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Sl. No.	Name of the teacher	Title of the book/chapters published	Pg.No.
1	Smruti Vasavada	Commercial Bank Management	1-3
2	Smruti Vasavada	Strategic Management	4-6
3	Deepak Jha	Financial Accounting (TY B.Com (A&F))	7-9
4	Smruti Vasavada	Financial Markets	10-12
5	Deepak Jha	Financial Accounting (FY B.Com (A&F))	13-15



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Commercial Bank Management

**Vinit Upadhyay
Dr. Archana Nair
Dr. Sadhana Singh
Smruti Vasavada
Tanvi Kothi**

**M. Com
Semester III**

Class 16 - No 1873133





RISHABH MOST DESIRED TEXTBOOK



Postgraduate Level Textbook as per Syllabus
with effect from Year

Commercial Bank Management

M.Com II
Master of Commerce
Semester - III

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SYLLABUS

SN	Modules/Units
1	<p>Overview of Commercial Banking in India</p> <p>A) Overview of Commercial Banking in India - Role and Functions of Commercial Banks, Introduction to Bank Management, Management of Banks in Rural Areas.</p> <p>B) Customer Relationship Management in Banks - Meaning and Objectives of CRM in banks, Strategies for Expanding Customer Base, Banking Ombudsman Scheme, Customer Retention, Handling Customer Grievances</p> <p>C) Services to Different Categories of Customers - Retail, Corporate, International and Rural.</p>
2	<p>Credit Management in Banks</p> <p>A) Credit Management in Banks - Principles of Sound Bank Lending, Loan Policy, Compliance with RBI guidelines, Credit Appraisal and Credit Decision Making, Monitoring and Review of Loan Portfolio, Management of Non-Performing Assets (NPAs), Classification of NPAs, Debt Restructuring- SARFAESI Act, 2002.</p> <p>B) Bank's Investment Policy - SLR Requirements & Non-SLR Investments, Nature and Significance of Investment Management in Commercial Banks, Fundamental Principles of Security Investment, Management of Security Investment, Reviewing Investment Portfolio and Organization of Investment Function in Bank</p>
3	<p>Human Resource Management in Banks</p> <p>A) Human Resource Management in Banks - Importance of HRM in Banks, Policies relating to Human Resource Development in India, Selection, Training, Pay Structure in Public Sector Banks and Private Sector Banks, Workers Participation in Management, Motivations and Morals, Performance Evaluation, Promotion, Transfer Policy and VRS schemes in Public Sector Banks</p>
4	<p>Evolving Trends in Modern Banking</p> <p>A) Evolving Trends in Modern Banking - Internet Banking, Mobile Banking, EFT services, Outsourcing of Non-core Services, Mergers and Acquisitions in Banking Sector.</p> <p>B) Financial Inclusion - Need and Importance of Financial Inclusion, Micro Credit SHGs, RBI Guidelines for Micro Credit, Portfolio Securitization, SHG-2, NRLM and SRLM, Priority Sector and its Classification.</p>

Strategic Management

**M.Com
Semester I**

**Dr. Jharna Kalra
Smruti Vasavada
Dr. Sadhana Singh
Anusuya Yadav
Tanvi Kothi
Vinit Upadhyay
Dr. Satinder Kaur Gujral**

Class 16 - No. 1873133





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Semester - I

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SYLLABUS

SN	Modules/Units
1	<p>Introduction to Strategic Management</p> <ul style="list-style-type: none"> • Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management. • Levels of Strategies: Corporate, Business and Operational Level Strategy • Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy, Operational Strategy • Business Environment: Components of Environment- Micro and Macro and Environmental Scanning
2	<p>Strategy Formulation, Implementation and Evaluation</p> <ul style="list-style-type: none"> • Strategic Formulation: Steps and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation. • Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, • ETOP- Environmental Threat and Opportunity Profile, Strategic Choice- Factors and Importance. • Strategic Implementation: Steps, Importance and Problems, Resource Allocation- Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations and Techniques • Budgetary Control: Advantages, Limitations
3	<p>Business, Corporate and Global Strategies</p> <ul style="list-style-type: none"> • Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business
4	<p>Emerging Strategic Trends</p> <ul style="list-style-type: none"> • Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Start-up Business Strategies and Make in India Model: Process of business start ups and its Challenges. Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness

CONTENTS

<u>Unit 1</u>	
1. Introduction to Strategic Management	1
<u>Unit 2</u>	
2. Strategy Formulation, Implementation and Evaluation	51
<u>Unit 3</u>	
3. Business, Corporate and Global Strategies	103
<u>Unit 4</u>	
4. Emerging Strategic Trends	140

Financial Markets

Vinit Upadhyay
Tanvi Kothi
Prasad Naik
Smruti Vasavada

M. Com-II
Semester III

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Financial Markets

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SYLLABUS

Modules/ Units

SN	
1	<p>Introduction to Financial System</p> <p>A) An Overview of Financial System - Structure of Indian financial system, the nature and role of financial system, Relationship between financial system and economic development, Constituents of Financial System - Primary and Secondary, Development of Financial Markets in India, Components of financial system.</p> <p>B) Theories - Prior savings theory, Credit creation theory, Theory of post savings, Financial regulation theory, Financial liberalization theory.</p>
2	<p>Overview of Capital Market</p> <p>A) Introduction to Capital Market - Structure and Growth of the Indian Capital Market, Indian Capital Market Forms - Industrial Securities, New Issue markets and Old Issue markets- Introduction, Features, Types and Government Securities (Gilt-edged market)- Introduction, Features, and Types</p> <p>B) Ownership Securities - Equity Shares, Preference Shares, No-par stock- (Introduction, Features and Types)</p> <p>C) Creditorship Securities - Debentures -Introduction, Features, and Types</p>
3	<p>Overview of Money Market</p> <p>A) Money market- Meaning, Features, Structure of money market, Regulatory framework, - RBI/FIMMDA/FEDAI, Disadvantages of Money market, Characteristics and Features of developed money market, Recent development in money markets-DFHI, STCI</p> <p>B) Money Market Instruments-T Bills, Money at short and call notice, Commercial bills, Promissory notes, Certificate of deposits, Commercial-papers, Banker's Acceptance CBLO, IBPC, MMMF and LAF</p>
4	<p>Overview of Derivatives Market</p> <p>A) Derivatives Market - Meaning, Importance and Need for Derivatives Market, Kinds of financial derivatives and financial derivatives in India.</p> <p>B) Globalization of Financial Market - Indigenous Bond markets, Foreign Currency Bond Markets, Euro market, FDI- Inflows- Outflows, Emerging Trends and Challenges in Global Financial Markets and Impact of globalization on financial markets.</p>

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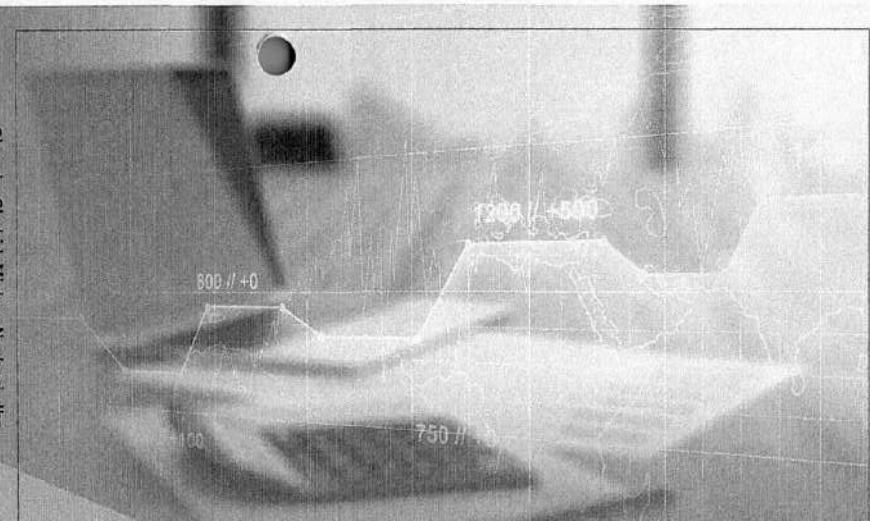
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CONTENTS

SECTION - I

- | | |
|---------------------------------------|-----------|
| 1. Accounting from Incomplete Records | 1 - 51 |
| 2. Consignment Accounts | 52 - 78 |
| 3. Branch Accounts | 79 - 136 |
| 4. Fire Insurance Claims | 137 - 168 |

SECTION - II

- | | |
|--|-----------|
| Last Minute Revision | 170 - 173 |
| Objective Questions | 174 - 196 |
| Mumbai University Objective Questions with Answers | 197 - 203 |
| Mumbai University Question Paper April, 2007 | 204 - 206 |
| Mumbai University Question Paper November, 2017 | 207 - 210 |
| Mumbai University Question Paper with Solution March, 2018 | 211 - 220 |
| Mumbai University Question Paper with Solution October, 2018 | 221 - 231 |
| Mumbai University Question Paper with Solution April, 2019 | 232 - 240 |

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Contents

Final Accounts of Banking Company	1 - 82
Final Accounts of Insurance Company	83 - 133
Non-Banking Financial Companies	134 - 185
Valuation of Goodwill & Shares	186 - 251
Accounting for Limited Liability Partnership	252 - 311
Mumbai University Objective Questions With Answers	312 - 314
Mumbai University Question Paper (October 2019)	315 - 320
Mumbai University Question Paper (December 2022)	321 - 324



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