

# MANAGEMENT CONCEPTS (PDBF-1001)

P.G. DIPLOMA IN BUSINESS FINANCE (I Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**Objective:** The aim of this course is to impart basic idea of management among the students.

- Unit-I**      **Introduction to Management:** Meaning, Significance, Functions, Levels of Management, Management as Art, Science & Profession, Distinction between Management and Administration. Evolution of Management Thought, Contribution of Taylor, Weber and Fayol.
- Unit-II**      **Planning:** Concept, Objectives, Nature, Limitations, Significance and Process of Planning, Authority and Responsibilities, Delegation of Authority, Centralization and Decentralization, Span of Control.
- Unit-III**     **Organizing:** Concept, Objectives, Types of Organizations, Steps in Organizing, Organization structure and design, Leadership- Functions & Significance, Qualities of Leader, Types of Leadership, Theories of Leadership, Behavioral and Trait Theory of Leadership.
- Unit-IV**     **Managerial Control:** Nature, Purpose and Process of Controlling, Techniques of Control, Prerequisites of effective Control, Management of change Factors affecting change, Resistance to change, Secrets of success in managing the change Crises Management & Stress Management.

## References:

1. Griffin, Ricky W: Organizational Behaviour, Houghton Mifflin Co., Boston
2. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behaviour, South Wester College, Ohio.
3. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organizational Behaviour: Prentice Hall, New Delhi.
4. Ivancevich: John and Mischeol T. Matheson: Organizational Behaviour and Management, Business Publication Inc., Texas
5. Koontz, Harold, Cyril O'Donnell, and Heinz Wehrich: Essential of Management, Tata McGraw Hill, New Delhi.
6. Newstrom, John W. and Keith Davis: Organizational Behaviour at work. Tata Mc-Graw-Hill, New Delhi.
7. Robbins, Stephen P, and Mary Coulter: Management. Prentice Hall, New Delhi.
8. Robbins, Stephen P: Organizational Behaviour Prentice Hall, New Delhi.
9. Steers, Richard M and J. Stevan Black; Organizational Behaviour Harper College Publishers, New York.
10. Shukla Madhukar: Understanding organizations: Organizations Theory and Practice in India Prentice Hall, New Delhi.

**Revised - 01.08.2018**

Aligarh Muslim University, Aligarh  
**STATISTICAL ANALYSIS (PDBF-1002)**

P.G. DIPLOMA IN BUSINESS FINANCE (I Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

**OBJECTIVES:**

The objectives of this course are to develop an understanding regarding the application of statistical tools and techniques of analysis for business decisions.

**COURSE INPUTS**

**Unit - I**      Statistics; Definition, Importance and limitations of statistics, Data Collection and Classification; Primary and Secondary data, Methods of Collecting Primary and Secondary data, Classification and Presentation of data. Measures of Central Tendency; Mean , Median, Mode, Measures of Dispersion, Mean deviation, Standard Deviation, correlation and regression

**Unit - II**      Index Numbers; Introduction, definition, Methods of Constructing index numbers, Uses of index numbers, Analysis of Time Series; Introduction, definition, utility, components, Measurement of Fluctuations and Trends, Measurement of Seasonal Variation, Conversion of annual trend equation to monthly trend equation, Shifting the trend

**Unit - III**     Sampling Theory and Test of Significance; Introduction, Types of Universe, Objects of Sampling, Principles of Sampling, Census versus Sampling Enumeration, Sampling and non sampling errors, Law of large numbers, Limitations of Sampling, Types of Sampling, Choice of Sampling techniques, Reliability of a Sample, Hypothesis testing; Procedure of Hypothesis testing, Errors in Hypothesis testing, Significance test in Small Samples; chi-square test, t-test and z-test

**Unit - IV**     Probability Theory; Probability- Classical , relative and Subjective Probability, Addition and Multiplication probability models, conditional probability and Baye's theorem, Statistical Quality Control, Probability Distribution; Binomial, Poisson and Normal distributions, their characteristics and applications, Statistical Quality Control; Quality Control Charts- purpose and logic, constructing a control chart

**Suggested Readings**

- |                            |                              |
|----------------------------|------------------------------|
| 1- Pillai, R.S.N.          | : Statistics                 |
| 2- Shukla, M.C. & S.S. Gul | : Statistics                 |
| 3- Gupta, S.C.             | : Fundamentals of Statistics |
| 4- Gupta, S.P.             | : Statistical Methods        |
| 5- Ahamd, M.M.             | : Introduction to Statistics |
| 6- Gupta, C.B.             | : Statistical Methods        |
| 7- Croxton & Cowden        | : Applied General Statistics |
| 8- Elhance, D.N.           | : Fundamentals of Statistics |

**Revised - 01.08.2018**

**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**FINANCIAL ACCOUNTING AND REPORTING**  
**(PDBF-1003)**

**P.G. DIPLOMA IN BUSINESS FINANCE (I Semester)**

**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**OBJECTIVES:**

The course has been designed to acquaint the students with the basic principles and practice of accounting and their applications in business. It will also focus on corporate financial reporting.

**COURSE INPUTS**

**UNIT- I     **Fundamental Principles of Accounting:**** Meaning and importance of accounting, Generally accepted Accounting Principles, Concepts and Conventions, Double Entry System of Accounting, Recording of transactions- Journal, Ledger, Subsidiary books and Trial balance. Accounting assess and their rectification.

**UNIT - II    **Preparation of Final Accounts of Companies:**** Trading Account; Profit and loss Account, Profit and loss Appropriation Account, Balance Sheet, Adjustment entries, closing entries

**UNIT - III   **Company Accounts:**** Accounting of Shares; Issue of Shares for Cash and Consideration other than Cash, Forfeiture of Shares, Reissue of Forfeited Shares, Debentures; Meaning and Types of Debentures, Difference between Shares and Debentures, Issue and Redemption of Debentures.

**UNIT - IV   **Analysis of Financial Statements:**** Meaning and Importance of Financial Statement Analysis, Tools and Techniques of Financial Statement Analysis, Ratio Analysis- Profitability Ratios, Solvency Ratios, Liquidity Ratios and Turnover Ratios

Corporate Financial Reporting in India- Objects and Techniques of Financial Reporting, Limitations of Reported Financial Statements

**Suggested Readings**

1. Walgenbath, Dittrich & Hanson : Financial Accounting: An Introduction (Sec. Ed.)
2. Smith & Ashburne : Financial & Administrative Accounting
3. Shukla & Grewal : Advanced Accountancy
4. Niswonges : Accounting Principles
5. Smith & Keith : Accounting for Financial Statement Preparation.
6. R.L. Gupta & M. Radhaswamy : Advanced Accountancy I & II
7. A.N. Agarwal : Higher Science of Accountancy
8. M.C. Shukla, & T.S. Grewal : Advanced Accountancy
9. S.N. Maheshwari : Advanced Accountancy
10. S.P. Jain & Narang : Advanced Accountancy
11. Arulanandam & Raman : Advanced Accountancy

**Revised - 01.08.2018**

**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**Financial Management (PDBF-1004)**  
**P.G. DIPLOMA IN BUSINESS FINANCE (I Semester)**

**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objective:** To make students understand various issues involved in financial management of a firm and equip them with advanced analytical tools and techniques that are used for making sound financial decisions and policies.

**Course inputs**

**Unit - I Introduction:** Nature, scope and objectives of financial management, Types of financial decisions Finance as a strategic function, Role of finance manager, Agency problem Alternative to stock price maximization stakeholders 'profit Vs wealth maximization, Risk-return framework for financial decision making.

**Unit - II Capital Budgeting;** Nature, significance and kinds of capital budgeting decisions Cash flow estimation, Capital budgeting techniques – ARR, Payback period method, Average Rate of Return method, Discounted payback period. Net Present Value Method, Internal Rate of Return method, concept of Capital rationing.

**Unit - III Cost of Capital and Capital Structure:** An overview of cost capital computation of cost of debt, preference, equity and retained earnings. Specific and Weighted average cost of capital, Financial leverage and evaluation of financial plans (EBIT-EPS analysis), Theories of capital structure-NI, NIO, MM Hypothesis without and with corporate taxes, determinants of capital Structure in Practice.

**Unit - IV Dividend Policy:** Forms of dividends. Theories of relevance and irrelevance of dividend in firm valuation (Walter's model, Gordon's Model. MM Hypothesis). Issues in divided policy, Types of dividend polices, Determinants of dividend Policy.  
Working capital management: Concept, Estimation of Working capital requirement, working capital financing, Determinants of working capital Components of working capital management.

**Suggested Readings:**

1. Van Horne, James C., Financial Management and Policy, Prentice Hall, New Delhi.
2. Pandey, I. M. Financial Management, Vikas Publishing.
3. Ross S. A., R. W. Westerfield and J. Jaffe, Corporate Finance, McGraw Hill.
4. Brealey R. A. and S. C. Myers, Principles of Corporate Finance, McGraw Hill.
5. Damodaran, A Corporate Finance: Theory and Practive, John Wiley & Sons.
6. Chandra, P. Financial Management, Tata McGraw Hill
7. Khan, M.Y & Jain, P.K. Financial Management: Text Problems and Cases, Tata McGraw Hill
8. Enhardt, M. C. & Brigham E. F. Corporate Finance, Indian Edition, Cengage Learning
9. Srivastava, Rajiv and Misra. Anil, Financial Management, Oxford University Press.
10. Arthur J. Kewon, John, H. Martin, J. William Petty & Devid F. Scott, Financial Management: Principles & Application, Pearson.
11. Meyer. et. Al, Contemporary Financial Management, Cengage Learning.
12. **Revised - 01.08.2018**

**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**BUSINESS ECONOMICS (PDBF-1005)**  
**P.G. DIPLOMA IN BUSINESS FINANCE (I Semester)**

**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**OBJECTIVES:** The objectives of this course is to make the students understand and apply the concepts and tools of economics in business decisions.

**COURSE INPUTS**

**Unit I** The nature of Economics, Types of Economic System, Tools of Economic analysis. Meaning, Significance and role of Business Economics, objectives of a Firm, Economic theory and managerial theory, Fundamental Economics concepts

**Unit II** The Market Mechanism: Demand and Supply Framework, Demand Analysis: Law of Demand, Elasticity of Demand- Price, income and cross elasticity, Using elasticity in business decisions. Theory of Consumer choices; Cardinal utility approach, indifference approach and revealed preference theory, Demand estimation and demand forecasting techniques.

**Unit III** Production Theory: Production function; stages of production, economies of scale, estimation of production function, Cost Theory and Estimation: Short and Long Run Cost functions, their nature and shape and interrelationship, Law of Variable Proportions, Law of Return to Scale

**Unit IV** Price Determination under different market conditions: Characteristics of different market structures, Price determination and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly

Inflation: Definition, characteristics and types, inflation in terms of demand-pull and cost-push factors; effects of inflation

**Suggested Readings**

- 1- Deat, J. : Managerial Economics
- 2- Samuelson, Pia, A : Economics
- 3- Baumol, N.J. : Economic Theory and Operations
- 4- Chopra, O.P. : Managerial Economics

**Revised - 01.08.2018**

**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**BUSINESS POLICY & STRATEGIES (Optional)**  
**(PDBF-1006)**

**P.G. DIPLOMA IN BUSINESS FINANCE (I Semester)**

**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**COURSE OBJECTIVE:** The purpose of this course is to acquaint the students with the understanding of the fundamental inputs regarding the business policy and formulation & implementation of Corporate Strategies.

**COURSE CONTENTS:**

**Unit - I Concepts and Dimensions of Business Policy:** Nature, Objectives and Importance of Business Policy. Concept of Strategy: levels of Strategy- Corporate, business and Functional levels, Process of Strategic management, Modes/styles of Strategic Management.

**Unit - II Business Ethics & Social Responsibility:** Business Ethics-Concepts, factors influencing business ethics, Business Ethics & Strategy. Business ethics in India.  
Social Responsibility of Business: Meaning & Concepts.

**Unit-III Strategy Formulation:** Corporate Mission, Vision, Objectives and Goals: Key elements, significance, Distinctions. Major Strategic alternatives: Stability, Expansion & Retrenchment.  
**SWOT Analysis:** Concept of environment, internal and external components, SWOT.

**Unit-IV Strategy Implementation:** Interrelationship between formulation and Implementation, Functional Strategies in key areas- Finance, Marketing, Operations, Personnel Plan & policies.  
**Strategic Evaluation and Control:** Importance and Process of evaluation, types of control and techniques for monitoring, Role of Organizational systems in evaluation.

**Suggested Readings:**

1. Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and System, Vikas Publishing House, New Delhi.
2. David, Fred R: Strategic Management, Prentice Hall, New Jersey.
3. Glueck, William F. and Lawrence R. Jauch: Business Policy and Strategic Management, McGraw Hill, International Edition.
4. H. Igor, Ansoff: Implanting Strategic Management, Prentice Hall, New Jersey.
5. Kazmi, Azhar: Business Policy, Tata McGraw Hill, Delhi.
6. Sharma, R.A.: Strategic Management in Indian Companies, Deep and Deep Publications, New Delhi.

**Revised - 01.08.2018**

**DEPARTMENT OF COMMERCE**  
**ALIGARH MUSLIM UNIVERSITY, ALIGARH**  
**SECURITY MARKET OPERATIONS (Optional)**  
**(PDBF-1007)**  
**Post-Graduate Diploma in Business Finance (I Semester)**

**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**Objectives:** This course is designed to help the students in understanding the security market trading, clearing, settlement and risk management processes of stock exchanges. The students will also learn the eligibility criteria for membership of security market, important regulatory aspects and valuation concepts.

**Unit – I Indian Securities Market– An Overview:** Introduction, Concept of Equity, Debt and Other Securities, Capital market and Money market: overview, Market segments, Primary market, Secondary market, products and participants, Derivatives market, trading mechanism and New Financial Instruments including ADR, GDR and IDR.

**Unit – II Trading, Clearing and Settlement:** Introduction to online trading system, Procedure and criteria for listing of securities, Depositories and their role in securities operations: NSDL; CDSL and Depositories participants, margin trading system, transfer of securities, clearing and settlements of securities trades. Investor protection fund, Clearing software– data and reports download, file transfer protocol

**Unit – III Legal Framework and Fundamental Valuation Concept:** Introduction to various Acts governing securities Market- Securities Contracts (Regulation) Act, 1956, Securities Contracts (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Markets) Regulations, 2003, legal procedure and criteria for fresh issue.

**Unit – IV Major Stock Exchanges in India:** NSE, BSE, MCX-SX and OTCEI, domestic and global factors affecting the securities markets, free float system of trading, Credit Rating: Meaning and necessity; Credit rating agencies; Methodology of credit rating. Share Price Indices: Compilation and interpretation. Derivatives markets: Market for exchange traded and over the counter derivatives.

**Important Note:** *Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.*

**References:**

1. Dalton, John M.; How the Stock Market Works, Prentice Hall, New Delhi.
2. Gupta, L.C.: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
3. Chandratre KR.; et al: Capital Issue, SEBI & Listing; Bharat Publishing\_House, New Delhi.
4. Donald E. Fisher, Ronald J. Jordan: Security Analysis and Portfolio Management; Prentice Hall, Delhi
5. Raghunathan V: Stock Exchanges and Investments; Tata McGraw Hill, New Delhi.
6. Capital Market (Dealers) Module, Workbook from NSE.17
7. Dhankhar, J N., (2009), Indian Capital Market in Operation, Skylark Publications.
8. Chandra, Prasanna, (2009), Investment Analysis, 3rd edition, Tata McGraw Hill

**Revised - 01.08.2018**

# INVESTMENT MANAGEMENT (PDBF-2001)

P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

## Objective

This course exposes the students to the various concepts of investment management and provides an in-depth study of various issues there under.

## Course Inputs

**UNIT - I Investment:** Nature and scope of investment Management; Elements of investment -return, risk and time elements; Factors favourable for Investment, Investment process, Objectives of investment; Security return and risk analysis; Measurement of return and risk; Approaches to investment analysis.

**UNIT - II Types of Investments:** Financial investments -securities and derivatives, deposits, tax- sheltered investments; Non-financial investment -real estate, gold and other types and their characteristics; Sources of financial information.

**UNIT - III Fundamental Analysis:** Economic analysis, Industry analysis and company analysis, Techniques of portfolio revising – Formula plans constant ratio, Variable ratio.

**UNIT - IV Valuation of Fixed Income Securities:** Bonds, debentures, preference shares, and convertible securities.  
**Valuation of variable Income Securities:** Equity shares.

## References

1. Agarwala, K.N. and Deeksha Agarwala: Bulls, Bears and The Mouse, Macmillan, New Delhi.
2. Cheney, J. and E. Muses: Fundamentals of Investments, Paul, New York.
3. Clark, James Fransis: Investment- Analysis and Management, McGraw Hill , International Edition.
4. Dalton, John M: How the Stock Markets Works, Prentice Hall, Delhi.
5. Domodran: Investment Valuation, John Wiley, New York”
6. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition
6. Fischer, Donald, E. and Ronald, J. Jordan: Security Analysis and portfolio Management, Prentice Hall, Delhi.

**Revised - 29.01.2019**



DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh

# INTERNATIONAL FINANCE (PDBF-2002)

P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

## Objective

This course helps students understand the conceptual framework of international finance and use thereof in making financial decisions.

## COURSE INPUTS

**UNIT - I International Monetary and Financial System :** Importance of international finance; Bretton woods conference and afterwards, IMF and the World Bank; European monetary system - meaning and scope.

**Balance of Payment and International Linkages:** Balance of payments and its components; International flow of goods, services and capital; Current account deficit and capital account convertibility – Pros & Cons.

**Unit – II International Financial Markets and Instruments:** International capital and money markets; Money and capital market instruments; Salient features of different international markets; International Financial Instruments : GDRs, ADRs, IDRs, Euro bonds, Euro loans, Repos, CPs, floating rate instruments.

**UNIT - III Foreign Exchange Markets :** Determining exchange rates; Fixed and flexible exchange rate system; Exchange rate theories; Participants in the foreign exchange markets; Foreign exchange market-cash and spot markets; Foreign exchange and currency futures; Exchange rate arrangement in India.

**UNIT - IV Foreign Exchange Risk :** Transaction exposure and economic exposure; Management of exposures - internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques.

**Multinational Financial Institutions :** Role of IMF, IBRD and other development banks; International investors and foreign investment institutions.

## References

1. Apte, P .G: International Financial Management, Tata McGraw Hill, New Delhi
2. Buckley, Adrian: Multinational Finance, Prentice Hall, New Delhi.
3. Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley, New York.
4. Henning, C.N., W Piggot and W.H Scott: International Financial Management, McGraw Hill, International Edition.
5. Levi, Maurice D: International Finance, McGraw- Hill, International Edition.
6. Rodriquefe, R.M. and E.E Carter: International Financial Management, Prentice Hall, International Edition.
7. Shaprio, Alan.C: Multinational Financial Management, Prentice Hall, New Delhi.
8. Yadav, SurendraS., P.K Jain and Max Peyrard: Foreign Exchange Markets, Macmillan, New Delhi.
9. Zeneff, D. and J Zwick: International Financial Management, Prentice Hall, International Edition.
10. O Connor DJ, Bueso AT: International Dimensions of Financial Management; Macmillan, New Delhi.
11. Pilbeam Keith: International Finance; MacMillan Press, Hong Kong.

**Revised - 29.01.2019**

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh

# MANAGEMENT ACCOUNTING (PDBF-2003)

P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

## OBJECTIVES :

The course has been designed to acquaint the students with an accounting system which caters to the diversified requirements of modern management and assist management in formulation of policy and day to day operation of business.

## COURSE INPUTS

**UNIT - I** Emergence of Management Accounting, Definition, Function, Scope of Management Accounting, Role of Management Accounting. Distinction between Management Accounting, Financial Accounting and Cost Accounting. Ratio Analysis: Liquidity Ratios, Leverage Ratios Profitability Ratios.

**UNIT - II** Fund Flow Analysis: Concepts of Flow of Funds, Funds Flow Statement - Need, Managerial uses and preparation, Cash Flow Analysis; Concept of Cash, Uses of Cash Flow Analysis, Preparation of Cash Flow Statement.

**UNIT - III** Marginal Costing and Break-Even Analysis: Concept of marginal costing, variable and absorption costing distinguished, classification of overheads, marginal costing equations, Cost-volume-profit (CVP) Analysis, Break-Even Analysis; Basic techniques, Graphic Presentation, Break-Even Chart, Margin of Safety, the Break even point formula and its uses.

**UNIT - IV** Standard Costing and Variance Analysis, Standard Cost and Historical Cost, Types of Standards, Steps involved in Standard Costing, Components of Standard Costing, Concept of Variance Analysis, Computation of Material, Labour and Overhead Variance and Sub-Variations.

## Suggested Readings

1. Sharma & Gupta : Management Accounting
2. Hingorani : Management Accounting
3. Belly : Management Accounting
4. Manmohan & Goyal : Principles and Practice of Management Accounting
5. Vinayakam, N & Sinha I.B. : Management Accounting: Tools and Techniques

**Revised - 29.01.2019**

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh

# INDIAN FINANCIAL SYSTEM (PDBF-2004)

P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

## OBJECTIVES :

The course is designed to acquaint the students with the development and working of the Indian Financial System and to develop the required skills to deal with it.

## COURSE INPUTS

**UNIT - I** Indian Financial System: Its constituents and impact of Liberalization; Reserve Bank of India: Functions; Role of Credit Control, Commercial Banks: Changing profile, Role in economic development, State Bank of India: Origin & functions and role in Financing for Rural Development. NABARD – Role & Performance, Exim Bank – Functions & Role.

**UNIT - II** Capitalisation and Capital Structure Under and Over-Capitalization; Short Term, Medium Term and Long Term Financing. Working Capital Management; Cash, Inventory and Receivables, Cost of Capital.

**UNIT - III** Characteristics of different types of Securities and their significance; Equity Capital; Preference Capital, Debentures and Term loan; Leasing & Hire Purchasing; Dividend decisions and Analysis of Investment Opportunities.

**UNIT - IV** Financial Markets: Structure, Scope and Problems; Money Market Vs. Capital Market; Functions and Role of Stock Exchanges, NSE, OTCCKEI, SEBI.

## Suggested Readings

1. Gosh : Banking Policy in India.
2. Sahoo, D.K. : Sources of Finance for Corporate Sector.
3. Prasad N. : The SBI and Rural Development.
4. Misra and Puri : Indian Economy.
5. Anjaria J.J. : New Dimensions of Central Banking.
6. Adarksr, B.N. : Commercial Banks in India After Nationalisation
7. Radhaswami & Vasudevan : A Text Book of Banking
8. Sundaram K.P.M. : Indian Economy
9. Tewari, A. : Financial Institutions
10. Exra, Solaman : Theory of Financial Management

## Journals, Magazines and News Papers:

1. Business World
2. Business Times
3. Financial Analyst
4. The Economic Times
5. The Financial Express
6. Money

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**DEPARTMENT OF COMMERCE**  
**Aligarh Muslim University, Aligarh**  
**COMPUTER APPLICATION IN FINANCE (PDBF-2005)**  
**P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)**

**Max. Marks -100**  
**Sessional - 30 Marks**  
**Examination - 70 Marks**

**OBJECTIVE:**

The objective of this course is to give the necessary exposure to the students regarding Computer Application in Business Finance. The course will give due emphasis for developing students ability to use computers for financial decisions making.

**COURSE INPUTS:**

- Unit – I** Computer System; Definition, Features, Limitations, Application, and Classification. Computer Memory, CPU, Concept of Hardware & Software, Data Communication; Networking Devices, Types of Network (LAN, MAN, WAN), Network Topology, Wired and Wireless Media, TCP/IP Protocol Suite, Overview of Internet, Internet Services and Applications, Client Server System. GST Network, Issues and Challenges.
- Unit – II** Data and Information, Information Types, Dimensions of Information, Information Qualities, Information System, Components of Information System, Concept of Management Information System (MIS), Characteristics of MIS, Roll of MIS In Global Business, Challenges in the Development of MIS, Transaction Processing System (TPS), Decision Support Systems (DSS), Financial Management System, Introduction to Financial Management Software Packages, IS Security and Control.
- UNIT - III** Data Base Concept; Data Hierarchy, Database Users, Data Base Management System, DBMS Functions, Advantages of DBMS, Application of DBMS in Business, Relational Database Model, Database Keys. E-Commerce, Traditional Vs E-Commerce, E-Finance; Significance, Issues of E-Finance, Advantages and Limitations of E- Finance. Digitization; Digital Payment Methods, Types, Issues, Significance and Challenges, Digital Currency and its types. EDI, EDI Standards and EDI Applications.
- UNIT - IV** Word Processing; Report Preparation, Formatting and Inserting Objects (Tables, Image, etc), Mail Merging. Creating and Formatting Slides. Spread Sheet Program; Fill Handle, Formulas and Functions, What if analysis, Charting, Sorting and Filtering, Financial Functions, Use of Spreadsheet to Solve Financial Problems, Preparation of Employee Payroll Statement, Invoice and Voucher. Master Ledger, Trial Balance & Balance Sheet.

**Suggested Readings:**

1. Laudon, Kenneth C and Jane P. Laudon: Management Information Systems: Organisation and Technology, Prentice Hall, ND.
2. Joseph, P.T: E-Commerce, A Managerial Perspective.
3. V: Rajaraman, Analysis and Design of Information Systems, Prentice Hall, New Delhi.
4. Abraham Silberschatz, S. Sudarshan, Henry F. Korth, Database System Concepts, MacGraw Hill, fourth Edition, 2002.
5. Behrouz A. Forouzan, Data Communications and Networking, Tata McGraw Hill, 4rth Edition, 2006.

**Revised - 29.01.2019**

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh

# MARKETING OF FINANCIAL SERVICES

## (OPTIONAL) (PDBF-2006)

P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

## Objective

The objective of this course is to help students to understand the concept of marketing and its applications.

## COURSE INPUTS

**UNIT - I Introduction to financial services marketing:** Introduction, Defining financial services, Differences between goods and services, Distinctive characteristics of financial services, Marketing challenge, Classifying services.

**Unit - II Analysing the marketing environment:** Introduction, Marketing environment, Macro-environment, Market environment, Internal environment, Evaluating developments in the marketing environment, Developing a strategic marketing plan.

**UNIT - III Consumer choice & Marketing,** Consumer choice and financial services, Financial services marketing mix – key issues, Concept of service product, Pricing promotion, Distribution of Financial Services.

**UNIT - IV Customer Development:** The customer relationship chain, Customer retention strategies, Service quality, Models of service quality, Consumer evaluations: Value and Satisfaction, Managing customer expectations, Customer relationship management in practice in service sector.

## References

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall” New Delhi.
2. Srinivasan, R: Case Studies in Marketing: The Indian Context, prentice Hall, New Delhi.
3. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ.
4. William M. Pride and O.C. Ferrell: Marketing: Houghton-Mifflin Boston.
5. Mukesh & Dhunna, Service Marketing – Wisdom Publication, New Delhi

**Revised - 29.01.2019**

DEPARTMENT OF COMMERCE  
Aligarh Muslim University, Aligarh

# COST ACCOUNTING & BUDGETARY CONTROL

## (OPTIONAL) (PDBF- 2007)

P.G. DIPLOMA IN BUSINESS FINANCE (II Semester)

Max. Marks -100  
Sessional - 30 Marks  
Examination - 70 Marks

## Objective

The course has been designed to acquaint the students with cost accounting & Budgetary Control which caters to the diversified requirements of cost accounting & Budgetary Control in formulation of day to day operation of business.

## COURSE INPUTS

**UNIT - I Cost Accounting:** Meaning objectives, Functions and Advantages, Cost Accounting Vs. Financial Accounting, Concept of Cost – Cost Centre, Methods of Costing Classification of Costs, Element and Cost Sheet.

**Unit – II Accounting and Control of Material Cost:** Methods of Pricing, FiFo LiFo, Overheads, Classification, Allocation and Absorption of Overhead, Labour Cost – Accounting & Control.

**UNIT - III Job Cost:** Objectives & procedure, Control Costing – Features and Procedure, Process costing – Characteristics and Procedure, Comparison between process costing & Job Costing.

**UNIT - IV Budget & Budgetary Control:** Meaning objectives, Advantages and Limitations Functional Budgets, Fixed & Flexible Budgets, Zero base Budgeting.

## References

1. Beams F.A. – Cost Accounting – Prentice Hall, New Jersey.
2. M.N. Arora – Cost Accounting – Himalaya Publication House, New Delhi.
3. Jain & Naray – Cost Accounts – Kalyani Publisher – New Delhi.
4. S.N. Maheshwari – Cost & Management Accounting – Vikas Publication House.

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# **PROJECT REPORT (PDBF20PI)**

**VIVA – VOCE  
(PDBF20VI)**