

**ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
UNDER UNIVERSITY OF CALCUTTA**

POSTGRADUATE & RESEARCH DEPARTMENT OF

COMMERCE (M. COM)

CURRICULUM- 2022

SEMESTER I

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Organizational Behaviour	MCOM2211C	50	3
2	Strategic Human Resource Management	MCOM2212C	50	3
3	Economics for Managers-I	MCOM2213C	50	3
4	Statistics for Business Decisions-I	MCOM2214C	50	3
5	Strategic Marketing Management	MCOM2215C	50	3
6	Strategic Financial Management	MCOM2216C	50	3
7	Principle and Practice of Taxation	MCOM2217C	50	3
8	IT for Business	MCOM2218C	50	3
	TOTAL		400	24

SEMESTER II

Sl. No	Subjects		Total Marks	Credit Points
1	Ethics, Value and Governance	MCOM2221C	50	3
2	Business Regulatory Framework	MCOM2222C	50	3
3	Economics for Managers -II	MCOM2223C	50	3
4	Statistics for Business Decisions-II	MCOM2224C	50	3
5	Strategic Management	MCOM2225C	50	3
6	Quantitative Techniques in Business	MCOM2226C	50	3
7	International Business	MCOM2227C	50	3
8	Advanced Analytical Tools for Research	MCOM2228C	50	3
	TOTAL		400	24

SEMESTER III (ACCOUNTING & FINANCE)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Corporate Accounting and Reporting	MCOM2231F	50	3
2	Financial Statement Analysis	MCOM2232F	50	3
3	Auditing and Assurance	MCOM2233F	50	3
4	Financial Institutions and Markets	MCOM2234F	50	3
5	Taxation for Business Managers (Direct Tax)	MCOM2235F	50	3
6	Research Methodology (Theory)	MCOM2236C	50	3
7	Research Methodology (Practical)	MCOM2237C	50	3
8	Strategic Cost & Management Accounting	MCOM2238C	50	3
	TOTAL		400	24

SEMESTER III (MARKETING)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Sales Management	MOCM2231M	50	3
2	Distribution and Supply Chain Management	MCOM2232M	50	3
3	Integrated Marketing Communication	MCOM2233M	50	3
4	Consumer Behaviour	MCOM2234M	50	3
5	Marketing Research	MCOM2235M	50	3
6	Research Methodology (Theory)	MCOM2236C	50	3
7	Research Methodology (Practical)	MCOM2237C	50	3
8	Strategic Cost & Management Accounting	MCOM2238C	50	3
	TOTAL		400	24

SEMESTER IV (ACCOUNTING & FINANCE)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	International Finance	MCOM2241F	50	3
2	Derivative & Risk Management	MCOM2242F	50	3
3	Security Analysis	MCOM2243F	50	3
4	Portfolio and Investment Management	MCOM2244F	50	3
5	Taxation for Business Managers (Indirect Tax)	MCOM2245F	50	3
6	Dissertation including Viva- voce	MCOM2246C	150	9
	TOTAL		400	24

SEMESTER IV (MARKETING)

Sl. No.	Subjects	Paper Code	Total Marks	Credit Points
1	Rural and Agricultural Marketing	MCOM2241M	50	3
2	International Marketing	MCOM2242M	50	3
3	Strategic Brand Management	MCOM2243M	50	3
4	Marketing of Services	MCOM2244M	50	3
5	Retail Management	MCOM2245M	50	3
6	Dissertation including Viva- voce	MCOM2246C	150	9
	TOTAL		400	24

**ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA
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SYLLABUS 2022

MCOM SEMESTER – I

PAPER 1: ORGANISATIONAL BEHAVIOUR (50 Marks)

PAPER CODE: MCOM2211C

COURSE DESCRIPTION

The course introduces students to a comprehensive set of concepts and theories, facts about human behaviour and organizations that have been acquired over the years. The subject focuses on ways and means to improve productivity, minimize absenteeism, increase employee engagement and so on thus, contributing to the overall effectiveness. The basic discipline of the course is behavioral science, sociology, social psychology, anthropology and political science.

COURSE OBJECTIVES

1. To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
2. To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
3. To appreciate the theories and models of organizations in the workplace.
4. To creatively and innovatively engage in solving organizational challenges.
5. To appreciate the theories and models of organizations in the workplace.

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.

CO2: To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

CO3: To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.

CO4: To develop creative and innovative ideas that could positively shape the organizations.

CO5: To accept and embrace in working with different people from different cultural and diverse background in the workplace.

COURSE CONTENT

Unit-1: Fundamentals of Organizational Behaviour (OB): • Evolution of OB as a Discipline • OB: Challenges and Opportunities • Developing an OB model.

Unit-2: The Individual in the Organization: •Attitudes; •Perception; Learning; • Personality and values • Power and Politics.

Unit-3: Motivation & Leadership: • Meaning, process and significance of motivation • Early Theories of motivation: Hierarchy of Needs • Theory X Theory Y • Two Factor theory • McClelland Theory of Needs.

•**Concept of leadership** • Styles of leadership • Trait approach, contingency approach • Fielder's contingency theory • Hersey and Blanchard's situational theory • Managerial grid contemporary issues in leadership •Concept of transformational leadership.

Unit-4: Groups & Teams: •Groups – Meaning, classification and nature of groups •Stages of group development •an alternative model for Temporary Groups with punctuated equilibrium model •Group properties: Roles, Norms, Status, Size and Cohesiveness •Group Decision Making •Teams -Meaning of teams, Types of teams, Creating Effective teams, what makes individuals into effective team players.

Unit-5: Organizational Conflict and Negotiations: •Organizational culture, •Dynamics and management; Sources, patterns, levels, and types of conflict; •Traditional and modern approaches to conflict; •Functional and dysfunctional organizational conflicts; •Resolution of conflict. •Organizational Development •Organisational Change: concept; need for change, resistance to change; Theories of planned change; organization change •Stress management, •Organizational diagnosis.

Unit-6: Case Application

SUGGESTED READINGS

1. Robbins, S. P. Organizational Behavior. Prentice Hall.
2. Luthans, F. Organizational Behavior. McGraw Hill.
3. Aquinas, P. G. Organizational Behaviour. Excel Books.
4. Hersey, Blanchard, & Johnson. Management of Organizational Behavior: Utilizing Human Resources. Prentice Hall.
5. Prasad L.M., Organizational Behavior. McGraw Hill.
6. Pareek, U & Khanna, Understanding Organizational Behaviour. Oxford University Press.

PAPER 2: STRATEGIC HUMAN RESOURCE MANAGEMENT (50 Marks)

PAPER CODE: MCOM2212C

COURSE DESCRIPTION

The course Strategic Human Resource Management programme will equip students to observe HR issues from an operational and a highly strategic perspective. It will enable you to comprehensively understand the fundamental principles of modern business models and facilitate the creation and implementation of future-ready HR strategies that are in sync with recruitment practices ideal for the

future workforce.

COURSE OBJECTIVES

1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.
4. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: To develop necessary skill set for application of various HR issues.

CO3: To analyse the strategic issues and strategies required to select and develop manpower resources.

CO4: To integrate the knowledge of HR concepts to take correct business decisions.

COURSE CONTENT

Unit 1: Introduction to Strategic HRM: Concept of Strategic HRM, traditional vs strategic HRM, typology of HR activities, changed role of HR in organizations

Unit 2: Strategy formulation and Environment Forecasting: Formulating long term objectives, strategy implementation, analyzing the company profiles, institutionalizing the strategy, evaluating the strategy, leadership and culture, corporate strategy and HRM practices.

Unit 3: Human Resource Strategies (HRS): Concept, approaches, human resource strategy and business strategy, training and development strategies, organizational performance and HRS, change management strategies, difficulties in implementing HRS.

Unit 4: Strategic Human Resource Processes: Workforce utilization and employment practices, efficient utilization of human resources, dealing with employee surpluses and shortages, selection of employees, reward and development systems, strategically oriented performance management systems and employee development, talent management and retention.

Unit 5: HRM Strategy and Business Strategy: Role of HR in strategy formulation, integrating human resources in strategic decisions, HRS and HRIS, key issues in HR strategy, HRM strategies for corporations of tomorrow.

Unit-6: Case Application

SUGGESTED READINGS

1. Strategic Human Resource Management by Tanuja Agarwala, Oxford University Press.
2. Personnel Management - Text & Cases, By C. B. Mamoria & V. S. P. Rao, Himalaya Publication House.
3. Strategic Human Resource Management by Rajib Lochan Dhar, Excel Books.
4. HRD Audit by TVR Rao, Response Books Publishers.
5. Strategic Prospects for HRM by Shaun Tyson, Jaico Publishing House.
6. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003.
7. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
8. Luis R. Gomez – Mejja, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI, 2001.
9. Peter J. Dowling, Denice E. Welch, Randall S. Schuler. International Human Resource Management, Thomson South-Western, 2002.

PAPER 3: ECONOMICS FOR MANAGERS (50 Marks)

PAPER CODE: MCOM2213C

COURSE DESCRIPTION

The course introduces students to a master's level conceptual framework about economics with a managerial perspective. In the real-world scenario, the students are required to often apply basic but integral knowledge of economics. This course aims to cover the important aspects of economics appropriate for managerial level application. Both micro level and macro level economics have been covered in the course content.

COURSE OBJECTIVES

1. To help students to acquire conceptual knowledge on managerial economics
2. To develop decision making skills of students
3. To help students understand the interactions of different economic agents
4. To reflect on the importance of innovation in the field of economics
5. To analyse available information and take suitable actions accordingly

COURSE OUTCOMES

On completion of this course, the students will be able to:

- CO1:** Grasp concepts of costs, demand, revenues, market structures and pricing decisions
- CO2:** Understand the productive abilities of a firm and the importance of outsourcing
- CO3:** Develop knowledge on the market structures existing globally and competitive analysis
- CO4:** Understand the impact of continuous growth and innovation
- CO5:** Understand the concept of markets with asymmetric information

COURSE CONTENT

Unit 1: Economic Concepts: Costs – Demand and revenues – Price, Cross and income elasticity of demand – Market Structures- Pricing and output decisions.

Unit 2: Horizontal and Vertical Boundaries of the Firm: Definition of economies of scale and scope – Sources of scale economics and diseconomies in production – Non-production sources of economics of scale and scope – The learning curve. Make vs. buy decision – Vertical chain of production – Reasons for outsourcing: Benefits and costs of using the market.

Unit 3: Market and Competitive Analysis: Competition identification and market definition – Measures of market structure – Different forms of market: structural features and price – output decision in the context of Monopolistic Competition- Oligopoly: Cournot of quantity competition; Games in matrix form and Nash equilibrium, Price and non-price competition, cartel cheating and cooperation.

Unit 4: Microeconomics of Innovation: Innovation and the growth process in free-market economics – Innovation versus price as the prime competitive weapon – optimal level of spending on innovation – Technology sharing – A kinked revenue curve model of spending on innovation. Growth-creating properties of innovation – Innovation as a positive externality – Effects of process innovation and product innovation on output and prices.

Unit 5: Markets with Asymmetric Information: Quality uncertainty and the market for lemon-Insurance market and adverse selection – Market signaling- The problem of Moral hazard.

SUGGESTED READINGS

1. Davis Besanko, David Dranove, Mark Shanley: Economics of strategy (John Wiley & Sons, Inc.)
2. Pindyck and Rubinfeld: Microeconomics (Pearson Education)
3. William Baumol and Alan Blinder: Economics, 8th edition (The Dryden Press) Chapter 15
4. Anindya Sen: Microeconomics (Oxford)

PAPER 4: STATISTICS FOR BUSINESS DECISIONS – I (50 MARKS)

PAPER CODE: MCOM2214C

COURSE DESCRIPTION

The course covers the basic lessons in statistics to develop the foundation of the subject among students, fit for future research-oriented learning. The course aims to give a wholesome idea of the various statistical tools and techniques.

COURSE OBJECTIVES

1. To understand the basic concepts of descriptive statistics
2. To understand the relation between variables and how they impact one another
3. To gain knowledge on permutation, combination and probability theory
4. To understand probability distributions
5. To learn about time series analysis and its application in research
6. Gain knowledge about different theoretical distributions

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: Solve problems on descriptive statistics and develop an in-depth knowledge for analysis and interpretation

CO2: Understand in details correlation and regression and develop models

CO3: Solve different problems relating to probability theory

CO4: Develop the knowledge of suitability of probability distributions according to type of data

CO5: Understand how data over the years can be tabulated and analysed for research

CO6: Differentiate among various theoretical distributions and solve related problems

COURSE CONTENT

1. An Overview of Descriptive Statistics: Central tendency, dispersion, moments, skewness and kurtosis - Basic ideas - definitions, formulae and illustrations with numerical problems.

2. Simple Correlation and Regression: Scatter diagram; Bi-variate frequency distribution; Simple correlation; Simple linear regression; Rank correlation.

3. Probability Theory: Introduction to set theory, Permutation and Combination; Different definitions of probability; Total probability theorem; Conditional probability; Compound probability; Independent events; Bayes' theorem on conditional probability; Numerical problems.

4. Random Variable and Probability Distributions: Random variable; Probability mass and density functions, Expectation and Variance of a random variable; Moments, skewness and kurtosis; Joint distribution of two random variables (discrete).

5. Time Series Analysis - Components of time series; Additive and multiplicative models; Determination of trend component (linear, quadratic and exponential trend equations); Computation of seasonal indices;

6. Theoretical Distributions: Uniform, Binomial, Poisson; Rectangular, Normal and Exponential distribution.

PAPER 5: STRATEGIC MARKETING MANAGEMENT (50 MARKS)

PAPER CODE: MCOM2215C

COURSE DESCRIPTION

Strategic marketing management is a marketing specialization course that is designed to develop students' holistic understanding and knowledge in strategic marketing. A marketing manager, as a planner-coordinator-controller of marketing activities, must be analytical and skilled in decision-making. Therefore, emphasis is placed on the analytical and decision-making functions of managers in the planning and implementation of marketing strategies at all levels of an organisation.

COURSE OBJECTIVES

1. To provide students' a holistic understanding and knowledge in strategic marketing.
2. To understand the application of marketing in business and organizational settings.
3. To understand the global practices of product development and marketing communication strategies
4. To identify market potential and communicate value to customers.
5. To gain essential skills to help you measure success and improve the quality of marketing decisions.

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: Compare and contrast the key principles of marketing strategy.

CO2: Explain marketing and strategy concepts and ideas in their own words.

CO3: Think strategically about marketing issues and provide recommendations.

CO4: Identify market potential and communicate value to customers.

CO5: Prepare a professional, logical and coherent report in the form of a marketing plan.

COURSE CONTENT

Unit-1: Fundamentals of strategic marketing

•Understanding marketing as strategy. •Strategic Marketing Framework •Assessing Corporate Resources and Capabilities.

Unit-2: Marketing strategy formulation

•Industry and business definition • Product-market definition and analysis •Customer and stakeholder

analysis •Competitor analysis

Unit-3: Marketing strategies for competitive and market scenarios

Growing the core competencies • Marketing Strategies for market leaders, followers and challengers • Marketing over the Product Life-Cycle • Marketing strategies for slow growth economies • Marketing strategies in strategic alliances, networks and hollow corporations

Unit-4: Strategic application of the marketing mix elements:

• Managing product lines • New product development process decisions-traditional and new • Setting prices • Pricing adaptations to the market • Designing integrated distribution channels • Channel management decisions • Developing an integrated marketing communications plan • Global Marketing Strategies.

Unit-5: Case Application

SUGGESTED READINGS

1. Kumar, N. (2004). *Marketing as Strategy*. Massachusetts: Harvard Business School Publishing
2. Ferrell, O.C and Hartline, M. D. (2005), *Marketing Strategy* 3rd Ed, South-Western: Thomson Learning
3. Anderson, C. H. and Vincze, J. W. (2004), *Strategic Marketing Management* 2nd Ed, Boston: Houghton Mifflin
4. Baker, M. J. (2000), *Marketing Strategy and Management*, Palgrave McMill

PAPER 6: STRATEGIC FINANCIAL MANAGEMENT (50 MARKS)

PAPER CODE: MCOM2216C

COURSE DESCRIPTION

The course aims to lay down the strategic importance of financial management. The course is structured in such a way that the students learn about the classical financial management concepts and also learn problem solving with constraints. The several aspects of financial management are meant to be discussed in details so that the students develop case solving ability in financial management.

COURSE OBJECTIVES

1. To understand details of strategy, financial policy and financial goals
2. To gain knowledge about different capital budgeting decisions
3. To understand the different implications of the capital structures of companies on the earnings and value of a firm
4. To understand various theories and aspects of working capital management
5. To acquire knowledge about different dividend policies

6. To understand why and how mergers and acquisitions happen

COURSE OUTCOMES

On completion of this course, the students will be able to:

CO1: Relate the theoretical knowledge of strategic decision making with financial policy and organizational goals

CO2: Solve practical problems on capital budgeting decisions

CO3: Understand how a firm determines its capital structure

CO4: Understand the importance of liquidity in a firm

CO5: Develop the knowledge about the importance or futility of dividend payment through classical theories

CO6: Grasp concepts on mergers and acquisitions – the reason behind their occurrence and settlement

COURSE CONTENT

Unit 1: Financial Policy and Corporate Strategy: Strategic decision-making framework, Interface of Financial Policy and strategic management, Balancing financial goals vis-à-vis sustainable growth.

Unit 2: Capital Budgeting: Cash flow estimation, Capital budgeting techniques - ARR, Payback period, Discounted payback period, NPV, Equivalent annual NPV, IRR, Incremental IRR and Modified IRR.

Capital budgeting decisions under constraints

Capital rationing

Capital budgeting decision under uncertainty. Techniques for incorporating risk and uncertainty in capital budgeting decisions- Risk Adjusted Discount Rate, Certainty equivalent method, Decision tree analysis, Sensitivity analysis and Scenario analysis.

Unit 3: Capital Structure: An overview of cost of capital- Specific and WACC. Leverage and evaluation of financial plans (EBIT-EPS analysis).

Theories of capital structure – Traditional, Modigliani–Miller Hypothesis without and with corporate taxes, Pecking order theory,

Determinants of Capital structure in practice.

Unit 4: Dividend Policy: Forms of dividends.

Theories of relevance and irrelevance of dividend in firm valuation (Walter’s model, Gordon’s Model, Modigliani–Miller Hypothesis, Bird-in-hand theory)

Determinants of dividend policy; Lintner’s Model on corporate dividend behaviour.

Unit 5: Working Capital Planning and Management: Overview of the concept and types of working capital, Working capital financing, Determinants of working capital, Components of working capital

management; Cash management - Baumol's Model and Miller-Orr Model of managing cash; Receivables management- dimensions of credit policy of a firm and evaluation of credit policies, credit analysis; Inventory management.

Unit 6: Mergers, Acquisitions and Corporate Restructuring: Conceptual Framework, Mergers and Acquisitions - a) Financial Framework, b) Takeover Defensive Tactics, c) Reverse Merger; Divestitures - a) Partial Sell off, b) Demerger, c) Equity Carve outs; Ownership Restructuring - a) Going Private, b) Management/ Leveraged Buyouts; Cross Border Mergers

SUGGESTED READINGS

1. Van Horne, James C., Financial Management and Policy, Prentice Hall of India.
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 Practice, John Wiley & Sons.
6. Chandra, P. Financial Management, Tata McGraw Hill.
7. Problems and Cases, Tata McGraw Hill.
8. Ehrhardt, M. C. & Brigham E. F, Corporate Finance, Indian Edition, Cengage Learning
9. Arthur J. Kewon, John H. Martin, J. William Petty & David F. Scott, Financial Management: Principles & Application, Pearson.
11. Meyer. et.al, Contemporary Financial Management, Cengage Learning.

PAPER 7: Principle and Practice of Taxation (50 MARKS)

PAPER CODE: MCOM2217C

COURSE DESCRIPTION

The course aims to make the students self-sufficient in tax filing and understand the nuances of income tax. Taxation is a very realistic subject and requires updated knowledge and has tremendous practical application. This course will be useful to all students as taxation is an integral part of our life.

COURSE OBJECTIVES

1. To help students to understand basic concepts of Income Tax in India
2. To gain knowledge about different aspects of return submission, advance payment of tax and TDS
3. To understand the several reasons why interest must be paid by an assessee

COURSE OUTCOMES

On completion of this course, the students will be able to:

- CO1:** Assess the taxation status of individuals, firms or HUFs
CO2: Understand in details all the requirements for submission of returns and solve cases on it
CO3: Understand about advance payment of tax and solve practical problems on it
CO4: Understand about TDS and solve practical problems on it
CO5: Develop the knowledge about the different reasons why the assessee must pay interest and solve practical problems on it

COURSE CONTENT

Unit-1: Assessment of Individuals; Assessment of HUF; Assessment of Firms.

Unit-2: Submission of Return of Income:

What is return of income; Persons responsible for submitting return of income; Due date of furnishing return of income; Different return form; Self -assessment tax; Return of loss; Belated return; Revised return; Defective return; PAN; Inquiry before assessment sec. 142 or 142A; Summary assessment; Best Judgement assessment; Practical question on return of income.

Unit-3: Advance payment of tax.

Unit-4: Deduction and Collection of Tax at source.

Unit-5: Interest payable by the assessee.-

For default in furnishing return of income Sec. 234A; For default in payment of advance tax Sec. 234B; For deferment of advance tax Sec. 234C; For failure to deduct or collect and pay tax at source Sec. 201(1A) or 206C (7); Interest payable to Assessee Sec. 244A; Practical questions on return filing.

SUGGESTED READINGS

1. Singhania, V.K., V. K. and Monica Singhania, V.K. Student's Guide to Income Tax, Taxmann Publications Pvt. Ltd.
2. Ahuja, Girish and Ravi Gupta, Systematic Approach to Income Tax, Bharat Law House.
3. Income Tax Report.

PAPER 8: IT for Business (Data Analysis Using Excel) (50 MARKS)

PAPER CODE: MCOM2218C

COURSE DESCRIPTION

The course introduces students to a comprehensive set of concepts and details to develop the skill regarding basic financial analysis through a electronic spreadsheet.

COURSE OBJECTIVES

1. To gain knowledge about Spreadsheet application.
2. To understand the role of financial data analysis.
3. To understand the various methods that can be used for financial statement interpretation.

COURSE OUTCOMES

On completion of this course, the students will be able to:

1. To apply the spreadsheet functionality for necessary financial data analysis.
2. To analyze the financial performance through developing various models.
3. To develop a customized interface for smooth interaction between end-user and the system.

COURSE CONTENT

Unit-1: Electronic Spreadsheet Fundamentals

- Introduction to Data Analysis
- Spreadsheet Basic Skills – Conditional Formatting, Simple Mathematical Functions, Logical Functions, data sharing across worksheets.
- Data Cleaning Techniques
- Data Visualization
- Designing Dashboards

Unit-2: FINANCIAL DATA ANALYSIS

- Data Retrieval using INDEX, MATCH, OFFSET, LOOKUP FUNCTIONS
- Working with Name Range
- Advanced Financial Functions
- Sensitivity Analysis
- Statistical Analysis of Data – t-test, ANOVA, Regression Analysis
- Introduction to Business Intelligence Tools – Power BI

Unit-3: BUILDING FINANCIAL MODELS

Preparation of Financial Statements such as Income & Expenditure Statement, Cash Flow, Profit

& Loss Account and Balance Sheet for business sectors

Unit-4: INTRODUCTION TO INTERFACE DESIGN AND AUTOMATION

Introduction to Form Active X Controls and MACRO – VBA coding (VBA Basics) for financial calculations including Interface Design

SUGGESTED READINGS

1. Ramesh Behl, Information Technology for Management, TMH.
2. Cliff Ragsdale, Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics, Cengage Learning India Pvt. Ltd.; 8th edition.
3. An Introduction to Excel Spreadsheets, Bernard Babani Publishing.
4. Dario Calonaci, Designing User Interfaces: Exploring User Interfaces, UI Elements, Design Prototypes and the Figma UI Design Tool, BPB Publications.
