

M.COM – 2023 ONWORDS

SUB.NAME : BUSINESS FINANCE

SUB. CODE : P23COT11

- 1 Explain the important finance concepts
- 2 Estimate risk and determine its impact on return
- 3 Examine leasing and other sources of finance for startups
- 4 Summarise cash, receivable and inventory management techniques
- 5 Evaluate techniques of long term investment decision incorporating risk factor

SUB.NAME : MARKETING MANAGEMENT

SUB. CODE : P23COT12

1. Explain the marketing concepts
2. Identify the strategies adopted for buyer's behaviour
3. Analyse the tools for promotion, sales promotion and Advertising
4. Assess the marketing organization and control
5. Assess Customer Satisfaction, Benchmarking and Quality Management

SUB. NAME : BANKING AND INSURANCE

SUB. CODE: P23COT13

1. Relate the transformation in banking from traditional to new age
2. Apply modern techniques of digital banking
3. Evaluate the role of insurance sector
4. Examine the regulatory mechanism
5. Assess risk mitigation strategies

SUB. NAME : OPERATIONS RESEARCH

SUB. CODE: P23COE1B

1. Apply Linear Programming

2. Identify models for problem solving
3. Apply sequencing and game theory
4. Apply network analysis to enhance effectiveness
5. Examine the models for decision making

SUB. NAME: STRATEGIC COST MANAGEMENT      SUB. CODE: P23COT24

1. Explain strategic cost management and QC
2. Choose the appropriate technique for cost control
3. Make use of activity based costing in practice
4. Choose transfer pricing methods to solve problems
5. Construct cost structure for Agriculture and IT sector

SUB. NAME: CORPORATE ACCOUNTING      SUB. CODE: P23COT25

1. Impart the knowledge of Banking Companies and preparing various schedules.
2. Apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of Life Insurance and General Insurance Companies
3. Prepare Consolidated Financial Statements of Holding Companies in accordance with AS21.
4. Impart the knowledge of Railways and Electricity companies including double accounts.
5. Explain objectives of Financial Reporting, select Accounting Standards and Provisions of Companies Act 2013 with respect to Corporate Social Responsibility

SUB. NAME: SETTING UP OF BUSINESS ENTITIES      SUB. CODE: P23COT26

1. Compare the various avenues of acquiring finance to setup a business entity

2. Recall the legal requirements for Section 8 Company
3. Examine the provisions for LLP and joint venture
4. Analyse the registration and licensing procedure
5. Examine the compliance of regulatory framework regarding environment

SUB. NAME: BUSINESS ETHICS AND CORPORATE SUSTAINABILITY

SUB. CODE: P23COE2A

1. Apply the concepts of business ethics in practice
2. Demonstrate ethical decision making by applying various theories
3. Evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection
4. Explain the concepts of corporate sustainability
5. Construct reports disclosing sustainability information