

**SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR**



**Programme: M.COM. (CBCS)
Syllabus with effective from: JUNE-2017
Semester: II**

Course Code: PB02ACOM21		
Course Title : Computer Application in Business - II		
Objective: To introduce the students with Tally ERP 9.0 which enable them to learn and use of tally software to prepare and analyze financial statements for decision making and also enhance their skill based learning.		
Unit	Description in Detail	Weight age
01	Computerized Accounting System: A short history of accounting- Early technology- Use of computers in accounting- Role of computers in accounting- Need and requirements of computerized accounting-Basic Requirements of the Computerized Accounting System- Limitations of a Computer and Computerized Accounting- Popular Accounting Software around the world.	25%
02	Basic of Accounting: What is accounting- Type of accounting- Classification of Income & Expenditures -Rules for Debit and Credit- Type of vouchers- Transaction of business -Journal Entry- Adjustments- Final Accounts.	25%
03	Steps for working in the Tally: Create Company-Creates Groups-Create Ledgers-Voucher Entries for all kinds of Transaction-Display Reports and all features of software. (Practical training in detail for all features)	25%
04	Inventory Management: Need and Importance of Inventory Management, Vouchers for Inventory transactions, Creating Groups, Categories, Unit of Measures, Go down and Stock Items, Transaction of inventory of a business, Display and reporting of Inventory statements- Accounting and inventory reports in tally. (Practical training in detail for all features)	25%
Basic Text Books:		
<ul style="list-style-type: none"> ➤ Dinesh Maidasani (2008) Tally 9.0 Firewall Media. ➤ K & K. K Nadhani “Implementing Tally 9”BPB Publication, latest edition. 		

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Course Code: PB02ACOM22		
Course Title : E-Commerce-II		
Objective: To enhance the ability of students in the field of E-Commerce as a part of integrity of new business trend & modern technology.		
Unit	Description in Detail	Weight age
01	E-Commerce: A Managerial Perspective Introduction & Definition Business Process Perspective, Service Perspective and Communication Perspective Legal environment of E-Commerce Jurisdiction on the Internet Use and protection of Intellectual Property in Online Business	25%
02	E-Commerce and Entrepreneurship Introduction Concept of Entrepreneurship Common characteristics of successful e- entrepreneurs Benefits of Selling on the Web B2B, B2C, C2C, C2B New Startups: Factors to consider before launching into E-Commerce Online Shopping Malls: Advantages and Disadvantages	25%
03	E-Commerce & CRM Introduction Meaning of CRM (Customer Relationship Management) Types of CRM, Benefits and Limitations of CRM Issues in CRM implementations Relationship Marketing (30Rs)	25%
04	Mobile Commerce An Introduction Benefits of Mobile Commerce Limitations of Mobile Commerce Mobile Commerce Application Mobile Commerce Products and Services Mobile-Banking Mobile Commerce in India	25%
Basic Text Books:		
<ul style="list-style-type: none"> ➤ Basic Text & Reference Books: E-Commerce Fundamentals and application (Henry Chan) Wiley publication ➤ Introduction to E-commerce (Jeffrey) Tata- Mcgrawhill ➤ Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): S. Jaiswal, Galgotia Publications. ➤ Electronic Commerce A Managerial Perspective By: Efraim Turban ,Jae Lee, David King, H.Michael Chung. ➤ E-Commerce- Business, Technology, Society Kenneth C Laudon, carol Guercio Traver (Pearson Education) ➤ E-Commerce: Past, Present and Future, Bandyopadhyay Karabi, Vrinda Publications (P) Ltd. 		

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Programme: M.COM. (CBCS)
Semester: II
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Course Code: PB02ACOM23		
Course Title : Corporate Communication-II		
Objective: To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.		
Unit	Description in Detail	Weight age
01	Corporate Presentation Preparing the presentation: (Purpose, People, Place, Seating, Equipment) Presenting yourself, Using your voice & Profile of a good presentator Timing & Use of audio-visuals Body language during Presentation Presentation phrase, Pre & Post Evaluation of Presentation	25%
02	Managerial Writing Skills Introduction Objectives of Written Communication Clarity – Style & Tone Language of Corporate Writing: Avoiding business Jargon, Dealing with Technical Terms, Meanings and Associations of Words, Essentials of Effective Written Communication Committee report writing	25%
03	Corporate Relationship Introduction Objective of CR The Need for CR, The ‘Publics’ of PR Internal & External PR The Public Relations Society of India (PRSI) Image Building , Use of Mass & Social Media for CR	25%
04	Corporate Communication in the New Millennium: Corporate Communication – Yesterday, Today and Tomorrow Global communication, Crisis Communication Information Technology in Corporate Communication Word processor – Telex – Facsimile – e-mail – voice mail – Intranet - Multimedia – Teleconferencing – Video conferencing. (Meaning, Advantages & Disadvantages)	25%
Basic Text Books: <ul style="list-style-type: none"> ➤ Anne laws “Presentations”, The Business Skills Series by Orient Black Swan ➤ Rao Nageshwar and Das Rajendra “ Communication Skills”, Himalaya Publishing House, Mumbai ➤ Anne laws “Writing Skills”, The Business Skills Series by Orient Black Swan ➤ Rai Urmila and Rai S. M. “ Managerial Communication”, Himalaya Publishing House, Mumbai. ➤ Pradhan Homai & Pradhan N. S. “ Business Communication”, Himalaya Publishing House, Mumbai. 		

Programme: M.COM. (CBCS)
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COURSE CODE: PB02CCOM21		
COURSE TITLE : STRATEGIC BUSINESS MANAGEMENT-II		
OBJECTIVE: To orient students for strategic approach in managing business		
Unit	Description in Detail	Weight age
1	BUSINESS POLICY AND STRATEGIC MANAGEMENT Define business, policy, and business policy Features of business policy Scope of business policy Importance of business policy Purpose of developing business policy Essentials of effective business policy Strategic management process Reasons for failure of strategic management Strategists and their role in strategic management	25%
2	MERGERS AND ACQUISITIONS Nature of mergers and acquisitions Evolution of mergers in India Types of mergers Reasons for corporate mergers Benefits of mergers Impact of mergers on consumers and workers Reasons for failure of mergers and acquisitions Strategies for successful acquisitions	25%
3	STRATEGIC EVALUATION AND CONTROL Nature of strategy evaluation Benefits of strategy evaluation Principles of strategy evaluation Types of organizational control Types of strategic controls Operational control systems Process of effective strategic control	25%
4	CORPORATE AND BUSINESS LEVEL STRATEGY AND STRATEGY IMPLEMENTATION Nature of Corporate Strategy Growth strategy Diversification strategy Nature of stability and Retrenchment strategy Nature of Business level strategy Nature of strategy implementation Interrelationship between formulation and implementation Issues in strategy implementation	25%

References:

1. Strategic Management By, G.Sudarsanareddy, Himalaya publication.
2. Management Policy and Strategic Management (Concepts, skills and practices) By, R.M.Srivastava, Himalaya publication

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COURSE CODE: PB02CCOM22	Total Credits: 5
Course Title: BUSINESS ENVIRONMENT-II	

UNIT	DESCRIPTION IN DETAIL	Weightage (%)
	To Understand the Recent Trends in International Business and International Business Environment.	
1.	<p>THE INTERNATIONAL BUSINESS AND ITS ENVIRONMENT</p> <ul style="list-style-type: none"> • What is International Business and Its Evolution • the Nature and Scope of International Business • The Meaning of International Business Environment • The Significance/Importance of International Business • The Features of International Business Environment • The International Business Environment: A System Approach • Business Environment and Strategic Decisions in International Business. • The Factors affecting International Business/ The Environment of International Business <p>INTERNAL AND EXTERNAL FACTORS</p> <ul style="list-style-type: none"> • The International Economic Environment • The International Political and Regulatory Environment • The International Demographic Environment • The International Social/Cultural Environment • The International Legal Environment • The International Technological Environment 	25 %
2.	<p>THE INTERNATIONAL INVESTMENT</p> <ul style="list-style-type: none"> • The Types of Foreign Investment • Significance of foreign Investment • Limitations and Dangers of foreign Capital • Factor affecting International Investment • Growth of FDI • Directional Trend • Sectoral Trend • Cross boarder M & As • Foreign Investment in India • Foreign Investment by Indian Companies 	25 %
3.	<p>Multinational Corporation</p> <ul style="list-style-type: none"> • Introduction of MNCs • Meaning and Definition of MNCs • Organizational Model • Dominance of MNCs • International Trade and MNCs • Merits and Demerits of MNCs • Perspective of MNCs • Code of Conduct • Multinational in India • The Transfer of Technology: Levels/Channels of 	25 %

	<p>Technology flow, Methods of Technology Transfer, Issues in Transfer of Technology, Promotion and Regulation.</p> <p>GATT/WTO AND GLOBAL LIBERALIZATION</p> <ul style="list-style-type: none"> • GATT • The Uruguay Round • Salient Features of UR Agreement • GATS • TRIMS • TRIPS • Evaluation of the Uruguay Round • Evaluation of WTO, Doha Declaration • WTO and Developing Countries • WTO and India 	
4.	<p>DEVELOPMENT AND REGULATION OF FOREIGN TRADE</p> <ul style="list-style-type: none"> • Regulation of Foreign trade • Export promotion • Free Trade Area • The Customs Union and Common Market • European Union (EU) • North American Free Trade Agreement (NAFTA) • Incoterms : Ex-works, FOB, C.I.F, DDP etc <p>FOREIGN EXCHANGE MANAGEMENT ACT</p> <ul style="list-style-type: none"> • Regulation of Foreign Exchange Transactions • Foreign Exchange Management Act • FERA and FEMA: A Comparison 	25 %

Basic Text & Reference Books:

1. **International Business Environment**
Dr. S. Porkodi & Dr. Ansarul Haque: Global Vision Publishing House, New Delhi, 1st Edition, 2010.
2. **International Business Environment**
Francis Cherunilam, 5th Revised Edition, July 2011, Himalaya Publishing House Pvt Ltd.
3. **Business Environment: Text and Cases**
Francis Cherunilam, 22nd Revised Edition, 2013, Himalaya Publishing House Pvt Ltd
4. **International Trade and Export Management**
Francis Cherunilam, 15th Revised Edition, Himalaya Publishing House Pvt Ltd.

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Course Code: PB02CCOM23	Credits : 05
Title of Course: Cost and Management Accounting-II	
Objective: To provide the students an understanding of application of accounting techniques for better management.	

Unit	Description in detail	Weightage (%)
1	Management Accounting Evolution, Meaning and Definitions Scope, Functions Tools & Techniques Principles Financial Accounting, Cost Accounting and Management – Accounting comparison The Management Accountant Limitations Decision making-meaning and process	25%
2	Human Resource Accounting (Theory and Example) Concept, Objectives Importance Valuation of HRA – Examples Disclosure and recording in financial statement Human Resource Accounting in India	25%
3	Accounting for price level changes (Theory and Example) Introduction Inflation Accounting Limitations of historical financial statement CCA & CPP – Preparation of price level adjusted financial statement - Examples Advantages and Disadvantages	25%
4	Environmental Accounting Meaning & Definition Approaches Merits & Demerits Problems of Environmental Accounting Environmental Accounting Practices in India	25%

Basic Text & Reference Books

- Arora, M. N., Management Accounting - Theory, Problems and Solutions, HimalayaPublishing House, New Delhi.
- Jawaharlal, Accounting for Managers, Himalaya Publishing House, New Delhi.
- Kulshrestha, N. K., Management Accounting – Concepts & Cases, Tata McGraw HillPublishing House Company Ltd., New Delhi.
- Maheshwari, S. N., Management Accounting & Financial Control, Sultan Chand & Sons, New Delhi.
- Sonara, C.K., Corporate Environmental Accounting & Reporting, Sardar Patel University Press, Vallabh Vidhyanagar, 2010.

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Course Code: PM02ECOM21	Credits : 05
Title of Course: Management Control System - II	

Unit	Description in detail Objective: To acquaint the students for contemporary issues and techniques for management control	Weightage (Equal)
1	Funds Flow and Cash Flow Analysis Meaning of Funds Flow and Cash Flow Statements Difference between Cash Flow and Funds Flow Analysis Utility of Cash Flow Analysis Limitations of Cash Flow Analysis Preparation of Cash Flow Statement	25%
2	Pricing Decisions & Divisional Performance Concept of Pricing Objectives of Pricing Types of Prices Factors affecting Pricing of a Product Product Pricing Methods Divisional Performance Intra-company Transfer Pricing Examples	25%
3	Social Accounting Definitions Objectives Micro & Macro Approach Concept of Social Cost Benefits Social Accounting Reporting Social Accounting in India	25%
4	Carbon Credit Accounting and Environmental Audit Meaning Kyoto Protocol Global Warming Carbon Trading Carbon Credit Accounting in India Definition of Environmental Audit Objectives of Environmental Audit Accounting Treatment of Environmental Audit Specific Issues Relating to Environmental Audit	25%

Basic Text & Reference Books

- Arora, M. N., Management Accounting - Theory, Problems and Solutions, Himalaya Publishing House, New Delhi, 2004.
- Kulshrestha, N. K., Management Accounting – Concepts & Cases, Tata McGraw Hill Publishing House Company Ltd., New Delhi, 1999.
- Maheshwari, S. N., Management Accounting & Financial Control, Sultan Chand & Sons, New Delhi, 2006.
- Sonara, C.K., Corporate Environmental Accounting & Reporting: An Empirical Study of Different Groups of Selected Companies in India, Sarth Publication, Anand, 2014.

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COURSE CODE: PB02ECOM22		
COURSE TITLE : SERVICE MARKETING		
OBJECTIVE: To orient students regarding basic principles and practices of service Marketing		
Unit		Weightage
1	Fundamental Concept in service Marketing - Meaning – Goods and services - Components of service - Characteristics of Services - Classification of Services - Tracking Customer behavior	25%
2	Designing suitable Product and Price Mix - Service Marketing Mix - Product Decisions in Service Marketing - New service Development - Pricing the service Products - Pricing Techniques	25%
3	Designing service Promotion and distribution Mix - Service Promotion - Distribution Method For services - Factors Considered For Selection - Corporate Image Management - Building service Brand	25%
4	Service marketing practices (Marketing of Hospitality Travel and Tourism products) - Hospitality Products - Managing Demand and Supply - Tourism Promotion - Evolving an Integrated Tourism Development strategy - Emerging Strategies for Hospitality Industry - Service Delivery	25%

References Books

1. S. Shajahan, *Service Marketing-Concept, Practices and Cases from Indian Environment*, Himalaya Publishing House
2. Lovelock, Christopher H. *Managing Services: Marketing Operations and Human Resources*; Englewood Cliffs. New Jersey, PHI.
3. Lovelock, Christopher H. *Services Marketing*. Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. Mcdonald, Malcom and Payne, A. *Marketing Planning for Services*. Butterworth Heinemann
5. Verma, H.V. *Marketing of Services*. New Delhi, Global Business Press, 1993.

Journal

1. Indian Journal of Marketing Management, New Delhi.

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COURSE CODE: PB02ECOM23	Total Credits: 5
COURSE TITLE: HUMAN RESOURCE DEVELOPMENT	
Objective: To Understand the HRD System and its Importance.	

UNIT	DESCRIPTION IN DETAIL	Weightage (%)
1.	HRD AN INTRODUCTION <ul style="list-style-type: none"> • Historical Development • Concept of HRD • Characteristics of HRD • Objectives of HRD • Need for HRD • HRD as a Total System • Functions of HRD • HRD and personnel Management 	25
2.	HRD SYSTEM, HRD CLIMATE AND CULTURE <ul style="list-style-type: none"> • The Process of designing HRD System • The Principals in designing HRD System • Factors affecting in HRD System designing • Concept of Climate • Factors affecting HRD Climate • Indian Culture and HRD • The Development Dimensions 	25
3.	HRD MECHANISM AND QUALITY OF WORK LIFE <ul style="list-style-type: none"> • Pre –Requisites for Human Resource Development • The variables in HRD Mechanism • The HRD Process • HRD Outcomes • Organizational Effectiveness QUALITY OF WORK LIFE (QWL) <ul style="list-style-type: none"> • Concept • Specific Issues in QWL • QWL and productivity • Barriers to Quality of Work Life 	25
4.	Career Planning <ul style="list-style-type: none"> • Concept of Career Planning • Objectives of Career Planning • Process of Career Planning • Advantages of Career Planning • Limitations of Career Planning • Making Career Planning Effective • Succession Planning • Concept of Career Development • Individual Career Development • Organizational Career Development System • Suggestions for Effective Career Development • HRD and Career Planning and Development 	25

Basic Text & Reference Books

1. “**HRD: Concepts and Practice**”, Gupta Santosh and Gupta Sachin, Second Edition, 2008, Deep and Deep Publications Pvt. Ltd., New Delhi.

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COURSE CODE: PB02ECOM24		
COURSE TITLE : FINANCIAL MARKETS AND SERVICES-II		
Objective: To create awareness and provide basic understanding about various concepts and practical dynamics of Financial Markets and Financial Services.		
Unit	Description in Detail	Weightage
1	<p>Financial Markets Instruments</p> <p><u>Money market instruments</u> – Treasury bills market, Commercial bills market, call money market, Acceptance market, Commercial Papers, Certificate of deposit, Inter bank participation certificates, Repo Instruments</p> <p><u>Capital market instruments</u> – Equity shares, Right issue of equity shares, Preference shares, Debentures, Term loans, Convertible debentures, Convertible zero-interest debentures and Secure Premium Notes (SPN) with warrants</p>	25%
2	<p>Marketing of Financial Services</p> <p>Introduction, New Challenges, Special features of service marketing, Basic bricks for Marketing Strategies, Financial Services and Marketing Mix, The Marketing and Competitive Environment, Need for Meeting Global Competition,</p> <p>Customer Satisfaction</p>	25%
3	<p>Financial Services I:</p> <p>Mutual funds – Concept, Types, Significance, Organization & Operation of the fund, Concept of NAV; Leasing – Concept, Types; Venture capital – Concept, Features, Stages, Process; Merchant banking – Concept, Services</p>	25%
4	<p>Financial Services II:</p> <p>Insurance – Nature, Principles, Functions, Classification; Factoring – Concept, Modus Operandi, Functions, Types, Distinction between Bills Discounting, Factoring and Forfaiting; Depositories – Depository System in India, Benefits, Difference between Bank and Depository; Securitization - Concept, Modus Operandi, Structure for securitization, Benefits</p>	25%

Reference Books:

1. Financial Markets and Institutions – Dr.S.Guruswamy, McGraw Hill
2. Financial Institutions and Markets - Dr.Mukund Mahajan, Nirali Prakashan
3. Financial Services and Markets - Dr.S.Guruswamy
4. Financial Markets and Services – E.Gordon, Dr.K.Natrajan, Himalaya Publishing House.
5. Financial Services and System – K Sasidharan. Alex K Mathews, McGraw Hill
6. Financial Services in India – V A Avadhani, Himalaya Publishing House.
7. Marketing of Services – Jaspreet Kaur, Deepti Wadera, Global Academic Publishers & Distributors

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COURSE CODE: PB02ECOM25		
COURSE TITLE : DIRECT TAX PLANNING- II		
OBJECTIVE: To impart knowledge of Corporate Tax Planning in key decision making areas.		
Unit	Description in Detail	Weightage
1	Introduction to Tax Management Concept of Tax Planning, Tax Avoidance and Tax Evasion, Tax Management, Objectives of Tax Planning, Factors on the basis of which Tax Planning is done., Corporate Taxation and Dividend Tax, Tax planning hints as per latest budget provision.	25%
2	Tax Planning and Financial Management Decisions Tax Planning through Capital Structure Decision, Tax Liability of Dividend, Tax Planning via Bonus Shares, Employees Remuneration	25%
3	Tax Planning and Managerial Decisions Own or Lease, Make or Buy Decisions, Sale of Assets Used for Scientific Research, Repair, Replacement, Renewal or Renovation, Shutdown or Continue Decisions.	25%
4	Business Reorganization and latest development Legal aspects of amalgamation as per companies act., Amalgamation, Demerger and slump sale under income tax act-various Provision, tax concession available in each case., Tax provisions relating to free trade zones, infrastructure sector and backward areas; Tax incentives for exporters. (all latest development)	25%

References:

1. Simplified Approach to Corporate Tax Planning and Management- Ahuja Girish and Gupta Ravi, Bharat Publication, New Delhi.
2. Direct Taxes – Law and Practices –Singhania V. K., Taxmann Publication, New Delhi.
3. Direct Taxes- Law and Practices, Ahuja Girish and Gupta Ravi, Bharat Publication, New Delhi.

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Course Code: PB02ECOM26	Total Credits: 5
Course Title: ECONOMIC SYSTEM OF ENTREPRENEURSHIP	
Objective: to make student understand about various business environment factors that affects entrepreneurship. Also to understand institutional support for entrepreneurship development.	

Unit	Description in detail	Weightage (%)
1.	Entrepreneurship Environment <ul style="list-style-type: none"> • Introduction to Entrepreneurship Environment. • Political Environment. • Social Environment. • Legal Environment. • Cultural Environment. 	25
2.	Entrepreneurship Development <ul style="list-style-type: none"> • Concept of Entrepreneurship Development. • Objective of Entrepreneurship Development. • Process and Measures for Entrepreneurship Development. • Entrepreneurship Development in India. 	25
3	Entrepreneurship Training <ul style="list-style-type: none"> • Concept of Entrepreneurship Training. • Objectives and Importance of Training. • Designing an Entrepreneurship Training Programme. • Training Methods. • Training programme: Course Content and Curriculum. 	25
4	Institutions Assisting Entrepreneur <ul style="list-style-type: none"> • Introduction to various Incentives, Subsidies and Fiscal and Tax Concessions available • Role of District Industries Centers (DIC), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Centre for Entrepreneurship Development (CED) (Objectives and Functions) 	25

References

1. Dynamics of Entrepreneurship Development - Vasant Desai
2. Entrepreneurship Development - Dr. P.C.Shejwalkar
3. Entrepreneurship, 3rd Ed. - Steven Brandt
4. Financial management by Khan & Jain.

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Course Code:PB02ECOM27		Total Credits :5
Course Title :Business Research Methods		
Objective: To provide an introduction and understanding of basic concepts and various important techniques of statistics		
Unit	Description in detail	Weightage(%)
1	BASIC OF STATISTICAL INFERENCE : Meaning of Statistical Inference, Parameter & Statistics and Standard error of Statistic, Point estimation & Interval estimation, Criteria of a good estimator. Testing of Hypothesis: Statistical Hypothesis, Null Hypothesis, Alternative Hypothesis, Type I error, Type II error. LARGE SAMPLE TEST: (1) Test of Attributes (2) Test of Variables and examples based on it.	25(%)
2	TESTING OF HYPOTHESIS :SMALL SAMPLE TEST: Introduction, Difference between Small sample & Large sample test: Test of Mean, Test of difference between two means, paired t test, F test: Test of difference between two variances, Application of F test in ANOVA (One way & Two way classification) , Simple examples.	25(%)
3	CHI-SQARE AND NON PARAMETRIC TESTS: (A) Chi-square test: Definition & limitations of χ^2 Degrees of freedom, Uses of χ^2 test : (1) Tests of Independence (2) Test of Goodness of fit (3) Test for population variance, Yate's correction. (B) Non parametric tests: Advantages & Disadvantages of Non parametric Tests, Types of Non parametric tests: Sign test, Run test, Mann-Whitney Utest, Spearman's Rank correlation method and examples based on various tests.	25(%)
4	INTERPOLATION & EXTRAPOLATION: Meaning, Scope & Assumptions of Interpolation and Extrapolation, Understanding of the Operators Δ , E and D. Establishing relationship between them. Methods of Interpolation & Extrapolation: (1)Newton's Method (2) Binomial Expansion Method (3) Lagrange's Method and simple Applications.	25(%)

References:

1. Donald Copper & Pamela Schinder: "Business Research Methods" Tata McGraw Hill (9th Edition)
2. Ken Black: "Business Statistics for contemporary decision Making", Wiley-India (4th Edition)
3. Pulak Chakravarty: "Quantitative Techniques for management & Economics" Himalaya Publishing House.
4. S.C.Gupta: "Fundamentals of Statistics" ,Himalaya publication

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Syllabus with effective from: JUNE-2017

Course Code: PB02ECOM28	Total
Title of Course: Marketing of Banking Products and Insurance Services	Credits: 5
Objective: To understand fundamental services marketing concepts and their application to banking and insurance services.	

Unit No.	Description in Detail	Weightage
1	INTRODUCTION TO SERVICES MARKETING <ul style="list-style-type: none"> • Concept of Services • Characteristics of Services • Services Marketing • 7 P's of Services Marketing Mix • Services marketing mix strategies for Banking and Insurance • Service Triangle Marketing Model – Internal, External and Interactive Marketing 	25%
2	APPLIED MARKETING CONCEPTS TO BANKING & INSURANCE <ul style="list-style-type: none"> • Concept of Consumer Behaviour • Factors affecting consumer behaviour in Banking & Insurance • Managing Service Quality in Banking & Insurance – Gap Model • Concept and Bases of Market Segmentation • Application of Segmentation to Banking Services 	25%
3	MARKETING MIX OF BANKING & INSURANCE <ul style="list-style-type: none"> • Banking & Insurance Products/Services and PLC • Pricing strategies of Banking & Insurance Services • Distribution Channels of Banking & Insurance Services • Promotion Mix of Banking & Insurance Services 	25%
4	RECENT TRENDS IN MARKETING OF BANKING & INSURANCE SERVICES <ul style="list-style-type: none"> • Role of Technology in delivering Customer service • Direct Marketing and its role in Banking & Insurance services • Relevance of Customer Care – Moments of Truth • Case Study on marketing of Banking Services • Case Study on marketing of Insurance Services 	25%

Basic Text & Reference Books:

- General Bank Management by Indian Institute of Banking & Finance (Macmillan)
- Service Sector Management by C.Bhattacharjee (Jaico Publishing)
- Principles & Practices of Banking by Indian Institute of Banking & Finance (Macmillan)
- Marketing Services by Venkata Ramana Vedula (Jaico Publishing)
- Banking Products & Services by Indian Institute of Banking & Finance (Macmillan)
- Basics of Banking by Indian Institute of Banking & Finance (Macmillan)
- Services Marketing by Lovelock, Wirtz and Chatterjee (Pearson)