio and Break Even Point Pricing- New Product Pricing Strategies - Skimming Price Policy – Penetration Strategy- Cost Accounting Standards- Revenue Management Concept- Enterprise Performance Management (EPM) -Concept of Better Decision- Business Intelligence - Strategic map - Driver Caused Budgeting- Customer Relationship Management (CRM) - Enterprise resource Planning (ERP)- Activity based costing, Total Productivity Management (TPM), Pareto analysis and Theory of Constraints-

meaning- practical application of Pareto Analysis- JIT or Lean Manufacturing, steps, implementation, features, merits and demerits, role of JIT in elimination of waste, increasing profitability, Project Life Cycle Costing

### **Module 6- Corporate Financial Accounting & Reporting**

Accounting principles and Accounting Standards- IFRS- Ind AS- Insurance Claims and Investment Accounts- Holding Companies – Preparation of Consolidated Balance Sheet- Amalgamation - Types of Amalgamation – Calculation of Purchase Consideration- Methods of accounting for amalgamation- Accounting for Mergers, Acquisition and Reconstruction (internal and external)- Accounting for Liquidation of Companies – Preparation of Statement of Affairs – Deficiency/Surplus Account - Liquidator's Final Statement of Account- Double account system- Final Accounts of Electricity Concerns- Insolvency and Bankruptcy Code 2016 – scope and functions- Corporate Insolvency Resolution Process- Voyage Accounts – meaning – purpose – Basic concepts of voyage accounts – Treatment of incomplete Voyage- Human Resource Accounting- Forensic Accounting – Social Responsibility Accounting – Environmental Accounting- Investment Accounting – Proactive Accounting – Inflation Accounting

### **Module 7 - International Business and Finance**

Stages of internationalization of business-Methods of entry into foreign markets-Licensing- Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions- Theoretical Foundations of International Business- Legal framework of International Business- Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks-Developed and Developing Countries- NAFTA-EU-SAARC, ASEAN-BRICS- OPEC- Balance of Payment- Disequilibrium-Causes and corrections -Promotional role played by IMF-World Bank & its affiliates- IFC, MIGA and ICSID-ADB-Regulatory role played by WTO&UNCTAD- Multinational Companies (MNCs) and Host Countries- FPI-FII-ADR-GDR-ECBs-FCBs- International Marketing - International financial markets-foreign exchange market-foreign exchange trading-Cash and spot exchange rates-foreign exchange rate and quotation forward markets- Exchange rate behaviour-cross rates-foreign exchange market participants-SWIFT Mechanism-Forecasting exchange rate-measuring exchange rate movements-Spot and forward exchange- Exchange rate determination-Theories and models of exchange rate-Purchasing power parity theory-Asset market model-Portfolio balancing model- Exchange rate of rupee- recent trends in exchange rate -convertibility of Indian rupee-Hedging against foreign exchange exposure-Forward Market-Futures market-options market-swap market--International Investments-Types of foreign investment-Significance of foreign investments- Factors affecting international investment

### **Module 8- Management and Organisational Behaviour**

Introduction to management -Historical evolution schools of management thought – Major contributors to management thought- Principles of management-modern techniques in management- Japanese Management System-Korean Management system - Leadership and Management-Theories of Management, Theories of Leadership, Quality circle- TQM- Six SigmaKaizen- Benchmarking –Core competence-Bottom of pyramid approach– Emerging challenges and opportunities for OB- Basic motivational concepts – Theories of motivation- HRM approach to managing and controlling performance- Nature, Scope and Functions of Human Resource Management -job analysis- recruitment- Training- Performance Appraisal and Job evaluation - Theories of personality–Major personality attributes influencing organization behaviour - Building and maintaining the self-values, attitudes and job satisfaction-Group dynamic and inter group relationships–Characteristics of workgroup – Basic forces of group behaviour – Quality of Work Life-Work Life Balance-Dynamics of effective operating groups – Work group behaviour and productivity - Team management – Styles and skills in leadership- Organisational Culture, Organizational development- TQM- Evolution of TQM- Characteristics- Scope of TQM- –Elements – Pillars of TQM

### **Module 9- Corporate Governance and Business Ethics**

Evolution of Corporate Governance- Major Stakeholders of a Corporate Body and their goals- Communication mechanism of corporate organisation with stake holders- Objectives of Corporate Governance- Principles of Corporate Governance-Theories and Models of Corporate Governance- Conceptual Framework of Corporate Governance- Legal framework of Corporate and administrative framework-regulatory framework of corporate governance in India- SEBI guidelines and clause 49- Reforms in the Companies Act-Secretarial Audit- Insider trading- green governance-Various Committees on Corporate Governance - CSR under Companies Act 2013 – Scope – Relevance – Importance – Areas of CSR – Arguments for and against CSR – Ackerman’s model of CSR – Executive Directors- Independent Directors-Appointment, Remuneration- Powers, Duties and Responsibilities- Audit Committee- Composition Power and Responsibilities- Statutory Officers- Duties, Board Committees- Responsibilities and Powers-Board meetings- Whistleblowing and Corporate Governance-Role of ethics in business- Law & ethics - Ethics and values-Important ethical principles in business& Social Audit

### **Module 10- Financial Management**

Decisions in Financial Management – Financing Decisions, Investing Decisions and Dividend Decisions-Capital Structure –cost of capital - Factors determining Capital Structure-Capital Structure Theories- Relevant School and Irrelevant School- Optimum Capital Structure-EBIT-EPS Analysis – Points of indifference-Leverage – Financial leverage – Operating Leverage – Combined Leverage -Dividend decisions- Walter’s Model, Gordon Model and MM approach to dividend- Dividend policies of

companies- Management of working capital – Liquidity and Profitability – Working Capital financing decisions – The working capital cycle –Cash Management-Debtors Management - Credit Policy Decisions –Inventory management techniques- Long Term Capital Investment Decisions-Methods of investment appraisal – Pay-back period – discounted payback period – Accounting Rate of Discount- NPV- IRR- Profitability Index - Risk and Uncertainty in capital budgeting – Methods of assessing risk – Probability Analysis – Certainty equivalent Method – Risk Adjusted Discount Method – Monte Carlo Simulation Method – Decision Tree Analysis – Scenario Analysis – Sensitivity Analysis- Lease Financing-Ratios for Assessing Liquidity, Profitability, Productivity, Leverage etc.